United Way of Santa Clara County
PRESENTS
Hispanic Charity Ball
CARNIVAL '95

Saturday, October 21, 1995
Fairmont Hotel, San Jose
Hispanic Charity Ball
Carnaval '95
Evening Program

Welcome
Dolly Ares, Esq.
Chair, Steering Committee

Eleanor Jacobs
President, United Way of
Santa Clara County

Emcees
Maria Canals
Actress, “My Family”

Doug Moore
Nena Anchor, KNTV Channel 11

Invocation
Bishop Pierre DuMaine
Diocese of San Jose

Interlude

Grant Recipients Presentation
Lt. Richard Calderon, SJPD
Chair, Allocations Committee

Corporate Sponsors Presentation
Ivonne Montes de Oca,
The Pinnacle Company
Chair, Sponsorship Committee

Media Sponsors Presentation
Yolanda Pérez, City of San Jose
Face-chair, Steering Committee

La Familia Award Presentation
Celebrity Guest Presenter:
Esai Morales
Actor, “My Family”

Angel Rios, MACSA
Chair, La Familia Award Committee

El Abrazo Award Presentation
Eleanor Jacobs
President, United Way of
Santa Clara County

Emcees Closing Remarks

Carnaval Explosion
Escola Nova de Samba

Dance
Juan Escovedo's Salsa Orchestra

NENA, heels of the modern ball: 'Kathyra' evening pump $62.95. Black or navy peau de soie, silver or gold lamé, 5-10,11m.
Valley Fair, in Women's Shoes. (650) 248-2180.

NORDSTROM
Eleanor Jacobs
President
United Way of Santa Clara County

The sixth annual Hispanic Charity Ball is a wonderful opportunity to pay tribute to the many people in the Hispanic community whose dedication have shown them to be truly inspirational leaders—the emergency worker who comes through for hungry and homeless families; the afterschool program director who gives kids a safe place to play; the youth counselor who keeps teens out of trouble and turns their lives around; the ordinary heroes who through thoughts and actions improve the lives of their friends and neighbors everyday.

As President of United Way of Santa Clara County, I have had the greatest pleasure in supporting the efforts of the Hispanic Charity Ball Steering Committee these past few months. It has been an honor to witness the care and attention that has gone into making grants to the worthy recipients, as well as the invigorating energy and enthusiasm that has shaped this magnificent Carnaval celebration.

As part of our mission, United Way of Santa Clara County constantly seeks innovative ways of developing and channeling resources to the areas of greatest need within our community. The Hispanic Charity Ball is a model of such innovation. Like United Way, the Hispanic Charity Ball creates an opportunity to address the problems we confront and enlist the aid of local businesses, community leaders, and residents to transform our world. With cultural expertise and an understanding of the issues that affect Hispanic families, youth and adults, those involved with the Hispanic Charity Ball ensure that support is given where it is most critically needed.

I would like to applaud the agencies selected to receive grants from the Hispanic Charity Ball this year. Their vision and commitment will bring about the growth and strengthening of our Hispanic community. I congratulate them on their work and look forward to the fulfillment of their mission—a thriving community in which all have the benefit of education, health, security and opportunity.

I hope you enjoy tonight’s vibrant celebration of Hispanic heritage and are moved to join the Hispanic Charity Ball and United Way of Santa Clara County in building a stronger, healthier community for us all. ¡Hasta siempre! Hasta la proximidad!
1995 Hispanic Charity Ball Steering Committee

Mission of the Hispanic Charity Ball

The Hispanic Charity Ball is a community-based volunteer association that models and inspires community responsiveness to the health and human service needs of Hispanic youth and families.

We strive to develop community leadership in the areas of philanthropy, volunteerism and community services.

We fulfill this mission by:

• Holding an annual fundraising event that serves as a vehicle to bring together corporations, businesses, media and the community,

• Honoring a Hispanic family that serves as an exemplar model for volunteerism and commitment toward the betterment of the community,

• Raising funds to distribute to agencies providing critically needed services in the Hispanic community and involving Hispanic volunteers with expertise in determining how these funds can best be utilized.

