



## Los Ojos de la Familia

Volume 2, Issue 1

7916 Ranchitos Loop NW  
Albuquerque, NM 87113  
505-362-6073 OR 505-897-4225 and ask for Los  
Ojos de la Familia  
EMAIL: [assistance@losojosdelafamilia.org](mailto:assistance@losojosdelafamilia.org)

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# La Vista Newsletter

**Upcoming Events/Activities** (see back cover)

**Inside**—*Board Bios*—page 2, *Christmas Basket Give-Away*—page 3

## Status Report

Los Ojos de la Familia has been in existence for one year. In that short time we have given four scholarships, we helped sixty under privileged students attend a performance at Pope John, we help send two students in need on a DECA trip to our Nations capital, we gave twenty two families general assistance and gave seventy families gift baskets for the Holidays ( Please read story next page ). The General aid included everything from food and clothing to dental work and eye glasses. The charity raised over \$25,000.00 in its first year and we have very high goals and ambitions for 2011 and the future of the charity. This year we are planning on sponsoring student athletes in events such as basketball, wrestling and boxing. Our goal is to keep these kids active, in school and doing great things. We are planning on giving out double the amount of general aid, scholarships and food baskets that we did in 2010. We will have many of the same events as last year along with some new ones that will really be fun for all. Please come out and support our efforts in any way that you can, our goal is to help as many as we can and we need all your help. MM

### THANK YOU LETTER - DECA Scholarship

Dear Los Ojos Scholarship/CGI,

Thank you for the generous scholarship you have given me for my DECA trip to Washington, D.C. I learned so much during the trip and met many new people. We had the chance to hear Vice President Joe Biden speak for Veteran's Day at Arlington Cemetery. The workshops we attended enhanced my knowledge on marketing and leadership. Getting the chance to see the many monuments, memorials and museums really helped me to see the greatness of our country. West Mesa DECA would like to wish you a Happy New Year and to thank you for the many opportunities you have given us during the year. We look forward to volunteering in your organization again. Take this wallet as a thank-you from us.

Sincerely,

**Ivan Perez, West Mesa DECA Co-President**



### THANK YOU LETTERS - Christmas Basket Give-away

Hi, my name is Juanita Joann Trujillo. I want to thank you for my Christmas Basket. You are so generous and thoughtful. I cannot thank you enough. I have MS (Multiple Sclerosis), and 2010 was not a good year for me. But you sure made me feel so blessed. I would like to tell you how polite and respectful the three young men were, when they delivered the basket to me. Nowadays you don't see that enough. God bless you and have a Happy New Year!

Sincerely,

**Juanita Joann Trujillo**

We all want to thank all of you people for being so good to us. Everything that we got, all of it came in pretty handy, and the food was VERY good. "God's spirit shines through in people like you."

Thank you.

**Mr. & Mrs. Jose E Martinez, Arian's Great Grandparents**



**Michael Montoya** Michael L. Montoya is the Owner and President of CGI which is a construction company specializing in site-work, demolition and paving. The company has been in operation since 1973 and does work throughout the state of New Mexico. Michael has working in construction all his life and numerous years of experience in commercial and residential construction. Michael is a proud and dedicated father to three children- Hope, Faith and Luke. He has been married to his beautiful wife Jill for the last 12 years. Michael holds a bachelor's degree in Construction Management from the University of New Mexico and a Masters Degree in Business Administration from the University of Phoenix. He also holds numerous licenses from the State of New Mexico

for General Construction, utilities , demolition , paving, sitework and concrete. Michael serves as President on the Board for Los Ojos De la Familia.



