

6. Organization's Name Arizona Barrio Stories (ABS)

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[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

12. Please provide the identifying label that best describes your organization and who you serve

ABS serves individuals, families, and organizations in Arizona's Chicano/Latino communities and beyond.

13. What is the racial/ethnic makeup of your board and staff?

ABS is in the startup phase as a non-profit organization. The founders are supported by a core team of dedicated volunteers who also serve as a working board. All team members identify as Chicano/Latino.

14. What is the racial/ethnic makeup of the community you serve?	The racial/ethnic makeup of the community ABS serves is Chicano/Latino. We derived this data in multiple ways: • Attendance at ABS Tardeada, June 2024: Over 150 people attended the first ABS Tardeada at Corona Ranch and Rodeo Grounds in Phoenix, held on June 30, 2024. Approximately 90% of guests in attendance identified as Chicano/Latino. • In conjunction with ABS' partnership with AARP (American Association of Retired Persons) AZ Hispanic Connection, two community workshops were held in 2024 in central Phoenix and Peoria, AZ. The topics addressed were social security scams, Medicare changes, and a lecture/presentation on "Arizona's Mexican Heritage: An American Story" by Dr. Pete Dimas, Historian and retired Phoenix College Professor. Approximately 100 people attended each event and over 95% of the audience identified as Chicano/Latino. • Our Facebook page has nearly 40,000 members. We queried the group's top ten most active members from the past 30 days. After conducting analysis, we concluded approximately nine out of ten (90%) members are Chicano/Latino.
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15. Has your organization ever received a grant for this or any other project?	No
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16. Provide a brief history of your organization	ORIGIN STORY Arizona Barrio Stories (ABS), a digital storytelling community, was founded in 2019 by Gil and Joann Bivens. Gil, a former hospitality executive, grew up in Phoenix's Golden Gate barrio, a vibrant community near Sky Harbor Airport at Buckeye Road and 16th Street. In 1976, the City of Phoenix used eminent domain to displace hundreds of families and demolish the barrio, a fate shared by many other Chicano/Latino communities across the Valley. These vanishing barrios, often undocumented in official records, represent a significant legacy of Chicano/Latino contributions to Arizona's history and culture. ABS, launched on Facebook and home to nearly 40,000 members, provides a platform for sharing personal stories, photographs, and historical information, preserving and celebrating this vital part of Arizona's heritage. VISION STATEMENT <i>Our Stories, Our Voices, Our People</i> MISSION STATEMENT We aim to be the leading digital and social media platform for Chicano/Latino communities, celebrating our rich heritage, diverse cultures, and shared experiences. We will collaborate with thought leaders and visionaries who share our values: to educate, inform, and empower the public; promote community well-being; deliver original content; and advocate for and preserve our history and collective knowledge for all generations—past, present, and future—through storytelling.
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KEY AREAS OF FOCUS IN OUR COMMUNITY

ABS values and celebrates the contributions of Chicanos/Latinos everywhere, aiming to bridge generations, inspire future growth, and make the world a better place. The organization has developed a framework of long-term priorities known by the acronym “C.A.R.E.S.,” summarizing the work they perform:

Community: Our mission is to cultivate and promote a sense of pride across the communities of ABS. Through sharing stories about our vanished barrios, our gente (people) are bridging gaps by restoring our collective memory and orienting new generations about their rich cultural heritage. As our membership increases, our vault of stories is enriched and becomes more abundant.

2024 Footprint: In an effort to enhance diversity, equity, and inclusion, ABS added two new shows to the lineup last year. The content and information presented on their programs is presented from the lens of the Chicano/Latino community. “Mas con Carmela,” hosted by long-time Valley musical performer [Carmela Ramirez](#), features interviews and profiles of performers and personalities from the music industry. “Making Space,” hosted by Frank Luna, veteran Latino leader from the non-profit community, interviews guests who are making an impact on the Valley’s LGBTQ+ community.

