United Way of Santa Clara County and The Hispanic Chamber of Commerce of Santa Clara County present

THE

HISPANIC

CHARITY BALL

Honoring the Hispanic Family

Saturday • October 23 • 1993
The Hispanic Charity Ball is an important alliance between local Hispanic leadership, the Hispanic Chamber of Commerce and United Way of Santa Clara County. Our goals are to promote volunteerism and to increase community and corporate responsiveness to critically needed services for Hispanic youth and families.

Investing in community improves the quality of life for us all.

HONORING THE HISPANIC FAMILY
THE KAISER PERMANENTE FAMILIA
OF NORTHERN CALIFORNIA
CONGRATULATES
THE 1993
HISPANIC CHARITY BALL

The Hispanic Charity Ball, a collaborative effort of United Way of Santa Clara County and the Hispanic Chamber of Commerce, was established as a vehicle for bringing together the Hispanic and corporate community to support agencies that provide critically needed health and human services to Hispanic families and youth. By encouraging community awareness, volunteerism and philanthropy, we intend to make a significant contribution to the health and well-being of Santa Clara County residents.

Since the Ball's inception in 1990, many community, corporate and business volunteers have lent their time, expertise, energy and hearts to support our cause. More than 60 volunteers have been involved in producing this year's event. In addition, corporate and media involvement continues to grow, as does the support of Hispanic businesses.

The La Familia Award, also instituted in 1990, is our way of acknowledging and reinforcing the values of Hispanic family unity and community involvement. Families are nominated by community members, agencies, churches, government officials and schools. The winning family is selected by individuals familiar with the issues of volunteerism and the Hispanic community. Our media sponsors help to promote the winning family and the positive values that they model.

The Ball, through the allocation of proceeds, also provides the vehicle for involving Hispanic community volunteers in determining how best to support services to Hispanic youth and families. To date, proceeds have been distributed to support academic and recreational programs for at-risk youth, health services (including immunizations) for low-income youth and families, educational advocacy training for parents, drug and child abuse prevention, support services for homeless migrant families, and more.

Unfortunately, the need for services in the Hispanic community far surpasses the available resources. Last year more than 50 organizations submitted proposals to benefit from the Ball. For continued success, we encourage more corporate, volunteer and community participation.

We thank you and the many volunteers that have given their support to this effort and urge you to actively involve yourselves in improving the quality of life in Santa Clara County.

Together we are making a difference.
SPECIAL GUEST

Cheech Marin
Actor/Writer/Director/Comedian

As half of the outrageous counter-culture
comedy duo Cheech and Chong, Cheech
Marin rode a wave of unrivaled popularity
for more than 15 years. The pair first gained fame in
the early '70s as concert performers, then went on to
produce a dozen gold and platinum record albums,
followed by a string of top-grossing pictures. The
irreverent long-haired comedians were the
embodiment of the age.

After the act split up, Marin surprised critics by
transforming himself into a serious actor, writer and
director. His film “Born in East L.A.” was a dark-
horse hit in 1985 and helped draw Hollywood’s
attention to the growing Latino film audience.
Depicting the story of a Hispanic American who is
mistakenly deported to Mexico, the film used
comedy to focus attention on the shameful
treatment of immigrants.

Like the character in his film, Marin spent part of
his childhood growing up on the east side of Los
Angeles. It was a poor neighborhood, occasionally
marred by violence, and it provided him with
material for many of the characters he later brought
to life in his stage acts, recordings and films.

Marin was a straight “A” student in high school
and spent much of his spare time singing in
neighborhood rock bands, whose unlikely names
included Captain Shaggy and his Loch Ness
Pickles. He later attended California State
University, Northridge (then Valley State),
where he majored in English literature.

In 1968, Marin moved to Canada, where he worked
for two years at various odd jobs, including potter,
cook, lounge singer and carpet layer, before meeting
Tommy Chong in Vancouver. Marin soon became a
member of Chong’s comedy troupe.

Marin and Chong then began working as a team
and returned to Los Angeles, where they performed
in local comedy venues and nightclubs. Two years
two years later they recorded their first album, “Cheech
and Chong,” which sold more than a million copies.

Their follow-up album, “Big Bambú,” was voted the
top comedy album in 1972, and their third album,
“Los Cochinos,” earned them a Grammy. The
success of Cheech and Chong’s records led to their
first feature for Paramount Pictures, “Up in Smoke,”
which grossed more than $120 million, the highest-
grossing comedy in 1978. Five other Cheech and
Chong features followed.

