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Who We Are

Amistades, Inc. is a non-profit, 501 (c) (3) community development substance abuse prevention organization serving the growing Latino population in Tucson and Pima County. The mission of Amistades is to provide culturally competent leadership in the prevention of alcohol, tobacco, and other substance abuse problems affecting Latino youth, families, and elderly. Aspects of the Amistades philosophy include promotion of youth development, reduction of risk-taking behaviors, and building assets and resilience.

Comunidad/Community

Take Back Drug Day—Amistades participates in an annual, state-wide drug return initiative aimed at preventing pill abuse and theft. At sites nationally, around the state, and locally in Tucson, law enforcement collects potentially dangerous unused and unwanted or expired prescription drugs for destruction. 3,400 sites are approximated nationwide. The service is free and anonymous, no questions asked. This is part of a national effort to get prescription drugs out of the medicine cabinets before they get into the hands of teenagers. The Tucson Police Department sets up collection sites at each of its five patrol divisions (South, West, Midtown, East, and Downtown). Amistades hosts the West division collection site. This year, the Tucson Police Department collected over 345 pounds of unwanted/unused medication during the Prescription Take-Back Initiative. The Partnership for a Drug-Free America says 2,500 teenagers use a prescription drug to get high for the first time. A 2009 survey from the Centers for Disease Control and Prevention shows that prescription drug abuse is on the rise, with 20% of teens saying they have taken a prescription drugs without a doctor's prescription. This event serves as a platform for community awareness and education around substance abuse. Amistades also participates in local prescription take back days done in conjunction with the Pima County Sheriff's Department and the Tucson Police Department. Four take back drug day events that Amistades has participated in have taken place locally in the last 15 months where 35 pounds of unwanted/unused medication has been collected.

National Town Hall Meeting Month—The Substance Abuse and Mental Health Services Administration (SAMHSA) works with organizations at the national, state, and local levels to host town hall meetings as part of a concerted effort to promote the U.S. Surgeon General's National Call to Action to Prevent and Reduce Underage Drinking and to promote one of SAMHSA's priority initiative areas, Prevention of Substance Abuse and Mental Illness. In recognition of Alcohol Awareness Month in April, communities throughout the nation conduct town hall meetings to discuss what can be done to prevent and reduce underage drinking. More than 1,700 community-based organizations conduct town hall meetings across the country. Amistades hosts its local town hall meeting during the month of April at the Ellie Towne Flowing Wells Community Center to create a forum for discussion on concerns and developing a foundation for solutions. Amistades works with the Flowing Wells Unified School District and the Amphitheater

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School District to recruit students and parents to participate. The town hall meeting is organized collaboratively with other local organizations, coalitions, and schools.

Yoga en Español–*Bienvenidos al mundo de yoga!* Amistades works with the YOGA connection to host the city’s first Yoga en Español series. Classes are offered to the community at a very reasonable price. Many of the graduates from the REGALOS parenting program were some of the first to attend these innovative classes and continue to attend. These classes are a wonderful opportunity for Spanish speakers to enjoy the mental and physical benefits of yoga. The YOGA Connection is Tucson’s only nonprofit yoga organization, dedicated to serving the yoga community since 1987. 3929 East Pima | www.yogaconnection.org | 520.323.1222 | yoga@yogaconnection.org

National Citizenship Day Community Forum / Una Plática Con Familias–Amistades hosts an annual community dialogue about the process and the benefits of becoming a United States citizen. Nationally, Constitution Day and Citizenship Day is a combined event that occurs in the United States on September 17, each year. This event is held at the Ellie Towne Flowing Wells Community Center and commemorates the formation and signing of the Constitution of the United States on September 17, 1787. It also recognizes all who, by coming of age or by naturalization, have become United States citizens. QuickHelp serves as a collaborative partner providing participants with community resources. Amistades encourages United States citizens to remember the blessings of liberty and recognized the responsibilities of citizenship and invites the community to become active, involved, and informed! *Juntos seguiremos adelante!*

