Dear friend,

This past year was a year of human connection for us at Corazón Healdsburg. We were finally able to dance together, break bread together and celebrate together IN PERSON. Each and every time we gathered, in groups big or small and even with our masks on, it felt like a little miracle.

We wept with joy to see nervous Ward Street neighbors celebrating their youngest residents at our Día del Niño block party at the end of April after a scary drive-by shooting in March. We marveled at the persistence and beauty of the ballet folclórico dancers, who started meeting at the Healdsburg Community Center in June and were performing for crowds in September. And we held hands with our Family Resource Center clients as we worked together to find them housing, sign them up for utility bill discounts or connect them with much needed legal services.

We've learned a lot about what we can accomplish over the phone or over the computer since COVID-19 first shut everything down way back in March 2020. We've also been reminded how powerful true human connection can be. We're so grateful for all our time together in 2021 and look forward to continuing our work to build a more just and compassionate community with you, hand in hand.

With gratitude,

Corazón Healdsburg
Board of Directors

Our Board of Directors

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Bridget Doherty
Carlos Carrera
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Georgina Calderon
February — Vaccine scheduling
Corazón Healdsburg launches vaccine scheduling outreach with 22 bilingual and bicultural contractors. In the first couple of days they schedule more than 1,000 appointments for Spanish-speaking seniors.

April — Día del Niño with Ward Street
Neighbors on Ward Street come together with Corazón Healdsburg and the Healdsburg Police Department to celebrate Día del Niño.

June — New ballet folclórico YOLOTL
Community leader Yolanda Giron gathers new dancers for the first lesson of the Ballet Folclórico Corazón de Healdsburg dance group. Since then, the group has grown to 45 people of all ages who meet weekly to practice traditional dances from different regions of Mexico.

July — Event of the Heart
Our generous donors helped us raise a record-breaking $520,000 at the Event of the Heart.

July — Golazo
We slow danced to Los Cadetes de Linares de Rigoberto Cantu, scored goals and savored birria fries at Golazo, our first-ever celebration of soccer as a multicultural sport where everyone is welcome. We provided 60 local youth with scholarships to join in playing local recreational soccer.

October — We move!
We were growing and needed more space. Our team moved into our new digs at 16003 Healdsburg Ave., just north of the Healdsburg Community Center, where we still host many of our initiatives.

October — Libros y Raíces launch (Books and Roots)
We hosted our very first Libros y Raíces early literacy workshop with bilingual story time, sensory play and snacks.

October — Día de Muertos
We remembered our ancestors and celebrated community with a return to the Plaza for our annual Día de Muertos event.

November — STEAM Festival
Young students got hands-on with science, technology, engineering, the arts and math at Corazón’s first STEAM festival.

November — Emergency interpretation training
12 members of our team complete specialized interpretation training with Nuestra Comunidad to support our Spanish-speaking community during emergencies.

December — Las Posadas
Nine Healdsburg neighborhoods welcomed guests for Posadas, a Latin American tradition re-enacting the story of Mary and Joseph seeking shelter before the birth of Jesus. There was singing, pozole, tamales, hospitality and beautiful human connection.

September — Plaza de las Américas
At Plaza de las Américas we honored Latin American Heritage Month with orchestra music by the Banda Filarmónica del Maestro Raúl Lico, dance performances by the Ballet Folclórico Corazón de Healdsburg and Cumbia Tropical music by El Nuevo Acapulco Tropical.

November — Emergency interpretation training
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ACADEMIC DEVELOPMENT SUPPORT FOR CHILDREN AND YOUTH

Education is the key to unlocking individual potential and transforming a community. At Corazón, we recognize that advocating for the education and success of our youth means supporting everyone involved, including expectant and new parents, childcare providers and the young people themselves, from cradle to career. Our goal is that children, youth and their families are able to make informed decisions and overcome the inequities created by racial, economic and social divides.

We want to support every young person in need to build a strong foundation to prepare for and complete the highest level of postsecondary education or training to achieve their career goals. As with all Corazón offerings, long-term and holistic support and both individual, family and community empowerment lie at the heart of this program.

