



Annual Summer Leadership Camp

For the past six years, the Puerto Rican Family Institute has been sending boys and girls to Ballard Farms, a horse camp in Maine. During the summer months of July and August, children escape the hot, noisy city streets to enjoy fresh country air and nature. This year we were able to send 11 children and their counselors to camp and give them a chance to laugh, play, learn new skills, and build lifelong friendships.



Group meets in front of PRFI Building early in the morning.

At Ballard Farms, children are assigned their own horse to care for and groom, and learn responsibility and leadership. Campers unleash their creative skills with arts and crafts, swim in the pool, ride horses, and go hiking and camping in the woods. Most of all, they have fun! Campers look forward to returning the following year and are disappointed when they outgrow the program.

Many of the former campers return as counselors, and have become role models for the younger children. If you are interested in supporting this program for next year, we can use your help. Please contact Ms. Migdalia Taratunio at 212-414-7836 for more information.



Kids pose with one of the popular horses.



Kids rest before mounting up on their horses.



A MESSAGE FROM THE PRESIDENT



Once again, let me thank you for what has been a fruitful year. In the early days of summer we held our 48th Anniversary Gala which was very well attended and nearly sold out to those who bought tickets towards the very end. It was very successful and allows us to plan for next year's gala as we look forward to our 50th Anniversary in 2010. As we close the summer, I am overjoyed that we were able to send our kids to Camp Ballard for a week, away from the hustle and bustle of city life. They were just as thrilled as I was in sending them to the horse camp in Maine. In addition, PRFI made the top ten most prosperous non profit Hispanic agencies in the nation in the Hispanic Business magazine.

Following the road to the Institute's future, the Board of Directors will re-visit its three year strategic direction by conducting a retreat which will take place in October. The Head Start program will also hold their annual board management retreat for parents and staff in early October. This is a unique and special opportunity for board parents management and staff to come together to evaluate their past years experiences as they relate to the future challenges of these programs. All in all, we are proud to have delivered quality service to our families and children.

Sincerely,
Maria Elena Girone
President and CEO

Highlights of the 48th Anniversary Gala

On June 26, 2008, the Puerto Rican Family Institute held its 48th Anniversary Gala at Chelsea Piers in New York City. The theme of this year's gala was, "A Touch of Plena and Rock & Roll." Approximately 415 people attended the Gala. The evening started at 6:30 pm with a silent auction where the guests and honorees enjoyed a cocktail hour full of great food and drinks, and beautiful unique items to bid in the auction. The audience was then treated to a presentation by Danza Fiesta dancing Plena, which is a dance native to Puerto Rico, with colorful costumes, and music featuring instruments typical of Puerto Rico.

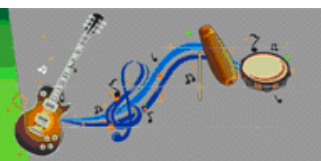
This year's honorees were Suleika Cabrera Drinane, Founder and President of the Institute for the Puerto Rican and Hispanic Elderly, Dr. Rosa Gil, Executive Director for Comunilife, and Shirley Rodriguez Remeneski, who is the President of 100 Hispanic Women. These women were awarded the Community Pioneer Award, which recognizes individuals whose achievements have broken down barriers, and have created institutions to respond to the needs of families and children. Mostly, the recipients make it possible for these families to reach the American dream. Geraldo Rivera was awarded The Raul Julia Award. This award is to honor the life of the late actor Raul Julia, who was a philanthropist and humanitarian. Mr. Rivera was chosen to receive the award this year because he has distinguished himself through his contributions to the arts. He has received more than 170 journalism awards as well as ten Emmy awards. Mr. Rivera has always been a friend to the Institute, and he was a natural fit for this prestigious award. Univision 41 was awarded the Corporate Award because it represents the best example of the partnership between corporate America and Latino community service organizations.

In the live auction, Luis Miranda, President of Mirram Group, was the highest bidder and won two business class tickets to Central and South America, donated by American Airlines. Raul Rossi of BASICS bid and won a Panasonic flat screen Plasma television. Our auctioneer for the evening was Penny Joseph, the Director of Corporate Outreach Programs for Panasonic.

