

<b>Agency</b>	Nosotros La Gente
<b>Program</b>	Shoes
<b>San Marcos Service Address</b>	provided at schools in SMCISD
<b>Requested</b>	\$10,000
<b>Recommended</b>	\$10,000 COMBINED WITH COATS AS ONE GRANT

Application Completeness Check for HSAB	Nosotros La Gente Shoes
<b>Questions</b>	
Are all questions answered?	Yes
Is the application signed? (this is a certification)	Yes
Does the program have measurable outcomes?	Yes
Is the agency a Human Services Agency?	Yes
Is the agency overseen by a Board of Directors?	Yes
<b>Required Attachments</b>	
<b>BUDGETS</b>	
1. Agency budget for current fiscal year	Yes
2. Agency budget proposed for next fiscal year	Yes
3. Program budget for current fiscal year	Yes
4. Program budget proposed for next fiscal year	Yes
5. Budget showing the exact uses of the HSAB funding	Yes
<b>BOARD OF DIRECTORS INFORMATION</b>	
6. Board of Directors membership roster	Yes
7. Board of Directors Meeting Attendance Record for current year	Yes
8. Board of Directors City of Residence	Yes
9. Board of Directors membership criteria	Yes
<b>ORGANIZATION INFORMATION</b>	
10. Organizational chart with names and titles of staff	Yes
11. Current IRS Form 990, pages 1 and 2 (not required for churches)	Yes
12. Non-discrimination policy statement	Yes
<b>Preferred Attachments - 3 Letters of Support</b>	
Letters of support from members of the San Marcos Community	Yes
<b>Attachments if Applicable</b>	
Latest audit or CPA signed review, if applicable	
Policies and Procedures for the proposed Program, if available	
<b>Note: We are not requiring Texas Secretary of State registration</b>	

City of San Marcos Human Services Grants  
**FY 2025 Application**

**I. SUMMARY INFORMATION**

Please spell out organization name and program name completely, without acronyms.

Applicant Organization: Nosotros La Gente

Contact Name: Joe Castillo Telephone: 512-757-0829

Contact E-Mail Address: joecastillo62@gmail.com Website: \_\_\_\_\_

Mailing Address: 427 Parker Dr. San Marcos, TX 78666

San Marcos Service Address for this Program: Service is provided out of 427 Parker Dr. San Marcos, TX 78666

Who is authorized to execute program documents? (Name, Title) Ralph Gonzales, President

Program Name: NLG Shoe Program

Amount of Funds Requested: \$10,000

What percentage of the cost of this program is requested as funding through this application? 50%

**II. QUESTIONS**

**All questions must be answered. Please type your answers.**

**OVERVIEW**

1. What is the agency's or organization's mission? The mission of Nosotros La Gente (NLG) is to supply money, goods, or services to the poor and other cultural or historical activities. Nosotros La Gente is a philanthropic organization that focuses on the immediate needs of people who are facing an economic problem.
2. Briefly summarize the program for which funding is being requested and the services it provides. These funds combined with our contribution will be used to purchase shoes for needy children as defined by federal poverty guidelines. The shoes are distributed multiple times throughout the school year.

**COMMUNITY NEED AND JUSTIFICATION - 20 POINTS**

1. Describe in detail the need for this program in San Marcos.
2. Has the need for this program been increasing in recent years? The shoe program ensures that those children in need have adequate footwear throughout the school year, especially during the winter months.
3. Client Information

**Definitions:**

Direct Client - individuals or families immediately affected or personally served by the helping agency.

**Questions:**

- a. Describe the direct clients for this program. Direct clients are children enrolled in the San Marcos CISD, Henry Bush, A. Washington, the Texas Preparatory School, and the Ki Charter Academy.
- b. How is the program marketed to direct clients? How do you find these clients? The organization relies on the school counselors and parent liaisons to identify the children who need shoes.
- c. Expected total annual unduplicated direct clients who are City of San Marcos residents: 1,200.



## IMPLEMENTATION - 15 POINTS

1. How exactly will these funds be used? The funds will not be used to fund salaries.
2. What specific, measurable outcomes or results do you hope to achieve with this program? That the organization can satisfy each request it receives for shoes.
3. List the title of each position for which funding is requested and the activities associated with those positions. The organization has no paid staff.
4. If funding is not available at the requested amount, what is the minimum Human Services Grant funding needed to be able to run this program? \$5,000.

