

## **H.A.C.I.E.N.D.A**

### **Hispanic Alliance Center For Information Education Neighborhood Development And the Arts**

#### **Mission Statement**

THE HISPANIC ALLIANCE CENTER MISSION IS TO EDUCATE, DEVELOP, AND INFORM THE ROANOKE VALLEY COMMUNITY ON INTERCULTURAL EXCHANGE AND THE ARTS

#### **Hacienda Board of Directors**

President – Yolanda Rodríguez Puyana

Vice-President – Cynthia Cardona

Fundraiser Director – Rick Mitchell

Art Director – Mauricio Ticas

Sport Director – Alfonso Alonso

#### **Hacienda / Latino Festival Organizing Committee**

This committee includes the members of the board and also active members and volunteers from the Hispanic and Anglo communities. HACIENDA has intended to invite members that represent the predominant nationalities of Hispanics living in Roanoke as well as people from other ethnic groups and the Roanoke community in general.

Intercultural exchange:

This is an inclusive festival and one of its missions is to create an occasion where the Anglo population gets more familiarized with Hispanic life. Spanish and Latin American food, traditional dances, art, songs, music, are the core of this annual celebration of Hispanic heritage at Elmwood Park. Festival Latino is an important cultural contribution for the city Roanoke.

For Latinos, this event is a great opportunity to get informed of social programs and services they are not aware of. Above all, Latino festival offers a day of pride, unity and civic participation in the place where they live and work.

**HACIENDA**  
**Programs and Activities**  
**March 2006 – Present**

**Information and Referral Services**

The community center has served Latinos in Roanoke by providing information and orientation regarding medical, legal, housing, and educational issues. These clients have been referred to other service organizations in Roanoke as well as to businesses, day care centers, schools, medical offices, hospitals, lawyers, immigration offices, consultants, and other supportive institutions.

**Outreach Services**

HACIENDA has played an important role as an outreach center for the Anglo and Latino communities in Roanoke.

Nonprofit organization, government and private institutions have approached HACIENDA to collect data, extend their programs or sell their products to this growing and vibrant community.

Hispanic workers; bilingual employees; translation services; Spanish interpreters; promotions and publicity; public relations; Hispanic voters; services for Mexican nationals, participation and coordination of cultural events; Hispanic board members; outreaching Hispanic customers; Latino art and Latino performers are among the prevalent requests of the following list:

**Nonprofit Organizations:**

Planned Parenthood  
Family Services of Roanoke (Global Youth Day)  
County Public Library  
TAP  
Mission of Mercy Free Dental Clinic  
Soccer scouting (Hispanic boy's scout's league)  
American Red Cross  
Girl Scouts  
Boy Scouts  
The Roanoke Ballet  
TAP Head Start Advisory Board  
Virginia Organizing Project  
Council of Community Services  
Legal Aid Services  
Roanoke Memories Project  
Refugee and immigration Services  
Local Colors  
Kumba Clinic

**Businesses:**

BB&T  
Sun Trust  
Nationwide Insurance  
Long and Foster Realtors  
Allstate  
Cox Communications  
H&R Block  
Building Specialists  
El Coqui Restaurant and Lounge  
Dolce Restaurant and Lounge  
WDBJ7  
WTOY 1480 AM

**Professionals:**

Carillion Community and Memorial Hospitals  
David Bowers' Attorney at Law  
Cori Divine / Arthur P Strickland Law Firm  
Poarch Law Firm

**Colleges and Universities:**

Virginia Tech  
Roanoke College  
Hollins University

**Churches:**

St. Gerard's Catholic Church  
Our Lady of Nazareth  
First Baptist Church  
Church of the Nazarene  
Wesleyan Presbyterian Church  
Grace Community Fellowship

**Government Offices:**

Roanoke City  
Roanoke Police Department  
Roanoke Health Department  
Roanoke Redevelopment and Housing Authority  
Roanoke 125<sup>th</sup> Anniversary  
Roanoke Valley Alleghany Regional Commission  
Roanoke Public Libraries

**Foreign Government Institutions:**

Mexican Embassy Consular Section in Washington DC  
IME Institute of Mexicans Abroad, Mexico City

**Political Parties:**

DLOV Democratic Latino Organization of Virginia

**Social Services:**

Free Flu Clinic January 2007

400 vaccines were administered to Hispanics at St. Gerard's catholic church, church of the Nazarene and Charly y familia Mexican store. These doses were provided by Roanoke Health Department.

Mobile Mexican Consulate April 2006

Pre-registration of 55 Mexican nationals. This mobile consul travels across the state and issues three Mexican official documents: passports, the consular identification card (CIC) and Birth registration forms.