Continued on page 4

48th Anniversary Photo Gallery

A Touch of Plena And Rock & Roll

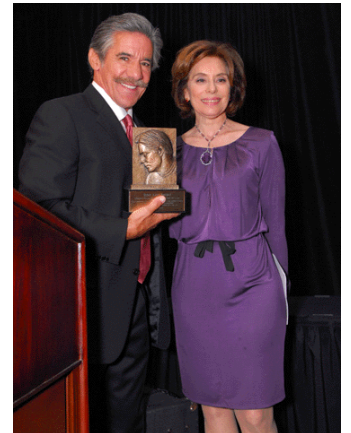


Family First



Ernie Anastos, Anchor for WNYW Fox 5 as Master of Ceremonies; Maria Elena Girone, PRFI President and CEO, and Dr. Mildred Allen President of Puerto Rican Family Foundation

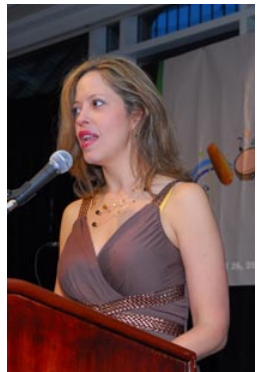
Geraldo dances Plena →



Geraldo Rivera receives the Raul Julia Award from Merel Julia



Rei Perez from citi presents check to PRFI's Maria Elena Girone, President and CEO, and Hector Velazquez, Board Chairperson



Aida Rosario of Univision

NYC Comptroller William Thompson, Community Pioneer Awarde Suleika Cabrera Drinane, Pres. of Institute of Puerto Rican/Hispanic Elderly; Awarde Rosa Gil, Pres. of Comunilife; (Awarde Shirley Rodriguez Remeneski, President of 100 Hispanic Women and Luis Miranda, of Mirram Group, presented awards.



Audrey Pass of Fox 5 and MY9 TV



Carol Robles-Roman From Mayor Bloomberg's Office



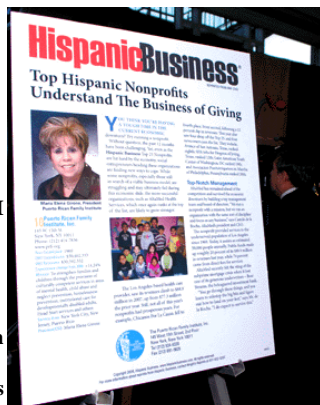
Penny Joseph from Panasonic succeeds with Live Auction

Anthony Toliver

Belkys Toliver

Nelson Soracco

Evelyn Soracco



PRFI selected as No 10 Hispanic Non Profit Agency in United States



Josie Calise and her group from Con Edison



Marvin Alvarez Ochoa of American Airlines and her husband, Lennart



All of the liquor, including champagne and Mojitos were donated by Moet Hennessey through our new partner, Jenay Alejandro. The liquor was also underwritten by Moet Hennessey. Musical entertainment was donated by Alex Picken of Picken Real Estate, who provided the DJ.

The major corporate sponsors for the Gala included: American Airlines, Banco Popular, Bloomberg, Broadview Networks, Bronx Lebanon Hospital, citi, City University of New York, Commerce Bank, Con Edison, Corporate Express, Fox 5 and MY9 TV, Freedom Hospitality, Goya Foods, HealthPlus, Merrill Lynch, Moet Hennessey, Nautica, New World Associates, Panasonic, Picken Real Estate, United Way of NYC, Univision Channel 41, Verizon, Visiting Nurse Service of NY, WABC-TV, Washington Mutual, and Xerox. Representatives from these corporations also served as the Co-Chairs for the evening. CUNY and FOX 5 and MY9 TV were our corporate dinner chairs, and Susan Sarandon, actress, was the honorary chair.

