



### **Chavez Foundation Hires Arizona Regional Director**

Phoenix, Ariz. – The Cesar E. Chavez Foundation is pleased to announce the hiring of Phoenix native Francisca Montoya as its Arizona Regional Director. The Foundation recently opened an Arizona Regional office to expand its programs to the state of Cesar's birth and passing.

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Below is the article the *Arizona Republic* published on July 30, 2004:

*Phoenix native to head office  
Cesar Chavez Foundation expands efforts into Arizona  
Yvonne Wingett  
The Arizona Republic  
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A Latina with a long history of working alongside farm workers will lead the expansion of a non-profit group dedicated to teaching students about the late labor leader Cesar Chavez.

Francisca Montoya will begin her role in mid-August as the Arizona regional director of the Cesar E. Chavez Foundation in Phoenix.

The California-based organization is dedicated to promoting and preserving the values of Chavez, especially to youth.

"As a child growing up, my mom was one of the farm workers to go on strike when Cesar started organizing in the Sixties," said Montoya, who grew in Phoenix "In college, I was active as a volunteer, supporting many of the strikes. I marched in many demonstrations. I grew up being a part of the United Farmworkers."

That insight, friends and foundation officials said, will help her establish the organization's presence in the Valley and throughout the state. Her experience as the executive director of the Stardust House, a non-profit neighborhood resource and learning center in south Phoenix, will solidify the foundation's presence, they said.

It will be a different fit, Montoya said, moving from the lively Stardust House to a one-person office housed at La Radio Campesina (88.3 FM) at 36th Avenue and Thomas Road.

But it's a natural transition, she said.

"I saw Cesar fast here in Arizona. (He's) been a part of my life, my formation," Montoya said. "I believe in the legacy. I believe in the vision. I believe in what Cesar was working towards and dedicated his life to."

Chavez was born in Yuma in 1927, and he died in San Luis in 1993. He fasted in Phoenix for 25 days in 1972 over an Arizona law banning farm workers from striking. Montoya, 46, will spend the bulk of her time implementing and developing an educational program to roll into schools throughout Arizona.

Earlier this year, local school administrators started the Cesar Chavez Service Learning Program as a pilot program in a handful of schools in the Tolleson Union High School District and other Maricopa County districts.

Through the program, students study farm working conditions, heroism and homelessness while working in the community and meeting its needs through the hands-on curriculum, educators have said. At the same time, they read about Chavez's life and the values he lived by: service to others, help for those who need it most and respect for life.

"We want to expand it (the program) to more school districts throughout the state," said Veronica Medina, development officer for the foundation. "We believe Francisca is the person to make that happen."

Montoya also will create, develop and implement other social programs and raise money to fund them.

The organization will have "an incredibly important impact in terms of re-energizing the Arizona community in working towards creating change for the betterment of people here," she said.