

Cambodian Mutual Assistance Association



FOUNDED: 1984
CURRENT ORGANIZATION BUDGET: \$345,871
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Cambodian Mutual Assistance Association (CMAA) provides services to the Cambodian American community in Lowell to improve the quality of their lives and empower them to become engaged residents and leaders in the city and beyond.

Due to language barriers, low income, and lack of education, members of the Cambodian community are marginalized and cannot access all the opportunities the city has to offer. CMAA connects and empowers Cambodian residents through walk-in and translation services, ESOL classes, financial trainings, programs for youth and young professionals, and family services.

- According to the 2010 census, there are 14,000 Cambodians in Lowell. However, unofficial numbers estimate between 25,000 to 35,000 Cambodian residents, which represents approximately 30% of the city's population.
- Cambodians have the lowest per-capita income out of all Asian ethnic groups in Massachusetts, with 53.3% classified as poor or low-income and nearly 25% living in poverty.

Investment Opportunity

CMAA seeks an investment of \$700,000 over the next two years to expand and strengthen its programs, in particular its young professionals and youth programs. Focusing on the younger generation has been identified as CMAA's strategic priority for the next five years. New programs will start in 2016 with a summer camp for youth, afterschool, and Young Professional Programs. In addition, to empower community members to become engaged in civic life, CMAA will establish new civic education and citizenship programs in FY 2017. To accomplish these goals, CMAA needs additional resources to invest in expanding its staff.

Two-year Goals

- Increase number of people served by walk-in services from 500 to 1,000
- Create a civic engagement program offering citizenship classes, clinics, and workshops on civic education
- Establish a youth summer camp and afterschool program in 2016
- Reinstate Young Professionals Program and expand it to high school students
- Increase full time staff from three to eight

Ways to Invest

FINANCIAL

- \$25,000 funds 30 youth for six weeks of summer camp
- \$16,000 funds the Young Professionals program for eight participants
- \$7,000 funds citizenship training for 100 people a year

IN-KIND

- Professional mentors and workshop trainers
- Civic engagement and education project volunteers
- Fundraising event hosts
- Marketing, IT, and social media support volunteers

Leadership & Governance

Executive Director Sovanna Pou joined CMAA in June 2014. Prior to that, he was the Marketing Director at MKTix.com and Building Arts and Design Coordinator at UTEC. He grew up in Lowell and graduated from Middlesex Community College.

CMAA is governed by a 13 person Board of Directors led by:

President: Bopha Malone

Enterprise Bank

Vice President: Virak Uy

Diversity Consultant

Treasurer: Eileen Morrison

Goodwin Proctor

Secretary: Vichtcha Kong

Washington Savings Bank

CMAA'S MODEL

Cambodian American residents become leaders and active stakeholders in the community



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Without Monorom [CMAA family support program], we wouldn't be able to get to those appointments because we do not have a car. We appreciate CMAA being here as a resource for people like us.

PHREAK MUTH

CMAA volunteer and mother of a disabled son

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SERVING CMAA'S CONSTITUENTS

CMAA envisions a united and engaged Cambodian American community whose members reach their full potential. CMAA's hope is that one day, all Cambodian Americans are economically self sufficient and become leaders and active stakeholders in the community.

Current Programs

Walk-in and Translation/Interpretation Services are essential in assisting community members with vital government and financial assistance processes, such as completing green card and SSI applications, Personal Care Attendant (PCA) eligibility forms, MassHealth registrations, legal aid and child support, and other issues. Translation and Interpretation Services are also available to local businesses whose fees contribute to CMAA's revenue stream.

English for Speakers of Other Languages (with Abisi Adult Education) **and Citizenship Programs** improve clients' language abilities and help them prepare for the US citizenship exam and future employment.

The Monorom Family Services Program provides a caseworker to assist developmentally-disabled youth and their families with medical applications and transportation to doctor appointments both in and outside of Lowell.

First Time Homebuyer Program (with the Merrimack Valley Housing Partnership) informs Cambodians in Khmer about the risks and rewards of buying a home and provides additional resources for those who qualify for down payment assistance.



Together with CMAA, we have educated and prepared over 600 Khmer speaking families for home ownership. Our graduates have leveraged more than \$50 million in real estate sales. This promotes economic stability, increases civic engagement, and creates safe and productive communities.

JIM L. WILDE

Executive Director, Merrimack Valley Housing Partnership



Key Investors

- AMELIA PEABODY FOUNDATION
- GREATER LOWELL HEALTH ALLIANCE
- HEALTH CARE FOR ALL
- SAAB FAMILY FOUNDATION
- THEODORE EDSON PARKER FOUNDATION

Partners

- MA DEPARTMENT OF DEVELOPMENTAL SERVICES
- ENTREPRENEURSHIP FOR ALL
- FRED A. ABISI ADULT EDUCATION CENTER
- MERRIMACK VALLEY HOUSING PARTNERSHIP

NEW PROGRAMS

CMAA was founded to serve the needs of Cambodian refugees in Lowell. Today, in addition to offering services to the older generation, CMAA is responsive to the evolving needs in the community, in particular to those of the younger generation. CMAA will launch three new programs in 2016 with a focus on supporting youth to reach their full potential:

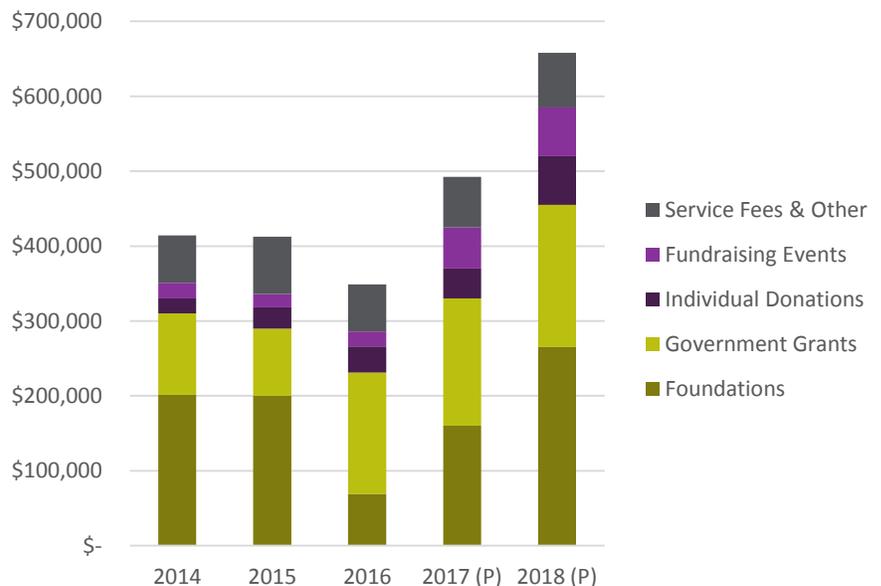
- **The Young Professionals Program** is fully funded for 2016 and provides mentorship to help young people ages 16-24 to obtain employment and succeed in their workplaces. The program will expand to include high school students with a focus on college preparation.
- **The Rising Stars Summer Youth Program** will give youth ages 7-16 the opportunity to build leadership skills and create positive relationships, serves as an alternative to gang-affiliation.
- **Citizenship classes and Civic Engagement** activities for all age groups will be formalized and offered on a regular basis.

In addition to direct service programs, CMAA hosts TV and radio shows that provide news and information, as well as periodic community updates to the Cambodian community in Lowell.

FINANCIAL SUSTAINABILITY

Since its founding, CMAA received significant government funding from the the US Office of Refugee Resettlement, but in 2011 Cambodian Americans lost their refugee status and consequently their funding. In addition, CMAA experienced a leadership transition in 2014 producing a grant writing hiatus for more than a year. The effect of these developments are reflected in the current revenue. Fortunately during this fiscal year, CMAA was able to secure other sources of government funding, approach new funders, and find new sources of earned revenue.

Revenue by Source



Success Story: Sam and Channarin

Sam Son and his wife Channarin Pich participated in the First Time Home Buyers Program offered in conjunction with Merrimack Valley Housing Partnership and decided that home ownership was a good option for them.

In preparation for their mortgage application process, they worked hard for over a year with a home buyer counselor who helped them take steps to build a stronger credit history. They also determined that the purchase of a two-family house made better economic sense and completed the landlord training program.

In December 2015, Sam and Channarin, along with their adult daughter Somonita, qualified for an excellent first time home buyers' mortgage program as well as down payment assistance funded by the City of Lowell and were able to purchase a new two-family home in Lowell.



PROGRAM PERFORMANCE AND ORGANIZATIONAL HEALTH

Below is a summary of the key measures that CMAA will track to demonstrate progress, capture lessons learned and make course corrections as needed.

Note: Fiscal year July 1 to June 30.

PROGRAM PERFORMANCE	FY 2016	FY 2017 (P)	FY 2018 (P)
Constituents served through walk-in & translation services	500	750	1,000
Youth enrolled in summer camp	40	60	70
Young professionals who complete workshops and are paired with a mentor	--	8	16
Number of participants in Civic Education programs	--	75	100
ORGANIZATIONAL HEALTH/CAPACITY-BUILDING			
Convert in-kind and PT staff to FTEs	3 FT, 3 PT	4 FT, 4 PT	8 FT, 1 PT
Number of staff certified by Board of Immigration Appeals to process immigration forms	2	3	4
Number of staff trained to use Apricot tracking system to measure outcomes	5	7	10
Total Revenue:	\$346,000	\$493,000	\$658,000

SOCIAL IMPACT

According to unofficial data, Cambodians in Lowell represent almost a third of the city population. An active and engaged Cambodian American community contributes to the growth and development of the city. The new focus on civic education and young professional programs addresses the need for civic engagement, while the continuation of ESOL, First Time Home Buyer, and Monorom (family support) provide tools for more stability and support.

CMAA currently tracks the number of individuals who use its services. With increase in staff capacity, CMAA will develop the ability to track the impact of its services on the lives of Cambodian Americans in Lowell.

INDICATOR	FY 2016
Number of walk-in & translation service points a year	1,150
Number of CMAA clients who attended ESOL courses	120
Number of clients certified as First Time Home Buyer	74
Number of participants in health and financial workshops	350
Number of families supported by Monorom Program	35
Number of community members who applied for citizenship	Tracking will begin in FY 2017
Number of members who moved to the next level of ESOL classes	Tracking will begin in FY 2017
Number of youth that apply and get admitted to college	Tracking will begin in FY 2017