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**September 22,
2008**

**SAVE
THESE
DATES**

November 20, 2008



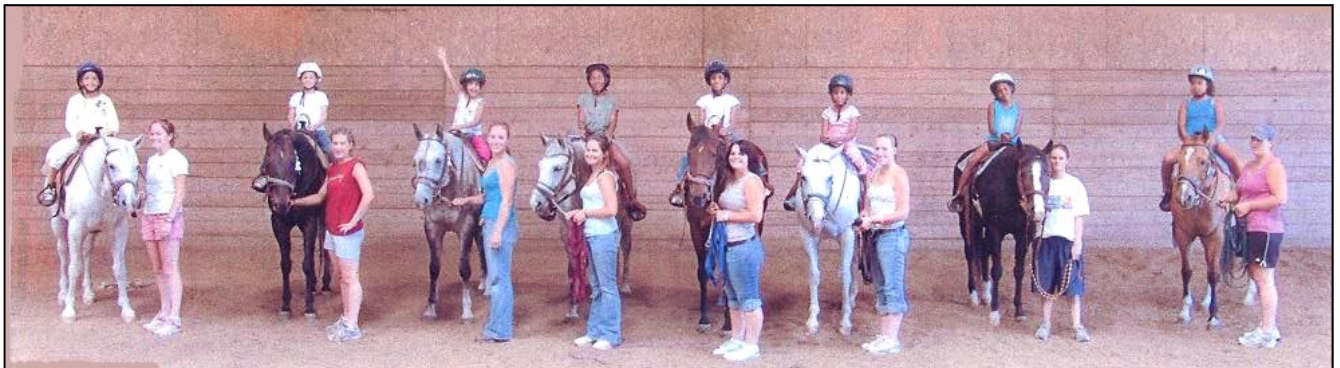
Special Fundraising Edition

Summer Leadership Camp for Boys and Girls

For the past five years, the Puerto Rican Family Institute has been sending boys and girls to Ballard Farms, a horse camp in Maine. During the summer months of July and August, children escape the hot, noisy city streets to enjoy fresh country air and nature. With the generous support of corporations and private donations, each summer the Institute has made it possible to give 35 campers, aged 7 to 12, a chance to laugh, play, learn new skills, and build lifelong friendships.

At Ballard Farms, children are assigned their own horse to care for and groom, and learn responsibility and leadership. Campers unleash their creative skills with arts and crafts, swim in the pool, ride horses, and go hiking and camping in the woods. Most of all, they have fun! Last year the children returned from Ballard wearing tee shirts signed by the friends they had made at the camp. When the kids look at their tee shirts, they remember the friends they made, adventures they had, and experiences that will last a lifetime. Campers look forward to returning the following year and are disappointed when they outgrow the program. Many of the former campers return as counselors, and have become role models for the younger children.

This program needs your support to continue to provide this wonderful summer experience to youngsters whose families do not have the resources to do so. Your generous donation can help us offset the cost of the camp which is \$1,000 per child. We ask that you please fill out the Donation Form attached and mail it to us, because investing in these children is investing in the future of our society.



At Ballard Farms the children learn about responsibility, riding stable management, and about grooming their horses.

A MESSAGE FROM THE PRESIDENT



In our continued effort to increase resources and opportunities to benefit the Institute's families and their children, I have dedicated this issue as a Special Fundraising Edition. I hope to extend an invitation to you to help us directly impact and change the lives of our families. In this issue you will read about the Institute's work with the many members of our community who rely on our services to reclaim their lives, regain their dignity, and transform their future.

A major priority for this coming summer is to secure funding for the Summer Leadership Camp for Boys and Girls highlighted in this issue's cover story. This program is a gift of hope to children who will not have the opportunity to enjoy the simple pleasures of summer. You will also read about our

4th Annual Scholarship Luncheon on March 27th. This event helps us raise scholarship funds for graduate social work for Latino men and women so that we can meet the shortage of professional Latino social workers in our communities and schools. The PRFI 48th Annual Gala is rapidly approaching which helps us raise funds for all our programs and we are very grateful for your help and participation to make this event a success each year.

Lastly, our Tree of Life is flourishing glowingly in our headquarter lobby. Here is another opportunity for you or your company to make an entry as a supporter for all visitors to see as they enter our building. Accept our invitation to stand with us to empower and help our families and children thrive. We are hopeful that you will give at your fullest capacity and thank you for your past generosity. We wish you and your family a wonderful spring and summer season.