**Onesimo Vigil** Mr. Vigil is the acting Secretary and board member for Los Ojos de la Familia. As a CEO, Entrepreneur, Author, Business owner, and Investor Mr. Vigil brings passion, experience and dedication to the Los Ojos board. Born and raised in Santa Fe New Mexico Mr. Vigil attended Capital High School, the University of New Mexico and the University of Phoenix. Mr. Vigil holds a Bachelor of Science degree in Dental Hygiene and a Master of Business Administration with a focus in e-commerce. Mr. Vigil is a devoted family man to his beautiful wife Rachel and the proud father of three wonderful children Celina, Isaiah, and Alec. Mr. Vigil started his

working career practicing Dental Hygiene. After six years in Dental Hygiene he decided it was time to start his own home healthcare company and did so in 2003. Since then Mr. Vigil has built three other companies and published his first book in March of 2009. As an entrepreneur, speaker, author, and CEO Mr. Vigil believes strongly in creating opportunity for others and is very involved in the betterment of the community. Mr. Vigil understands through first hand experience what it takes to succeed in life and is driven to help others also succeed. His passion is to help the community by helping to grow Los Ojos de la Familia so that the organization can help families not only in the Albuquerque area but across the entire State of New Mexico. His aspirations are to continue to work with Los Ojos and help expand it into one of the largest local Charities helping people with general assistance, medical assistance, and educational assistance. With the help of others Mr. Vigil feels it is possible to make a difference and help impact the lives of millions of people. There are only two types of people those who sit around and wait for something to happen or those who get involved and make it happen. Los Ojos is a dynamic and powerful group of people who are working hard to make a difference in the lives of others.



**John Chavez** I was married to Monica Chavez, and together we are lovingly and proudly raising our sons Gannon, Logan and Aden Chavez. The man and father that I am today are a reflection of my parents, David and Carmen Chavez and Grandparents Carlos "Gallo" and Josefina Ortega and my wife Monica Chavez. Since 1998 I have taught in Albuquerque Public Schools as Social Studies teacher. For ten of those years I coached high school football, there I had the pleasure to help develop and mold young student-athletes, and gain the

knowledge and experience to help coach my sons, in both baseball and football. I have served on the Alameda Little League Board and continue to volunteer. I volunteer at both of the school that my sons attend, Taylor Middle School and Alameda Elementary. I own two businesses, [theqwebdesign.com](http://theqwebdesign.com), which provides affordable website design and maintenance and [nmjerseys.com](http://nmjerseys.com), providing premier quality jersey for clubs and organization for fundraising.



**Alicia Martinez** I am Alicia Martinez mother, wife, and Title I Reading Intervention Teacher for Albuquerque Public Schools. Being an Albuquerque native and spending my summers in a small village with my grandparents in Ribera, New Mexico, allowed me to experience to the fullest, the best of two worlds. I am a very compassionate person, and feel my parents and grandparents have influenced me in the way I care for others. Being involved in Los Ojos De La Familia has given me a greater opportunity in helping my community. The joy that comes in helping others is immeasurable. In the not too distant future, I will be co-authoring a children's book

about the history of our beautiful state with a completion date to coincide with the New Mexico Centennial celebration of 2012. I will also continue to find ways to better our enchanted people, city, and state through literacy and volunteering in Los Ojos De La Familia. I am a firm believer that when people come together as a community to help people great things can happen!



**Jason Ayala** Jason J. Ayala is the President/Owner at Hanson, Ayala & Associates, a Private Wealth Advisory firm in Scottsdale, Arizona and co-host of "Serious Money" on talk radio 1510 KFNN. Hanson, Ayala & Associates is one of the Arizona Business Journals top 25 Independent Advisory Firms. As a Private Wealth Advisor, he works with high net worth individuals and business owners to achieve their life dreams through comprehensive financial planning and asset management. While

currently an Arizona resident, Jason was born in New York, but raised in New Mexico. He graduated from Cibola HS in 1994, and upon graduation he moved to Arizona to attend Arizona State. After graduating from ASU in 1999 with a Bachelor's degree in Finance, he began his career in financial services. A strong believer of education, he obtained the Cert. Financial Planner (CFP®) designation in 2003 and in 2006 he obtained the Cert. Investment Mgmt Analyst (CIMA®) designation through the University of Pennsylvania's Wharton School of Business. Jason is currently the Treasurer of LODLF. Prior to sitting on the board, he worked on the ASU Alumni Association Finance & Investment Committee. Jason also volunteers annually with the Salvation Army and St. Vincent de Paul and is an active supporter of Toys for Tots. Becoming a member of the LODLF board gives him an opportunity to give back to the community that raised him. He feels that with the right motivation, sufficient resources, and commitment to continuous personal growth, anything is possible.