## IMPACT AND COST EFFECTIVENESS - 25 POINTS

1. Programs can provide value by deeply impacting the lives of a few, with effects that may ripple through generations, or by providing smaller but meaningful impact to a larger group. Describe in detail the impact this program will have on the identified need and on San Marcos residents. Every school year San Marcos residents (with school aged children) with tight budgets are asked to purchase school supplies. School supplies include Pencils, Ballpoint pens, Markers/crayons/colored pencils, Highlighters, Erasers, Notebooks, Index cards, Loose-leaf binder paper, Graph paper, Folders, Binders, Clear tape, Glue stick, Water bottle, Lunchbox, Backpack, Pencil case/pouch, Gym bag, Elastic book covers (or repurpose paper grocery bags to cover books for a low-cost option), Computer and/or tablet, Printer (don't forget ink cartridges!), Calculator, Pencil sharpener, Scissors, Ruler, Clothing/shoes (School uniforms or dress-code-adherent attire, Gym clothes, Shoes and/or athletic-style sneakers, Socks and underwear, Winter coat, Winter hat, Gloves or mittens. The Shoe Program meets the need for Shoes and/or athletic style sneakers.
2. Discuss the amount of overhead compared to program costs. There are no overhead costs associated with this program.
3. Provide a brief description of other funding sources, volunteers, or in-kind donations that are expected to be used with this program. The organization plans to send letters to potential donors. Grant applications will be submitted to Wal-Mart, and H.E.B. The organization will also be looking at holding fundraisers (i.e., plate sales).
4. What has your organization done in the past two years to raise different funding for this program? During the past two years the organization has mailed letters to potential donors and has submitted grant applications to Wal-Mart and H.E.B.

## COMMUNITY SUPPORT – 10 POINTS

1. Please submit 3-5 letters of reference that indicate strong local support for the program and the agency's ability to implement it as described in the application.
2. How is the Board of Directors selected? The Board of Directors are elected annually at the members meeting held in October. Special elections are held to fill vacancies.
3. How often does the Board meet? The Board meets once a month.
4. What actions do Board members take to support the programs of the agency or organization? Board members sell tickets, pass out fliers promoting fundraisers. Board members perform fundraiser prep work.
5. How many volunteers does your agency or organization have and how many hours do they spend on the program requesting funding? 149.

## COUNCIL PRIORITIES - 30 POINTS

1. How long has this program served San Marcos residents? (10 points if at least 2 years) The shoe program has served San Marcos residents for 29 years.
2. Does the agency have an office in San Marcos? (10 points if yes) Yes.
3. Describe how this funding creates an increase in services or an increase in the number of people served. (10 points) This funding allows the organization to continue to satisfy the shoe needs of children during the school year.

## II. FUNDING RESTRICTIONS

**By signing this application I certify the following to be true:**

- 1. All Human Services Grant funding will be spent on San Marcos residents, except for school-based programs, in which case it may be spent within the San Marcos Consolidated Independent School District boundary.
- 2. Funding requested is not more than 50% of the total funding for the agency.
- 3. Funding will not be used to fund more than 20% of a full time position.
- 4. Agency has been in existence for at least 2 years. (This can include serving communities other than San Marcos.)

**SUBMITTED AND APPROVED BY:**

Ralph Gonzales  
Signature

July 29, 2024  
Date

Ralph Gonzales  
Printed Name

President  
Title



## HUMAN SERVICES ADVISORY BOARD GRANT 2023 FINAL PERFORMANCE REPORT

**Agency Name:** Nosotros La Gente

**Program Name:** "Viva Zapatos" Shoe Drive

**Program Year:** 2023

**Reporting Period:** January – December, 2023 (preferred deadline January 31, 2024)

*NOTE ON DEADLINE: This report must be received by October 24, 2024, or your organization's application for 2025 funding for this program will not be considered.*

### PROGRAM STATUS

**Please provide a brief written description of actions taken this period and how they helped achieve your program goals.** The organization held multiple shoe distributions throughout 2023 purchasing a total of 978 pairs of shoes at a total cost of \$16,514.32. For the first time in the history of the shoe program the organization provided shoes for back to school.



## PROGRAM BENEFICIARIES

For the program that received HSAB funding, please report either number of unduplicated individuals served or number of unduplicated households served.

Check one:    ☒ Unduplicated Individuals       ☐ Unduplicated Households

	Jan – Dec, 2023
Total # Served	978
# San Marcos Residents Served	978
% San Marcos Residents	978

## PROGRAM EXPENDITURES

For the final report of the year, please provide a bulleted list that briefly summarizes what the HSAB funding was spent on.

