

## ADDPC Request for Information Form

1. Date submitted: December 27, 2017

2. Name of organization:

Arizona Latino Council on Disabilities (ALCOD)

Event: ALCOD's Resource Fair and Forum

3. Contact name, phone number and e-mail:

E. Mari Herrera-Daniels, 602.515.2451, e.mari@strasolconsulting.com

4. Which ADDPC goal category are you submitting an RFI for (see instructions page)?

ALCOD's Resource Fair and Forum goal categories encompass all: Voting, Self-Advocacy, Employment and Inclusion

5. Provide a brief description of the proposed project in #4 and barriers you'd like to address:

The Arizona Latino Council on Disabilities (ALCOD), a coalition targeting Latinos with disabilities, was formed to address the lack of bilingual and culturally relevant services and programs in the Latino community. The coalition has worked together for the past two years producing the Latino Disability Summit and Resource Fair which were hosted at Ability 360. Major sponsors of the coalition are respected organizations that serve Latinos in a variety of services and programs. Chicanos Por La Causa, is the leading Latino non-profit serving individuals in service areas of employment, housing, workforce development and integrated health. AARP is a national nonprofit champion for social change and on making an impact in the lives of individuals 50 years plus. AARP has taken on the role of advocating for family caregivers and has been instrumental in lobbying Congress and the State Legislature on issues affecting caregivers and their loved ones. ALCOD's goal is to provide inspiration, education and resources to Latinos and family members affected by a disability in a one-day-one stop location in the heart of Latino communities by producing a Resource Fair and Forum. The resource fair will host agencies that provide services/programs on voter education, advocacy, employment/workforce development, caregiver support, fair housing, health, and inclusion just to name a few. The Forum (workshops) will focus on topics such as accessible voting, work incentives, disability rights, current immigration issues, healthy lifestyles, self-advocacy/youth transitioning, mental health, and IEP's. A noon panel will initiate a Community Conversation on Inclusion. This day long free event will feature an accessible kid's zone, Mariachi entertainment and if budget allows food for attendees.

6. Method of service delivery:

The Arizona Latino Council on Disabilities Resource Fair and Forum will be held during Hispanic Heritage Month, September 2018 in a predominantly Latino community.

7. Who are the anticipated partnerships in the project?

Chicanos Por La Causa and AARP are the major sponsors of the ALCOD Resource Fair and Forum. Phoenix Union High School District will be the host site sponsor.

8. Anticipated contract period (one-year or multi-year):

A multi-year contract period is requested to host a Resource Fair and Forum annually, during Hispanic Heritage Month in September, in Latino dense communities throughout Maricopa County.

9. Anticipated cost (one year only):

Anticipated cost to produce the 2018 ALCOD Resource Fair and Forum is estimated at \$25,000.

10. Anticipated cost for total project if over one year:

This event is produced annually at the estimated budget of \$25,000.

11. Target group and anticipated target number:

The ALCOD Resource Fair and Forum seeks to target Latinos of all ages with disabilities, their families and caregivers with an anticipated attendance of over 500 attendees.

12. Expected results after one year:

ALCOD's expectations and goals are to eliminate barriers that prevent Latinos with disabilities in seeking services. Educating the community and exposing resources available will help individuals reach their full potential and be motivated to self-advocate and be members of an inclusive community.

13. Recommended method for evaluating the project:

Written evaluations provided by sponsors, workshop presenters/attendees, and agency/organizations have been the method used in the past to evaluate and assess the event. We will seek the expertise of Chicanos Por La Causa Research and Evaluation staff to introduce evaluation methods currently beyond the scope of our expertise.

14. What are the other ways to meet this need without ADDPC funding (braided funding or leveraging funding from other sources)?

Sponsorships at various levels, \$5,000 to \$100, are secured to meet the funding need. Chicanos Por La Causa and AARP have been the major sponsors and have committed their financial support to the 2018 event.

15. Is there anyone else doing this now? (Describe the research done to determine this):

I, E. Mari Herrera-Daniels, have produced the event the last two years in partnership with Ability360 as the host site and over 20 sponsors. To better reach the targeted Latino population it is imperative to take the event out in to the community, which is the plan for 2018. Prior to the last two events, no events of this kind have been produced targeting Latinos with disabilities in Maricopa County or the State of Arizona.

16. What are the potential means for sustaining the project?

ALCOD will continue to seek and secure sponsors at various levels to assist in the production of the ALCOD Resource Fair and Forum.

17. Why is this important for the ADDPC to do?

Last year ADDPC launched a 5-year action plan to engage and empower people with developmental disabilities, their families, and community on issues related to health, employment and inclusion. Special focus is being placed on underserved groups such as Latinos and the elderly. ALCOD's Resource Fair and Forum targets ADDPC's special focus groups: Latinos and the elderly. Merging the efforts of Chicanos Por La Causa , AARP and ADDPC will assist in the development and capacity building to systemic change to increase inclusion and full community participation of people with development disabilities, especially the underserved.

