



LA FUERZA | LITERACY PARTNERS

de Familias Latinas

A Program to Close the Opportunity Gap for Spanish-Speaking Families

Literacy Partners is an adult literacy program for parents and caregivers. We believe every parent and caregiver has the skills and knowledge necessary to develop their personal success and a better future for their children.

La Fuerza de Familias Latinas is a nationwide campaign and educational program inspired by the popular Univision telenovela “La Fuerza de Creer” which has been viewed by more than 9 million people. We provide parents and caregivers with dynamic digital resources, reading strategies, read-aloud, and other tools— **drawing from home culture and language**—to strengthen early learning and promote a love of reading. Workshop participants also have the opportunity to receive free age and culturally-appropriate bilingual books to help build their library at home. This series features educational media created by Literacy Partners and Univision.

La Fuerza de Familias Latinas is a growing community of support for Spanish-speaking families across the country- in language & culture.

10.5K+ Parents Served

35K+ Books Distributed

200+ Community Partners

9M+ TV & Video Views

2/3 Latino youngsters are below grade level, and that gap continues to increase post-COVID-19.

Immigrant parents face many obstacles to engaging in their child’s education well beyond language barriers: systemic challenges, and social and personal issues leave them under-resourced and overly stressed, which **impacts their confidence in their ability to get their children prepared for school.** Spanish-speaking staff at care and education centers are understaffed and rely heavily upon translated parent engagement resources with often unfamiliar Anglo culture-centered messaging; parents work multiple jobs which makes it difficult to attend workshops in person. These obstacles, made worse by the pandemic, leave parents emotionally depleted, socially isolated, and in need of a parent-community to support and motivate the creation of learning moments with their families. Research shows that **a child’s academic success depends on whether their parents become engaged** in their education. Literacy and reading habits are most powerful in a child’s early years when parents have the most influence on their development and love of learning.

“I absolutely loved the workshop and highly recommend it! I learned to listen to my children better, spend more time reading, and enjoy fun science activities together. I hope there are more workshops so I can continue learning. Thank you to the facilitator and everyone who makes these workshops possible!”

María Mendoza, Parent Participant from Nevada.

Our Theory of Change

We believe that **parents already possess the tools they need within their homes, culture, and language** to nurture their children's early learning, social-emotional development, and school readiness. We begin with the power of storytelling, providing parents and caregivers with the community and context to further develop and apply their existing skills.

La Fuerza Family Engagement Workshops are offered in a 5-session format, available both virtually and in-person. We collaborate with community partners nationwide, including libraries, schools, and Head Start agencies. Our workshops are available in two formats: direct service and train-the-trainer. The latter empowers parent-leaders, childcare workers, and educational staff to deliver the workshops within their own communities and workplaces. Our curriculum themes align with national and state standards for Early Literacy, Reading, and Informal Science.

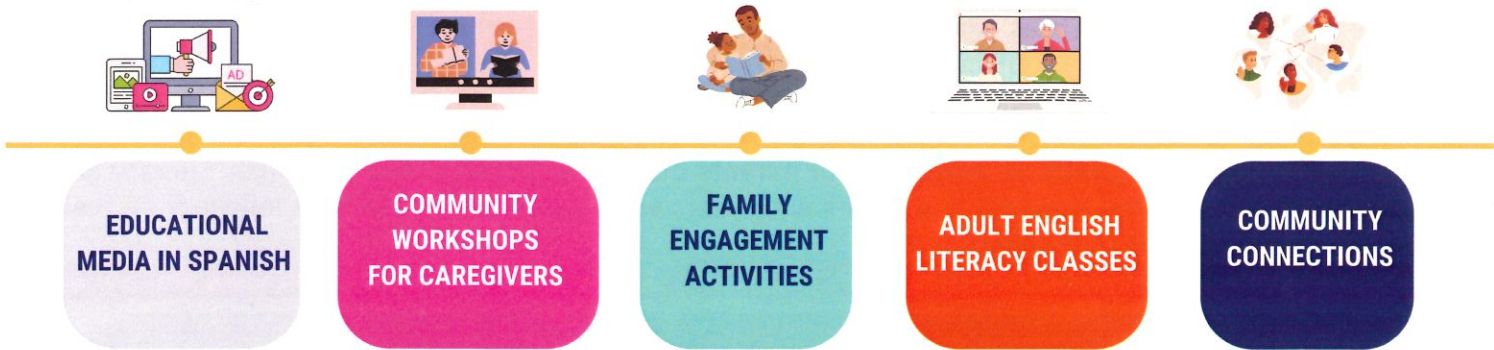
Our Workshop Methodology



Impact **94%** of parents implement what they learn after the workshop.
72% Increase confidence as their child's 1st teacher.

The Caregiver Journey through Literacy Partners

Our program is designed to guide caregivers through multiple touchpoints, each crafted to support their role as their child's first and most important teacher and help them transform their lives through the power of literacy. Here are the key elements of this journey:



Partner with us, contact Stephanie Portillo, Sr. Manager of Strategic Partnerships at StephanieP@LiteracyPartners.org