• Promoting agencies that are making a positive difference in the quality of life for Hispanic youth and families.

• Developing Hispanic community expertise and leadership through volunteer involvement in the entire organizing process.

Dolly Ares, Esq.
1995 Chair
Hispanic Charity Ball

The United Way of Santa Clara County and the Hispanic Charity Ball Steering Committee are proud to present Carnaval ‘95. This is the first year that the Hispanic Charity Ball has a “theme,” Carnaval ‘95 promises to be a spectacular extravaganza which is sure to solidify the respect which the Hispanic Charity Ball has achieved as the premier social event of the Hispanic community.

The foremost goal of the Hispanic Charity Ball is to develop volunteers and mobilize the community to meet the needs created by diminishing public resources.

The sixth year of the Hispanic Charity Ball provides an excellent opportunity to express our appreciation to the many volunteers who unselfishly devote many hours of their time to accomplish the goals of the Hispanic Charity Ball.

The support of the United Way of Santa Clara County makes the Hispanic Charity Ball possible. The continued support of our media and corporate sponsors allows the Hispanic Charity Ball to achieve its fundraising goals and address the needs of the Hispanic community. We are especially indebted to Applied Materials, who not only demonstrated corporate leadership by coming in at the highest level of sponsorship, but joined in providing hands-on leadership to our Corporate Sponsorship Committee. We acknowledge all of our sponsors who have stepped forward and joined us in our goal of improving the quality of life for the Hispanic community.

The efforts of our volunteers and our corporate and media sponsors make it possible for the Hispanic Charity Ball to select several agencies to receive grants generated by the proceeds of the Hispanic Charity Ball. This year’s recipients, the Mexican American Community Service Agency, the Role Model Program, and the San Jose Neighborhood Housing, exemplify the commitment of the many agencies in the community whose goal is to provide services to improve their communities.

Every year the highlight of the Ball is the presentation of the La Familia Award. This award honors a Hispanic family who has shown a commitment to its community by their involvement and volunteerism. The Baldesas family, the recipient of this year’s award, as well as each of the families selected for the past five years, serve as an inspiration to the Hispanic community. The presentation of the Award this year will be a memorable event.

As I end my second year as Chair of the Hispanic Charity Ball, I would like to thank the members of the Steering Committee and the many volunteers who make the Hispanic Charity Ball a reality. Each of you who attend the Hispanic Charity Ball demonstrates your own commitment to improving the quality of life for Hispanics and our community – Gracias!
1995 Grant Recipients

Mexican American Community Services Agency, Inc.

Mentor Interface 2000

The Mexican American Community Services Agency, Inc. is a nonprofit community-based organization with 25 years of providing services to youth, families and seniors. Currently, MACSA offers services in job training and placement, academic tutoring, youth tutoring, youth leadership, SBDA awareness, computer literacy, gang prevention and intervention, self-esteem development, organized sports and cross-cultural development. MACSA primarily targets high risk communities with high crime, violence, gang-related activities and where scarce or non-existent resources are unavailable to these most in need. In the area of youth services, MACSA has a successful track record of providing prevention and early intervention programs for at-risk youth of Santa Clara County. MACSA will use its grant to fund a new mentoring program for at-risk youth in the county. This program provides access to a network of mentors and provides students with information on education, career, problem solving, counseling and networking. The program will provide basic computer literacy, academic tutoring, and skills training, as well as provide job development workshops in the areas of decision-making, refusal skills, goal-setting and gang intervention.

The Role Model Program

The Role Model Program is a nonprofit organization founded in 1989 by Santa Clara County Supervisor Ron Gonzales and other Silicon Valley business and community leaders. The primary mission of this program is to empower at-risk middle school students to realize their potential by bringing business and community leaders into Santa Clara County classrooms while encouraging positive life choices and educational achievement. The Role Model Program serves 3,000 at-risk youth annually in Santa Clara County middle schools of which 65% of the students are of Mexican American descent. The Role Model Program provides at-risk youth with an opportunity to develop their potential in a supportive environment while promoting positive life choices and educational achievement.

