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**COORDINATION OF PODER POPULAR PROGRAM AT COMMUNITY  
FOUNDATION MOVES TO CENTER FOR COMMUNITY ADVOCACY  
\$50,000 Community Foundation Grant Supports Transition**

Monterey, CA — Poder Popular para la Salud del Pueblo has been a special project of the Community Foundation for Monterey County funded by The California Endowment since May of 2006. Its purpose is to improve the health and well-being of farmworkers and their families and the communities where they live by empowering them to form strategic alliances with stakeholders who traditionally oversee community health resources.

As The California Endowment funding for this four-year initiative ended this spring, a suitable organization was sought to administer the program and continue the work along with the collaborative partners, community organizations and stakeholders. On April 1, the coordination for Poder Popular moves from the Community Foundation to the Center for Community Advocacy (CCA).

“CCA is a natural fit to build on the momentum of Poder Popular,” stated Todd Lueders, President/CEO of the Community Foundation. “Its purpose is closely aligned with CCA’s mission to train and empower farmworkers to advocate for improved housing and health conditions,” he continued. CCA has been a strong partner and has integrated Poder Popular into its existing organizational structure to ensure its long term sustainability.

Over the past four years Poder Popular has become a regional collaborative of organizational partners, farmworker leaders and local representatives from government, business, education and nonprofit sectors. It has supported active farmworker civic engagement and multi-sector partnerships in Greenfield, Gonzales, and East Salinas.

The result has been new, constructive relationships between farmworkers and policymakers who are working together to make needed changes in these three

(more)

## **Poder Popular Moves from Community Foundation to CCA, *cont.***

communities, such as reclaiming a park overrun with illegal activity, expanding public transportation for south county residents, creating art and culture opportunities, and putting lights in a park for families to use at night.

The Community Foundation is proud of what Poder Popular has achieved and will contribute \$50,000 this year to the program's support. Many people in the Salinas Valley identify themselves as being part of Poder Popular and see it as a force for positive community change. The successes of the program will continue thanks to the commitment of many partners, non-profit organizations, businesses, educators, local government partners, the faith-based community, and most importantly, the resident leaders committed to improving their communities.

"The Community Foundation for Monterey County has done a wonderful job of coordinating Poder Popular," noted Juan Uranga, CCA's Executive Director. "CCA has some very large shoes to fill, but, we are confident that we can continue the good work that CFMC, together with other community stakeholders, has undertaken." Uranga noted that CCA's Board of Directors, where agricultural leaders and other civic leaders join farmworker neighborhood leaders to set program policy, compliments the collaborative approach that Poder Popular uses to perform its work.

For more information on Poder Popular, please call CCA at (831) 753-2324. The mission of CCA is to train 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.

For more information regarding the Community Foundation for Monterey County, please visit [www.cfmco.org](http://www.cfmco.org) or call (831) 375-9712. The mission of the Community Foundation for Monterey County is to improve the quality of life in Monterey County by raising, managing, and distributing charitable funds to qualified organizations and by creating positive connections between donors and their interests.

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