Cultura/Culture

Segundo de Febrero Commemoration–Amistades commemorates Segundo de Febrero, February 2, 1848, the day the *Treaty of Guadalupe Hidalgo* was signed and consequently ended the Mexican American War. Segundo de Febrero is a celebration of Mexican American history and culture by individuals and communities nationwide. Amistades, Inc. joins national efforts in California, New Mexico, Arizona, and its place of origin, Texas, to highlight political history and adopt it as a community-wide education and prevention effort. Segundo de Febrero is an opportunity for all community leaders from Tucson and across the state of Arizona to increase awareness about the consequences of substance abuse among youth and families. At the heart of the Segundo de Febrero concept and commemorative activities, is the need to continue to recognize Mexican American contributions to American society. Of utmost importance is to preserve Mexican American history, and pass the torch to a new generation of leaders. Amistades made history in 2011 when it hosted the original *Treaty of Guadalupe Hidalgo* for the 1st time in Arizona. The Treaty (housed at the National Archives in Washington, DC) was in Tucson for 30 days for public exhibition and educational purposes. Approximately 3,000 participants comprised of K-12 students, college students, community leaders, educators, and families visited the exhibit and gained knowledge of the peace treaty.

Cinco de Mayo Non-Profit Celebration and Family Festival–The Cinco de Mayo Non-Profit Celebration and Family Festival promotes safe and alcohol-free events in the Flowing Wells community. The concept was created by The Cinco de Mayo Con Orgullo Coalition in California and has spread to more than four states nationally. The event is

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designed to promote a sense of community pride and spirit. Cinco de Mayo brings together 200 children, youth, and families. Special focus is given to schools within the Flowing Wells Unified School District such as Homer Davis Elementary, Laguna Elementary, and Walter Douglas Elementary. Non-profit organizations in the Flowing Wells community are invited to set up an informational booth to connect with the community, explain their services, and distribute information. Speakers conduct presentations on the true historical significance of the holiday Cinco de Mayo. One of the goals of this neighborhood gathering is to protect the cultural integrity of the festival by asking local retailers in the Flowing Wells area to refuse to display signs and in-store promotions that use Cinco de Mayo to sell beer and liquor. The theme of the Cinco de Mayo Non-Profit Celebration and Family Festival is *Our Culture Is Not For Sale/Nuestra Cultura No Se Vende*.

Latino Capacity Building Workshops—The Amistades hallmark is Latino cultural competency. Amistades utilizes culture and history to provide training opportunities to address Latino substance abuse issues. Through collaborative efforts with Latino preventionists, Amistades builds substance abuse prevention and cultural capacity. Attendees include prevention/treatment providers, students, families, and community leaders. The Latino capacity building workshop series promotes workshops that can become best practices in the prevention field. Many of these workshops are incorporated into the Compass Community Prevention Coalition annual Diverse Voices in Prevention Conference. The Conference targets local providers and focus on the Latino and Native American population. Approximately 200 individuals attend the two day conference and there is representation from 10-20 local prevention and treatment providers.

Juneteenth Youth Prevention Conference—The Juneteenth, Culture, and Prevention Conference uses African American culture and history as a prevention tool. The conference serves to raise awareness of the problems associated with underage drinking in the African American community. It is also a call to action and a platform for identifying community leadership in order to build capacity in prevention services. The conference promotes collaboration with other community organizations and members on prevention methods and resources. Conference hosts include the Tucson Juneteenth Committee, IICAA, Black Women’s Task Force, Lutheran Social Services of the Southwest, and the Tucson/Southern Arizona Black Chamber of Commerce. African American organizations represented at the conference include Delta Sigma Theta Sorority, Tucson Urban League, Dunbar Cultural Center, and APA Fraternity, Inc., ETA PSI Lambda Chapter. In its inaugural year, the conference attracted 50 African American participants from the community.