## St Cyr, Lani, R

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**From:** Crane, Marcella, A  
**Sent:** Tuesday, June 5, 2018 11:59 AM  
**To:** McFadden, Erica S; St Cyr, Lani, R  
**Subject:** FW: Request for ADDPC Sponsorship  
**Attachments:** AZDDPC.docx; ALCODFLYER-ENG 2.jpg; ALCODFLYER-SPA 2.jpg

This is the response back to the RFI from Latino Disability group. This will be shared with the Grants Committee along with the RFI.

**From:** E. Mari Herrera-Daniels [mailto:e.mari@strasolconsulting.com]  
**Sent:** Monday, June 04, 2018 4:33 PM  
**To:** Crane, Marcella, A <MCrane@azdes.gov>  
**Subject:** Re: Request for ADDPC Sponsorship

Good day Marcella:

Thank you for considering the Request for Information for the 2018 Latino Disability Forum & Expo presented by the Arizona Latino Council on Disabilities. The following will answer your questions:

Is the event still taking place in September 2018?

**Yes, the 2018 Latino Disability Forum & Expo is scheduled Saturday, September 8, 2018. Please see the attached letter and flyers.**

What are the specific dates?

**Saturday, September 8, 2018**

Are you a non-profit organization (i.e. 501 c 3)?

**Southwest Institute for Families and Children is the fiscal agent and is a 501C3.**

What are the expected number of attendees?

**In the past the event was held at Ability360 and hosted over 400 people. This year we are taking the event into the community and expect well over 500 individuals.**

What specific community will this take place in?

**The event will take place at Alhambra High School which has a 77.6% Latino student population. Alhambra High School is located in a heavily populated Latino community known as the Canyon Corridor. Alhambra High School is in the Phoenix Union High School District and is neighbor to Alhambra Elementary School District. Both school districts have committed and will be instrumental in promoting the event to their families.**

How much funds has been raised for this?

**To date we have raised \$15,000 for the 2018 Latino Disability Forum & Expo.**

If funded by the ADDPC, what will our funds be used for?

In the past we did not have enough funds to provide full accessible communication for attendees. If funded by the ADDPC funds will be used to contract CART services, sign interpreters, Spanish interpreters, and braille printed programs for the visually impaired (which was recommended to me last year by an attendee).

Thank you again for the consideration of supporting this one-of-a-kind event. Please also consider having a table at the event to provide resources and information to attendees.

Regards,  
E. Mari Herrera-Daniels

On Mon, Jun 4, 2018 at 9:43 AM, Crane, Marcella, A <[MCrane@azdes.gov](mailto:MCrane@azdes.gov)> wrote:

Good Morning Ms. Daniels,

Our office is looking over the Request for Information ALCOD submitted last year and I have a few additional questions regarding the resource fair. If you can respond by the Noon tomorrow, that would be greatly appreciated.

Is the event still taking place in September 2018?

What are the specific dates?

Are you a non-profit organization (i.e. 501 c 3)?

What are the expected number of attendees?

What specific community will this take place in?

How much funds has been raised for this?

If funded by the ADDPC, what will our funds be used for?

Thank you,

Marcy





### 2018 Disability Forum and Expo

A day of inspiration, information, and resources for the entire family  
Un día de inspiración, información y recursos para toda la familia

- Host Site: Alhambra High School  
3839 W. Camelback Road  
Phoenix, Arizona 85019
- Date: Saturday, September 8, 2018
- Time: 10 AM – 3 PM
- Audience: Forum and Expo is open to the general public, including consumers, families, healthcare professionals, and educators in the state of Arizona.
- Forum: Workshops will address culturally relevant topics ranging from living a healthy lifestyle, support systems for caregivers, understanding disability benefits and services, special needs trust, youth transitioning, creating an immigration plan, and work incentives. A noon panel will host a Conversation on Community Inclusion.
- Expo: The Expo will offer exhibiting opportunities for agencies and businesses to promote and market their products and services to the Latino market and general public.
- Marketing Opportunities: Sponsorship packages available at various levels.
- Sponsoring Deadline: July 31, 2018 or while space available

**Sponsorships are limited.**

For information, please contact:  
E. Mari Herrera-Daniels at 602-515-2451 / E.Mari@StraSolconsulting.com