**Eric Strauss** Eric Strauss is a motivational speaker, professional boxing announcer, Best Price driving school owner and a Marketing teacher. He has a Master's Degree in Administration from the University of New Mexico. His first degree from UNM is a Bachelor of Arts with a double major in English and History. He grew up in Albuquerque where he has his own radio show called the House of Strauss on 770KKOB AM. He is proud to work in this community as a board member for Los Ojos De La Familia. On any given day you may find him playing music as a DJ at a local event, or in the middle of the ring getting the crowd fired up for a boxing match. His life goal is to, "Make a Difference!" He has two beautiful children and is



**Janet Laswell** Janet B. Laswell is the Owner and Publisher of Spotlight Senior Services and Living Options. She has a strong knowledge of New Mexico resources and is available to assist organizations, families, or individuals, understand and maneuver through the services available to New Mexico seniors and their families. Janet holds a bachelor's degree in Healthcare Administration and a certificate in Project Management through the Project Management Institute. Janet has worked in the Marketing and Advertising field for eight years as well as the Legal Marketing field for

five years. Previously Janet worked in the Home Health/Social Services field for ten years. She is an advocate for the elderly and has a strong desire to assist and educate the senior community about the services which may be available to them. Janet is also the Regional Sales Manager for Home Care Sales by Power Shot Training, INC. Janet serves as President on the Board of Directors for the New Mexico Association for Continuity of Care. She is also the chair of the New Mexico Alzheimer's Association Memory Walk and was recently awarded Community Resource Hero of the Year by the Bernalillo County Department of Senior Affairs. Janet has served for three years as the chair of the Media committee for The NM Family Caregiver Conference and is a board member of Los Ojos De La Familia.



**Steven Medina** Steven Medina was born and raised in New Mexico and is evidence that helping kids when they are young does make a difference. Steven was very involved in school and extracurricular activities at Los Lunas High School. His involvement in school opened the door to be the first family member to receive a bachelors degree. He received his BBA and a teaching certificated for PE at UNM. Steven has a great deal of experience dealing with kids of all ages. Steve has worked for Albuquerque Public Schools for 13 years, as Business teacher and DECA

**Nancy McRae** Nancy McRae was born and raised in Albuquerque, New Mexico she graduated from Cibola High School in 1978 joined the Armed Forces and spent 10 years in the Army then returned to raise her daughter Megan. She is currently the Office Manager for CGI. She is an active member of her community volunteering through her church, and several other organizations. As a board member with Los Ojos she feels she can help families and children of all ages become contributing members of the community .

**Brian Chavez** Brian is an Engineering Manager at Intel in Rio Rancho, NM, currently responsible for the Lithography Department. Intel designs, manufactures, and sells integrated circuits for computing and communications industries worldwide and is a strong supporter of community improvement initiatives. Brian received his Bachelor of Science Degree in Biomedical Engineering from Arizona State University in 1996. He was born and raised in Albuquerque, NM and is a multi-generation New Mexico native. Brian and his wife Joslin have two wonderful boys Isaiah and Xavier. Outside of work, he enjoys spending time with his family traveling, camping, boating, golfing, and working around the house. Brian also is a volunteer wrestling coach for the Cibola HS Jr. Wrestling program, in which his son Isaiah participates.

*Los Ojos de la Familia* held it's first annual Christmas dinner-basket give-away on December 18, 2010. We delivered gift baskets to **70 families in need.**



*The Christmas basket event was a huge success, we gave a beautiful baskets stuffed full of all kinds of items to seventy families.(The bottom right photo shows contents of each basket). We had so many families come out and volunteer that we were done early and all the baskets were delivered by noon. The event went so well that our new goal for 2011 is one hundred and fifty baskets. We will have fifty in Santa fe and Northern New Mexico and one hundred in Albuquerque. Onesimo Vigil has one again generously decided to chair the event and we will once again start meeting later in the year to make sure everything comes together like it did this year. Please participate in the planning meetings and the event in any way that you can. We are always looking for ideas and help. We received several thank you letters from basket recipients and a couple are on the front of the news letter. Every family that we gave to was extremely grateful and every family that participated in the event got a real sense of what the Holidays are really all about. We worked hard, drank coffee ,ate donuts , talked and laughed. In the end we set out to help others and in so doing we help ourselves. We strengthened the bonds between families and friends and made a difference in our lives and the lives of so many. Thank you to everyone for all that you do. I look forward to another great year with all of you. MM*

