



Honoring Our Past, Innovating Toward Our Future

WE INVITE YOU TO BE PART OF THIS NEXT CHAPTER

For 50 years, La Familia has been a trusted cornerstone of our community, helping families overcome crisis, rebuild their lives, and create stronger futures.

This year alone, we served 38,533 fresh meals and checked-in with over 21,000 individuals about their needs. We have also connected over 200 people to Medi-Cal or CalFresh, helped another 400 individuals get jobs in the community, and brought together 459 people who have wanted to make a change in their neighborhood.

Behind every number is a story of hope restored. Because of caring supporters like you, thousands have found the strength to overcome challenges such as substance use, mental health struggles, and economic hardships.

Your support also fuels vital programs in education, job training, diversion and reentry from incarceration, and developmental disabilities services, all delivered with culturally responsive care.

This year alone, we have supported over 24,000 individuals and families. As we look to the next 50 years, La Familia remains dedicated to fostering healing, strength, and stability for our community.

When you give to La Familia, you stand with an organization dedicated to building a community where everyone belongs and no one is left behind.



Join us today by making a donation.

TIMELINE OF LA FAMILIA OVER THE YEARS

LA FAMILIA IS FOUNDED 1975

La Familia Counseling Services began as a grassroots community effort to create accessible, bilingual, and bicultural mental health services for the Latino community.



PARTNERED TO CREATE DEVELOPMENTAL SERVICES 1979

The Regional Center of the East Bay designates La Familia as a delegated service provider which launches our Developmental Disabilities Services Department.



MENTAL HEALTH TRAINING INSTITUTE LAUNCHES 1989

La Familia begins its training of mental health service providers, specializing in bilingual services and encouraging bicultural applicants.



EDUCATION AND EMPLOYMENT, SUBSTANCE USE RECOVERY SERVICES ADDED 2014-2015

East Bay Community Services and Latino Commission on Alcohol and Drug Abuse become a part of La Familia, launching our Employment Services and Recovery and Wellness departments.



MERGER WITH FAMILY EMERGENCY SHELTER COALITION (FESCO) 2018

The merger with FESCO established a bridge of community support from two long standing organizations. This allowed La Familia to become a strong advocate for the unhoused population and support homeless families in crisis.



LA FAMILIA HIRES DEDICATED TEAM TO OFFER COVID-19 VACCINES AND TESTING 2020

Amidst the COVID-19 pandemic, La Familia became one of the first non-primary care service providers in Alameda County's communities to give rapid testing and vaccinations.



EXPANSION OF LA FAMILIA INTO CENTRAL VALLEY 2022

La Familia's merger with First Behavioral Urgent Care Center enabled us to expand our reach and services in the counties of San Joaquin, Stanislaus, Merced, and Madera, where we branched into La Familia Central Valley to serve even more families than before.



SOFIA'S TRIUMPH

OVERCOMING ANXIETY, ONE STEP AT A TIME



Two years ago, 9-year-old Sofia came to La Familia, struggling with severe anxiety and panic attacks that disrupted her school, friendships, and daily life.

Through play therapy, she gradually found a safe space to express herself, learning grounding techniques and coping strategies. Even in the face of challenges, Sofia continued to work toward her goals.

Over time, her panic attacks stopped, her focus and grades improved, and she returned to the activities and performances she once avoided. Now 11, Sofia continues therapy every other week and is thriving, showing remarkable resilience and growth.

She is one of many young clients whose journeys inspire us every day.



16,601 Therapy Hours

provided to clients
through La Familia
2024-2025

ANTHONY'S JOURNEY

A ROAD TO RECOVERY, ONE STEP AT A TIME



For years, Anthony struggled with addiction and mental illness. "My addiction was too big, and I couldn't see a way out," he shared. With support from his Case Manager, counseling, and medication management, he chose to fight for a better future.

Through therapy, daily check-ins, and recovery meetings, Anthony maintained abstinence from substances for seven months—a milestone he had never reached. When he applied for a residential program, he was turned away as he did not meet the required eligibility milestones, but he felt proud of what he had accomplished thus far, and didn't let this bump stop him.

After a later return to use, he recommitted to recovery. With the support of his Case Manager, Anthony has been free of substances for several months and remains deeply committed to long-term sobriety.

His story shows that determination, resilience, and support can turn even the hardest struggles into progressive change.



5,321 Treatment Hours

provided to clients
through La Familia
2024-2025

As we look to the next 50 years, your donation to La Familia brings hope, healing, and strength to people like Sofia and Anthony. ♡



Dear Friend of La Familia,

We're thrilled to have you in our growing community of passionate supporters. Each of you plays a vital role in advancing our mission to provide underserved multicultural communities with the tools and support necessary to build resilience, wellness, and economic power.

For 50 years, La Familia has been a steadfast source of hope and healing for families in our community. Our programs, including employment support, food assistance, housing and shelter, mental health, and substance use disorder treatment services, are designed to give people the greatest chance to succeed, even long after they achieve their goals with us.

Just last winter, our Hayward neighbor Justina came to us **overwhelmed by a deep mental health crisis**. Standing in our lobby holding her small son's hands, she looked ready to cry - defeated and alone. Thanks to compassionate supporters like you, within a week Justina received counseling services to help her manage her anxiety and met with a case manager who could connect her to community resources. Today, she and her son are safe, supported, and hopeful for the future.

This year, you can honor our **50th year** movement to help families like Justina's. Your gifts can help support services like:

- \$40 — Cost of a bus pass for a teenager to attend their first month at a job
- \$100 — Cost of emergency groceries gift card for a single program participant
- \$300 — Helps a family access case management for 3 weeks, including local housing navigation
- \$500 — Cost of one accessibility device to help someone with developmental disabilities to communicate
- \$1,000 — Cost of partial rent payment for a family facing eviction

Your gift at any level celebrates La Familia's legacy and helps ensure people and families in our communities **continue to find hope, healing, and opportunity** for the next 50 years and beyond.

With Gratitude,


La Familia CEO


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