Planting seeds for a love of reading
By Manuela Lopez

My family has been involved in Libros y Raíces since the program started in the fall of 2021. Our whole family attends the sessions, including my husband Salvador Ramirez, my daughter Aylin, and my son Angel. My husband and I like to attend the session to meet other families in the area who share the same interest for reading like ours does, and to develop stronger reading skills in both Spanish and in English. There’s about 60 kids who regularly participate in the program, and it’s been so nice to meet new families in our community.

The instructors are always mixing up their approach, which keeps things interesting and helps them connect with different children and their different learning styles. Sometimes we read in a circle, other times we read while enjoying a snack. Either way, my two kids always enjoy the experience and I can see they are learning so much.

For my daughter Aylin, who attends the dual immersion Cali Calmecac Language Academy in Windsor, the program offers her the opportunity to practice her reading skills in English. Since our first session, she feels more comfortable and more confident reading in both languages. For my son Angel, who attends Fitch Mountain Campus in Healdsburg and is autistic, the program offers interactive sensory activities, which we all enjoy doing as a family. I encourage parents to take advantage of the bilingual program because it is a wonderful opportunity for everyone. As someone who didn’t finish school, I have also found the program to be a space where I can continue to practice my reading.

Our Academic Development Initiatives

Soñadores Parent Workshops
Parent workshops are created to build a college-going culture by providing information relevant to student success and parent empowerment.

Mi Bebé Y Yo
The mission of Mi Bebé Y Yo is to provide prenatal education to develop healthy and strong families for parents-to-be for the successful development and growth of their children.

Diaper Distribution
Corazón Healdsburg Drive-thru Diaper Distribution is an initiative where, with the support of the Redwood Empire Food Bank, we provide families with a sufficient supply of diapers every second Saturday of the month to keep their infants or toddlers clean, dry and healthy.

Pasitos Playgroup
The goal of Pasitos is to prepare low-income, Latin American parents to be effective first teachers for their preschool-age children. This free weekly program is focused on preschool-style learning for youth and their parents.

Libros y Raíces
Libros y Raíces (or Books and Roots in English) instills the family value of reading, creates a love for reading and fosters each child’s reading literacy towards academic success.

Kinder2College Fund
This initiative provides a college savings account for kindergarten students at four local public schools, creating a college-going culture mindset for both students and families.

FirstGen College Counseling
FirstGen provides one-on-one college and career counseling to first-generation college-bound students at Healdsburg High in order to achieve their goal of acceptance to a four-year university.

Adult Education
Academic development doesn’t end at high school and in 2021 we continued to provide English as a Second Language, Computer Skills, Financial Literacy and Small Business Entrepreneurship classes to adult learners in our community through partnerships with Santa Rosa Junior College, Sonoma County Adult Education and Redwood Credit Union.
VACCINE EQUITY

When the COVID-19 vaccine was first rolled out to the public in early 2021, we knew that systemic barriers related to technology, language and access to healthcare would be exacerbated by a limited supply of vaccines. Working with our partners at Alliance Medical Center and a team of bilingual contractors, we faced this challenge head-on, calling eligible individuals directly and offering them support in scheduling their vaccine appointments. A few declined, but the vast majority eagerly took their chance to be vaccinated.

Throughout the year, we incorporated vaccine outreach into everything we did. We hosted pop-up vaccine clinics at food distributions, at ESL classes, after Mass and at community concerts. We shared information about how the vaccines work from our medical partners and encouraged people to talk to their doctors about any questions they had.

Our community is only as healthy as the individuals and families that live in it. We cannot build a strong community if some are left behind or excluded, especially with something as life-changing and life-saving as the COVID vaccine.

Helping those who needed it most navigate the vaccine process

By Eva Elena Hernandez Rosillo

When 2021 started, I was 18 years old and halfway through my freshman year at St. Mary’s College. Due to COVID-19, I couldn’t attend classes in-person, so I was living in Healdsburg with my parents. I’m a graduate of the Corazón Healdsburg FirstGen College Counseling program, so when I heard that the organization was looking for Spanish speakers with computer skills for vaccine outreach, I took this opportunity to give back to the community that supported me on my path to higher education.