Since Cheech and Chong split up, Marin has
worked as a writer/director and continues to
pursue a career as a comic actor. He co-starred with
Eric Roberts in “Rude Awakening,” co-starred in
the Australian film “Shrimp on the Barbie,” and
directed a comedy feature, “Danny’s Inferno.” In
addition, Marin has starred as a series regular in
CBS’ “Golden Palace.”

Marin recently completed shooting of the new Luis
Valdez film, "Cisco and Pancho," co-starring
Jimmy Smits. He will soon begin shooting the
sequel to "El Mariachi," which will be written and
directed by film maker Roberto Rodriguez.

Marin also recently added kids to his far-reaching
audience with the release of his children’s album,
“My Name is Cheech, The School Bus Driver.”

Marin lives in Los Angeles with his wife and three
children.
ENTERTAINMENT

The Pete Escovedo Orchestra

The Pete Escovedo Orchestra is a 13-member group that combines contemporary Latin, jazz, soul and pop.

Pete Escovedo’s name has been synonymous with Latin jazz for more than 25 years. Born in Pittsburgh, California, and raised in Oakland, he has traveled around the world playing his timbales, congas and other percussion, but has kept the Bay Area as his base.

He began playing saxophone in high school and moved on to the vibraphone, and then percussion. Percussion suited him so well, he just forgot about the other instruments.

After his first paid gig opening for Count Basie, the young Escovedo thought, “This is great! I get to play, I get to hear a great band, and I get paid!” That’s when he made up his mind to become a professional musician.

In 1970, Escovedo and his younger brother, the late Coke Escovedo, formed a band named Azteca that toured the United States with Stevie Wonder and The Temptations. Later, Pete joined the Carlos Santana band and, for three years, toured internationally and recorded.

Escovedo has performed and recorded with a variety of well-known artists: Herbie Hancock, George Duke, Mongo Santamaria, Stephen Stills, Greg Kihn, Woody Herman and Anita Baker, to name a few. His most rewarding association, he says, was with Tito Puente. Puente has always been his idol, “The King.”

In 1983, Escovedo received a Jammie for Jazz Musician of the Year and, in 1984, a Bammie for Latin Musician of the Year. He was nominated for a Grammy in 1989. San Francisco State College gave him its Purple Globe Award and Congressman Ronald Dellums presented him with the Congressional Award for Outstanding Contribution to the Community, the State and the Nation.

Peter and his wife, Juanita, have four children, three of whom have become musicians. Their oldest son, Juan, is a member of Pete’s band. Peter Michael sometimes joins the group; he toured with Lionel Richie and produces records for other musicians. Eldest child Sheila E. is a talented percussionist famous in her own right for her concerts and her recordings with Prince.

Escovedo has been a brilliant example and teacher for his children. Many others have learned from him, too. Says Philip Elwood, noted music critic for the San Francisco Examiner, “Pete Escovedo is the one who taught me what Latin drum is all about.”
1992 Hispanic Charity Ball Grant Recipients

Since its inception in 1990, the Hispanic Charity Ball has allocated a total of $68,000 to agencies providing critically needed services in the local Hispanic community.

Funds raised from this year’s Ball will be distributed in the coming year. These are profiles of the recipients of last year’s grants.

- **Alum Rock Counseling Center**
  conducts support groups and classes in substance-abuse education and prevention for Hispanic youths, many of whom speak only Spanish. Clients are served at Alum Rock Counseling Center, school sites and at juvenile detention facilities. Funds will also be utilized to update educational materials.

- **East Valley Community Clinic**
  will purchase start-up clinical examination equipment and medical supplies that allow the clinic to provide increased accessibility for physical exams, immunization and follow-up services for low-income children from the Alum Rock School District.

- **Emergency Housing Consortium**
  will expand its emergency shelter and food services for homeless Hispanic farm worker families during the winter months. In addition, Emergency Housing provides these families with counseling and customized family intervention services.

- **Gardner Health Center**
  will produce a Spanish language video on child abuse prevention. This video will be used in the community as a prevention education tool to help break the cycle of child abuse and domestic violence.

- **Sacred Heart Community Service**
  will expand its English as a Second Language and tutoring programs that serve Hispanic children, mothers and job-seeking adults.

- **Second Harvest Food Bank**
  will translate key program outreach materials into Spanish. These materials will help the Food Bank to better provide critical food services, referral and nutrition information to monolingual Spanish-speaking members of the community.