Prevención/Prevention

Amistades Substance Abuse Coalition—Through federal funding, Amistades manages the Amistades Substance Abuse Coalition, a community-driven group that provides substance abuse prevention to over 10,000 individuals in the Flowing Wells area in the programs described below. The Flowing Wells community consists of 13.1 squares miles in the City of Tucson Empowerment and Enterprise Zones as classified by the U.S. Department of Housing and Urban Development. The Coalition’s goals include the reduction of alcohol and drugs among youth and enhancement of existing collaborative efforts in the community. The Coalition addresses the problem of underage drinking, marijuana

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and tobacco use, and is also concerned about inhalant abuse and prescription drug use among Latinos. A vision to create healthy, productive, safe, and drug-free communities is its driving force. The Coalition's primary funding source is the United States Department of Health and Human Services - Substance Abuse and Mental Health Services Administration (SAMHSA) / Center for Substance Abuse Prevention (CSAP) in partnership with the White House Office of National Drug Control Policy Drug Free Communities Support Program (DFCSP) and Sober Truth on Preventing Underage Drinking Act (STOP).

STOP Underage Drinking Project—The Amistades Substance Abuse Coalition receives funding from SAMHSA to enhance existing prevention efforts in Flowing Wells. Enhanced environmental prevention strategies to reduce underage drinking include: youth driven media campaigns; social host enforcement awareness and education campaigns; multi-cultural (Latino, Native American, & African American) alcohol diversion classes; monitoring of storefront negative alcohol advertising, and providing multi-cultural underage drinking workshops (Latinos, Native Americans, & African Americans) to social services providers. Prevention programs are provided in partnership with the Holistic Wellness Counseling & Consultant Services at the Wildcat Charter School, Ha:san Leadership and Preparatory School, and the within the Pascua Yaqui high schools and on the Tohono O'odham reservation in the San Xavier District.

Walk to Stop Underage Drinking & Drugs—Amistades, Inc. hosts a community walk to help save lives. The walk is an opportunity for the community to gather to highlight the importance of youth substance abuse prevention. The Amistades Walk to Stop Underage Drinking and Drugs hosts 100 walkers and takes place annually at the Rillito River Park Path and is open to the general public. Tucson and Pima County are in dire need of educational activities geared toward prevention for its youth and community members have expressed great interest in more positive involvement with youth in the area, including more outreach activities. The walk is a wonderful opportunity to reach out to the community concerning the consequences of substance abuse for our youth. The event is done in collaboration with Tucson Electric Power, Walgreens, and Pima County Natural Resources, Parks & Recreation.

Attacking Teenage Alcoholism through Media Arts Program—Attacking Teenage Alcoholism through Media Arts Program is a media arts program designed for Flowing Wells High School to strengthen existing prevention programs and concepts in the Flowing Wells Prevention Framework. Students are involved in developing public service announcements (PSA's) about alcoholism, drunk driving, and/or teen alcohol use during Red Ribbon Week in October. The program contains curriculum and related material outlined in Project Towards No Drug Abuse (Project TND), funded by the National Institute on Drug Abuse as a drug abuse intervention and prevention program for high school age youth and Project SUCCESS (Schools Using Coordinated Community Efforts to Strengthen Students), designed to prevent and reduce substance use among students 12 to 18 years of age. Amistades works within the media arts classrooms to introduce alcohol abuse prevention PSA's and provide training and education about the dangers of alcohol to students. Media arts classes will be broken into teams and tasked with writing, producing, filming, editing, and audio-editing, to create a two minute PSA and a 30-second PSA. The teams present their PSA's at an Amistades Substance Abuse Coalition meeting for judging. The winning PSA's air on COX 7, Channel 12, and Access Tucson and students are incentivized with gift cards and a modest study scholarship or honorarium.

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Alcohol/Drugs Diversion for Long Term Suspension Program—Alcohol/Drugs Diversion for Long Term Suspension Program is a diversion program for high school students in the Flowing Wells Unified School District attending Flowing Wells High School facing long term suspensions. This program is offered to students with the option to have a possible long term suspension held in abeyance after being caught on campus with drugs or alcohol. This abeyance is granted to the student by passing two drug tests and completing prevention education by Amistades. The prevention education course is a four hour block of instruction which includes information about felonies and misdemeanors, a discussion about marijuana and the half truths and “myths” that teens who believe it to be harmless often share with each other. Alcohol/Drugs Diversion for Long Term Suspension Program encourages students to avoid bringing drugs and alcohol to school and advising them not to be under the influence at school or for that matter, ever. Parent involvement is key during and most importantly, at the end of the program when discussion with each student and a parent is held regarding the possible need for treatment.

