



LOGAN HEIGHTS
COMMUNITY DEVELOPMENT CORPORATION

2020 IMPACT REPORT



LETTER FROM THE CHIEF EXECUTIVE OFFICER

To the Residents, Small Businesses, Community Partners, and Supporters of the Greater Logan Heights neighborhood:

It is my hope that each of you and your family members was able to survive the horrific pandemic that our country and community suffered. There was a lot of suffering, whether from the loss of loved ones, livelihood, or the stability provided by our children's schools. This past year did not begin or end very well, with the loss of such iconic individuals as Kobe Bryant, Justice Ruth Bader Ginsburg, Civil Rights hero John Lewis, and Chadwick Boseman—just to name a few.

The pandemic's impact was quickly followed by the tragic deaths of Ahmaud Arbery, Breonna Taylor, and George Floyd with subsequent protests played out in our streets for months, which brought about increased attention to systemic racism and racial inequality beyond what was already known, felt and lived by communities of color. In the first eight months of 2020, police in the U.S. killed 164 black people. Our communities are devastated by these actions and want to see change—not only in our communities and on our streets, but also in the corporations we support, our institutions of learning, and in all aspects of equality in everyday life. There is not a single community, corner, individual, or race that has not been impacted by the events of this past year.

As we tried to leave behind a year of economic perils and racial strife, and usher in a new year with a new U.S. President, we were hit with rioters and terrorists on January 6th as they stormed our nation's Capitol a symbol of our democracy. After wearing the uniform to defend our constitution – I must say I was in shock and in disbelief as I watched it unfold on television. Like the Pandemic of 2020 uncovered the lack of equality in health care and the ordinary living of Black and Brown people, the domestic terrorist plot once again reminds us of Jim Crow south and how much work there is still to be done. I must say that there is so much racism out there right now it makes my blood boil reading some of these articles of the downright disrespect that is happening to people of color. It is not just adults, but also young people. I have hoped that as generations change, so too would racial biases. Although my faith is challenged, it is not broken.

Now with 11 months left in the year, we have a chance to effect change throughout communities by holding our elected leaders accountable, calling out racism within our inner circles, and getting involved in our communities. In 2020, Logan Heights CDC launched our Standup Logan webinar series to inform and arm our community with vital information, and our Resident Leadership Academy that is provided to Logan Heights Residents who want to build community power and improve Logan Heights and San Diego as a whole.

In looking back on 2020, and looking forward to 2021, I hope each of you is able to find the hope that is needed to forge ahead even when days are bleak. One of my favorite Gospel artists, Smokie Norful, guides with the following titles to two of his greatest songs: "Don't Quit" and "Still Say Thank You." When the course corrects, we will have gotten through this together—so please keep your spirits lifted and love on yourself, family, friends, and neighbors.

Monte A. Jones



OUR TEAM



MONTE A. JONES
CEO



EBONY JAMES
COO



SHANNON HONTZ
PRESCHOOL DIRECTOR



DANIEL CARROLL
FACILITIES COORDINATOR



NATASHA SALGADO
COMMUNITY ENGAGEMENT
COORDINATOR



MICHELLE ASCENCIO
SMALL BUSINESS & OUTREACH



ATHENA BROWN
SMALL BUSINESS & OUTREACH



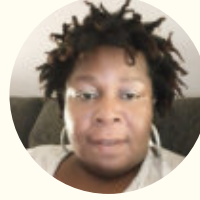
ANNA OKEITH
CULINARY SPECIALIST



RACHELLE WISE
TEACHER



ANA ROMERO
TEACHER



CRYSTAL FARMER
TEACHER



TYLER SEPULVEDA
CAREER & FINANCIAL
COORDINATOR



DR. KELLY ELMORE
VOLUNTEER HEALTH PHYSICIAN



PANDEMIC RELIEF

HOUSING

San Diego County experienced a housing CRISIS during the 2020 Pandemic. Logan Heights CDC was instrumental in providing front-line assistance as a Community Based Organization partnered with the San Diego Housing Commission. LH CDC helped residents with one-on-one technical assistance (TA) in completing their applications.