San Jose Neighborhood & Housing Services

Sunshine Kids Club

San Jose Neighborhood & Housing Services (SJNHS) is dedicated to the revitalization of the Lanai/Cunningham/Tropicana neighborhood in San Jose's East Valley. Its mission is to create strong, safe neighborhoods and affordable housing. To accomplish this, SJNHS has received funding for a variety of programs, including $1 million for low-interest housing rehabilitation and mortgage loans.

SJNHS was organized by Neighborhood Revitalization (a national nonprofit), the San Jose Housing Department and neighborhood residents. In 1995, neighborhood residents adopted the Board of Directors and became the key representatives from many government, corporate and community organizations. Presently, 15 directors are Hispanic. The SJNHS Board knows that good neighborhoods require more than good housing. They want to ensure that their neighborhood is a place where children can thrive and where families can feel safe and secure. SJNHS's programs in this project include the Police Department, Department of Neighborhood Services and Overfelt Family Vertical Site.

The Hispanic Charity Ball Steering Committee and United Way of Santa Clara County especially wish to thank the following companies for generously supporting this community fundraising endeavor.

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The above list is current to October 5, 1995.
HONORING

A FAMILY

TRADITION

OF SERVICE.

The La Familia Award, sponsored by the
Hispanic Charity Ball, honors an exceptional
Hispanic family each year for outstanding service to the
community. The award recognizes the extraordinary
efforts of one family, while acknowledging the contributions
that all good families make to our individual and social
well being. We offer our congratulations to this year's
recipients, with thanks for their gifts of time and caring.
And we salute the volunteers of the Hispanic Charity Ball
for the honor they do families everywhere.

NORDSTROM
Juan Escovedo's Salsa Orchestra

The musical tradition of the Escovedo family spans four decades and three generations—generations which include such notable names as Pete Escovedo, Sheila E. and Peter Michael. In fact, the name Escovedo resonates of rhythmic images, pulsating beats and sensual melodies.

Among the accomplished family members is Juan Escovedo. As a child, Juan found himself exposed to the musical influences of both his Grammy-nominated father and the many legendary figures that his father worked and associated with.

At the early age of eleven, Juan embarked upon the almost insurmountable challenge of becoming a world-class musician comparable to the iconic musical figures that graced his childhood.

Since his early years, Juan has not only developed into a masterful musician fashioned after the Escovedo mold, but he also managed to nurture a strong musical identity of his own. Relying on over fourteen years of experience as a percussionist with the Pete Escovedo Orchestra, Juan has recently collaborated with ten other distinguished musicians to create Juan Escovedo’s Salsa Orchestra.

When the ten-member ensemble musically converges, they produce a uniquely sultry and soulful form of Salsa that deductively pulls listeners into rhythmic motion.

Equally as impressive is the vast amount of studio and touring experience that Juan has amassed over the years. The list of artists that Juan has worked with reads like a laundry list of varied musical legends: Herbie Hancock, Tito Puente, Angela Bofil, Santana, Freddie Hubbard, Barry White, Pete Escovedo, En Vogue, Prince, M.C. Hammer, Bobby McVerrin, Terri Lynn Carthing, Sheila E. and many others.

In fact, the diverse nature of the artists that Juan has worked and performed with serves as a testament to Juan’s musical versatility and technical achievement.

However, delineating an accurate character portrait of Juan Escovedo necessitates that one understands him as more than simply a musical artist.

Throughout his career, Juan has also contributed to the community in a multitude of ways. Whether through AIDS education, earthquake relief or as a volunteer for the Multiple Sclerosis Foundation, Juan has always considered “giving back to the community” a top priority.

Juan Escovedo is undeniably a musician of complexity, style and originality. His artistic achievement and creativity flow from his fervor for life, his rich musical heritage and his passionate commitment to his art form.

Esai Morales
La Familia Award Celebrity Presenter

Rarely has an actor been able to make the transition from film to theater and television. Esai Morales’ most recent accomplishments prove he can succeed in all three.

Esai made his film debut opposite Sean Penn in the acclaimed drama “Bad Boys.” His performance was so powerful and realistic that many reviewers believed he really was a street kid instead of an accomplished actor. He next starred as Bob Morales, Ritchie Valens’ half-brother in the hit film "La Bamba" for Columbia Pictures.