I knew that language limitations and a lack of computer skills were going to be huge barriers for many people to schedule their vaccine appointments. I was especially worried about essential workers who needed to work in person throughout the pandemic and our elderly neighbors, who were at higher risk of hospitalization and even death from COVID. All of the different information about who was eligible for the vaccine and how to get it was confusing in those early days and I was proud to be able to help with my bilingual and computer skills.

When we first launched our virtual call center, I was making calls to eligible monolingual Spanish speakers and helping them navigate the vaccine appointment process from my home.

Most of the people I spoke to were desperate to get the vaccine and eager to share any resources or information I had with their coworkers, neighbors, family and friends. Between homework and online classes, I was booking 50 appointments per day.

As the vaccination effort continued, I also worked at pop-up clinics at Healdsburg High School and Windsor’s Huerta Gymnasium. We greeted people in Spanish or English and made sure they were registered properly. I was grateful to be able to welcome people in their own language and help them navigate the process.

As a young online student, I wasn’t eligible for the vaccine right away, but after working so closely with those who were most exposed and most at risk, I felt honored to be a part of protecting them and our whole community.

In the first 2 days of our vaccination scheduling:
- 22 bilingual and bicultural outreach specialists
- 2,500 phone calls were made
- 1,000 appointments were made

Today in Sonoma County:
- 72% of all Hispanic/Latino people are fully vaccinated
- 26% of all vaccine recipients identify as Hispanic/Latino, matching their proportion in the whole population
THE BEAUTIFUL GAME FOR A BEAUTIFUL COMMUNITY

At Corazón Healdsburg, we see soccer as a space where kids of different backgrounds can come together and create lifelong friendships. That’s why we partnered with the City of Healdsburg and the Healdsburg Youth Soccer Association to create Golazo, a beautiful evening of music, food, community and soccer.

There was a cleat swap, face painting, live music, classic cars, vaccines and more. By the end of the evening we had signed up 60 kids for full scholarships to participate in the Healdsburg recreational soccer league. We believe all the children in our community should be able to participate in soccer, no matter their economic status or background. Once the soccer season kicked off, we were thrilled to see teams reflecting the beautiful diversity of our community take to the field.

Soccer can unite us all
By Eric Guzman-Leyva

I’ve played soccer most of my life. When I was a kid, I remember running around every night with my brothers and neighbors playing street soccer and feeling pure joy. It was the thing I looked forward to most every day. On the field, my teammates were from all different racial and ethnic backgrounds. Even though we didn’t look the same, or always speak the same language, we shared a common goal to have fun (ok, and maybe to win too).

Soccer is the most popular sport in the world and in Latin American communities, soccer is a big part of life. As a player and now as a coach of the Healdsburg High School junior varsity team, I’ve seen how soccer programs at every level provide youth a diverse and safe environment to form new friendships and develop new skills. Teams become like second families, keep kids out of trouble and can be a pathway to higher education through university scholarships. It’s funny to think that a sport that’s just about getting a ball into a net can bring the whole world together.

60 kids received full scholarships to participate in Healdsburg recreational soccer.
Throughout 2021 we worked very closely with nine key Healdsburg neighborhoods where many of our clients and community leaders live. As the year came to a close, we asked each neighborhood if they would host a different night of las posadas, a nine-night Mexican tradition that begins on Dec. 16 and ends on Christmas Eve. La posada translates to “inn” in English, and the custom is for neighbors to reenact Mary and Joseph’s searching for lodging before the birth of Jesus. It’s an annual reminder of what it means to welcome someone who has nowhere else to go and provide them with warmth, good food and a sense of community. With a little support from Corazón, each neighborhood hosted dozens, serving tamales or pozole, hot chocolate and plenty of good cheer.

I still have the most beautiful memories of las posadas in Mexico when I was a child. We would go from house to house on our street and our neighbors would share candies, piñatas and small gifts with all of us kids. Even though we didn’t have a lot of money, it was something we saved up for, and everyone was part of the experience. I remember the candles, the singing and a deep sense of hope that something incredible was right around the corner.

We’ve been lucky enough to participate in a couple of posadas during our time in Healdsburg, but because of COVID it had been a couple of years. I was so excited to share the posada tradition with my young children this past year, because I want them to know these traditions that are a part of me and a part of them. Las posadas have been organized by neighbors and communities in Mexico for generations. It’s so special for me to see my friends and family participating here in Healdsburg.