## 2018 Disability Forum and Expo

### Sponsor Levels

#### Gold Sponsor - \$5,000 SOLD~SOLD~SOLD

- Company recognized as Gold Sponsor in all print advertisements, logo on front of attendee bags, and on-site displays purchased
  - Gold Sponsor recognized in social network advertisement
  - Gold Sponsor recognized in all media interviews and promotions
  - Gold Sponsor name and logo listed on registration page and all marketing material
  - Gold Sponsor recognized on appropriate event signage
  - Opportunity to address attendees at morning Welcome
  - Gold Sponsor recognized on all event day announcements
  - Full page color ad in conference program
  - (4) 2018 ALCOD Polo shirts for event day
  - Four meal tickets
  - Pipe and drape booth with 6 foot skirted table, signage, 4 chairs and wastebasket located in prime exposition area
- Note: for printing purposes, this level is time sensitive

#### Silver Sponsor - \$3,000

- Silver Sponsor name and logo listed on registration page, logo prominently placed on back side of attendee bags, and all marketing material
  - Silver Sponsor recognized in social network advertisement
  - Full page color ad in conference program
  - (2) 2018 ALCOD Polo shirts for event day
  - Two meal tickets
  - Pipe and drape booth with 6 foot skirted table, signage, 2 chairs and wastebasket located in prime exposition area
- Note: for printing purposes, this level is time sensitive

#### Bronze Sponsor - \$1,000

- Bronze Sponsor name and logo on back side of attendee bags and all marketing material
- Half page color ad in conference program
- (1) 2018 ALCOD Polo shirt for event day
- Two meal tickets
- Pipe and drape booth with 6 foot skirted table, signage, 2 chairs and wastebasket located in prime exposition area



Featured Exhibitor ~ For Profit \$500

- Company/Business recognized in conference program
- One meal ticket (additional meal ticket \$25)
- 6 foot skirted table, one chair, and wastebasket located in exposition area

Featured Exhibitor ~ NonProfit/Government \$100

- NP/Agency recognized in conference program
- One meal ticket (additional meal ticket \$25)
- 6 foot skirted table, one chair, and wastebasket located in exposition area

Program Ad Option Available to Nonprofits/Government Agencies

Full page \$100

Half Page \$50





## 2018 Disability Forum and Expo Sponsor / Exhibitor Registration

Qty	Sponsor Level	Total
N/A	\$5,000 Gold Sponsor ~ SOLD	N/A
	\$3,000 Silver Sponsor	
	\$1,000 Bronze Exhibitor	
	\$500 For Profit/Business Exhibitor	
	\$100 Non-Profit Exhibitor	
	\$100 Government Agency	
	\$100 Full Page Program Ad (Non Profit Only)	
	\$50 Half Page Program Ad (Non Profit Only)	
	\$25 Additional Meal Ticket	
	<b>TOTAL</b>	

To register by mail, send this form with payment payable to:

Southwest Institute for Family  
 Attn: George Garcia, Co-Chair  
 Arizona Latino Council on Disabilities  
 255 E. Osborn Road, Suite 103  
 Phoenix, Arizona 85012

Online registration available at: [www.swifamilies.org](http://www.swifamilies.org)

Deadline: July 31, 2018 or while space available.

All Transactions are final ~ No Refunds.

Registrations submitted after July 31 may not be included in program and marketing materials.



June 4, 2018

Mcrane@azdes.gov

Dear Marcella:

It is with great enthusiasm that I announce the Arizona Latino Council on Disabilities 2018 Disability Forum and Expo to be held Saturday, September 8, 2018 at Alhambra High School. We are honored to have Alhambra High School as this year's site sponsor. The site is located in the Phoenix Union High School District, Alhambra Elementary School District, and Grand Canyon University is down the street. This day promises to be filled with culturally relevant information, resources, and fun for the entire family and community.

The Forum will host workshops such as Creating an Effective IEP, Understanding Social Security Benefits, Heart Health and Nutrition, Caring for the Caregiver, Special Needs Trust, Work Incentives, Youth Transition, and more. A noon panel will spark a Conversation on Community Inclusion. Workshops will run concurrently with the Expo from 10 am to 3 pm.

The Expo has a holistic approach in that agencies and nonprofits that provide a service which support individuals and families reach their full potential are invited to participate. The Council is seeking exhibitors that provide services in physical and mental health, workforce development, youth transition, immigration, housing, educational readiness, and neighborhood revitalization.

The Forum and Expo, held during Hispanic Heritage Month, will serve several hundred attendees and will be marketed in various English and Spanish media outlets as a *free family fun* event with live Mariachi music, an accessible kid zone, and a gently used durable medical equipment give-away. Included with this letter is information on how your organization can participate in delivering information and resources to individuals and families affected by a disability. Should you have any questions or need further information, please feel free to contact me at 602.515.2451 or e.mari@strasolconsulting.com. Thank you for your consideration and we hope to see you in September.

Sincerely,

E. Mari Herrera-Daniels  
Chair, Arizona Latino Council on Disabilities  
2018 Disability Forum and Expo

George Garcia  
Co-Chair  
2018 Disability Forum and Expo