- **Washington Elementary School/Helping Parents Help Kids Program**
  will provide support services to non-English-speaking parents to help teach them how to actively guide and enhance their children’s education.
La Familia Award

La Familia Award is presented to a Hispanic family who has demonstrated exemplary commitment toward the betterment of the community.

1991 Recipient: The Angel Rios Family
1990 Recipient: The Jorge Rodriguez Family

1993 Award Winners: La Familia Morales

The family of the late Daniel Antuna Morales and Esperanza Gonzales de Morales of Gilroy is honored tonight with the Hispanic Charity Ball's La Familia Award for its exemplary commitment to serving the community.

The 11 Morales children, all of whom are very active in the community, are:

Delia Villalobos, Antonio Morales, Maria Saenz, Daniel Morales, Carlos Morales, Alfonso Morales, Margaret Rebecca, Oscar Morales, Martha Kline, Jose Morales and Jesus Morales. The Moraleses also have 41 grandchildren and 15 great-grandchildren.

The Morales family immigrated to the United States in 1947 from Durango, Mexico. The family worked as migrant workers from 1947 to 1967. In their quest to make a new home for their family, they had to overcome many hardships, which included the deportation of Mr. Morales and his four sons, the struggle to find a sponsor to help reunite the family, and the loss of their home and belongings due to a fire.

It was during these trying times that friends, the community, the Red Cross, the family's church and the Department of Agriculture gave them the help they needed to start their lives over again. Mr. and Mrs. Morales never forgot the help that their family received in their time of need. Because of this, they instilled in their children the values of education, hard work, community and church involvement, and charitable giving.

Social issues have been a major concern with the Morales family as evidenced through their involvement and advocacy work on behalf of the United Farm Workers, immigration rights, bilingual education, voter rights, services to youth and families, alcohol and drug counseling, child care and mental health programs. In addition, many members of the family are involved in coaching and organizing events to support Little League and Pop Warner sports activities and raising scholarship funds for Hispanic youth.

We salute the Morales family for its volunteerism on behalf of improving the quality of life in our community and for the excellent role models they provide as a caring and successful Hispanic family.
¡Bienvenidos!

1993

HISPANIC CHARITY BALL

Honor the Hispanic Family with the Hispanic Chamber of Commerce and the United Way of Santa Clara County

Congratulations to the Morales Family, winners of the 1993 La Familia Award!

¡Felicitaciones de parte de todos nosotros en el Canal 14!

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Many thanks to United Way staff for their support:

Mary Jane Solis, Staff Coordinator
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1993
HISPANIC CHARITY BALL

Diversity enriches our community

FMC Corporation is proud to be a sponsor of the HISPANIC CHARITY BALL and the good that it brings to the community.

When you give to the United Way of Santa Clara County, you're helping people just like you. The only difference is some of them are less fortunate.

Your donation helps the hungry and the homeless. You help single-parent families, seniors, pregnant teens and at-risk youth. You help people whose lives have been affected by unemployment, poor health, drugs or many of the other social ills that affect our communities.

And when you give to the United Way, it's nice to know that your money will go a long way in serving your own neighbors and friends, even your own family.

How United Way of Santa Clara County Serves and Involves the Local Hispanic Community

United Way of Santa Clara County is committed to serving the Hispanic residents in our community.

- In 1991-92, more than 272,000 Hispanics received services through the work of 113 agencies. This represents 31% of the total clients served by United Way-funded agencies.

United Way is committed to involving Hispanic leadership in all of its volunteer decision-making processes.

- In 1993 Hispanics represented 21% of the 250 volunteers making agency funding decisions through the annual allocations process.

- Hispanics currently represent 19% of the members of the Board of Directors of United Way of Santa Clara County. Hispanic Board representatives include:
  - Ray Avila
  - Joceline Berrios
  - Cecilia Burciaga
  - Dr. Leo Chavez
  - Joe Coto
  - Fred Ferrer
  - Ron Gonzalez Jr.
  - Luis Hernandez
  - Hilbert Morales
  - Tom Ortega
  - Cesar Perez Jr.
  - Richard Rios
  - Hermelinda Sapien
  - George Shiraawata

JOIN US. TOGETHER WE CAN MAKE A DIFFERENCE.

Everybody Turns to EL OBSERVADOR to Reach the Latino Community...