Sincerely,
Maria Elena Girone
President and CEO

4th Annual Task Force Luncheon Raises Funds for Scholarships For Latino Social Workers

The Latino Social Work Task Force celebrated the 4th Annual Scholarship Luncheon at Cipriani 23rd Street in Manhattan on March 27, 2008. Approximately 250 people attended this fundraising event, raising scholarship funds for Latino men and women pursuing their Masters Degrees in Social Work. Among those present were many of this year's fourteen recipients of the Task Force Scholarship Award. The history of the Latino Social Work Task Force dates back to 2000 when the Puerto Rican Family Institute and the New York City Chapter of the National Association of Social Workers (NASW-NYC) collaborated in order to address the shortage of bilingual, bicultural social workers in New York City. The two organizations held a forum in 2002 to discuss this critical issue facing the Latino community and committed to addressing this challenge.

This year's Roundtable Forum, which occurred the morning of the Luncheon, brought together select leaders including New York City non-profit agency executives, deans and administrators of graduate schools of social work and leaders in the New York Latino community. They discussed the service needs of New York City Latinos, workforce development for professional social workers, social policy issues and the necessary components for effective social work training and education.

The Luncheon's Keynote Addresses were delivered by New York City Councilwoman Maria del Carmen Arroyo and by New York City Councilwoman Rosie Mendez. Ms. Mariela Salgado, reporter for Noticias Univision 41, presided over the event as the Mistress of Ceremony. The Task Force co-chairs, Maria Elena Girone, ACSW – President and CEO of PRFI and Robert S. Schachter, DSW – Executive Director of NASW-NYC, joined other members of the Task Force in presenting Leadership Awards to 12 outstanding professionals who have contributed to the progress of social work and the strengthening of the Latino community: Andy Benejam, Lincoln Medical and Mental Health Ctr.;

Continued on page 4



You can also donate to the Tree of Life

You can have your name, a relative's name or your company's name engraved on the *Tree of Life* at the entrance of our corporate office. Your donation will help our many causes by supporting educational and recreational programs for children and families so they can continue to thrive and expand. Or you can help us send a child to camp, provide emergency food for a senior, or keep a child safe and free from physical abuse/neglect or even death.



You can help us give a chance for recovery to a homeless person and/or a mentally ill child, or invest with us in the future of a child by supporting us in the provision of early education.

The Tree of Life has various giving levels: On the Leaves or Rock the donations are:

Leaves Gold (\$5,000 to \$10,000) Silver (\$1,000 to \$4,999) Bronze (\$500 to \$ 999)

Rock Large (\$50,000) Medium (\$25,000 to \$49,999) Small (\$10,000 to \$24,999)

Other Ways of Giving

To ensure the work of PRFI, you may want to donate on a monthly basis or make a meaningful gift by making a provision for it in your will. You can determine the purpose of your donation or choose a specific project you would like to support from a bequest in your will. For more information about bequests, please contact our Director of Development, Ms. Migdalia Rivera-Taratunio, at (212) 414-7836.

Or Support and Attend our 48th Annual Gala. Tickets are \$500 per individual and \$275 for non-profit agency staff. For more information call Ms. Marissa Zayas at (212) 229-6922.

Donation Form

Name: _____

Address: _____

Telephone: _____ Email: _____

- Donation Category:
- Tree of Life
 - Monthly Donation
 - Latino Social Work Scholarships
 - Annual Gala (June 26th, 2008)
 - One Time Donation
 - Summer Leadership Camp
 - General Donation

Amount: \$ _____

Please send your check to: Ms. Migdalia Rivera-Taratunio, Director of Development
Puerto Rican Family Institute
145 west 15th St.
New York, NY 10011

For Credit Cards: Card # _____ Expiration Date _____
 Visa American Express Master Card



Continued from page 2, Task Force Luncheon

Barbara Brenner, Mount Sinai Hospital; RoseMary Cortez and Miguelina Espiritu of New York Presbyterian Hospital; Elvira R. Gonzalez, Puerto Rican Family Institute; Mildred Gonzalez, Coalition for Hispanic Family Services; Gladys Gonzalez-Ramos, NYU Silver SSW; Martha Lopez-Hanratty, Office for the County Executive (Westchester); Aida Martinez, Senior Health Partners, Inc.; Robert Martinez, NYC Children's Services; Jenny Rivera, La Villa Agency; and Leonardo I. Rodriguez, Jewish Board of Family and Children's Services.