- The HSAB funds were used to purchase shoes during multiple distributions.
- On August 2, 2023 the organization purchased 411 pairs of shoes at a cost of \$6,743.00
- On December 4, 2023 the organization purchased 385 pairs of shoes at a cost of \$6,733.52.
- On December 8, 2023 the organization purchased 123 pairs of shoes at a cost of \$1,932.77
- On December 11, 2023 the organization purchased 55 pairs of shoes at a cost of \$1,028.07.
- On December 24, 2023 the organization purchased 4 pairs of shoes at a cost of \$76.96.

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### Certification:

*I certify that to the best of my knowledge and belief the information reported in this Quarterly Performance Report is factual and accurate.*

Joe Castillo

Signature

01/08/2024

Date

Joe Castillo

Printed name

Vice President

Title



NOSOTROS LA GENTE  
BUDGET 2023/2024  
October 1, 2023-September 30, 2024

AMOUNT BUDGETED	
<b>ANTICIPATED REVENUES</b>	
INTERGOVERNMENTAL FUNDS	
SHOE PROGRAM-HSAB	\$10,000.00 27.62%
COATS PROGRAM-HSAB	\$5,000.00 13.81%
HAYS COUNTY	\$5,000.00 13.81%
TOTAL INTERGOVERNMENTAL FUNDS	\$20,000.00
NON GOVERNMENTAL FUNDS	
DONATIONS/CONTRIBUTIONS	\$8,000.00 22.10%
FUND RAISING ACTIVITIES	\$8,000.00 22.10%
INTEREST	\$200.00 0.55%
OTHER	\$0.00 0.00%
TOTAL NON GOVERNMENTAL FUNDS	\$16,200.00
TOTAL REVENUES	\$36,200.00 100.00%
<b>ANTICIPATED EXPENSES</b>	
PERSONAL SERVICES	
SALARIES/FRINGE BENEFITS	\$0.00 0.00%
CONTRACTUAL SERVICES	
RENTAL OF FACILITIES	\$0.00 0.00%
RENTAL OF EQUIPMENT	\$0.00 0.00%
MAINTENANCE & REPAIR	\$0.00 0.00%
UTILITIES	\$1,800.00 4.97%
TELEPHONE/INTERNET	\$540.00 1.49%
MATERIALS & SUPPLIES	
MEETING/OFFICE EXPENSES	\$2,000.00 5.52%
POSTAGE	\$300.00 0.83%
OTHER COSTS	
SHOE PROGRAM	\$12,230.00 33.78%
COATS PROGRAM	\$11,230.00 31.02%
FUNERAL ASSISTANCE	\$1,000.00 2.76%
RENT ASSISTANCE	\$600.00 1.66%
UTILITY ASSISTANCE	\$1,000.00 2.76%
MEDICAL ASSISTANCE	\$5,000.00 13.81%
TRAVEL	\$0.00 0.00%
LIABILITY INSURANCE	\$500.00 1.38%
SCHOOL SUPPLIES	\$0.00 0.00%
OTHER	\$0.00 0.00%
TOTAL EXPENSES	\$36,200.00 98.62%

NOSOTROS LA GENTE  
PROPOSED BUDGET 2024/2025  
October 1, 2024-September 30, 2025

AMOUNT BUDGETED	
<b>ANTICIPATED REVENUES</b>	
INTERGOVERNMENTAL FUNDS	
SHOE PROGRAM-HSAB	\$10,000.00 24.27%
COATS PROGRAM-HSAB	\$5,000.00 12.14%
COMMUNITY ASSISTANCE PROGRAM-HSAB	\$5,000.00 12.14%
HAYS COUNTY	\$5,000.00 12.14%
TOTAL INTERGOVERNMENTAL FUNDS	\$25,000.00
NON GOVERNMENTAL FUNDS	
DONATIONS/CONTRIBUTIONS	\$8,000.00 19.42%
FUND RAISING ACTIVITIES	\$8,000.00 19.42%
INTEREST	\$200.00 0.49%
OTHER	\$0.00 0.00%
TOTAL NON GOVERNMENTAL FUNDS	\$16,200.00
TOTAL REVENUES	\$41,200.00 100.00%
<b>ANTICIPATED EXPENSES</b>	
PERSONAL SERVICES	
SALARIES/FRINGE BENEFITS	\$0.00 0.00%
CONTRACTUAL SERVICES	
RENTAL OF FACILITIES	\$0.00 0.00%
RENTAL OF EQUIPMENT	\$0.00 0.00%
MAINTENANCE & REPAIR	\$0.00 0.00%
UTILITIES	\$1,800.00 4.37%
TELEPHONE/INTERNET	\$540.00 1.31%
MATERIALS & SUPPLIES	
MEETING/OFFICE EXPENSES	\$2,000.00 4.85%
POSTAGE	\$300.00 0.73%
OTHER COSTS	
SHOE PROGRAM	\$12,230.00 29.68%
COATS PROGRAM	\$11,230.00 27.26%
FUNERAL ASSISTANCE	\$1,500.00 3.64%
RENT ASSISTANCE	\$2,850.00 6.92%
UTILITY ASSISTANCE	\$3,250.00 7.89%
MEDICAL ASSISTANCE	\$5,000.00 12.14%
TRAVEL	\$0.00 0.00%
LIABILITY INSURANCE	\$500.00 1.21%
SCHOOL SUPPLIES	\$0.00 0.00%
OTHER	\$0.00 0.00%
TOTAL EXPENSES	\$41,200.00 98.79%

