

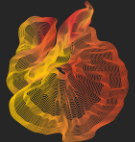


# The Latin American Association

JOSE VALER  
DIRECTOR OF WORKFORCE DEVELOPMENT

AMERICAN ROAD AND  
TRANSPORTATION BUILDERS  
ASSOCIATION,

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Latin American  
Association



# Latin American Association

## Our Impact Promise



**Our history** | The LAA was founded in 1972 by sheriff deputy Angel Ortiz and Stratton Frank, a Miami native who moved to Atlanta in 1971. Ortiz and Frank founded a small organization to serve Atlanta's then-emerging Latino population by helping immigrants find jobs and affordable housing.



**Our mission** in the Latin American Association (LAA) is to empower Latinos to adapt, integrate and thrive. Our vision is 'Opportunity for All.'



January 2023 - December 2023

LAA has provided

**48,909**

services to the Latino community in Georgia

This is how your contribution helped

\*Total includes External Referrals & Outreach



## Education

**4,193**

SERVICES PROVIDED SO STUDENTS ARE BETTER PREPARED TO ACHIEVE EDUCATIONAL SUCCESS THROUGH OUR COLLEGE ADVISING, SUMMER PROGRAM, MENTORING & THE LATINO LEADERSHIP CONFERENCE



Latin American Association



## Nutrition

**6,073**

SERVICES PROVIDED TO LOW-INCOME INDIVIDUALS AND FAMILIES IN NEED OF EMERGENCY FOOD ASSISTANCE AND HUNGER ALLEVIATION

## Housing

**652**

FAMILIES WORRIED ABOUT LOSING THEIR HOMES TO FORECLOSURE OR EVICTION RECEIVED FINANCIAL ASSISTANCE PROVIDING LONG TERM HOUSING STABILITY

## Victims of violence

**119**

LATINAS EXPERIENCING DOMESTIC VIOLENCE RECEIVED A SAFETY PLAN AND WERE PLACED IN A SHELTER

## Workforce Development



**7,436**

SERVICES PROVIDED TO INDIVIDUALS SEEKING TO INCREASE THEIR OPPORTUNITIES TO THRIVE IN THE U.S. THROUGH PROFESSIONAL TRAININGS, ADULT EDUCATION, JOB TRAINING, ESL CLASSES & JOB FAIRS

## Entrepreneurship

**2,268**

LATINA ENTREPRENEURS AND ASPIRING LATINA ENTREPRENEURS ARE BETTER EQUIPPED TO START DEVELOPING OR GROWING THEIR BUSINESS TO OBTAIN ECONOMIC SELF SUFFICIENCY



## Immigration

**1,341**

LOW INCOME IMMIGRANTS WERE PROVIDED WITH AFFORDABLE IMMIGRATION LEGAL SERVICES & EXTERNAL REFERRALS

## Volunteers

**6,632**

VOLUNTEER HOURS COMPLETED



# What do we do?

## Income Self-sufficiency

Re-Invest and Innovation

## Workforce Placement

Job Readiness, Micro-Loans, Events.

## Workforce Development & Entrepreneurship

Education, Training, Job Skills, Entrepreneurship, Youth Career Program.

## Household Stability

Public Benefits.

## Immigration

Citizenship, Green Cards, Work Authorization, Victims of Violence.

## Crisis Intervention

Food, Housing, Referrals.



Latin American Association

30%  
Integrating &  
Thriving

25K served

70%  
Adapting

# Who we are / What makes us unique



The largest organization dedicated to serving the needs of Georgia's Latino population.



Expanded from its original location on Buford Highway to Gwinnett County and northwest Georgia.



Has earned the trust and respect of the people we serve.



Has created a much-needed sense of community.



Established in 1972.



Offers a variety of services that empower Latinos to attain self-sufficiency.



Is connected to the community-at-large.



Serve more than 25,000 individuals annually.