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Although this event was successful, expenses for a social work education remain high and much more is needed. Please join us in our commitment to affect the shortage of social work professionals by making a donation to the Latino Social Work Task Force Scholarship Fund. Please send us the attached form with your contribution.



**SAVE
THESE
DATES**

**June 26, 2008 and
September 22, 2008
November 20, 2008**

PRFI Newsletter Committee

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Migdalia Rivera-Taratunio

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Puerto Rican Family Institute's
Second Annual Conference
**The Pillars of Advocacy: Providing a
Voice for the Unheard and Underserved**
November 20th, 2008 at the
Robert Treat Hotel, Newark, New Jersey

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(301) 696-5720



First Annual Conference for PRFI's Jersey City Mental Health Center

The Puerto Rican Family Institute expanded its vision in 1999 when it established the New Jersey Mental Health Clinic (NJMHC) in Jersey City. Under its Director, Frank Solano, Ph.D., the agency has been growing steadily and increasing its services to various target populations in New Jersey. As a result, this year PRFI convened the First Annual Conference entitled *Working Together to Eliminate Mental Health Disparities: A Prescription for Healthy Living in the Latino and other Minority Communities*. Over 150 professionals attended the conference which was held on November 9th, 2007 in Edison, New Jersey. Antonio Martinez, Anchorman and Investigative Reporter for Univision, joined us as Master of Ceremonies.

The Keynote Speaker was Jennifer Velez, J.D., Commissioner for New Jersey Department for Human Services. Commissioner Velez presented an overview of the Department's new initiatives regarding the Latino Community including the disparity regarding Medicaid



L to R: Mildred Allen, Ph.D., 2nd Vice Chair, National Board, PRFI; Antonio Martinez, Anchor, Univision; Henry Acosta, Board President, NJMHC; Maria Elena Girone, President and CEO, PRFI; Jennifer Velez, JD, Commissioner, NJ Dept. of Human Services; Frank Solano, Ph.D., Director of NJMHC; Hector Velazquez, Chairperson, National Board of Directors, PRFI.

reimbursement between hospital based programs and those programs located in the community. She stressed the role that advocacy plays in a state which ranks among the lowest in terms of Medicaid rates, which in turn makes it difficult for individuals to access vital services. She also stated that when general assistance is accompanied by mental illness, lives are not productive which is important for the Department to be aware of in order to insure continued services in both general assistance and mental health.

In her opening remarks, Jane Delgado, Ph.D., President and CEO, National Alliance for

Continued on p. 2



A MESSAGE FROM THE PRESIDENT



The Puerto Rican Family Institute continues its quest of increasing resources and opportunities to benefit our consumers of services. The Child Placement Prevention Programs have been assigned additional funds to increase availability of services to more families who are confronting problems of domestic violence and/or child abuse or neglect both in Manhattan and East New York, Brooklyn.

Our collaborative projects with five other non profits, including faith based organizations geared to promote responsible fatherhood is making a difference for many couples dealing with relationship stresses. Keeping families together is our mission and this program embraces that value. We have also increased the Head Start Centers in Puerto Rico from 776 to 1,174 children during this year.

We have much to celebrate and to be thankful for because the Institute can afford to deliver much needed services due to the generosity of many and the good work performed by our staff and our Board. To all of you, thank you and may God bless you now and always. Have a happy and healthy Holiday Season.

Sincerely,
Maria Elena Girone
President and CEO

Continued from p. 1, First Annual Conference

Hispanic Health, stated that good mental health is a cornerstone of a happy, fulfilled and productive life, and that it centers on family. She reported that although the American Psychiatric Association opposed having translators for patients who can't speak English, the Alliance obtained the support of many national professional organizations which believe that "speaking to a person is the first sign of good health care."