\$89,000

In relief funds received by residents from the City of San Diego and County of San Diego

700+

Residents supported with Technical Assistance

210

Small businesses served

133

Small businesses assisted with grant & loan applications

\$1,070,427

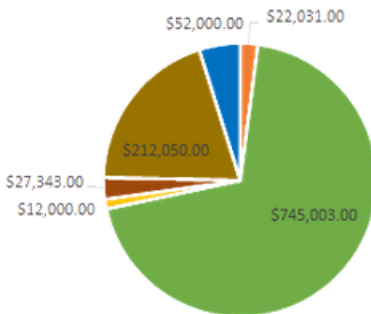
Awarded to small businesses assisted by LH CDC

SMALL BUSINESS

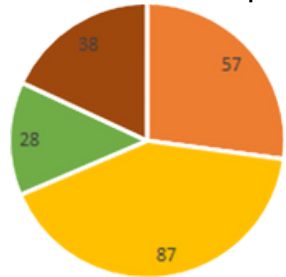
The Small Business Development Team worked tirelessly to provide hundreds of hours of TA to small business owners to ensure that as many of them as possible successfully applied for emergency funds, grants, and loans. In addition to all the technical assistance and outreach done, the team planned events and assisted with housing applications.

Though 2020 was challenging, the team was able to grow and learn through the unprecedented circumstances presented.

Dollar Amount Received



Clients assisted based on zip code



92102 92113 92114 Others

STRENGTH DURING A CRISIS!

Shifting our programs to a virtual format kept our residents and community members connected and safe. It has been inspiring to witness our residents and leaders of all ages persist in their work to revitalize the community, despite navigating a challenging year.

In 2020, Logan Heights CDC launched its first Residential Leadership Academy program with the mission to empower and support those in the Logan & Historic Barrio Communities. From this cohort, five community members graduated from the 10-week session and presented on topics that mattered to them, such as neighborhood safety, bike lanes, and healthy food systems.



Logan Heights CDC RLA 2020

All graduates presented on their topics and the outreach they did for each issue area and will be working with Logan Heights CDC through a Community Advocacy Network to address neighborhood issues.



Logan Heights CDC Emergent Entrepreneurship Program

LEEP (Logan Heights CDC Emergent Entrepreneurship Program) is a FREE 10-week course that is intended to help to existing and aspiring entrepreneurs solidify their business or business plans.

Every week a guest speaker is invited to speak about a business topic within his/her area of expertise. Participants are also given weekly readings and tasks that serve as building blocks for when they make their business pitch. They are also given resources and contacts that will be beneficial for them in setting up or establishing their business.

On the last week of the cohort program, a panel is invited to critique and provide input to each participant based on their presentation about their business. A winner for Best Pitch is announced and participants are given a certificate to signify that they have successfully completed the program.

FUTURE ACHIEVERS PRESCHOOL



When Future Achievers Preschool had to shut down in March because of the coronavirus pandemic, we did not know how we were going to reopen. However, with the help of a \$25,000 grant from the San Diego COVID-19 Community Response Fund at The San Diego Foundation, Future Achievers was able to rehire its staff and reopen two months after shutting its doors—much to the relief of parents.



Supporting Child Development
 \$25,000 Grant to Logan Heights Community Development Corporation
 SDFoundation.org/COVID19

Four families received scholarships in 2020
 Totaling **\$20,400**



Voyager's Achievers building a molecule (STEAM Activity)



Learning how to work a video camera



Matching and sorting

SUCCESS STORY

My son has a very hard time adjusting to anything and I knew starting preschool was going to be very difficult for him...and it was. But Ms. Shannon, Ms. Pam, and Ms. Sonya did amazing in making not only my son comfortable but for me too. They are all so patient, loving, and kind. He is only four weeks in and I already see so much progress. I can't wait to see how much growth is going to happen. Amazing school!"

~Jasmine Corona, Parent



Friendsgiving Lunch

AROUND THE NEIGHBORHOOD

Small Business Owners selected the banner design winners and led the efforts to install 60 banners between 19th and 32nd street on Imperial Avenue. Those banners will go up in early 2021.



Rosita's Flower Shop



La Colmena Fruity Mex



BANNER UNVEILING

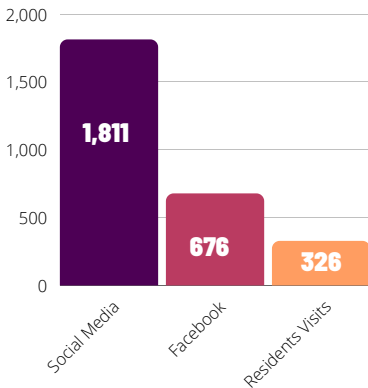
Banner unveiling info coming

SMALL BUSINESS SATURDAY

The main purpose of the campaign is to promote small businesses in the community. This year, **10 businesses** signed up to participate and were given Swag Bags as well as Passports as a marketing initiative to push the activity. Likewise, the Logan Heights **Business District Page** was also used to promote the activity.