Advocacy: Embedded in the content through our digital broadcast platforms is a spirit of our gente with resourceful information and knowledge to empower lives. ABS brings an array of professionals and content experts from all walks of life who serve as program hosts. Programs like “The Irma Payán Show”, and “La Platica”, provide audiences with valuable knowledge and information on timely issues relevant to daily living.

2024 Footprint: The ABS production crew taped a total of 141 shows, all produced by Gil Bivens:

- “La Voz”: Host, Raul Aguirre (Focus: Tucson culture/ history/people).
- “Gen Z”: Host, Marisol Alvarado (Focus: Gen Z/high school/young voices).
- “The Rudy Barcelo Show”: Host, Rudy Barcelo (Focus: music/culture).
- “Arizona Barrio Stories Storytellers”: Host, Jesus Hernandez (Focus: icons/history).
- “La Platica”: Host, Dr. Jose Leyba (Focus: advocacy/business/education).
- “Making Space”: Host, Frank Luna (Focus: LGBTQ+/community affairs/advocacy/education).
- “Irma Payan Show”: Host, Irma Payan (Focus: history/preservation-archiving-community/storytelling).
- “Mas con Carmela”: Host, Carmela Ramirez (Focus: music/culture/female performers/production-concerts-events).
- “Art That Inspires Us”: Host, Roman P. Reyes (Focus: international art/film/design/photography).
- “Arts and Culture”: Host, Elizabeth Toledo (Focus: international art/music/performance).

Recognition: ABS is available on multiple digital distribution platforms, including streaming and social media. We currently maintain a collective monthly viewership of nearly 500,000. In 2023, Latino USA TV and Media, became the primary streaming network and app to distribute ABS programming and content to a global audience. Shortly thereafter, other platforms and social media outlets were added including Cox, Instagram, Chicano Hollywood, YouTube, ROKU, amazonfiretv, AppleTV, TikTok, LinkedIn, Connect to Your City, and others.

2024 Footprint: ABS registered with the following streaming channels to carry ABS programming last year: ROKU, amazonfire, AppleTV, Connect to Your City.

Education: Collect, preserve, and share information about our gente with a global audience. In addition to the historical information documented on barrios, descriptive data on indigenous cultures' traditions, the arts, history, landmarks, and notable buildings and structures is available in our repository. This information is presented through personal narratives and intellectual dialogue from content experts. Approximately 400 interviews and streaming content have been produced to date.

2024 Footprint: Refer to "Advocacy, 2024 Footprint" subheading for information. In addition to the shows taped by ABS in 2024, information and data continues to be contributed by members through the Facebook page. Statistics collected through the page for last year:

Total views: 2,249,448

Total reactions: 284,151

Total comments: 57,898

Total visitors: 6,834

Total post/comments: 8,223

Total posts: 2,559

Total Engagement

Factor 2,609,113

Support: ABS supports the community by preserving and sharing the stories of our gente. We honor our past and inspire the future, providing a platform that bridges generations through our rich cultural heritage and life experiences. We celebrate our community's victories, recognize its struggles, and spotlight the vital role our supporters play – from local, state, and non-profit organizations, to corporations and small businesses – in maintaining society's infrastructure. ABS works across these constituency groups in collaboration to raise their profile and deliver their message to diverse audiences across our media outlets.

2024 Footprint: ABS continues its collaboration with its primary community partner, ALAC (Arizona Latino Arts and Cultural Center) and Executive Director, Elizabeth Toledo. ALAC is a non-profit coalition of Latino artists

and art organizations that celebrates and promotes the Latino presence in Arizona through education and advocacy. The center includes a gallery, artist's space, and events venue in downtown Phoenix. Since 2020, Ms. Toledo and ALAC have provided ABS with a studio and production space, in exchange for volunteer support for ALAC special events. ABS also publicizes the work of ALAC's resident artists sold at the gallery, publicizes gallery events, and collaborates on special projects. The artist's work serves as a backdrop on all ABS shows and ALAC staff participate on ABS as show hosts and guests.

Last year, ABS was also invited to attend and document 77 events hosted by individuals and community organizations across the valley and state. In addition, we entered into collaborative partnerships with Litwak Law Group, Evernorth Care Group, and Equality Health Foundation.