Today, Morales’ career success continues to rise. Most recently, he starred opposite Jimmy Smits in Director Gregory Nava’s “My Family,” the epic story of a Mexican-American family who comes to California in the 1920’s. Morales starred in HBO’s “The Burning Season,” the true story of Chico Mendes who was murdered while fighting to protect his home and his people in the Amazon rain forest. Produced by David Putman and directed by John Frankenheimer, the dynamic cast includes Raúl Julia and Sonia Braga. His other film credits include “Freejack,” “Naked Tango,” and “Bloodsouls of Broadway.”

Moraes is no newcomer to the theater. He attended the prestigious High School of Performing Arts in New York. He made his theatrical stage debut at critical praise in “El Hermano” at the Ensemble Theater. He received the Los Angeles Drama Critics’ Circle Award for his role in the Los Angeles Theater Center’s “Tamer of Horses.” Morales’ other theater credits include Joseph Papp’s “The Tempest” and “Salome” starring Al Pacino at The Circle in the Square Theater.

Earlier this year, Morales began his television directing debut with a segment of Fox TV’s “America’s Most Wanted” and aspires to expand his career as a director.

In the event of a film commitment, Mr. Morales may not be able to join us this evening.
We are proud to announce the Familia Balderas as the 1995 La Familia Award recipient.

Role Models of family unity, public service and social justice, the Balderas family exemplifies the best of the American Dream. Celebrating 50 years of marriage this year, Rogelio and his wife Antonia emigrated from Mexico and, with a belief in education and a strong work ethic, raised nine children on a North San Jose ranch. “My children saw me work hard in the soil under the sun, in the rain,” says Rogelio Balderas, Sr. “With much pride, I saw the sacrifices they made studying so hard. Now they serve the community. They are proud of their Mexican heritage. And we are grateful to this land – for all that we are and all we have done.”

“Our parents achieved their dreams through physical labor yet they taught us we’re more than a pair of arms — they taught us we have a dream and a soul,” says Ricardo Balderas, principal of Redwood City’s John Gill Elementary School, who’s volunteered in voter registration, outreach programs and flood relief. “They nurtured us by having faith in us,” agrees Maria Teresa Sanchez, owner of Chacho’s Mexican restaurant and former health educator, who’s helped the Latino diabetes community. “We learned we’re here to give not to take, to enrich the country we came to.”

Now retired, Rogelio has volunteered with Our City Forest, helping plant trees at Snonaker School and at San Jose AIDS Memorial Grove at Guadalupe River Park. Famous for her tortillas, Antonia has presented elementary school demonstrations of her Mexican cuisine and is a community mentor of wisdom and assurance. Rogelio Jr., who works in substance abuse prevention and helped with the Alviso railbed, has a new drive to save the family’s characteristic redwood. Bouncing back in the face of adversity emanates from our fundamental belief in who we are as a family.”

“The gift our parents gave us was to believe in ourselves and to treat others with respect, no matter their station, because they are part of the world of life,” says Irma Balderas, principal of Snonaker Elementary School and a board member of Our City Forest and Los Luperes, a Kaiser visual service assistant and translation volunteer who raised funds for the Red Cross. “It says something about our family that we are happy for each other’s successes.” Olga Bradley, business owner and church volunteer, cherishes “that our family is forgiving and accepting of one another, creating a wonderfulness that makes life worth living.”

“Mom and Dad took my brother Jose and me in when my mother died,” says Maria Duenas, a family cousin and assistant grocery manager committed to troubled teens. “Now I extend my love to other kids, to make a difference in someone’s life.” A former marine, Jose Bermea says, “Our tradition of helping others is the pebble in our family’s pond. Its ripple effect is why I help needy families.”

Stanford University administrator Martha Trujillo, former chair of the Family Health Foundation of Alviso who helped a facially deformed girl in Mexico receive plastic surgery with Interplast International, remembers when a poor neighbor once gave his property to her parents for money to pay for his brother’s funeral. “My dad gave him the money — and the deed back for his little house. You see, as much as our parents value education, they taught us to measure success by our degrees or our money, but by our social responsibility.”