Besides two panel presentations where the whole audience listened and participated, the Corporate Social Responsibility Award was presented to Rick A. Martinez, M.D., Medical Director for Johnson and Johnson. Conference Co-Sponsors included Hoboken University Medical Center, Horizon Health Center, Multicultural Healthcare Marketing Group, LLC, Pfizer and United Way of Hudson County.

New Grant Awarded to PRFI for HIV/AIDS for Health Awareness among Minority College Students

The Puerto Rican Family Institute recently received a grant award from the U.S. Office of Minority Health which will provide much needed health education and awareness targeting minority college students in the epicenters of the Bronx, New York and in Hudson and Essex Counties in New Jersey.

In collaboration with 6 colleges in New York and New Jersey (Hostos Community College, Hudson Community College, New Jersey City University, Lehmann College, Westchester Community College and Montclair University), the program will be coordinated by Ms Alice Sanchez under the auspices of the Director of the New Jersey Mental Health Clinic, Dr. Frank Solano. With a projected grant life of 3 years, it will provide workshops, individual counseling and referrals as needed, and a public service announcement DVD in collaboration with the college students.

47th Anniversary Gala Highlights *An Evening of Cabaret*



Ernie Anastos, Anchor for WNYW Fox 5 News, and Nilda Rosario, Weather Forecaster for Univision 41 as Master and Mistress of Ceremonies



Maria Elena Girona President and CEO, PRFI



Saundra Thomas, VP of Community Affairs, WABC 7 and Nilda Rosario presenting Eddie Palmieri with Community Service Award

This year's Gala was held at Pier 60 at Chelsea Piers. The Honorary Chair was Laura Posada, President of the Posada Foundation and the Corporate Dinner Chair was Con Edison of New York City. The Raul Julia award, given in his memory as a great actor and philanthropist, was bestowed upon Nicholasa Mohr, an international Puerto Rican writer. Other Honorees included: Gail Nayowith, the Executive Director for the Citizen's Committee for Children of New York, Inc. and Citibank. Eddie Palmieri, the maestro, received the Puerto Rican Family Institute award for his long career in music.



Community Service Awardee: Gail Nayowith, Executive Director Citizen's Committee for Children of New York, Inc.



Nicholasa Mohr-Writer accepting Raul Julia Award from Merel Julia, Actress

The festive and colorful event also featured a live and a silent auction. The night was filled with dinner and lots of dancing! All funds raised will directly support the program and clients of the Puerto Rican Family Institute, Inc.

Lorraine Cortez Vazquez Secretary of State, New York



Rei Perez, Vice President for Community Relations and Maria Davila, Vice President, Financial Center with group from Citibank



June Jee, Director of Community Affairs with her group from Verizon Communications



Dr. Cristine Reyes and her daughter

Summer Horse Camp for City Kids



This summer was the fifth year that the Puerto Rican Family Institute sent its children to camp, in conjunction with the Ballard Farms in Maine, a horse camp. Thirty girls and ten boys from families that participate in our various programs, attended the camp for two weeks. At the farm the kids had fun and learned all about horses, and made new friends. Some of the girls have been going there for the last five years, and they have become leaders and role models for the younger girls.

Mental Health Care for New Hispanic Immigrants

Edited by Manny J. González, D.S.W. and Gladys González-Ramos, Ph.D.



This book is a comprehensive overview of the mental health needs, issues, and barriers confronting the emergent new Latino communities in the United States (Dominican, Colombian, Peruvian, Nicaraguan). The book also provides ample information about the need for culturally effective mental health prevention and treatment models. For order form go to www.njmhi.org/products.html.

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PUERTO RICAN FAMILY
INSTITUTE, INC.

GOLF CLASSIC
for Children

SAVE THE DATE

Monday, September 22, 2008

Engineers Country Club
Roslyn Harbor, NY

A Top 100 Golf Course in America

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THESE DATES**

**THE PUERTO RICAN
FAMILY INSTITUTE, INC.**
PRESENTS

48TH ANNIVERSARY GALA
**A TOUCH OF
PLENA
AND
ROCK & ROLL**



THURSDAY JUNE 26, 2008
SAVE THE DATE

PUERTO RICAN FAMILY INSTITUTE, INC.
145 WEST 15TH STREET, 2ND FLOOR
NEW YORK, NY 10011