Mobile Mexican Consulate June – August 2007

HACIENDA assisted this visit offering its operation hours and telephone number as the only source for information and also for pre-registration procedures. More than 700 Mexican nationals were attended on August 18 – 19. Approximately 670 passports and CIC's were dispatched during this visit in Roanoke.

**Educational Programs:**

English as a second language program was conducted from January 2007 to December 2007. Free English classes for basic and intermediate levels.

SunTrust workshop for Hispanics March 2007

Banking, resume writing, employees hiring and useful practical information that was distributed to Latinos attending this orientation.

**Art and Culture:**

HACIENDA has been the organizer of Roanoke Latino Festival in 2005 to the present Roanoke Latino Festival 2008 will take place on October 11<sup>th</sup> as part of the festivities to celebrate Hispanic Heritage Month. This cultural event that has been considered in the words of Mayor Nelson Harris as the second most attended festival in the city.

Roanoke Hispanic Heritage Day Proclamation

In 2005 members of HACIENDA presented a petition to Mayor Harris and members of the City Council to declare the second Sunday of October as "Roanoke Hispanic Heritage Day." This petition was accepted in October 2005. Latino Festival 2005 organizing committee received the written proclamation during this event at Elmwood Park. Every year Hispanics in the Roanoke Valley have an official day to observe and celebrate their culture.

## Art Gallery

Throughout the months of its operation, our gallery contributed to downtown cultural life thanks to art exhibitions of local Hispanic artists and other art works brought from other countries. Each of these art shows lasted an average of 6 weeks. Some art shows and exhibits were as follows:

Rayuela Foro Arte – Local Latino Artist  
Melva Millenium – Afro American artist from Roanoke  
Partnership for the Americas – US and Brazilian art  
Young Curators – Community High School students  
Catherine Divine – Local painter  
Inspirations on paper by Anette Pfaffle – Cuban American artist  
Gustavo Vásquez – Painter from Bolivia  
Marcelo Galvéz & Santos Oropeza – Mexican Painter  
Gianluigi Maroni – Italiana Painter

During Latino Festival 2006 HACIENDA in coordination with Roanoke City, Roanoke County and Salem Schools conducted a children's drawing contest with the theme "Mi Casa es su Casa." More than 200 works were received the prizes to the first three winners were announced and given during the festival. The first 20 were displayed at the event site.

## Children's Choir

In 2008 HACIENDA started a choir called "Grupo de Colores." This Hispanic children participated in Local Colors representing Latino countries. In 2009 this choir will continue practicing for Local Colors and Latino Festival participations. We intend to enlarge this group and make it an annual cultural and educational activity of HACIENDA.

## Boards and Committees

Some Members of HACIENDA have been nominated to serve as member of these boards and committees:

CHIP Children Investment Partnership  
BB&T  
TAP  
American Red Cross Chapter  
Girl Scouts Nominating Committee  
Legal Aid Services  
TAP Head Start Advisory Board  
VLAB Virginia Latino Advisory Board

## Political Participation and Advocacy National Action Day

On April 2006 National Action Day members of HACIENDA organized a rally from Roanoke to Washington National Mall public manifestation to support a comprehensive immigration reform. Latinos y Latinas 72 in total participated and traveled to the US capital supporting this cause.

#### City Council Latino Presence

In May 2007 members of HHACIENDA were present at Roanoke City Council and made this request to our local legislators: to declare Roanoke as a "Sanctuary City" to protect Latino immigrants from discrimination practices (immigrants in a sanctuary city are locally protected until a federal immigration law is passed). We had not received any response to this petition.

#### Meeting with former Mayor Harris and Mexican Consul

HACIENDA made the arrangements for this meeting that took place September 21<sup>st</sup> 2008 with Mayor Nelson Harris, Cónsul Enrique Escorza and members of our organization. Mr. Escorza discussed important public safety issues that affect Latinos in the Roanoke Valley. He also addressed the use and acceptance by Roanoke Police Department of the Consular Identification Card (CIC) as a safe and valid identification document. This ID is printed both in English and Spanish, includes a digital picture of the bearer as well as 13 security measures to protect the document and prevent falsification. The CIC is not a visa, nor a resident card, it does not facilitate work acquisition, nor access to public services meant to US citizens.

#### (VLAB) Virginia Latino Advisory Board in Roanoke

On May 9<sup>th</sup> 2009 HACIENDA will organize and coordinate public forum members of this board. This commission will visit different areas across the state to meet members of the Hispanic community. The panel will listen to their concerns, answer questions, and accept recommendations, the data product of this state meetings will be collected and will be used to formulate VLAB's annual report for Governor Kaine.