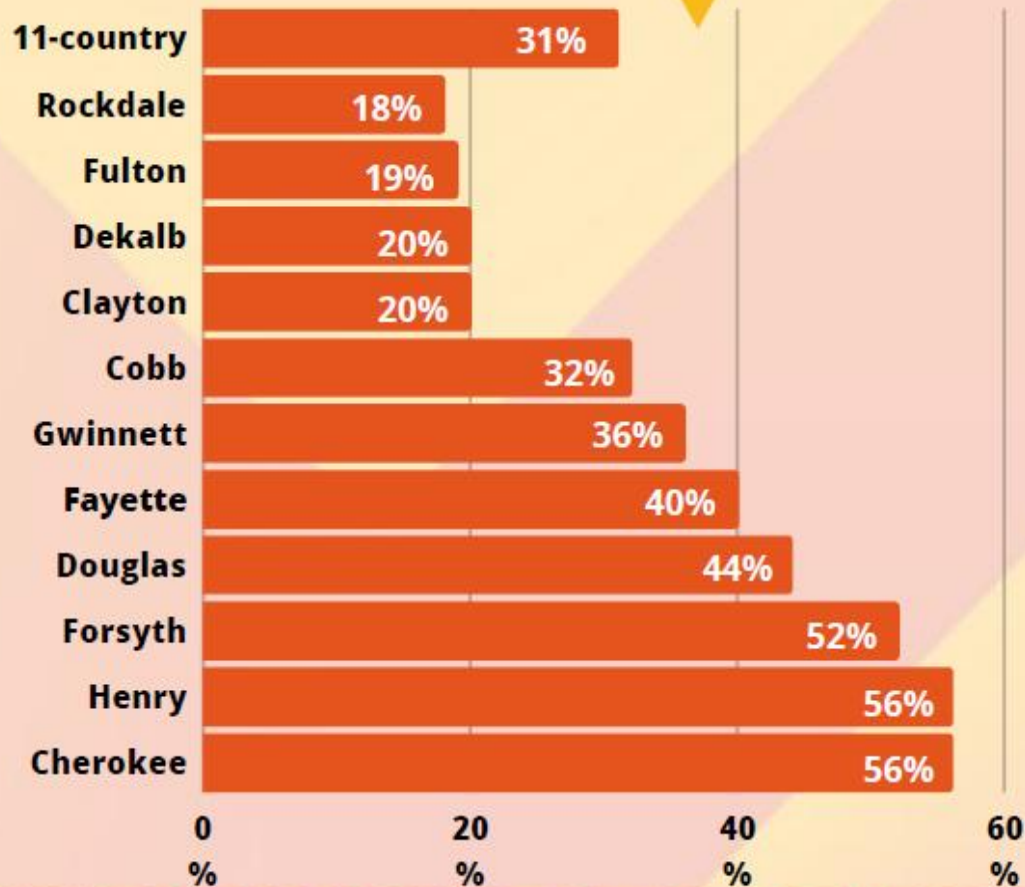


# Latinos in Georgia

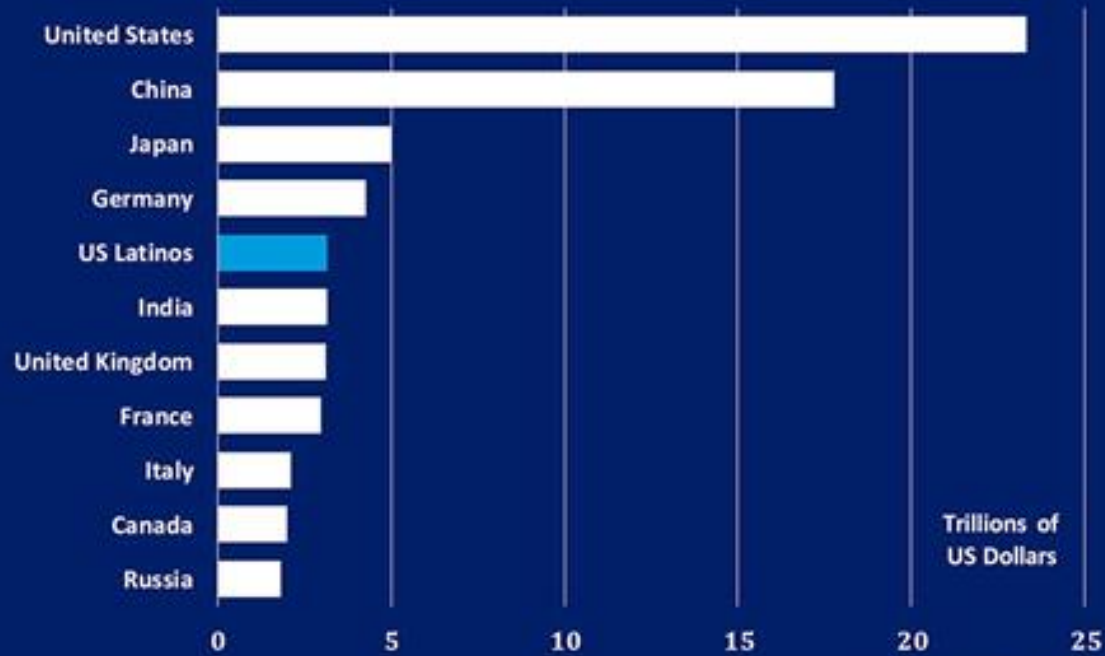
**1,124,750** in 2020, a **32% increase** from 2010, compared to 8.5% growth for non-Latinos (U.S. Census Bureau).



## HISPANIC POPULATION GROWTH ACROSS METRO ATLANTA COUNTIES, 