NOSOTROS LA GENTE  
SHOE PROGRAM BUDGET FY 2024  
January 1, 2024-December 31, 2024

		AMOUNT BUDGETED	
ANTICIPATED REVENUES			
INTERGOVERNMENTAL FUNDS			
CITY OF SAN MARCOS	\$10,000.00	62.11%	
HAYS COUNTY	\$0.00	0.00%	
TOTAL INTERGOVERNMENTAL FUNDS	\$10,000.00	62.11%	
NON GOVERNMENTAL FUNDS			
DONATIONS/CONTRIBUTIONS	\$3,000.00	18.63%	
FUND RAISING ACTIVITIES	\$3,000.00	18.63%	
INTEREST	\$100.00	0.62%	
OTHER	\$0.00	0.00%	
TOTAL NON GOVERNMENTAL FUNDS	\$6,100.00	37.89%	
TOTAL REVENUES	\$16,100.00	162.11%	
ANTICIPATED EXPENSES			
PERSONAL SERVICES			
SALARIES/FRINGE BENEFITS	\$0.00	0.00%	
CONTRACTUAL SERVICES			
RENTAL OF FACILITIES	\$0.00	0.00%	
RENTAL OF EQUIPMENT	\$0.00	0.00%	
MAINTENANCE & REPAIR	\$0.00	0.00%	
UTILITIES	\$0.00	0.00%	
TELEPHONE/INTERNET	\$0.00	0.00%	
MATERIALS & SUPPLIES			
MEETING/OFFICE EXPENSES	\$0.00	0.00%	
POSTAGE	\$150.00	0.93%	
OTHER COSTS			
SHOE PROGRAM-NOSOTROS LA GENTE	\$5,450.00	33.85%	
SHOE PROGRAM-HUMAN SERVICES	\$10,000.00	62.11%	
LIABILITY INSURANCE	\$500.00	3.11%	
OTHER	\$0.00	0.00%	
TOTAL EXPENSES	\$16,100.00	96.89%	

NOSOTROS LA GENTE  
SHOE PROGRAM PROPOSED BUDGET FY 2025  
January 1, 2025-December 31, 2025

		AMOUNT BUDGETED	
ANTICIPATED REVENUES			
INTERGOVERNMENTAL FUNDS			
CITY OF SAN MARCOS	\$10,000.00	62.11%	
HAYS COUNTY	\$0.00	0.00%	
TOTAL INTERGOVERNMENTAL FUNDS	\$10,000.00	62.11%	
NON GOVERNMENTAL FUNDS			
DONATIONS/CONTRIBUTIONS	\$3,000.00	18.63%	
FUND RAISING ACTIVITIES	\$3,000.00	18.63%	
INTEREST	\$100.00	0.62%	
OTHER	\$0.00	0.00%	
TOTAL NON GOVERNMENTAL FUNDS	\$6,100.00	37.89%	
TOTAL REVENUES	\$16,100.00	162.11%	
ANTICIPATED EXPENSES			
PERSONAL SERVICES			
SALARIES/FRINGE BENEFITS	\$0.00	0.00%	
CONTRACTUAL SERVICES			
RENTAL OF FACILITIES	\$0.00	0.00%	
RENTAL OF EQUIPMENT	\$0.00	0.00%	
MAINTENANCE & REPAIR	\$0.00	0.00%	
UTILITIES	\$0.00	0.00%	
TELEPHONE/INTERNET	\$0.00	0.00%	
MATERIALS & SUPPLIES			
MEETING/OFFICE EXPENSES	\$0.00	0.00%	
POSTAGE	\$150.00	0.93%	
OTHER COSTS			
SHOE PROGRAM-NOSOTROS LA GENTE	\$5,450.00	33.85%	
SHOE PROGRAM-HUMAN SERVICES	\$10,000.00	62.11%	
LIABILITY INSURANCE	\$500.00	3.11%	
OTHER	\$0.00	0.00%	
TOTAL EXPENSES	\$16,100.00	96.89%	



