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Outreach and Services to Diverse Communities with Special Needs

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1

Today's Presentation



- Overview of Universal Design Principles
- Outreach to Diverse Communities
- Case study: JLA Trust Initiative to Reach Latino families

2

What is Universal Design?



"The design and composition of an environment so that it can be accessed, understood and used to the greatest extent possible by all people regardless of their age, size, ability or disability."

3

7 Key Concepts of Universal Design



1. Equitable Use – Same means for all users; avoid segregation
2. Flexibility in Use- Accommodates wide range of individual preferences and abilities
3. Simple and Intuitive -Accommodate a wide range of literacy & language skills.
4. Perceptible Information- Communicate necessary information effectively to users, regardless of conditions or the user's sensory abilities
5. Tolerance for Error - Minimizes hazards/adverse consequences of accidental or unintended actions
6. Low Physical Effort –Used efficiently and comfortably and with a minimum of fatigue
7. Size and Space for Approach/Use – works for any user body size, posture or mobility.

4

Accessible vs Universal Design



ACCESSIBLE	UNIVERSAL
A custom designed home based on an existing plan but requires additional costs for the redesign and custom construction details	A universally designed home plan costs the same as any other plan to build that anyone can purchase
Home modifications services by a contractor who charges more for her specialized knowledge of design for disability and aging	Home improvement services that incorporate universal design as a basic service
Assistive technology used to adapt an automobile display for people with special needs	Automobile instruments and controls customizable to accommodate differences in perceptual abilities, stature, motor abilities, and preferences
A building entry with a ramp at the side that is out of the way for all visitors but is accessible by code	A no step building entry that everyone can use easily and together
A hotel that has only the code-required percentage of accessible rooms	A hotel that has 100% universally designed rooms in a variety of types

5

Outreach to Diverse Communities



1. Language capacity- translations, clear and easy spoken/written materials
2. Cultural competence and humility – respect
3. Structural and systemic considerations - partner with existing community orgs

6

JLA Trust Case Study: Spanish Outreach



Background:

- The Hispanic/Latino population is **4.8 million** out of **9.8 million** in Los Angeles County according to 2023 Census estimates. People of Hispanic/Latino origin are the county's largest ethnic/racial group in Los Angeles County, making up 48% of the population.
- Los Angeles County has the largest Hispanic/Latino population of any county in the United States, followed by Harris County, Texas, at **2.1 million** and Miami-Dade County, Florida, at **1.9 million**.
- **74%** of Hispanic/Latino population in Los Angeles County of Mexican heritage, according to 2023 Census estimates. Another 9% were of Salvadoran heritage, 6% Guatemalan, 3% South American, and Honduran 1%.

7

Latino/Spanish Outreach Elements



- When first launched in 2016, sought out Spanish-speaking volunteers through United Way's volunteer matching program
- Later hired one of those volunteers to be a part-time Client Services Rep
- Translated basic brochure to Spanish
- Started to translate some of our enrollment materials
- When we revised website, created an entire parallel website in Spanish
- Presented our slides in Spanish with community-based orgs

8

Spanish Version of JLATrust.org



9

Latino/Hispanic Ongoing Service Elements



- Assign Spanish speaking staff member to be the primary liaison
- Connect clients with other Spanish-speaking staff at local agencies
- Text in Spanish for urgent communication
- As new materials are created (such as Enrollment Guide), or revised, need to translate into Spanish
- Be sensitive to current issues around immigration/ICE

10

Key Facts: Latino Families



- Hispanic population in the United States is 19.1% to 19.5% of the total U.S. population (2023 census) and growing
- Latino families often view disability services through the lens of their home countries, family, community, and faith
- Spanish-speaking clients are not monolithic, many distinctions: country of origin, economic and educational backgrounds.
- Importance of family, many decisions are made collectively, not individually.
- Many households have persons with mixed immigration status

11

JLA Trust's Other Diverse Outreach



- LGBTQ parents and beneficiaries
- Chinese-American parent groups/Elders
- Korean community, parent group
- Japanese older adults
- Farsi-speaking Iranian Jewish community
- Russian and Israeli beneficiaries

12

Take Aways



- With a small staff, need to approach second-language outreach strategically:
 1. Staff/Volunteer Language Capacity first
 2. Translate materials
 3. Reach out to community-based groups
- Second-language families may not be familiar with many of the financial/legal issues around future planning and need extra time and support in those areas
- Working with community-based orgs is a two-way street. We send clients to them, and they can help us find a targeted audience

13

JLA Trust Stats



- We opened our doors in 2016, seed funding from the Jewish Community Foundation of LA, but open to all faiths and ethnicities
- Currently have 222 pooled special needs trust accounts and 6 Stand-Alone accounts
- Total pooled assets under management \$13.8 million plus another \$1.6 million in Stand alone accounts
- Seven employees, 4 full-time and 3 part-time
- All active account beneficiaries are assigned to a Client Service Representative

14

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15