2010-2020



## Gross Domestic Product - 2021

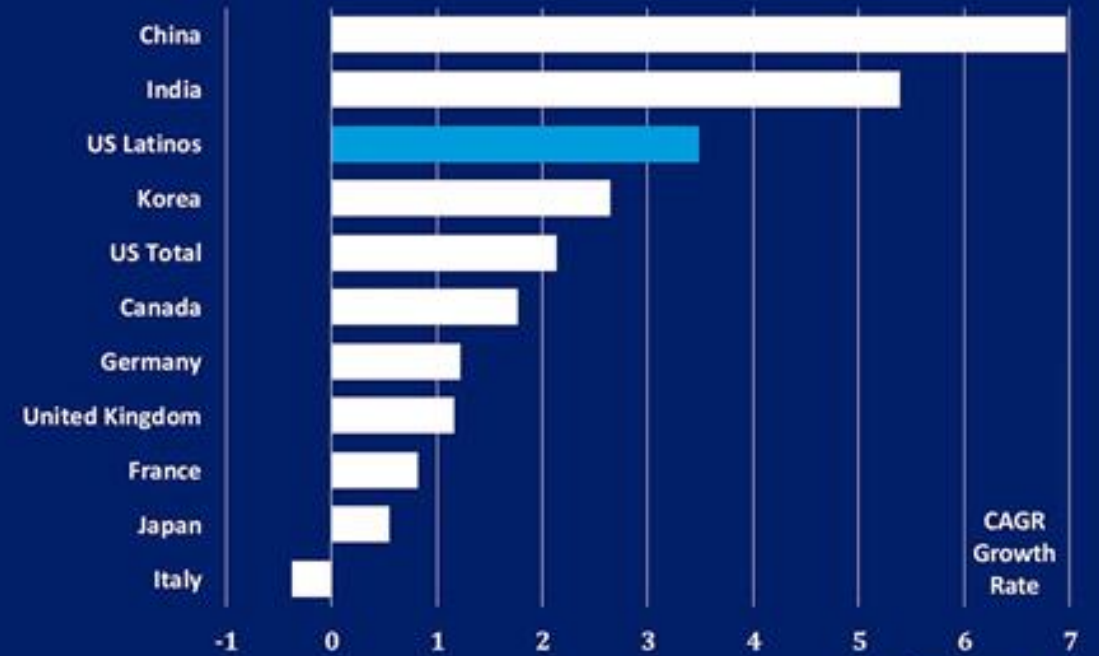


Trillions of  
US Dollars



Center for Economic Research & Forecasting: 2023 U.S. Latino GDP Report, [www.LatinoGDP.us](http://www.LatinoGDP.us)  
Source: International Monetary Fund, CLU-CERF