COMMUNITY ENGAGEMENT

CENSUS TOUCHES



Provided information to **4,544** regarding voter registration

IMPACTFUL EVENTS

AYUNTAMIENTO VIRTUAL

29 DE OCTUBRE A LAS 6:30PM

UNIDA A LOGAN HEIGHTS COMO ALMA ESCUELA DEL DISTRITO CANDIDATO DE LA JUNTA DE SUPERIORES DEL CONDADO, NORA VARGAS

CONOZCA A LA C候

- Enlace de Registro
- Información de:
 - Llamar +1 66
 - Reunión
 - Contrase
- También estará a la página de Face Heights CLK
- Envíe sus preguntas a info@loganheights.org del 28 de Octubre

NORA VARGAS
JUNTA DE SUPERIORES DEL CONDADO
CANDIDATO DEL DISTRITO 1

REUNIÓN DEL AYUNTAMIENTO

Con el Senador Ben Hueso

JUEVES, 20 DE AGOSTO | 1PM-3PM

REGISTRARSE AQUÍ

Únase a una conversación comunitaria dirigida por residentes y líderes locales.

La comunidad de Greater Logan Heights ha sido la más afectada durante la pandemia de COVID-19. Las desigualdades económicas, ambientales y de salud han avivado en nuestras comunidades incluso antes de que golpeará la pandemia. La propagación de este virus solo ha dejado a nuestras comunidades aún más vulnerables y en riesgo. Estamos pidiendo a nuestros residentes, vecinos y socios comunitarios del área metropolitana de Logan Heights que nos envíen preguntas y comentarios para que el Senador los aborde y tome medidas.

ORADORES DE LA COMUNIDAD

Conozca a los oradores antes de la reunión a través de un video pregrabado en el Ayuntamiento con un Senador Ben Hueso, Christian Pineda, presidente de la Junta de Superiores del Condado de San Diego, y el Sr. David Pineda, presidente de la Junta de Superiores del Condado de San Diego.

David Ben Pineda
Senador del Estado de California por el Distrito 49

Christian Pineda
Presidente de la Junta de Superiores del Condado de San Diego

REUNION MUNICIPAL VIRTUAL

Con Concejal Vivian Moreno

Esta propuesta es una de las reuniones por correo electrónico o Facebook. Así se evita de registrarse usando el siguiente enlace.

Después de registrarse, recibirá un correo electrónico de confirmación que contiene información sobre cómo unirse a la reunión.

FECHA: Miércoles, 13 de Mayo
Tiempo: 2PM-4PM

REGISTRARSE AQUÍ

VIVIAN MORENO

LIVE IN THE NEIGHBORHOOD WEBINAR SERIES

Supporting Logan Heights During COVID-19

TOPIC OF THE DAY:
SMALL BUSINESS RELIEF AND SUPPORT

Join us **Thursday, April 30th from 12:30PM - 2PM** as we discuss updates and information for our Small Business owners in Logan Heights. We will be covering information on the status of the City of San Diego's Small Business Relief Program, the Paycheck Protection Program (PPP), and taking questions from our small business owners in the community!

CO-HOSTED BY:

Small Business Development Corporation
Logan Heights CDC
Philly Jones
Christina Cota, CPA, MBA
Michelle Rodriguez
Stephanie Sandoval

JOIN US VIA ZOOM HERE!

For any questions please email info@loganheights.org or call 619-858-0563

3 TOWNHALLS AND 6 STAND-UP LOGAN WEBINARS WITH A TOTAL ATTENDANCE OF 485

Communities in Crisis:

How Philanthropy Can Change Narratives Amid Uncertainty

Thursday, July 9, 2020, 12:30PM - 2PM Via Zoom

The Role of Philanthropy in Underserved Communities During a Nation-Wide Pandemic & Continued Racial Injustices

Please join us for a panel discussion with corporation, foundation, and nonprofit leaders as we examine and discuss the role of philanthropy in bridging divides in racial injustices and advancing community investment.

Meet Our 'Stand Up Logan' Community Panel

From Left to Right
Facilitator: Lyn Corbett, University of San Diego
 Reginald Jones, Jacobs Center for Neighborhood Innovation
 C'Andis Gardner-Gleser, Satterberg Foundation
 Byron Reed, CIT Bank
 Monte Jones, Logan Heights Community Development Corporation

REGISTER HERE TODAY!

After registering you will receive a confirmation email containing information about joining the July 9th webinar. For more information contact us at info@loganheightscdc.org or call 619-858-0563

Where is StandUp Logan?
 StandUp Logan is a webinar series about, for, and by our Logan Heights and San Diego Promise Zone communities. It is truly informative and unencumbered, fostering the participation of all individuals and groups and reflecting and respecting different opinions. It allows our marginalized communities to share their knowledge and experiences, and to actively participate in discussions and decision-making. Furthermore, the webinar series addresses community needs and concerns, through a diversity of programs and content.