SIGNIFICANT ACHIEVEMENTS

In 2024, ABS expanded into California, to launch "San Diego Barrio Stories" and "Los Angeles Barrio Stories." Over two dozen segments were taped over multiple weekends. In San Diego, historic Chicano landmarks like "Barrio Logan" and the "Chicano Park Museum and Cultural Center" served as location markers. In Los Angeles, the movie theater chain Milagro Cinemas, owned by acclaimed producer Montecuma Esparza, was the site where ABS taped shows that included interviews with Esparza, and Chicana educator Dr. Darlene Robles.

In 2024, ABS was awarded the prestigious Al Merito Award by the Arizona Historical Society. This recognition honors the work the organization has accomplished documenting stories of Chicano/Latino community members and the Arizona barrios that no longer exist. The award also recognizes individuals and organizations serving as role models in preserving Arizona's rich history.

In January 2025, Irma Payan, ABS team member, was nominated as a finalist for 2025 YWCA Tribute to Leadership Award for her lifetime of dedication to diversity, equity, and inclusion, women's empowerment, and eliminating racism. Please copy and paste in browser to view article:

<https://www.azcentral.com/story/news/local/arizona/2024/02/21/arizona-barrio-stories-this-facebook-group-centers-latino-history/72409260007/>

LEADERSHIP AND STRUCTURE

Response addressed in Question #13. ABS is a non-profit, 501(c)(3), tax-exempt organization founded by Gil C. Bivens and Joann Romero. The statutory agent is Isaac Chavez, CEO of Chavez Financial Management. ABS relies on a team of 12 volunteers who serve under the direction of Bivens in multiple roles across the organization, including but not limited to the coordination of all technical aspects of digital video production of programming, show hosting/production, community outreach/events, and coordination of all social media and website information. Seven volunteers, with a minimum of 25 years or more of career experience and education, comprise a working board. Their expertise includes education, hospitality and service, real estate, corporate consulting, public safety, art,

entertainment, marketing/design, and public relations/fundraising. Volunteers dedicate an average of 30 hours per week.

IF YOU ARE APPLYING WITH A FISCAL SPONSOR, PLEASE DESCRIBE THE RELATIONSHIP

ABS is not applying with a fiscal sponsor.

17. How many paid staff members does your organization employ? 0

18. How many unpaid volunteers or interns are at your organization? 11+

19. Please describe volunteer involvement in your organization.

Our 12-15 member volunteer team supports all aspects of the organization's daily operations. Most team members are cross-trained to work in multiple areas. The work falls into three categories, and is arranged under the direction of Gil Bivens and a designee:

- Community outreach, engagement, and special events: Volunteers serve as official ambassadors representing ABS. They attend ceremonies honoring dignitaries from among the Chicano/Latino community including memorials, dedications, landmark celebrations, tributes, veteran's events, and holiday commemorations, locally and across Arizona. They document, photograph, interview, and collect data and information for ABS programs and archives, the ABS Facebook page, and scout for potential show guests to interview.
- Production crew and technical support: Volunteers work on the video production team of ABS shows, which tape at ALAC (Arizona Latino Arts and Cultural Center), home site of the ABS studios. On location productions, multi-day shoots, and out of state productions also occur depending on the needs of the project. Other technical support may include specialized assignments such as digital editing, production assistant, and social media support.
- Executive and Administrative support: Projects arise that require special skills. These projects are coordinated by the Founder and team leadership. If a volunteer has a specialized skill, background, or training in a specific area (i.e., photography, web design, social media, public relations, journalism, technical writing, or computer graphic design), and wish to explore their specialty, they are encouraged to speak with the Founder to explore how their skills may be best utilized towards a win-win situation. Examples of volunteers who work in this capacity are ABS show hosts, production assistants, interns, ABS Facebook administrators, and public relations team members.

Project Proposal

20. Name of Project Arizona Barrio Stories (ABS): Our Stories, Our Voices, Our People...Planning and Organizing Our Future.