NOSOTROS LA GENTE  
SHOE PROGRAM PROPOSED HSAB BUDGET FY 2025  
January 1, 2025-December 31, 2025

AMOUNT BUDGETED

**ANTICIPATED REVENUES**

INTERGOVERNMENTAL FUNDS

CITY OF SAN MARCOS	<u>\$10,000.00</u>	100.00%
HAYS COUNTY	<u>\$0.00</u>	0.00%
TOTAL INTERGOVERNMENTAL FUNDS	<u>\$10,000.00</u>	100.00%

NON GOVERNMENTAL FUNDS

DONATIONS/CONTRIBUTIONS	<u>\$0.00</u>	0.00%
FUND RAISING ACTIVITIES	<u>\$0.00</u>	0.00%
INTEREST	<u>\$0.00</u>	0.00%
OTHER	<u>\$0.00</u>	0.00%
TOTAL NON GOVERNMENTAL FUNDS	<u>\$0.00</u>	0.00%

TOTAL REVENUES	<u>\$10,000.00</u>	200.00%
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**ANTICIPATED EXPENSES**

PERSONAL SERVICES

SALARIES/FRINGE BENEFITS	<u>\$0.00</u>	0.00%
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CONTRACTUAL SERVICES

RENTAL OF FACILITIES	<u>\$0.00</u>	0.00%
RENTAL OF EQUIPMENT	<u>\$0.00</u>	0.00%
MAINTENANCE & REPAIR	<u>\$0.00</u>	0.00%
UTILITIES	<u>\$0.00</u>	0.00%
TELEPHONE/INTERNET	<u>\$0.00</u>	0.00%

MATERIALS & SUPPLIES

MEETING/OFFICE EXPENSES	<u>\$0.00</u>	0.00%
POSTAGE	<u>\$0.00</u>	0.00%

OTHER COSTS

SHOE PROGRAM-NOSOTROS LA GENTE	<u>\$0.00</u>	0.00%
SHOE PROGRAM-HUMAN SERVICES	<u>\$10,000.00</u>	100.00%
LIABILITY INSURANCE	<u>\$0.00</u>	0.00%
OTHER	<u>\$0.00</u>	0.00%

TOTAL EXPENSES	<u>\$10,000.00</u>	100.00%
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Nosotros La Gente  
Board of Directors  
2024-2025

Name	Position	Term Expires	City of Residence
Ralph Gonzales	President	October 2024	San Marcos
Joe Castillo	Vice President	October 2026	San Marcos
Celia Barragan	Vice President-Education Liaison	October 2024	New Braunfels
Sylvia Boasi	Treasurer	October 2026	San Marcos
Maggie Moreno	Secretary	October 2025	San Marcos
Barbara Saucedo	Education Liaison	October 2025	San Marcos
David Mendoza	Legal Advisor	October 2024	San Marcos
Mary Earls	Sergeant at Arms	October 2026	San Marcos
Jamie Romero	Board Member	October 2026	San Marcos
Eleanor Ramirez	Board Member	October 2025	San Antonio
Alex Lopez	Board Member	October 2026	San Marcos
Dora Esquivel	Board Member	October 2024	San Marcos
Mario Moreno	Board Member	October 2025	San Marcos
Melissa Donaldson	Board Member	October 2025	San Marcos