## Gross Domestic Product Growth: 2010 to 2021



CAGR  
Growth  
Rate

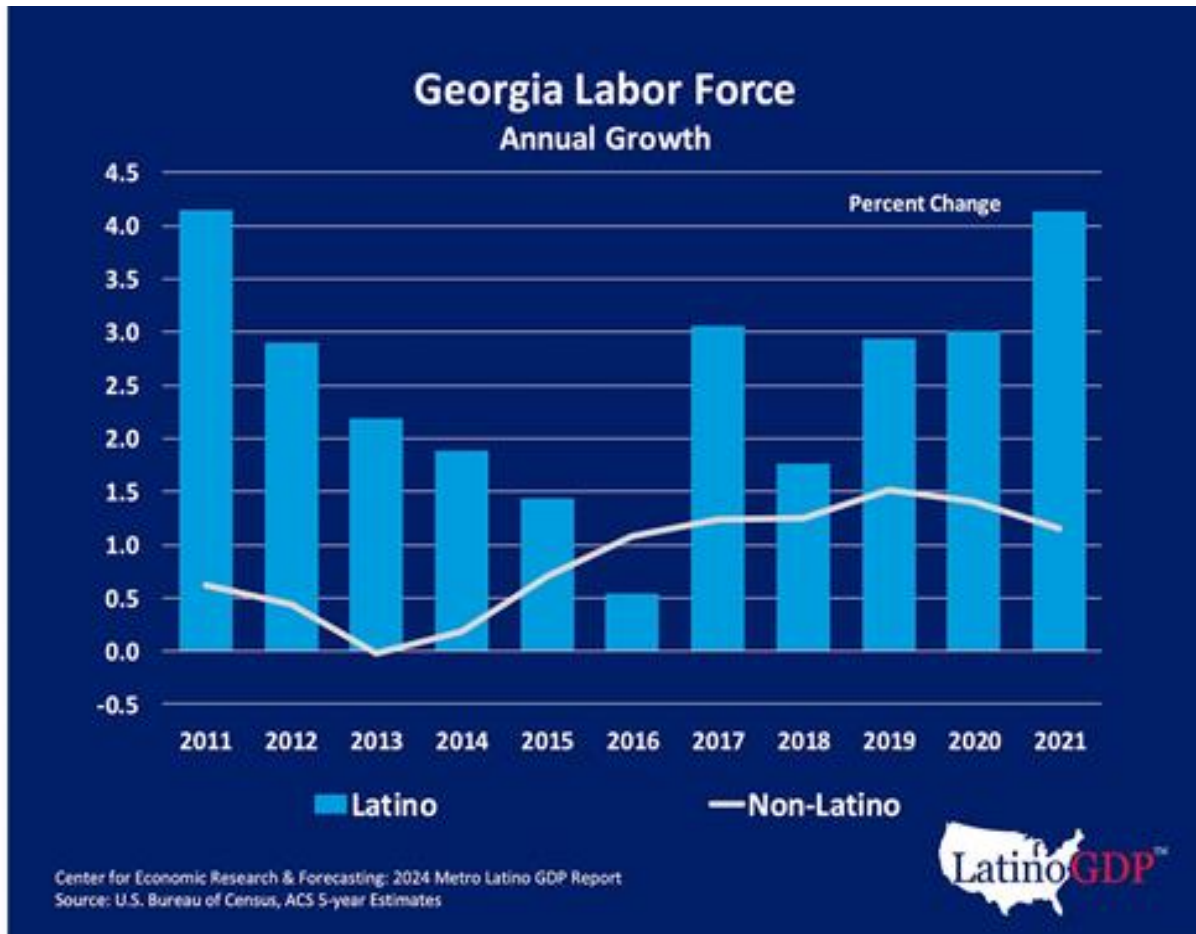
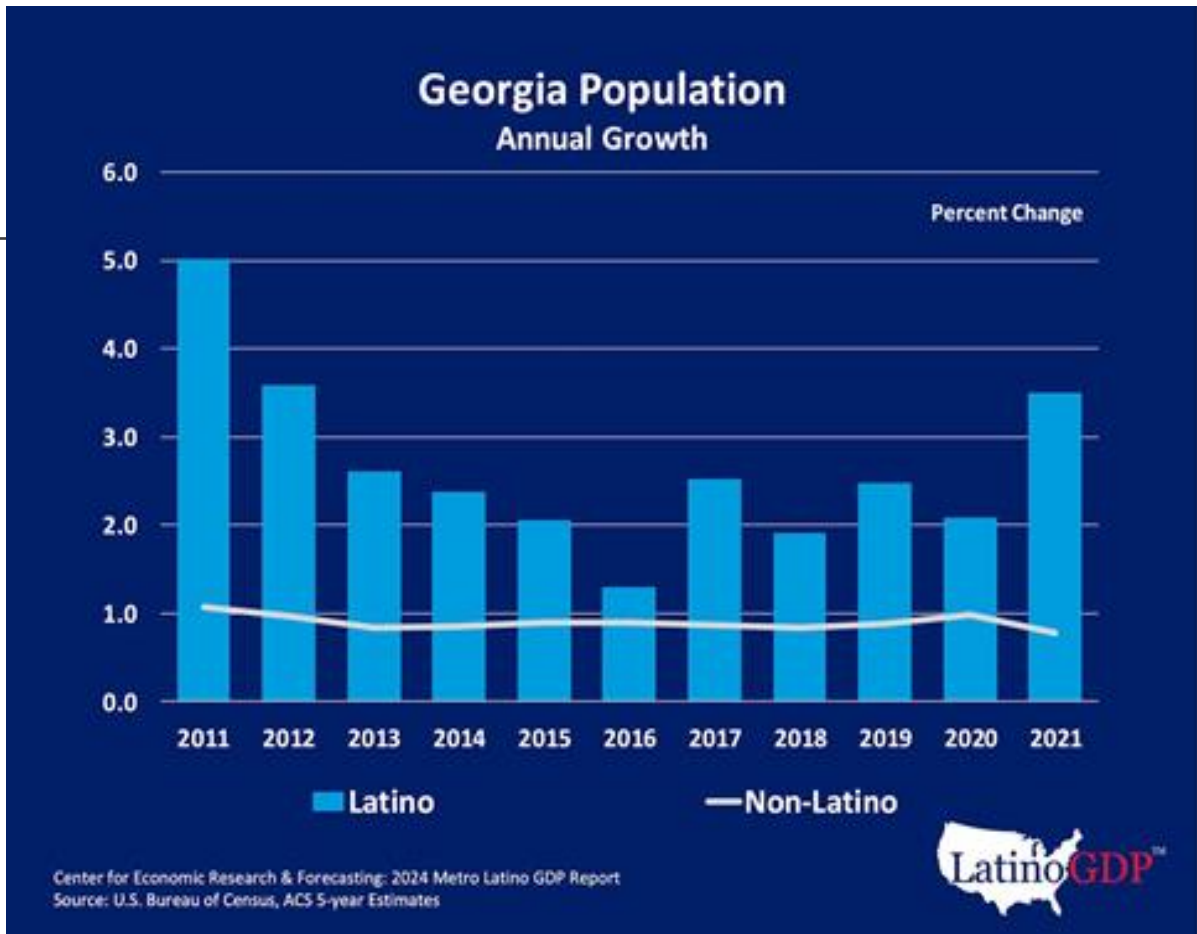