ROTC & CUBS/Enforcement Partnership--Amistades works with the Tucson Police Department and Pima County Sheriff’s Department to enforce laws and prevent local businesses from selling or providing alcohol to underage minors through CUBS (Covert Underage Buying Stings). With parental consent, minors are recruited to participate in these sting operations. The students enter local alcohol vending establishments accompanied by undercover law enforcement officers and attempt to purchase alcohol. If the vendor complies without making an appropriate ID inquiry, the student would simply complete the purchase and turnover purchase spirits to law enforcement. Law enforcement returns to the business in question and issues a citation or warning the following week. Members of the Flowing Wells ROTC program are recruited for participation in the CUBS program. Parents are invited to ride along on the sting operations and actively involved in the monitoring of the local alcohol outlets in order to reduce the amount of active liquor licenses in the area. The Flowing Wells area possesses a disproportionate amount of active liquor licenses in comparison to other areas of Tucson and Pima County.

Coyote Wisdom Underage Drinking Prevention Campaign—This public awareness campaign is aimed at reaching 10,000 Latino and Native American youth and parents using a cultural and age-appropriate approach as well as media-based prevention efforts to reduce underage drinking. The campaign is grounded on the use of social media platforms such as: Facebook; Twitter; Jumo; My Space; You Tube; Flickr; Ning; Wordpress Blogs, and Del.icio.us to reach and engage Latino and Native American youth population and their parents. Other successful underage drinking campaigns that exist are used as models. Draw the Line/*¡hasta aqui!* (www.drawyourline.com), created by Governor Janet Napolitano and the Arizona Underage Drinking Prevention Committee, is used as a state-wide bilingual public awareness model campaign calling on parents and adults to draw the line against underage drinking. Community Anti-Drug Coalitions of America (CADCA)’s (<http://www.cadca.org>) best practice mass media prevention strategy is also used as a guide. The Coyote Wisdom Underage Drinking Prevention Campaign utilizes the cultural strengths of both Tohono O’odham and Latino people in a concerted effort to heal future generations using new and standard media based prevention methods. It creates positive changes in the knowledge, attitudes, and behavior of high risk Tohono O’odham and Latino youth between the ages of 10-18 living in the City of Tucson in Pima County. Within the Native American population, there is a specific focus on the Tohono O’odham youth in the San Xavier District. The campaign promotes awareness, fosters education, and facilitates involvement of parents.

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Proyecto REGALOS–REGALOS increases parent involvement to prevent youth substance abuse by increasing knowledge, and understanding of the serious risks and public health problems caused by alcohol abuse in the Flowing Wells community. The goal is to preserve the family foundation to raise healthy children by promoting positive youth development. A culturally appropriate, strengthening multi-ethnic family program, REGALOS is a collaborative project with Arizona Youth Partnership and the Arizona Parents Commission. Proyecto REGALOS (Raising Every Generation to Attain Lasting Opportunities for Success) is implemented in the following three communities in Pima County: Flowing Wells, Marana, and Sahuarita. Amistades Inc. manages the project for the Flowing Wells community. The project targets parents of youth ages 3-18 years of age. Diversity is a core value of REGALOS. The project uses the Strengthening Multi-Ethnic Families and Communities curriculum. This evidenced-based project utilizes a cultural framework to assist parents in raising children to lead violence free, healthy lifestyles. REGALOS consists of three basic strategies: parent education; parent/youth pledges, and parent support groups. Amistades is enhancing the REGALOS youth component to serve Latino youth ages 5-13. The enhancement will provide culturally competent prevention services through activities that build: cultural pride; life skills; leadership development; healthy lifestyles, and social skill development. Activities will include: obesity prevention classes; the new food pyramid classes; and the development/implementation of a local youth council. The enhanced activities will be grounded in ancient indigenous philosophy and education. Youth in Pima County communities report high rates of domestic violence and parent attitudes favorable to drug use and crime in a community, current community services offer limited access to after school and youth programs. With diminishing funding and governmental support, the few programs being offered to youth are reducing the number of programs provided and severely curtailing service hours. Amistades has identified over 50 alcohol retailers in the target area, with the majority of retailers targeting their marketing efforts toward the Latino youth population. The combination of reduced youth services and the easy availability of alcohol increase the risk of youth alcohol use and other deviant behavior. The implementation of the youth enhancement component will strengthen the social, economic, and educational infrastructure of families in the community by teaching them a new way of life. The project collaborates with the existing substance abuse coalitions in the area to recruit and retain participants. These coalitions include the Amistades Substance Abuse Coalition (Flowing Wells) and the Northwest Regional Coalition (Marana). Amistades has successfully graduated seven parent classes in the last 12 months.

