



OUR MISSION:

A grassroots movement to make a difference in the New Mexico community by providing educational development and quality of life assistance.

WHO WE ARE Los Ojos de la Familia, founded in December 2009, by local business professionals, is comprised of individual volunteers from around our community, of all different walks of life and socio-economic status, who have one common passion: the desire to give back to our local community.

WHAT WE DO Los Ojos de la Familia is organized and operated exclusively for charitable and educational purposes. Assistance provided by the organization includes, but is not limited to, grants, scholarships, financial support, and maintenance of individuals and families in need throughout our community.

100% of every penny which comes in to this charity, goes directly back into our community. There is NO overhead!

We attempt to identify individuals through input provided by members of the community, members of the education system, and members of the organization—individuals who, without such assistance, would not be able to gain an education or trade, provide for the basic needs of their families, and become self sufficient contributors to the community. Financial need to stay within the educational system is the primary criteria for which support will be provided. However, secondary considerations will be given to families whose current financial circumstances fail to offer opportunities and encouragement to improve and excel within the community. The broader objective is to provide support, financial and otherwise, to individuals and families who have the potential to improve their lives, the lives of their children, and the strength of our community.

Our methods of assistance, voted on every quarter/year by our board of directors, are:

General Assistance – *Financial help for various monetary setbacks and basic needs. A board member can call for emergency vote, if they feel a request requires immediate assistance.*

General Scholarship – *(\$500/semester) – available to anyone enrolled in continuing education. 10-15 recipients per semester.*

HOPE Scholarship – *(\$3,000/semester) – for graduating high-school seniors only. 1-2 recipients per semester. Criteria on website.*

Holiday Gift-Basket – *Each year we deliver 400+ gift baskets, 62 lbs of food and household staples, and toys for children, to families in need, around Albuquerque and Northern New Mexico*

Athletic Youth Development Group (AYDG) – *We partner with local athletic clubs in low income neighborhoods, splitting the cost of membership for underprivileged youth, to encourage health, discipline, commitment and fellowship.*

First Responders – *This initiative goes hand-in-hand with our community-centered mission: giving back to those who protect and serve our community on the front line, and their families, when they suffer trouble or tragedy.*

HOW WE DO IT Los Ojos De La Familia organizes a number of events every year to raise money for scholarships and to fund our other activities to help those in need in our community.

Texas Hold 'Em Tournament – This event is a classy and enjoyable evening of poker play, accompanied by dinner and dancing, with door prizes and a silent auction.

Golf Tournament – Teams of four can register together, or you can register as an individual; there are a total of 36 teams available. Dinner, drinks and entertainment follow a day of fun in the sun on one of Albuquerque's beautiful golf courses.

Holiday Gift Basket Event – Every year we deliver hundreds of baskets full of food supplies, as well as household staples to families in need around Albuquerque and Northern New Mexico. We receive sponsorships from companies and individuals, then we assemble volunteers to deliver baskets to the homes of each family nominated to receive a Basket.

United Way – We are registered with United Way Northern New Mexico, and we accept contributions through salary donations.

Various Donations – We accept general donations throughout the year, via online donations, check, cash or credit card.

HISTORY OF HELPING COMMUNITY We are proud to say we have been able to help hundreds of individuals and families in our community, with everything from utility bills, rent, vehicle repairs, medical bills, travel expenses, household needs, clothing, and other financial burdens. To date, we have given out over **\$476,655** in **General and Emergency Assistance**, over **\$22,000** toward the **AYDG**, and we've supported our **First Responders** with **\$33,500**. Our scholarship program has been a great success, with over **\$164,450** given out in **Scholarships**. The holiday basket program has helped to provide over **271,000 meals** and over **6600 toys** to our New Mexico families.

AWARDS

2013 – New Mexico Humanitarian Award – benefiting children's scholarships, programs and services in New Mexico

2014 – Featured in ABQ the Magazine BEST IN CITY

2021 – Corazón de Cultura Award for Non Profit - from the New Mexico Hispanic Heritage Committee

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LOS OJOS DE LA FAMILIA