Center for Economic Research & Forecasting: 2023 U.S. Latino GDP Report, [www.LatinoGDP.us](http://www.LatinoGDP.us)  
Source: OECD, CLU-CERF

The total economic output (or GDP) of Latinos living in the United States in 2021 was \$3.2 trillion, up from \$2.8 trillion in 2020, \$2.1 trillion in 2015, and \$1.7 trillion in 2010. If Latinos living in the United States were an independent country, the U.S. Latino GDP would be the fifth largest GDP in the world, larger than the GDPs of India, the United Kingdom, or France.



Latin American  
Association



The Latino population in Georgia has expanded due to migration from other states and countries, driven by job opportunities, affordable living costs, and a growing community infrastructure that supports Latino businesses and families.

**Construction**, manufacturing, logistics  
agriculture, retail, hospitality  
Entrepreneurship





# Workforce Development

**A comprehensive approach to employment and career advancement, providing everything needed to empower and prepare Latinos for success in a competitive job market**

# LAA's Role in Workforce Development



- The LAA is a service provider to top employers seeking to engage with talented job seekers and the Latino community
- Community talent continually engaging with LAA
- Maintain qualified pipeline of job candidates for partners
- On-demand source of employment resources assisting them through robust employment service offerings
- Our job fairs have increased attendance by more than 400% in the last 2 years (
- Employers have hired through ours services (Bank of America has hired over 130 graduates from our Finance Job Training)

Skill development

Career readiness

Job Placement



# Why LAA



## Deep-rooted connection to Georgia's future

*The Latino community is not just a part of Georgia's future—it is central to it*

- By 2030, 1 in every 5 workers in Georgia will be Latino
- In the last 10 years, Latinas' college degrees rose by 103% and they represent 30% of US labor force growth
- From 2015-2019, Latino men and women held the first and second spots for labor force participation rates in Georgia
- With over **6,000 job seekers** supported annually through job fairs, skill development, and professional training, we have cultivated deep-rooted connections and **strong partnerships with top global companies**



# Our Comprehensive Approach

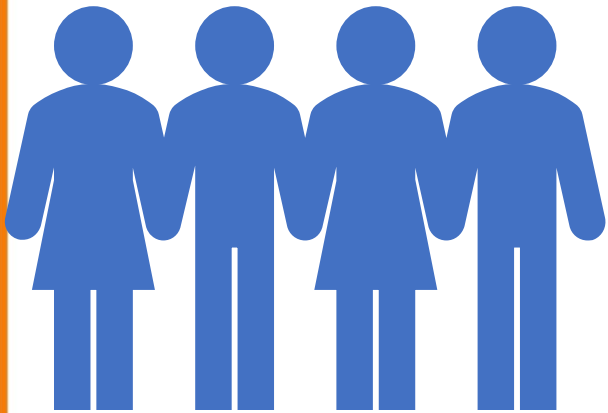
*From **stabilizing and integrating** Latinos  
To **empowering them to thrive** in the  
workforce.*

**This is how we aiming to accomplish it**

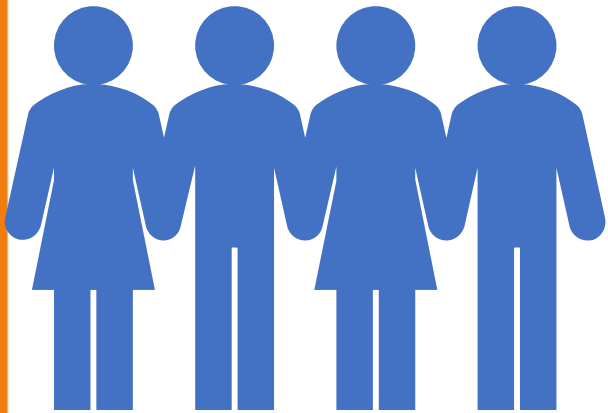
## Skill Development:

We equip candidates with industry-specific skills and certifications, ensuring they are prepared to meet the evolving demands of employers

- Job Trainings
- Job skills certifications
- Apprenticeships
- Vocational ESL



# Our Comprehensive Approach



## Career Readiness:

Our career readiness programs ensure that candidates are not only job-ready but also equipped with the soft skills and tools needed to thrive in today's competitive workforce

