

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: ORGANIZATION NAME DATE

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	THE CAMBODIAN FAMILY
Name(s) of Principal(s) and Complete Titles	Rifka Hirsch – Executive Director
Contact Information (complete)	Rifka Hirsch – Executive Director (714)571-1966 1111 E Wakeham Avenue Suite “E” Santa Ana, CA 92705 Rhcamfam@aol.com
Name of Program or Project (if different from organization)	The Cambodian Family – Healthy families Program
Geographic Location or Focus of Program or Project	Santa Ana, California, primarily the Minnie Street area, a designated Federal Empowerment Zone
Demographic Overview of Focus Community or Population	<p>The city of Santa Ana has the highest “urban hardship” of any city in the United States, according to a report from the Nelson A. Rockefeller Institute of Government (Orange County Register, 9/06/04). Santa Ana is one of the lowest-income, most densely populated, and youngest-aged communities in Orange County, California. In our local Minnie Street neighborhood, our primary service area, the conditions are even worse than in the city as a whole. The families we serve are challenged by issues related to poverty, crime, and lack of access to quality education, employment, and healthcare.</p> <p>Minnie Street is an overcrowded, high crime, low-income “ghetto” which is home to more than 12,000 Cambodian refugee and Latino immigrant families. It’s a neighborhood characterized by a history of gang tensions and drugs, welfare-dependence and underemployment. A significant portion of the Latino population is undocumented and the Cambodians are one of the most traumatized populations in the United States. Both Cambodians and Latinos suffer disparities in health access and treatment.</p> <p>The Santa Ana Police Department reports that our neighborhood ranks #1 in the city in several negative categories: number of youths and juveniles on probation, population linguistically isolated,</p>

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	<p>population living below the poverty line, and population unemployed. Because of such factors, Minnie Street has been included in Santa Ana’s Federal Empowerment Zone and its State Enterprise Zone. According to the Police Department's Gang Investigation Detail (2005), there are fifteen (15) active gangs in the area: with about three-hundred (300) Cambodian members, and 12 Latino gangs, with about two-hundred (200) members. From April ’06 to January ’07, there were four homicides in the Minnie Street neighborhood; three were gang-related.</p> <p>Residents of the Minnie Street neighborhood are challenged by their backgrounds, their limited English, their poverty, their limited access to health, social services, pre-school and after-school youth programs, and their lack of access to computer and communication technology. Our community is producing too many young people who achieve little in school and who see no reason to expect or plan for a more positive future. In order to have equal access to opportunities, the children and youth need guidance, training, and support to promote academic achievement, positive self-esteem, the expectation of higher education, and the possibility of career advancement. The neighborhood adults need English classes, job placement, health accessing, and other support services to promote their economic independence, health and family well-being. And both youths and adults need access to advancing technologies. Most youths and adults do not know how to employ the basic technology that Americans today take for granted. Such a lack magnifies the disparities in health and social health that our local Cambodian and Latino communities experience.</p> <p>Our Minnie Street Healthy Families Program will provide local Cambodian and Latino families with technologically-appropriate opportunities to participate in the social services they need for greater health and well-being. These services will build upon our current programs that provide Community and Family Health, Employment and Education (including Pre-School and After-School Youth Programs.)</p>	
<p>Description of Program or Project named above</p> <ul style="list-style-type: none"> o Goals 	<p>To increase the ability of the Cambodian family staff to provide social services to the immigrant and refugee population through the use of technology and broadband connectivity and to increase the clients’ own ability to access and use technology to improve the quality of their lives.</p>	
<ul style="list-style-type: none"> o Objectives 	<p>Establish a state-of-the-art computer lab with broadband technology for our ongoing Employment, Youth and Family, and Community Health Programs at The Cambodian Family Center and strive to</p>	

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	<p>open an additional lab on or near Minnie Street.</p> <p>Provide access to at least one-hundred (100) Cambodian and Latino clients for the use of broadband technology annually.</p> <p>Provide ongoing Computer classes to at least sixty (60) health, education and employment clients annually.</p> <p>Distribute mobile computer devices to at least ten (10) program participants annually</p>	
<ul style="list-style-type: none"> o Strategies 	<p>We will upgrade and maintain the computer lab in our existing program site, which currently is funded to provide services to youth in the community, all of the equipment is dated and we do not currently provide services to adults.</p> <p>We will expand services to include classes and individualized mentoring and instruction to parents of very young children and older adult aged participants, offering small age and skill-appropriate classes for three to five (3-5) participants at a time</p> <p>We will recruit and train volunteers to mentor youths and adults in their various activities, using broadband technology.</p> <p>We will provide, through our Cambodian and Latino Family Coaches, ongoing social services, incorporating and modeling the use of broadband technology in all they do.</p> <p>We will offer activities in the evenings and on weekends as needed, to increase accessibility.</p> <p>We will have participants’ complete initial and follow up surveys, at periodic times throughout the grant in order to assess the effectiveness of our services. Periodic reports will be compiled to report our activities, outcomes and impacts to the CETF.</p>	
<ul style="list-style-type: none"> o Actions 	<p>One of our partner agencies in the Minnie Street Healthy Families Program is the <i>Jamboree Housing</i></p>	