21. Brief Project Summary (3-5 Sentences)	ABS is in the startup phase of the non-profit organization life cycle. LHC grant funds will be used to hire a Consultant to work with our Founder and volunteer team leadership in a structured and collaborative approach. The goal will be to establish a baseline infrastructure and strategic plan from which ABS will operate that will formalize a roadmap for outreach, engagement, revenue/growth, and sustainability throughout the lift cycle of ABS. The work includes but is not limited to the following: Initial orientation meetings and engagement between consultant(s) and ABS team members; organizational assessment; plan and execute strategic planning workshops, create governance framework development; draft program development, outcome measurement tools, and prepare final report.
22. Funding Amount Requested	25000
23. Project Category	Consultant Services and Training
24. Detailed Project Description	PROJECT'S PURPOSE The purpose of “Arizona Barrio Stories (ABS): Our Stories, Our Voices, Our People...Planning and Organizing our Future,” is to hire a professional consultant to work with the ABS founder and its volunteers to develop an initial framework and strategic plan from which the organization will operate. Summarized Schedule (Question 27 asks for a more detailed timeline): The projected schedule for this project will occur within the within the allotted 12-month timeframe (May 2025-May 2026) as prescribed by LHC and between five and 12 months, depending upon which Consultant is selected by ABS (actual dates to be determined between Consultant and ABS team). Anticipated outcomes: The anticipated outcomes for this project will include: • Strategic plan document outlining goals, objectives, and action steps for ABS’s growth. • Organizational chart with role definitions and communication structures. • Governance framework, including recommended bylaws, policies, and board training materials. • Program development framework with measurable outcomes and evaluation tools. • Final report summarizing findings, recommendations, and next steps. Why is this site or project important to Latinx history or community? According to the Arizona Hispanic Chamber of Commerce, there are 2.4 million Latinos in Arizona. Nationally, there are over 63 million Latinos in the USA according to the US Department of Health and Human Services Office of Minority Health. These statistics place Latinos as the largest

minority group in the state and across the country, and research indicates the group will continue to grow sizably over the next 35 years.

As the population of Latinos continues to rise, the ABS project will be increasingly important to Latinx history and the community as there will be an ongoing need for history to be documented, preserved, and archived as time progresses.

Citations:

<https://www.azcentral.com/story/news/local/arizona/2024/09/28/arizona-hispanic-chamber-of-commerce-praises-latino-impact/75399825007/>

<https://minorityhealth.hhs.gov/hispaniclatino-health>

<https://www.census.gov/library/visualizations/2018/comm/hispanic-projected-pop.html>

Completion of this project and strategic plan will ensure the work ABS started back in 2019 is institutionalized and a viable, actionable, plan is implemented immediately.

How will this funding support your organization's short-term and long-term goals (2-10 years), –and what will the tangible products and outcomes be?

If ABS is awarded this grant, it will support our organization in the short-term by providing us with the necessary infrastructure to propel ABS forward in a more robust manner. Additionally, LHC is a nationally known, well-established, and respected organization. Being awarded a grant would raise our profile and help us establish a track record, helping the organization in it's ability to qualify for more competitive grants . Another primary goal of ABS is to stabilize our internal structure and build our capacity through fundraising and be well into the growth phase of the organization by 2026 and beyond. This will involve vetting and recruiting board members with the passion and capability to help advance our profile.

Examples of long-term tangible products and outcomes capable of being in place after three to five years may be a full-scale, online searchable database for use by the public, high school, and college students of all ABS historical and archival materials, interviews, clippings, data, videos, etc.; online information Q & A tech support for public inquiries; and an ABS mobile preservation video service, a fee-for-service program for community members who wish to have their special event or commemoration video recorded and shared with the ABS community.

If public participation is a goal, please describe the target audience and estimate attendance.

The target audience of the project for which we seek funding are the Founder and core volunteers presently supporting ABS. They are estimated to be between 12-15 adults who identify as Chicano/Latino and range in age from 16-75. Seven are female, and eight are male.

How does this project represent creativity or innovation for your

organization?