It was lots of work to get everything ready, and at one point my neighbor who was taking the lead on organizing everything was feeling a little overwhelmed. We told her, don’t worry, we’re here to support you, you don’t have to do this alone! Everyone did something different. Some people helped set up the chairs, other people prepared the pozole and others put together the aguinaldos (little goodie bags with candy, peanuts and clementines) for the kids. We also had delicious homemade hot chocolate, cinnamon tea and fresh pan dulce.

It was so moving to see our neighborhood come together to recreate this meaningful tradition. The story of Mary and Joseph seeking refuge is something so many of us can relate to. For me, they are an example of survival and hope. As I carried the figures of Mary and Joseph and the candles and led the procession, I felt like I was walking toward change, a good change, for us and for humanity.

- 71% of surveyed posadas participants said they met someone new at the posadas
- 96% said they felt the Latin American community was more united after the posadas
In 2021 more than 900 local residents took our emergency resiliency workshops. These workshops covered developing an evacuation plan, how much food and water to have on hand, how to prepare all family members (including children and pets!), how to pack a go bag, how to determine one’s evacuation zone, how to sign up for emergency alerts and more. There is additional content on financial stability and the importance of renter’s insurance in the case of an emergency. All workshops are provided in both English and Spanish.

We want everyone in our community to feel prepared for the next emergency. Everyone should have insurance, backup food and water and the knowledge they need to calmly react to the text alert that a fire, flood or earthquake is happening in our region.

We’d like to say a special thank you to the Red Cross, the Center for Disaster Philanthropy, Latino Community Foundation, and Healdsburg Forever for supporting our work to make sure everyone in our community feels prepared for the next emergency.
2021 DONOR HONOR ROLL

Corazón Healdsburg is deeply grateful to each of our donors who supported our work with a donation of any size in 2021. Through our La Cosecha Annual Fund, Unity & Community Fund and gifts designated to our strategic initiatives, the following individuals, foundations, corporations and agencies empowered the most vulnerable in northern Sonoma County with their selfless generosity. THANK YOU!

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We love the way that Corazón engages the entire community and truly demonstrates that Together We Are More! Our family tries hard to focus on organizations that reach beyond an individual need, and create a foundation for positive change and growth generations into the future. For every donation there are multiple lifetimes of return. Thank you for making sure that all facets of our vibrant region are cared for so that we can be one big family.

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Justin Barton
Susan Baumgarten
JJ Baylin
Camille Fong & Harold Beals
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Melissa & Bodhi Kraus
We continue to be impressed by Corazón Healdsburg. Their strategy and initiatives reflect their deep understanding of our community’s needs. We’re proud to invest in their work and strongly believe in their vision to create a more compassionate and just community.

Michelle Mercer & Bruce Golden
The Healdsburg community is lucky to have Corazón serving so many individuals and families who want to improve their lives but lack the resources and know-how to get started. Learning to speak English as a second language, though challenging, is essential to success. Without Corazón, we would not have our thriving ESL program which now has over 40 adult students enrolled in English classes. Corazón is without a doubt strengthening our community and making Healdsburg a better place.

Lynn R. Horowitz

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Bob Cabral
Michiko Conkin
David Cook
Micheal Davidson
Jade Feltwell
Lorraine Fiamengo
Patricia Fichtner
Ariel & Tim Kelley
Deborah Krvatin
Lisa Esselstein
Lynne Esselstein
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Cheryl Soderholm
Stewart Vandenbeng

Sharon Vogensen
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Arnot Roberts
Ashley Mauritson Events, LLC
Best Western Plus Dry Creek Inn
Bon Ton Studio
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Suzy & Vic Trino
Umbrisio Wines
West County Health Centers, Inc.
Michael Edward Wnek
...and those who wish to remain anonymous

Kinder2College
Active 20-30 Foundation
California Student Aid Commission
Edward Chaglassian
Sarah Durie
Brittany McCall
...and those who wish to remain anonymous

FirstGen
Claudette Berwin
Breathless Wines
Susan C Burnett-Hampson
Manok & Alan Cohen
Marjatta & Steven Daniels
Fund for Ecology & Culture
Eileen Gittins
Eva Leah Gunther Foundation, Inc.

