



COMMUNITY YOUTH DEVELOPMENT

LAS PROMESAS DE LAREDO

Helping today's youth become tomorrow's leaders.



IMPROVING COMMUNITY SUCCESS AND SAFETY

BUILDING THE FUTURE WITH LAREDO YOUTH

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WHO WE SERVE

The Las Promesas de Laredo program is a Community Youth Development (CYD) program that provides an array of services to both parents and youth in Laredo, Texas (and the ZIP code 78046), with a particular focus on services for youth ages 6 through 17. Las Promesas is an ongoing program, providing services to Laredo youth throughout the year.

WHY WE SERVE

A better tomorrow starts with investing in the youth of today. CYD programs across Texas provide early intervention and positive development programming in ZIP codes with high juvenile crime rates. The goal of Las Promesas is to provide youth in high-risk communities with growth opportunities to develop leadership and prosocial skills through group activities and service learning projects. Like other CYD programs, Las Promesas is based on the idea that your ZIP code should not determine what opportunities are available to you. We believe you can improve the future success and safety of a community by giving everyone the chance to develop and strengthen their prosocial skills.

HOW WE SERVE

Las Promesas provides three key services to youth and families:

1. **Parental Support:** In weekly engagement sessions, parents acquire new skills and build the capacity to effectively engage with schools and play a leading role in preparing their children for college.
2. **Youth Mentoring:** Youth are typically matched with an adult mentor with a similar background or interests. Youth receive individual mentoring for at least four hours per month, plus monthly group outings and recreational events.
3. **Youth Leadership Development:** Youth can also participate in regular leadership activities like Youth Advisory Committee meetings that strengthen leadership skills in a positive environment.

The program also works to develop future leaders through:

- Community service projects
- Family bonding and communication
- Community and civic engagement

LAS PROMESAS DE LAREDO

THE SOUTHWEST KEY DIFFERENCE

Parental Support

Academic Support

Youth Mentoring

Leadership Development

Individual and
Group Mentoring

Community and
Civic Engagement

Prosocial Skills Development

A PROGRAM BY



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ABOUT US

Southwest Key Programs is a national, nonprofit organization with more than 30 years of experience creating innovative, effective and culturally responsive program models. Southwest Key exists to create opportunities and improve the quality of life for thousands of youth and families each day by providing safe shelter, community-based programming, career development and quality education.

The Youth and Family Services division identifies and creates opportunity for at-risk youth and their families by providing behavioral health services, community-based supports, skills training and alternative education programs.

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