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## Los Ojos de la Familia

### 2011 Calendar



#### Events

**April 23**—Spring Event  
**August 20**—Summer Event  
**October 29**—Fall Carnival  
**December 17**—Christmas Basket Event

#### General Aid

**January 3**—Accepting Applications for 1st Quarter General Aid  
**March 4**—Deadline for 1st Qtr GA  
**March 25**—1st Quarter GA Awards  
**April 4**—Accepting Applications for 2nd Quarter General Aid  
**June 3**—Deadline for 2nd Qtr GA  
**June 24**—2nd Quarter GA Awards  
**July 4**—Accepting Applications for 3rd Qtr General Aid  
**September 9**—Deadline 3rd Qtr GA Awards  
**September 30**—3rd Quarter GA Awards  
**October 3**—Accepting Applications for 4th Qtr General Aid  
**December 9**—Deadline 4th Qtr GA Awards  
**December 30**—4th Quarter GA Awards

#### Scholarships

**May 1**—Accepting Applications for Fall Scholarships  
**June 4**—Deadline Fall Scholarships  
**July 8**—Fall Scholarship Awards  
**November 1**—Accepting Applications for Spring Scholarships  
**December 31**—Deadline Spring Scholarships

#### Newsletters

**January 14**—Newsletter  
**April 8**—Newsletter  
**July 15**—Newsletter  
**September 16**—Newsletter  
**November 11**—Newsletter

January	February	March	April
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#### CHRISTMAS BASKET—THANK YOU'S

Special thanks to Mo Vigil for chairing this committee, and to all those contributing time & effort to this occasion.

Special thanks to Susan Johnson for chairing shopping crew and for all her hard work and time.

Thank you to the following Christmas basket sponsors—Onesimo & Rachel Vigil; Mike & Jill Montoya; Eric & Linda Strauss; Nancy McRae; Darlene McKerracher; Sigfredo & Debbie Vigil; Rita Calderon; Benny & Della Montoya; Vince & Christian Martinez; Isaac Zamora; Eddie & Karla Quintana; Jason Ayala, Steve, Michelle, Chris & Marquita; David & Cecilia Escudero; Brian & Joclyn Chavez; Alicia & Roman Martinez; Ray & Rosette Elks; CW & Janet Laswell; Chad & Jessica Baca; Jose Luis & Christina Garcia; Bill Dolan; Tom & Linda Lyle; Mary Weiderholt; Philip Ithurria; Randy & Jolene Calderon & Family; Rhonda Dukes; Premier Choice Mortgage; Aban & Sandra Lucero; Frank & Bertha Melendez; Rodrigo & Theresa; Javier & Shannon Mariscal & Family; Lorella & Dan Reyes; Richard & Angela Salas; Lori & Dan Martinez (Accustripe); Jennifer & Bobby Medina; Shallen Montoya; Vincent Dibenediti; Bernie Marquez; Kristi Feist (Pay Day, Inc.) Cathie Sorenson & Debbie Tafoya; Andrew Muniz & Diane Padilla; CJT Trucking (Chris Tena); Sara Chapman (Coyote Café SF); Bill Cordova; Jim Byrd; Chris Rodriguez; Megan & Carlos; Ray & Yolanda Ortiz; Sean & Janene Milks, Rudy & Carla Lovato; Randy Pulliam; Joe & Val Valdez.

#### Our Purpose

A grassroots movement to make a difference in the New Mexico community by providing educational development and quality of life assistance.

#### Our #1 Goal

100% of donated funds goes to helping people in our community. All of the time and effort required for the organization to function is donated by members of Los Ojos de la Familia, so that we may pass on the maximum amount of assistance to those in need.

#### Type of Charity

This is a 501(c)(3) charity, so your donations are tax-deductible. Consult your tax advisor.