NLG Board of Directors  
Attendance

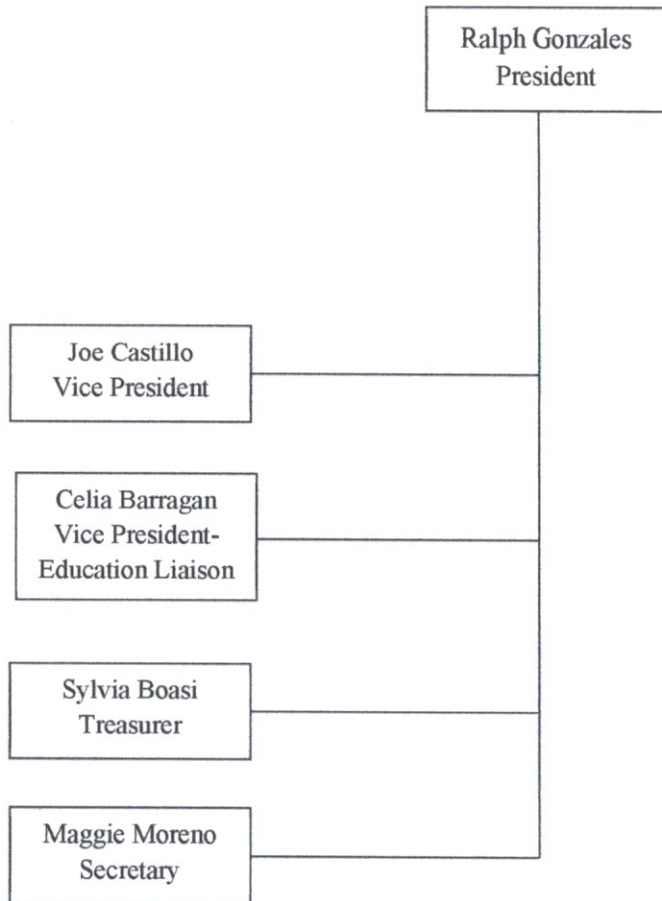
Board Member	1/11/2024	4/11/2024	5/9/2024	7/11/2024
Ralph Gonzales	X	X	X	X
Joe Castillo	X	X	X	X
Celia Barragan				
Sylvia Boasi	X	X	X	X
Maggie Moreno		X		
Barbara Saucedo	X			X
David Mendoza				
Mary Earls				X
Jamie Romero				
Eleanor Ramirez				
Alex Lopez				
Dora Esquivel				
Mario Moreno				
Melissa Donaldson	X	X		X

Nosotros La Gente  
Board of Directors  
Membership Criteria

1. Passion for the Mission. What attracts the potential board member to the organization? Why do they care? Do they have a personal connection to the organization?
2. Expertise and Ability. What expertise does the potential board member bring to the organization?
3. Philanthropic History. Has the potential board member provided past financial support to the organization?
4. Reputation. Does the potential board member have a positive reputation in the community?
5. Willingness to Advocate for the Organization. Is the potential board member comfortable promoting the organization to family, friends and colleagues?
6. Ability to Work in Groups and to Lead. Is the potential board member able to both work in a group and to lead?
7. Connection to Resources. What connections does the potential board member have to government, donors, and foundations? Are they willing to use these connections to benefit the organization?
8. Time. Does the potential board member have the time to be an effective board member?
9. Diversity.



## NLG 2024-2025 Organizational Chart



Department of the Treasury  
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2023

Open to Public Inspection

A For the 2023 Calendar year, or tax year beginning 2023-01-01 and ending 2023-12-31

## B Check if available

- ☐ Terminated for Business
- ☒ Gross receipts are normally \$50,000 or less

C Name of Organization: NOSOTROS LA GENTE427 Parker Dr, San Marcos,  
TX, US, 78666

## D Employee Identification

Number 74-2797505

## E Website:

F Name of Principal Officer: Ralph Gonzales427 Parker Dr, San Marcos,  
TX, US, 78666

**Privacy Act and Paperwork Reduction Act Notice:** We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

**Note:** This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.

## NON-DISCRIMINATION POLICY

I hereby certify that:

Nosotros La Gente does not discriminate against any individual or individuals concerning race, color, creed, religion, or national origin.

*Ralph Gonzales*

Ralph Gonzales, President  
Nosotros La Gente

#### Audit or CPA Review

The City of San Marcos has waived the requirement for an audit and CPA review. The grant was not of significant magnitude to require one. The risk to the City is small, and would not warrant the expenditure of funds needed to accomplish this requirement.





**S a n M a r c o s**  
**Consolidated Independent School District**

*Dedicated to Education... Committed to Excellence*

**Michael A. Cardona**  
**Superintendent of Schools**

August 17, 2021

To Whom It May Concern:

As Superintendent of Schools of the San Marcos CISD, I would like to express our appreciation for the work done in the community by Ralph Gonzales and *Nosotros la Gente*. Since 1996, they have provided assistance in medical, transportation, and social services to the school children of San Marcos CISD.

The providing of thousands of pairs of shoes to local children is, perhaps, their most outstanding service to the public school students. We sincerely thank them and look forward to working with *Nosotros la Gente* in the future.