The creativity represented in this project is the actualization of the ABS vision and mission. We are an organization that has created an expansive collection of cultural resources by energizing community-level through the passion and effort of a core of volunteers. While that is a success in itself, the next step, the next level, focuses on building what is an expression of legacy into a foundation for the future through the diverse voices defining the present. This project takes our core of volunteers through the guided process of becoming an organization that celebrates and advocates for communities, generations of lived experiences. What ABS can be and can mean does not exist--yet.

25. What is the estimated percentage of Latinx individuals who will benefit from this project?

100

26. Describe why grant funding is critical for the success of this project

- Simply put, grant funding is critical to the success of this project because ABS does not currently have the capacity to secure the cost of a Consultant to perform the work associated with this project.
 - ABS does not have an established track record in applying for grant funding.
 - Completion of the work as described in this project is a prerequisite to attract strong candidates for the board of directors.
 - This grant opportunity is the first of its kind we have found which allows Consultant fees as an allowable expense.
 - Without funding, ABS will not have a strategic plan nor will we be able to effectively plan and develop defined goals, objectives, and short and long term priorities for the organization. Furthermore, a framework and infrastructure that is normally in place for all non-profit organizations would be absent from ABS and could potentially imperil its future, contributing to burnout among volunteers, leading to fragmentation, setbacks or collapse of the organization.
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27. How does this project relate to LHC's mission to build a movement that affirms Latinx heritage through education, conservation, and leadership development?

The volunteers that currently comprise the core energy behind the work of ABS are passionate about identifying, documenting, and sharing the voices of “mi gente” (my people). Passion alone is not sufficient to protect and preserve the fragile voices of our stories. This project aids in the creation of a more sustainable structure to identify what is essential to efficiently and effectively advocate now and in the future for mi gente. ABS and LHC bear many similarities in their work. Perhaps they are siblings - with LHC being the older sibling to ABS.

LHC's mission is grounded in intergenerational Latinx people, like ABS. They have also operationalized that mission into different ways to engage people across the land, also like ABS. The people have responded and are participating because LHC struck a personal chord in their hearts: the preservation of their culture, history, stories, where they came from (homes of origin), their people (family of origin), and their traditions. Moreover, LHC honors them by documenting and preserving their stories. Among some older generation Latinos, asking an elder about their wisdom or life story may be perceived as a sign of deference and respect. It's no wonder LHC has experienced much success. LHC has translated the research they have gathered (stories, subject narratives, LHC resources, educational webinars) into practical resources that serve as shareable data and information available on their website to audiences and markets in education, conservation, and leadership. Similar to LHC, ABS is also:

- Grounded in the preservation of the history, culture, and traditions of the Chicano/Latino people. We also champion and advocate for the Latino leaders who have been part of settling Arizona since its early days of becoming a state, and ensure future generations continue being educated about the impact Latino influencers played in the betterment of people's lives.
- Created what has become a perpetual repository of archives and digital platform that has grown from the stories and interviews of Chicano/Latino individuals and families who grew up in the lost barrios of Phoenix. ABS also has the internal infrastructure to produce original content. Our team connects with the storytellers directly, and engages with the community through activities and events.

28. What is the project timeline and anticipated completion date?

Based upon the strategies identified by the Consultants, the scope of work comprising this project should be spread across a timeframe of five to 12 months. This will allow sufficient time to explore the range of topics, gather input to any questions that emerge from the dialogue, to reflect, prioritize, and support buy-in for the ABS team to move forward with its newly established, sustainable structure.

The Consultants have expressed capacity and the intention to complete all required activities within the five to twelve month period that falls between May 2025 and May 2026. Calendaring of the activities supported by this project will take place with all participants following confirmation of an award. Gil Bivens and his team have committed their time and energies to engage in all the prescribed activities within the required timeframe.

29. Please describe your Project Team. Does the project team have the appropriate expertise, experience, and skills for this project?

The ABS Project Team consists of: Gil Bivens (Founder); Joann Bivens (Co-Founder); Roman Reyes (Principal, Host); Irma Payan (Host, Community Archivist); Ray Martinez (Founding Member, Production Team); Dr. Jose Leyba (Host); Frank Luna (Director of Advocacy, Host); Christine Gregerson; Christina Garrobo (FB Navigator); Carmela Ramirez (Host); Yolanda Gutierrez-David (Production Team); Jesus Hernandez (Host); Raul Aguirre (Host); Rudy Barcelo (Host); Elizabeth Toledo (Host).