LEVANTATE LOGANI SERIE DE SEMINARIOS WEB

Apoyo a Logan Heights Durante COVID-19

TEMA DEL DÍA:
CENSO 2020: SER CONTADO EN LOGAN HEIGHTS

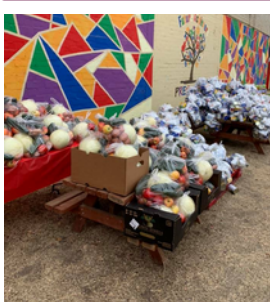
Acogámonos el **martes 28 de Mayo de 12:30PM - 2PM** mientras hablamos del Censo 2020 y la importancia de contar nuestras comunidades! Nuestros socios repasarán las oportunidades de empleo que tienen lugar en el Censo de los Estados Unidos, así como registrarse para a parte del cuestionario del Censo 2020. ¿Alguna pregunta? ¡acompañamos este jueves para aprender más!

CO-HOPESEADO POR:

Christina Cota
Stephanie Sandoval
Michelle Rodriguez

¡ÚNETE A NOSOTROS A TRAVÉS DE ZOOM AQUÍ!

Para cualquier pregunta, envíe un correo electrónico a info@loganheights.org o llame al 619-858-0563



TOYS 4 TOTS

A GIFT JUST FOR YOU!

Toys 4 Tots

CLICK HERE TO REGISTER
(Must be registered by Nov 6)

MUST HAVE:
Valid ID (parent) will be required for ALL children to ages 0-17 years old

619.858.0563 | www.loganheightscdc.org

TOYS FOR TOTS

963

FAMILIES RECEIVED FOOD AND TOYS AT OUR ANNUAL TOYS FOR TOTS DRIVE

LOGAN HEIGHTS
COMMUNITY DEVELOPMENT CORPORATION

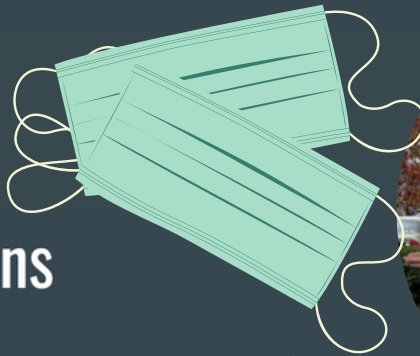
Community

HEALTH

- Impact:
 - Spread awareness on the complexities of women's health remotely through the COVID-19 pandemic
 - At least 2-3 monthly webinars monthly
 - Average of 10 - 30 attendees
 - In collaboration with other physicians, non-profit organizations, and local schools

Activities

- Hosted virtual webinars regarding feminine health, transgender identity and gender dysphoria
 - 300+ viewers
- Virtual 'Gold Table Talk' with Xavier University of Louisiana Panelist
 - 75 attendees
- Uterine Fibroids Awareness
 - Expand awareness of uterine fibroids beyond San Diego county
- Contraception Event
 - 3 Midwives and 1 NP attended IUD training event on location
 - Impact- 250 San Diego patients educated and 10 IUD placed to date



Vaccinations

- Impact:
 - Educated the community on vaccination safety and collaborated with community partnerships to bring flu shots into the neighborhood
 - Annual Toys4Tots Drive with LHCDC: Food delivery, toy drive and free flu vaccinations (new) in collaboration with San Diego Black Nurses Association and Champions for Health
 - 300 families served
 - 71 adults and children immunized
 - Hosted watch parties via Facebook Live and shared articles regarding the COVID vaccine
 - 200+ viewers

2020 FINANCIAL ACTIVITIES

SUPPORT & REVENUE

GRANTS \$296,772.50

FEES FOR SERVICE/OTHER \$152,805.73

FUNDRAISING \$10,000.27

CONTRIBUTIONS \$176,274.22

TOTAL REVENUE \$635,873.35

EXPENSES

PROGRAMS \$113,114.30

ADMIN \$224,607.96

FUNDRAISING \$9,740.41

PRESCHOOL \$197,622.32

TOTAL EXPENSES \$545,084.99



OUR MISSION AND VISION

TO STRENGTHEN RESIDENTS AND BUSINESSES IN GREATER LOGAN HEIGHTS
NEIGHBORHOODS THROUGH COMMUNITY EMPOWERMENT, EDUCATION, ECONOMIC
GROWTH, AND HOUSING DEVELOPMENT.