Respectfully,

A handwritten signature in dark ink, appearing to read 'Michael A. Cardona'.

Michael A. Cardona  
Superintendent of Schools  
San Marcos CISD



## San Marcos Consolidated Independent School District

P.O. Box 1087 | San Marcos, Texas 78666 | OFFICE 512.393.6700 | FAX 512.393.6787

August 17, 2021

To Whom It May Concern:

San Marcos CISD has a long standing relationship with Nosotros La Gente. This organization, led by Ralph Gonzales, has provided badly needed assistance to the school children of San Marcos CISD since 1996. Each year, Nosotros La Gente holds their annual shoe drive benefiting hundreds of needy children in the community and our school district.

We believe in providing the best education for students. Nosotros La Gente provides valuable support for that goal. We sincerely thank them and look forward to working with this organization in the future.

Respectfully,

James J. Barton, Ed. D.  
Assistant Superintendent

### ***Thankful for Nosotros La Gente***

I'm writing this letter in regards to **Nosotros La Gente** and thanking them for their contribution to our community. Coming from once upon a time as a single parent, I remember the struggle in trying to find quality time to spend with my son. Due to the fact that I was the only one supporting our little family, quality time was not always the option. I was working a full-time job and come the beginning of a new school year and the early part of fall, I would have to take a second job just to be able to provide new school clothes, shoes and winter clothing for my child. This would take my time away from home, having to have my child care for himself, I alone couldn't afford childcare, but it was all we could do to survive. I wished that at that time there was a program like **Nosotros La Gente** that could have made a big difference in our lives. Now as I work for Mendez Elementary all these years later I see the same happening with the children in which I serve. I have met with families who are struggling to keep food on the table, pay their monthly bills and struggling to provide the basic clothing needs for their children. One family **Nosotros** was able to provide shoes for at the beginning of the year was so extremely happy that even the child began to cry. He stated that "finally" no one would make fun of him for the holes he had in his shoes. I had another child tell me she was happy because she had new shoes that didn't smell. In both situations my heart broke and smiled at the same time. One of our moms could not thank me enough for having her children receive a gift without having to give something up. She was struggling just to make rent. These are just a few examples of how **Nosotros La Gente** makes a difference in this community and the children who live here. There is a dad, single parent, who had too much pride but understood his children had a need for new shoes came in to ask after another family told him there were resources available at the school. He felt that asking for help was shameful and made him less of a man because he should be able to provide for his family. He was trying his hardest but he just wasn't able to meet the need. He didn't want to owe anyone because that meant he would have to look for another job then have to ask someone else to care for his children. The task just seemed never ending and his struggle was real. So, the fact that **Nosotros La Gente** could help his family meant the world to him. I truly want to thank **Nosotros La Gente** for their genuine kindness in wanting to help. The mission they have in helping others goes way beyond a pair of shoes or even a coat. The help they give brings families together, gives them hope and a sense of joy. Being able to get a brand-new pair of shoes or even a coat helped them to stress less and give their children the quality time they deserved. These are things that no child should have to worry about. They should just want to come to school and be the best students they can be. Thanks to **Nosotros La Gente** for giving and supporting the needs of this great community.

[Sylvia Brown](#)

Mendez Elementary, Parent Liaison





## San Marcos Consolidated Independent School District

P.O. Box 1081 | San Marcos, Texas 78666 | OFFICE 512.393.6700 | FAX 512.393.6787

November 18th, 2022

Victoria M Luna  
Parent Liaison Bowie  
Elementary  
4020 Monterrey Oaks  
San Marcos, Texas 78666

Re: Nosotros La Gente Shoes and Coats Organization To

whom it may concern,

My name is Victoria Luna and I am the Parent Liaison for Bowie Elementary. Bowie Elementary is a Title I school with 74.79% of students who are economically disadvantaged. That is a reality here in our community and shoes are a visible sign of a low income family. Childhood is supposed to be a magical, carefree time. But kids can suffer excruciating stigma, bullying, and ridicule. All for lack of decent shoes. Families are struggling, and with the changing cold weather students are cold coming to school without jackets or choosing to stay home because they don't have a jacket. The simple gift of a pair of shoes or jacket can be a new lease on life for a child in need.

I am so GRATEFUL for Nosotros La Gente! They make a DIFFERENCE for a child in need! When we give shoes and jackets to a child we give so many other things such as Hope, Dignity, and Joy. Research has shown that when students receive new shoes, there is a 75% increase in physical activity, a 46% increase in student attendance, a 62% improvement on student behavior, and a 87% increase in self-esteem. This allows our students to reach their maximum potential.