Devoted to one another and to the community, the Balderas family symbolizes the true American family: pride in achievement, courage and perseverance in the face of adversity, celebration of one’s roots, and a universal love for the rainbow of humanity.

Written by: Nora Villagrán

The Balderas Family
1995 La Familia Award

Special thanks to:
Bud LoMonaco, LoMonaco & Company
La Familia Crystal Award
Transmetrix Corporation
$500 Scholarship
Escola Nova de Samba

Escola Nova de Samba presents a dazzling revue that captures the energy, spirit and sensuality of Brazilian Carnaval. The pulsating sounds of the Bateria (percussion ensemble) provide the powerful rhythms for the elaborately costumed dancers as Escola Nova recreates the infectious feeling of joy and abandonment of Carnaval.

Samba evolved in Brazil from African roots with adaptations by the Portuguese/Europeans into stylized ballroom dance. In the 1930's, with the emergence of the Escola de Samba, the European mode of Carnaval transformed into a more Afro-Brazilian inspired festivity. Its tradition is hypnotic percussion and electrifying dance and song – the heart of Brazil's modern day Carnaval.

This tradition is advocated by Escola Nova year-round through arts education services, community arts programs and events, festivals and concerts. Since 1983, Escola Nova has gained recognition as both a viable community organization with its award-winning San Francisco Carnaval parade contingent and as a professional dance and drum ensemble.

The Escola Nova Performing Company is a reflection of San Francisco's dynamic multicultural arts community with members hailing from San Francisco to Sao Paulo. This exciting dance and drum collective has appeared in venues such as the San Francisco Ethnic Dance Festival, Russian River Jazz Festival, Sigmund Stern Grove Summer Festival, Mendocino Dance Series, and Jazz in the City. Co-founders and artistic directors Chalo Eduardo and Josephine Morada have been leading the way in the growth of the Brazilian arts scene in the San Francisco Bay Area for over a decade. Eduardo, the percussionist for Sergio Mendes and artist representative for REMO, Inc., top-ranking manufacturer of drums and percussion; and Morada, whose choreographic skill has been recognized in the Bay Area in major community events and ethnic dance presentations, have experienced the joy and rapture of Rio de Janeiro's Carnaval.

"...a celebration of dazzling drums, street dancing and beautiful women generating enough rhythmic heat to light up the city!"

Marilyn Tucker
San Francisco Chronicle

"More genuine than the processed prancers of Oba Oba...they know how to move and costume it, celebrating rather than exploiting the Brazilian tradition."

Jeff Kaliss
 Marin Independent Journal

Performance made possible by:
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Leticia Guevara

Veronica Guevara

Irene Gutierrez

Josie Gutierrez

Juan Gutierrez

Renee Hernandez

Saul Hernandez

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Alum Rock Counseling Center 1992
The Bridge Counseling Center 1994
Catholic Charities of Santa Clara County 1993
Catholic Youth Organization 1994
Community Alliance for Upgrading 1990, 1991 and 1993
Student Access and Achievement (CAUSA)
Diabetes Association 1993
East Valley Community Clinic 1992
Emergency Housing Consortium 1992
Gardner Health Center 1992
Growth & Opportunity 1991
Latino Issues Forum 1991
Mayfield Community Clinic 1990
Mexican American Community Services Agency, Inc. (MACSA) 1993
El Toro Youth Association 1992
Pathway Society 1991 and 1994
Sacred Heart Community Service 1992 and 1994
Second Harvest Food Bank 1992
Washington Elementary School 1992

Tonight We Celebrate...

The Balderas Family for their exemplary commitment toward making our community a happier and healthier place to live.

The Role Model Program, MACSA's Mentor Interface 2000 Program and the San Jose Neighborhood & Housing Services' Sunshine Kids Club for the excellent community services they provide to those in need.

The Mercury News is proud to be a part of the Hispanic Charity Ball Carnaval '95 celebration commemorating family, community and volunteerism.
Estée Lauder introduces 'Pleasures', a fresh new spirit in fragrance that's deliciously light and easy to wear.

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