



Centro de Abogacía de la Comunidad

Center for Community Advocacy

**NEWSLETTER
JANUARY
2021**

NEW YEAR'S MESSAGE FROM Daniel Gonzalez, CCA Executive Director



Happy New Year! It's hard to believe we're embarking on a new and hopeful year after all the trials and tribulations of 2020. We all endured a lot in 2020, but we also overcame a lot in a difficult and challenging year. Much of that is attributable to the strength, perseverance and dedication of our farmworkers and the support they received from the community.

Our farmworkers became essential frontline workers during the coronavirus pandemic, working tirelessly to provide fresh food not only for our local community, but to the country at large. We thank the community for all its support throughout the year.

Francisca Medrano, one of our dedicated strawberry farmworkers, expressed her gratitude to CCA for keeping her and hundreds of her fellow farmworkers safe, healthy and working during the pandemic.

"A big thank-you to CCA and their leaders for the information shared and for caring about workers like us," she said. "Thank you for reminding us about the importance of prevention and what we can do to avoid the spread of COVID-19. CCA as an organization has always cared for farmworkers bringing us information and resources."

CCA is committed to keeping our farmworkers informed and getting them the resources they need for themselves and their families to stay strong, safe and healthy. We encourage the community to continue its support of our farmworkers and CCA programs that aid farmworkers during these difficult times.

Thank you for your support,

Daniel Gonzalez
CCA Executive Director

We Hit Our Goal!

Thanks to hundreds of donors, we were able to reach our goal of \$15,000 during the 2020 Monterey County Gives (MCGives!) campaign by the Monterey County Weekly.

Thank you to all who donated to the campaign. Thanks to you we were able to receive matching funds by reaching our goal.

Farmworkers face many challenges to be able to provide a decent living for their families, and COVID-19 has increased the stakes. Funds from the MCGives! campaign will help CCA deliver masks to farmworkers for their protection, and provide them with health information about prevention, the vaccine and detection of symptoms.



Thank You For Your Support!

cca-viva.org

Team Member Spotlight

■ Sabino F. Lopez

Former Deputy Director of CCA and member since 1990, Sabino Lopez was the recipient of the 2015

Sam Karas Award for Farmworker Leadership.



The Sam Karas Award usually honors a group of farmworkers who form a neighborhood

committee that advocates for improved housing and health conditions. Lopez helped to forge all of those committees and created the model that CCA uses to help farmworkers organize neighborhood committees. He is also the person who has successfully implemented the model, both by hands-on direct involvement with neighborhood leaders and also by teaching CCA's other Farmworker Trainers to implement his model. Sabino has been doing this, and helping to guide CCA's organizational development, since 1990, when CCA first opened its doors.

Sabino, a native of Jalisco, Mexico who came to the U.S. with his father in 1967, was one of a small group of persons who fashioned the blueprint

for CCA. He wanted an organization that gave farmworkers the tools they need to create positive change. Other organizations were providing wonderful services to farmworkers; services that farmworkers sorely needed. But, the organizations, by and large, treated farmworkers as an audience - as a recipient - rather than as activists who could, themselves, deliver the changes that their community needed.

Sabino set out to change that, utilizing organizing skills developed earlier in his career with both the farm labor movement under Cesar Chavez, and also California Rural Legal Assistance.

He created a model that fosters new farmworker leaders who engage their peers in conversations about positive change, leaders who form alliances with persons and institutions that can help realize change and leaders who guide collective action to address the needs of the farmworker community. The model is impressive enough.

Sabino's commitment to it is even more impressive. After helping design the blueprint for CCA, and before CCA had nothing more than a dream

for attracting funding, Sabino was recruited to join the "Janitor's for Justice" movement in San Diego. In San Diego, Sabino helped office building janitors gain higher wages, better benefits and improved work conditions. Sabino became a star in the Justice for Janitors movement and well on his way to a comfortable career. He bought a condominium in San Diego, and just as Sabino was settling in to a successful career and family life there, CCA received its first grant. Lydia Villarreal called Sabino with the good news. He told her that he would return to Salinas, because he had given his word that if funding materialized, he would. He left a promising career in San Diego in order to help establish a fledgling non-profit with only one start-up grant. He did so because he is a man of his word.

Because Sabino has remained a man of his word, because his word has generated improved living conditions for thousands of farmworkers and because his word has made CCA into a premier social justice organization, CCA bestowed the 2015 Sam Karas Award for Farmworker Leadership on Lopez.

Board Member Spotlight

■ Adriana Aquino-Diaz

CCA Board Member and community leader Adriana Aquino-Diaz is currently the Stewardship &

Development Coordinator at the Roman Catholic Diocese of Monterey.



Aquino-Diaz attended Monterey Peninsula College

from 2014-2016, and received a bachelor's degree in collaborative

health and human services with a concentration in social work in 2019 from California State University, Monterey Bay.

In addition to her work at the Diocese, Aquino-Diaz works as an intern for Taylor Farms Center for Learning (CFL), an after-school program dedicated to the youth of Monterey County.

She started at the Diocese as an administrative assistant in 2016 before becoming Stewardship &

Development Coordinator.

"It fills me with emotion to see the work that CCA is doing in the community with the distribution of masks and protective gear for farmworkers," she said. "This work is very important because our farmworkers need these resources to be better informed about preventing the spread of the disease. CCA takes great care of all who risk their health day by day doing this important work in the fields. God bless you always and light your way."

Program Spotlight



HOUSING PROGRAM

CCA farmworker leaders organize housing site committees for the purpose of improving substandard conditions in the housing units that they occupy. CCA farmworker leaders also mobilize members from the various housing committees to advocate for the construction of new, quality, affordable housing for farmworkers and other low-income working families.

For more information, call us at **(831) 753-2324** or go to our website at **cca-viva.org/housing**.



WHAT CAN CCA DO

CCA provides education, orientation and legal support to farmworkers and other low-income working families who want to establish neighborhood committees that work to improve housing and health conditions. CCA trains these committees to negotiate with landlords to resolve issues such as unsafe housing conditions, housing discrimination and security

deposits. CCA also trains these committees to provide preventative health information and interventions in their neighborhoods.

CCA trained committees also teach farmworkers how to establish alliances with local public officials and local civic leaders. These alliances help farmworkers achieve

local policies to improve farmworker health and housing conditions.

If you think you would like to establish a neighborhood committee to help you resolve your housing or health issues, contact CCA for assistance. We will make every effort to assist you or refer you to the appropriate individual or agency.



**Save the date for Movie Night at the Drive-in 2021.
Take Mom to the movies on Saturday, May 8th 5:30 p.m.
CCA will screen Disney's Inside Out with Spanish subtitles.**



STRONG FAMILIES

CCA's Program strives to reduce violence and other forms of abusive behavior by offering strategies that strengthen family relationships. Leaders participate in a five-week curriculum that includes: Family Values, Family Communication, Stress Management, Parenting Styles/ Positive Parenting and Understanding Our Youth, an instruction that helps parents understand the challenges that youth face ranging from peer pressure to gang awareness



HEALTH

CCA trains neighborhood leaders to act as promotores comunitarios, or health promoters. After training, the promotores deliver, to their peers, preventative health information/ interventions in the following areas: chronic diseases, behavioral health and youth violence prevention. Promotores are trained by health service providers



OUR MISSION

The Center for Community Advocacy trains farmworkers to form and lead neighborhood-based tenant and health committees or comités that, themselves, advocate for improved housing and health conditions for farmworkers and other low-income families in Monterey County and Santa Cruz County.