EL OBSERVADOR received 9 awards at the Hispanic Media Awards sponsored by the National Association of Hispanic Publications 1990/93, in the following categories: 1st Place: Largest Hispanic Weekly Newspaper in a market of under 500,000. 1st Place: Advertising Promotion category. 1st Place: Outstanding Reporting/Hispanic Community Political/Economic category. 1st Place: Outstanding Reporting of the Cultural Community. 2nd Place: Best coverage of local Hispanic market. 2nd Place: Outstanding Editorial. Honorable Mentions: Outstanding Bilingual Weekly, Outstanding Design, Outstanding Media Kit.

- Ranked by the S.J. Business Journal as the largest English/Spanish bilingual weekly in the South Bay Area, reaching 103,500 readership according to our latest Verified Audit Circulation report.

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Solectron Corporation
is proud to sponsor the
1993 Hispanic Charity Ball
and commends the
United Way of Santa Clara County
and the
Hispanic Chamber of Commerce
for their active support of the
Hispanic Community

DIVERSITY RUNS IN OUR BLOOD.

Diabetes can affect anyone. It doesn't discriminate. And at LifeScan, makers of personal blood glucose monitoring systems for those living with diabetes, neither do we. A part of the Johnson & Johnson family, we round unique ideas and input from talented individuals of every heritage. This evening, as a proud sponsor of the Hispanic Charity Ball, we focus on—and salute—the efforts of the Hispanic community. We wish you every possible success in your endeavors and thank you for the contributions you have made to us.
Household Finance Corporation's
Hispanic Marketing Division
Proud Sponsor of the
1993 Hispanic Charity Ball

¡Claro Que Sí!

BECOME A UNITED WAY VOLUNTEER AND MAKE A WORLD OF DIFFERENCE IN SANTA CLARA COUNTY

United Way is more than a fund-raising organization. It's about the community pulling together to support more than 100 health and human service organizations that make Santa Clara County a healthier and happier place to live.

United Way volunteers play a critical role in improving the quality of life in our community. So, if you've got the heart and the desire... WE WANT YOU as a United Way Volunteer!

BE A DECISION-MAKER IN THE DISTRIBUTION OF FUNDS
As a volunteer on an agency review committee, you evaluate agency programs and their administrative performance and help decide how to distribute funds. To volunteer, call Martha Gutierrez at 345-4344.

SHOWCASE YOUR TALENTS BY BECOMING A CONSULTANT TO NON-PROFIT ORGANIZATIONS
Apply your management skills to the challenges facing today's non-profit organizations. Act as a consultant to agencies that request assistance in areas such as board development, human resources, accounting/finance, marketing and fund-raising. You will be matched with an agency according to your interest and time availability. To volunteer, call Beth Blanchard or Toni Ensuns at 345-4386.

BE A DRIVING FORCE IN OUR ANNUAL CAMPAIGN
Impact the annual fund-raising drive by encouraging corporations to expand or run first-time employee campaigns. Volunteers call on CEOs of local companies to gain their personal commitment to help improve the quality of life in our communities by participating in the United Way campaign. To volunteer, call Elena Piña-Romero at 345-4327.

BE A LEADER IN DIVERSITY
As a volunteer for Project Blueprint or the Incubator Program, you have the opportunity to give your expertise in assisting United Way to strengthen its programs in support of cultural diversity and inclusiveness. You can also lend and develop your personal expertise in the area of organizational development for minority-controlled agencies. To volunteer, call Mary Jane Solis at 345-4351.

VOLUNTEER IN SUPPORT OF THE HISPANIC CHARITY BALL
As the Hispanic Charity Ball grows, the need for more volunteers increases. If you have expertise in the area of events coordination, marketing, fund-raising, publicity, community relations or are just willing to help out, the Ball needs you. To volunteer, call Mary Jane Solis at 345-4351.

OTHER VOLUNTEER OPPORTUNITIES ARE AVAILABLE. CALL UNITED WAY AT 408/345-1200 FOR MORE INFORMATION.

JOIN US. TOGETHER WE CAN MAKE A DIFFERENCE.
SPONSORS

United Way of Santa Clara County and the Hispanic Chamber of Commerce would like to thank the following companies for their generous support of tonight’s event:

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Special thanks to the following organizations and businesses that also provided assistance:

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El Toro Youth Program
Flamenco Society of San Jose
Gardner Health Center
Los Lupinos de San Jose
Mexican American Community Services Agency
West Tee Graphics

Special thanks to the Hispanic youth programs for their decorations for tonight’s event.
United Way of Santa Clara County

It brings out the best in all of us.

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