This project proposes to support bringing in a Consultant or Consultant team to facilitate the volunteers of ABS in engaging in a reflection, brainstorming, and prioritization process. As previously stated, the consultant will draw upon the professional and life experiences of the volunteers that comprise ABS.

Seven volunteers, with a minimum of 25 years or more of career experience and education, comprise a working board. Their expertise includes education, hospitality and service, real estate, corporate consulting, public safety, art, entertainment, marketing/design, and public relations/fundraising. Volunteers dedicate an average of 30 hours per week. The bios, which have been provided by the consultants, document professional experience and educational attainment at the Master's degree collegiate level. Team members from Thunderbird Leadership Consulting are both prepared with MBA degrees. Team members from Gonzales Consulting Group each have attained Master of Social Work collegiate educational preparation. Dolores Retana, who is a human services consultant, has credentials which include a Master of Arts in Education.

Just as the passion of ABS is in the collection, preservation and sharing of mi gente stories, our aspiration is that a successfully engaged consultant will enable the ABS volunteers to capture, strengthen and perpetuate the organization's past, present, and future.

30. If consultants or contractors will be participating in the project, please list and explain their role and function.

One consultant or team will be selected.

- Gonzales Consulting Group: Belen Gonzales and [Sarah Gonzalez](#). Proposal bid attached with bio.
- Dolores Rentana. Proposal bid attached.
- Thunderbird Leadership Consulting: [Dorothy Sisneros](#) and Rhonda Williams. Proposal bid attached with bios.

The selected consultant will guide the existing team of ABS volunteers in the strategic planning process that will include, in part, creating the structure necessary to recruit and formalize a board of directors, and establish strategic directions. Location of all facilitations connected to this project will be determined upon award and in consultation with the Consultant. It is proposed that one of our many community non-profit organizations be the meeting site(s).

Support Materials

Do not upload answers to application questions here. You must answer those questions in the space provided. Support materials should demonstrate the feasibility and appropriateness of the project. Please attach files that fit all requirements listed below. You can include additional documentation, such as the options provided, if you feel that they speak to the attainability of your goals. Additional documentation may be requested by LHC staff. Please note: all uploaded files should be saved with a file name that clearly identifies the document, e.g., Jane Smith Resume; ABC Org Consulting Proposal; View of property from Route 123. Required for all categories: Project Budget Articles of incorporation for non-profit Proposals from relevant contractors/consultants (if contractors/consultants are part of the project) Photographs that showcase the area in which your project will happen. Can be photographs of historic structures, community events, past exhibits, etc. (No more than five) Optional: Strategic Plan Architectural designs Architectural vision boards PowerPoint Presentations Letters of Support

Project Budget

[ABSFinalBudget.pdf](#)

Articles of incorporation for non-profit

[ABSarticlesincorp.pdf](#)

Photographs that showcase the area in which your project will happen.

[AARPDavid.jpg](#)

[dancing.jpg](#)

[FB_IMG_1734943923100.jpg](#)

[MariadeGuadalupeAlamedaMexiApache15.jpg](#)

[AguilaMarketing.png](#)

Proposals from relevant contractors/consultants

[Rentanabid.pdf](#)

[AZ_Barrio_Stories_Scope_of_Work.pdf](#)

[Arizona_Barrio_Stories_-_Thunderbird_Leadership_Consulting_Proposal_2.14.25_1.pdf](#)

[dance.jpg](#)

[DemocracyStFair.jpg](#)

[1000004619.jpg](#)

[1000004620.jpg](#)

[1000004624.jpg](#)

[1000004626.jpg](#)

[1000004561.jpg](#)

Optional Uploads

[ALAC_Grant_LHC_Lettr_Feb2025.pdf](#)

[LOS_AZ_Barrio_Stories_final_2_11_25.pdf](#)