Ginnie & Peter Haas Jr
Pamela Howard
Deborah & Gerald Huth
Johnson Scholarship Foundation
Kimball Foundation
Beth Sawatzky
Barbara & Bob Scavullo
Karen Thompson
Laura & Dean Thompson
Theresa Vu
Wendy L Ward
...and those who wish to remain anonymous

Tuesdays on the Plaza
Jacqueline Barsh
Bob Cabral
Michiko Conkin
David Cook
Micheal Davidson
Jade Feltwell
Lorraine Fiamengo
Patricia Fichtner
Ariel & Tim Kelley
Deborah Krvatin
Lisa Esselstein
Lynne Esselstein
Bruce Ott
Celeste Plaister
Carmen Puccinelli
Vernon Rogers
Emma Rosales
Cheryl Soderholm
Stewart Vandenbeng

Sharon Vogensen
Nancy Watanabe
...and those who wish to remain anonymous

Camp HBG
The MCA Amelior Foundation
Richard Burg
Manok & Alan Cohen
Jeanie & Marc Khan
Ann & George Lawson
Susan M Miller
Maya Missakian
Adrienne Petit
Beth Sawatzky
Susie Tompkins Buell Fund
Tomkins/Imhoff Family Fund of Community Foundation Sonoma County
...and those who wish to be anonymous

In-Kind
A. Rafanelli Winery
Acorn Winery
Aperture Cellars LLC
Arista Winery
Arnot Roberts
Ashley Mauritson Events, LLC
Best Western Plus Dry Creek Inn
Bon Ton Studio
Bacchus Landing

We have observed Corazón growing into an essential community asset. They tackle systemic problems and implement innovative solutions to the most pressing needs for local people, while also strengthening community and increasing civic participation.

David Ring, Co-Chair, Grants Committee, Healdsburg Forever

Barbara Bowman
Bricolour Vineyards
Browne Family Wines
Butterfly Aviation
Camp Fire
Ramona & Carlos Carrera
Cardell’s
Comstock Wines
Constellation Brands
Tina Crabtree
The Demuthery
Donelan Family Wines
Downtown Bakery & Creamery
Alain Pierret & Johnny Drake Group, Compass Real Estate
Dragonfly Floral
Dutcher Crossing Winery
Elemental Massage
Flowers Vineyard & Winery
Four Seasons Hotels - Los Angeles at Beverly Hills
Four Seasons Hotels - Punta Mita, Mexico
Francis Ford Coppola Winery
Guiso Latin Fusion
Hotel Healdsburg
Iron Horse Vineyards
Jeff Cohn Cellars
Journeyman Meat Company
La Tortilla Factory Inc
Lambert Bridge Winery
Limerick Lane Cellars
Marine Layer Wines
The Matheson
Carrie & Clay Mauritson
McFadden Family Vineyard & Farm
Tom McKay
Jennifer & Mark McWilliams
Mengler Family Wines
Montage Healdsburg
Orsi Family Vineyards
Papapietro Perry Winery
Paul Hobbs Winery
FINANCE STATEMENT

Total Revenue
$3.5 million

- Grants 58.8%
- Other 5.8%
- Individual Donations 9.3%
- Corporate Donations 9.6%
- Fundraising 4.5%
- General & Administrative 12.2%
- Program 83.3%
- Events & Sponsorship 16.4%

Total Expenses
$4.2 million

We support Corazón Healdsburg because they provide a positive, tangible and daily impact in our local community.

The López Family (Al, Dina, Francisco & Monica)
This past year Corazón Healdsburg celebrated two milestone anniversaries: five years since opening our doors to the community and ten years since filing the official paperwork to become a nonprofit and begin fundraising. What started as a dream (we filed as Scopa Has a Dream!) continues today as a thriving community-based organization with 24 mostly bilingual and bicultural employees. We serve thousands of clients each year and we’re watching leaders of all ages take flight and soar with the love and support of their community.

We couldn’t have done this without each and every one of our supporters, volunteers, students, program participants and donors. Every day we see that we can create a more just and compassionate society when we work together. Because together we are more!