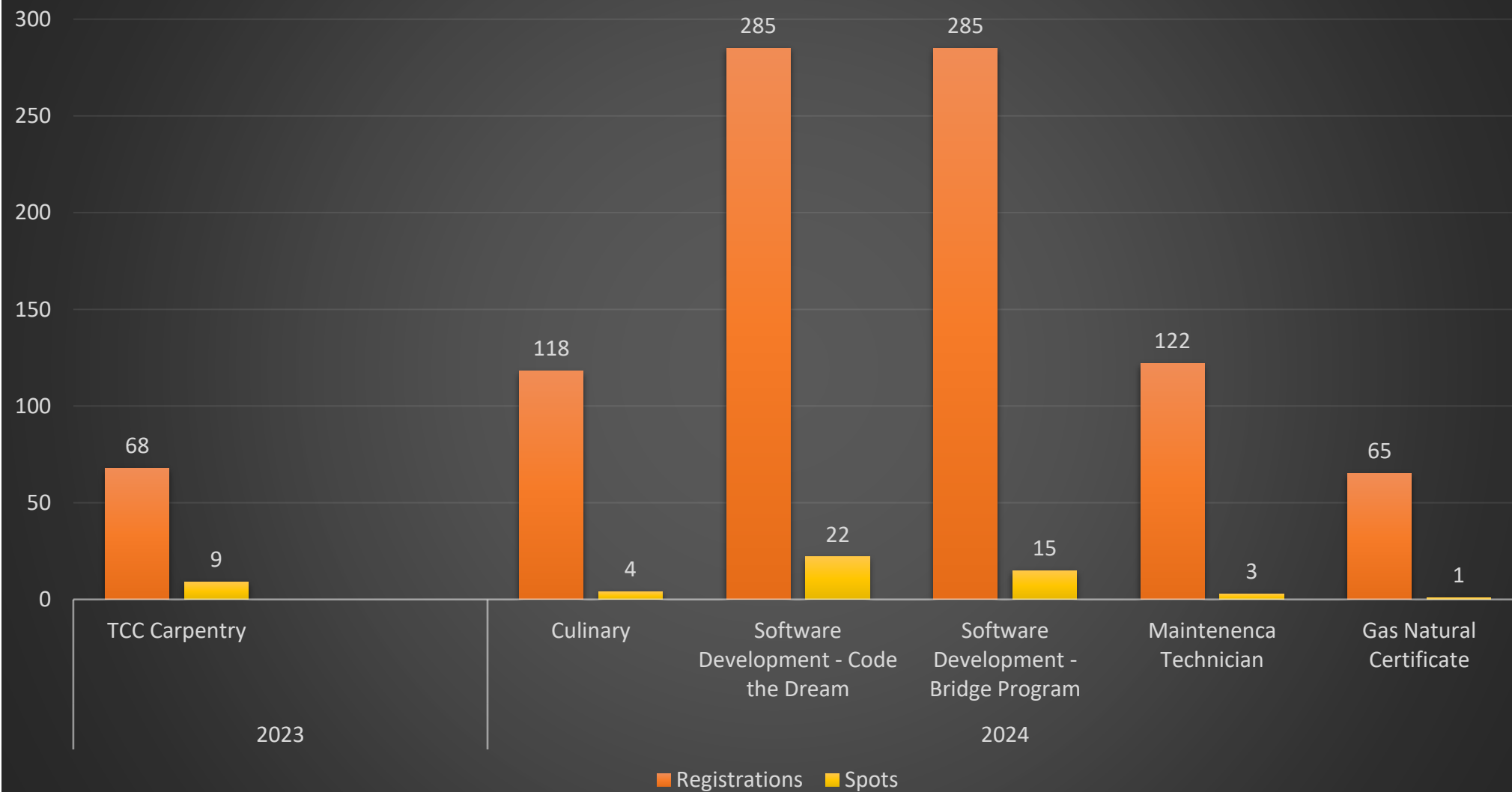
- Employment Orientation
- Resume building
- Interview skills
- Cultural engagement and communication
- Other support services (career advise, computer lab, etc.)

## Job Placement:

We directly connect employers with qualified Latino professionals through job fairs, career expos, and tailored hiring programs, making it easier to find the right talent

- Job Fairs
- Career EXPO
- Job Bank
- Support in Direct Hiring

## Training Services Gap





# PARTNERSHIP

# SUPPORT



**THANKS!**