The gratitude on the children's faces is priceless. They are so grateful when they receive their shoes. The smaller ones are ready to tell me "Ms. Luna, look at me run!" They are so excited!

I hope this organization continues for a very long time! Our community needs their support! Our students need this help in order to have a successful educational experience.

Thank you for your time,

Victoria M Luna  
Parent Liaison  
Bowie Elementary  
San Marcos CISD  
A: 4020 Monterrey Oak, San Marcos, Tx 78666  
T: 512-393-6223  
F: 512-393-6210  
E: victoria.luna@smcisd.net





## San Marcos Consolidated Independent School District

P.O. Box 1087 | San Marcos, Texas 78666 | OFFICE 512.393.6700 | FAX 512.393.6787

### *Thankful for Nosotros La Gente*

I'm writing this letter in regards to **Nosotros La Gente** and thanking them for their contribution to our community. Coming from once upon a time as a single parent, I remember the struggle in trying to find quality time to spend with my son. Due to the fact that I was the only one supporting our little family, quality time was not always the option. I was working a full-time job and come the beginning of a new school year and the early part of fall, I would have to take a second job just to be able to provide new school clothes, shoes and winter clothing for my child. This would take my time away from home, having to have my child care for himself, I alone couldn't afford childcare, but it was all we could do to survive. I wished that at that time there was a program like **Nosotros La Gente** that could have made a big difference in our lives. Now as I work for Mendez Elementary all these years later I see the same happening with the children in which I serve. I have met with families who are struggling to keep food on the table, pay their monthly bills and struggling to provide the basic clothing needs for their children. One family **Nosotros** was able to provide shoes for at the beginning of the year was so extremely happy that even the child began to cry. He stated that "finally" no one would make fun of him for the holes he had in his shoes. I had another child tell me she was happy because she had new shoes that didn't smell. In both situations my heart broke and smiled at the same time. One of our moms could not thank me enough for having her children receive a gift without having to give something up. She was struggling just to make rent. These are just a few examples of how **Nosotros La Gente** makes a difference in this community and the children who live here. There is a dad, single parent, who had too much pride but understood his children had a need for new shoes came in to ask after another family told him there were resources available at the school. He felt that asking for help was shameful and made him less of a man because he should be able to provide for his family. He was trying his hardest but he just wasn't able to meet the need. He didn't want to owe anyone because that meant he would have to look for another job then have to ask someone else to care for his children. The task just seemed never ending and his struggle was real. So, the fact that **Nosotros La Gente** could help his family meant the world to him. I truly want to thank **Nosotros La Gente** for their genuine kindness in wanting to help. The mission they have in helping others goes way beyond a pair of shoes or even a coat. The help they give brings families together, gives them hope and a sense of joy. Being able to get a brand-new pair of shoes or even a coat helped them to stress less and give their children the quality time they deserved. These are things that no child should have to worry about. They should just want to come to school and be the best students they can be. Thanks to **Nosotros La Gente** for giving and supporting the needs of this great community.

Sylvia Brown

Parent Liaison - Irene K. Mendez San Marcos CISD

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## San Marcos Consolidated Independent School District

P.O. Box 1087 | San Marcos, Texas 78666 | OFFICE 512.393.6700 | FAX 512.393.6787

November 17, 2022

Rose Pearson, Director of Student Support Services & Family Engagement  
San Marcos CISD  
631 Mill Street  
San Marcos, TX 78666

Dear Human Services Advisory Board (HSAB):

This letter is to confirm our support for Nostros La Gente (NLG) shoe and coat program and the proposed grant request to the City of San Marcos Human Services Advisory Board. We have partnered with Nostros La Gente (NLG) for our youth to have basic needs met for many years. The support Nostros La Gente provides through their generous donation of shoes and coats helps to strengthen the scholars of our community by promoting positive well-being and self-image. Providing the grant funding to Nostros La Gente (NLG) will provide the opportunity to address a real need for our children and families within our local community. As I'm sure you are aware, SMCISD students experience trauma associated with families not having enough money to buy a good pair of shoes for school and a warm jacket in the winter. Through the support of Nostros La Gente (NLG) that barrier is removed for many of our families in need.

Respectfully, we hope this grant will be considered for approval and we look forward to this continued partnership for all our students in need at San Marcos CISD.

Respectfully submitted,

*Rose Pearson*

Director of Student Support Services and Family Engagement