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Donor Opportunities & Benefits

PATROCINADOR DE PLATINO \$10,000+

- Donor recognition in lobby and conference room of agency's administration building
- Prominently featured (name/logo) in agency event programs
- Prominently featured (name/logo) on corporate website & social media sites
- Prominently featured (name/logo) in agency fliers, brochures, newsletters, and mail materials
- Online *¡Patrocinadores Participando!* donor profile on corporate website & social media sites
- Meet & greet with agency events keynote speakers for donor's executives and special clients/members
- Special donor recognition at agency events
- Promotional materials displayed at agency events
- One reserved table at agency events
- Table signage at agency events
- Public relations opportunities: print media; radio media; television media; press releases; corporate website, and social media sites

PATROCINADOR DE ORO \$5,000-\$9,999

- Prominently featured (name/logo) in agency event programs
- Prominently featured (name/logo) on corporate website & social media sites
- Prominently featured (name/logo) in agency fliers, brochures, newsletters, and mail materials
- Online *¡Patrocinadores Participando!* donor profile on corporate website & social media sites
- Meet & greet with agency events keynote speakers for donor's executives and special clients/members
- Special donor recognition at agency events
- Four (4) event tickets at agency events (reserved seating)
- Public relations opportunities: print media; radio media; television media; press releases; corporate website, and social media sites

PATROCINADOR DE PLATA \$1,000-\$4,999

- Prominently featured (name/logo) in agency event programs
- Prominently featured (name/logo) on corporate website & social media sites
- Prominently featured (name/logo) in agency fliers, brochures, newsletters, and mail materials
- Special donor recognition at agency events
- Two (2) event tickets at agency events (reserved seating)
- Public relations opportunities: print media; radio media; television media; press releases; corporate website, and social media sites

PATROCINADOR DE COBRE \$100-\$999

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- Special donor recognition at agency events

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Thank you for your gift!

INDIVIDUAL DONOR INFORMATION

Name: _____

Address: _____ City, State, and Zip: _____

Email: _____ Phone: _____ Fax: _____

Donation level and amount: _____ Would you like to underwrite a specific item? _____

If so, please specify item and cost: _____

Does your employer have a matching gift program (*matching charitable contributions made by their employees*)?

If so, please provide employer information: _____

Authorized Signature: _____ Date: _____

(Your signature provides consent for Amistades, Inc. to use your name in marketing materials)

BUSINESS DONOR INFORMATION

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Organization: _____ Job Title: _____

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Donation level and amount: _____ Would you like to underwrite a specific item? _____

If so, please specify item and cost: _____

Authorized Signature: _____ Date: _____

(Your signature provides consent for Amistades, Inc. to use your businesses name in marketing materials)

PAYMENT METHOD

Total \$: _____ Check # _____ (Make checks payable to Amistades, Inc.)

Billing Address: _____ City, State, and Zip: _____

Email: _____ Phone: _____ Fax: _____

Authorized Signature: _____ Date: _____

PLEDGE TODAY!

Please accept my *pledge* of \$: _____

You may invoice me later at the _____ email address _____ mailing address provided above.

Authorized Signature: _____ Date: _____

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Please indicate how you would like to participate!

- ___ admin volunteer ___ community outreach ___ social media marketing
- ___ program volunteer ___ event planning ___ attend community events
- ___ fund-raising ___ workshop presentations ___ attend monthly coalition meetings

Other _____