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	<p><i>Corporation</i>, an award-winning nonprofit housing corporation, with multiple affordable-housing and senior housing projects within Orange County. In our local Minnie Street neighborhood, Jamboree Housing owns 8 buildings, with 127 one- and two-bedroom units. Included is an in-house social services division, called Housing with HEART (Helping Educate, Activate and Respond Together), which assists their residents to improve their lives and maintain their self-sufficiency. We are currently in discussions to define the role each one of the partners will play in the program. We have collaborated with them for many years to provide social services to the residents of Minnie Street. Working together to put on community fairs, providing information regarding health, employment and education. Jamboree Housing has a Latina staff person working in the community and calls upon The Cambodian Family to provide appropriate support for its Cambodian residents.</p> <p>For this project, we would provide comprehensive services in both locations: at The Cambodian Family and in a Minnie Street location. Jamboree Housing will be a crucial link to the provision of services to the Latino population, and help us to locate space in the community for our neighborhood services. . We will establish and maintain the computer lab(s) with broadband technology and incorporate the technology and connectivity of these lab(s) into all our ongoing social service programs.</p>
<ul style="list-style-type: none"> o Outcomes 	<p>Increase by fifty percent (50%) the availability and usage of broadband technology in the local Cambodian and Latino low-income communities, in order to help them achieve greater health and well-being in their lives.</p> <p>Establish a baseline measure of availability and usage of broadband technology in the local community and compare this baseline to changes at later periodic dates.</p> <p>Young and adult residents in Minnie Street have greater access to broadband technology, and because of that improve their education, employment potential, health and well-being.</p>
<ul style="list-style-type: none"> o Brief History (when was the organization founded or when was the program launched?) 	<p>The Cambodian Family is a grass-roots, community-based, non-profit organization, located in Santa Ana, promoting the social health of refugees and immigrants throughout Orange County, with a focus</p>

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	<p>on the local Minnie Street neighborhood. Our mission is <i>to provide opportunities to refugee and immigrant families to develop their knowledge, skills and desire to create health and well-being in their lives.</i> Our program approach is comprehensive and responds, to the degree possible, to the whole family.</p> <p>We were established in 1980 by a small group of Cambodians, to help newly arriving refugees who had survived the Khmer Rouge ‘killing fields.’ Currently, we provide services in three general areas: (1) <u>Community Health Services</u> (Health Accessing, Trauma/Stress Reduction, and Marriage/Relationship Education for Refugee Families); (2) <u>Youth and Family Services</u> (pre-school activities for 1-5 year-olds; after school activities for school-aged youths, focusing on academic improvement, character development, career exploration, and health; and parenting education); and (3) <u>Employment-Related Services</u> (ESL, home childcare business training, job placement and retention, and long-term supportive services). Our clients come from Cambodia, Vietnam, Laos, Russia, Iran, Afghanistan, Africa, Mexico, and more. We provide services for the greater Orange County, with a focus on Santa Ana and its Minnie Street neighborhood. In this proposed <i>Minnie Street Healthy Families Program</i>, our clientele will be Cambodian and Latino families living in the local neighborhood.</p> <p>Of our thirty (30) staff, twenty-five (25) came to America as refugees and immigrants. Of our seven (7) Board members, five (5) are former refugees: four (4) are from Cambodia, and one (1) from Vietnam. These staff and Board members share the experiences and the trauma of the clients we serve, and provide them role models for their own adjustment and well-being. We’ve provided ongoing services to the local community for the past 25 years.</p>
<ul style="list-style-type: none"> o Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	<p>There are approximately twelve-thousand (12,000) refugees and immigrants compressed into the Minnie Street neighborhood. We provide services to well over one thousand (1000) of them annually. We anticipate over one-hundred (100) of them will receive direct access to and individualized mentoring with regard to Broadband and computer technology. At least sixty (60) of them will attend our ongoing, weekly computer classes. At least ten youths in our program will be given mobile computing devices to use for educational and employment purposes.</p>
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>We are requesting \$250,000/year for 3 years. These funds will be matched by our ongoing program funds, which will come to at least \$750,000 each year. In our first year, our assured match will be</p>

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	<p>\$769,888, just over a 3:1 match. We are currently writing additional grants for the program and will continue to seek additional funding sources both public and private.</p> <p>Other sources of funds will be provided by a combination of government support from federal, Orange County, and the city of Santa Ana. Foundation support will come from the Freeman Foundation, United Way, The California Wellness Foundation, Wells Fargo Foundation, Pacific Life Foundation, the Merage Foundation, and others.</p>
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>We currently have identified two partners we are working with, to establish roles and responsibilities for our Healthy Families Program collaboration, Jamboree housing and St. Josephs Hospital. We are in the process of submitting 2 additional proposals for this program, one of which is due on July 11, 2007 for the Department of Minority Health in the amount of \$250,000.00 for up to three years and another for the St. Joseph’s Hospital Foundation in the amount of \$75,000.00 for up to three years.</p>
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>Up until now we have not compiled any data about the use and advantages of broadband technology in our neighborhood, through this grant we will be able to establish a baseline of usage and track changes in our service outcomes based on the use of broadband connectivity and computer technology we will participate in the survey of Californians about their access to technology, including the use of their personal computers at home work, and school. We will investigate their possession of and use of email account and their reason for using or not using broadband and computer technology, and measure the change in usage as a result of their participation in our program, client information collected will include socioeconomic and demographic data including all other required data.</p>
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take to secure results for the program above? 	<p>We anticipate increased understanding of, usage and access to Broadband technology as a result of our project.</p> <p>We will compile quarterly reports on an ongoing basis for all participants during the grant period. We expect immediate results regarding the access to and use of technology and for long-term progress monitoring, we anticipate tracking children and families in our program through their Pre-K – 12 academic careers.</p>

Note: By submitting the Organization Profile you are agree that the:

- Your Organization expressly grants permission to post the submitted information in a public area of the CETF website,
- Statements and representations made about your non-profit are true and contain falsehoods, and
- Your Organization will keep the information updated either on its own or at the prompting of CETF to ensure that it remains true and accurate reflects the current status and historical operating results of your organization.

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REGION FACT FINDING CONVERSATION
WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS

DATE
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You also give CETF the right to share the information with its Board, officers, employees and agents in printed documents as the Fund seeks to share examples.

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