

ANNUAL REPORT

CENTRO
HISPANO OF
DANE COUNTY
2019



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Madison, WI 53713
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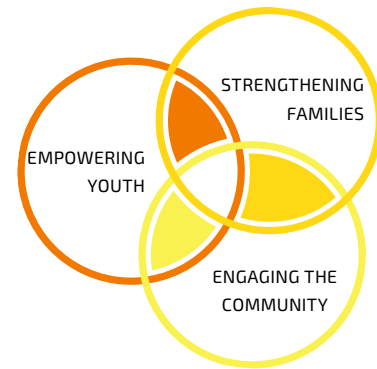
SUMMARY

ESPERANZA/ ACCION



Centro Hispano of Dane County (CENTRO) was founded in 1983. The agency is located at 810 West Badger Road, in the heart of Madison, Wisconsin's South side. Centro is a community hub and has become the leading social service provider for Latinos in the county. The agency now serves an average of 2,500 families and over 6,000 individuals through its programs and services each year.

MISSION:



VISION:

DANE COUNTY WILL BE A COMMUNITY WHERE LATINO FAMILIES CAN ASPIRE UPWARD, TO REACH THEIR PERSONAL GOALS AND DREAMS BECAUSE THEY FEEL ENGAGED AND STRENGTHENED WITH THE TOOLS FOR SUCCESS.

VALUES:

FOSTER connection. We are a welcoming community, and we take great care to ensure support and belonging for all.

ACT with mutual respect and dignity. We embrace our diverse cultural assets, which collectively make us stronger.

NOURISH community. We work together to create and advance opportunity for all.

LIVE with courage. We will question our own assumptions protect and defend our rights and the rights of others, lead in collaborative ways, and seek help and guidance when we need .

DEMONSTRATE integrity. We make time to clarify our collective principles, do the work it takes to live ethically, and establish systems to hold ourselves and each other accountable.

FINANCIALS

ESPERANZA/
ACCION



Statement of Revenue & Expenses 2019

REVENUE

Dane County	\$283,463
City of Madison	\$249,355
United Way	\$236,980
Grants	\$326,336
Contributions	\$462,279
Earned Income (rentals & fees)	\$48,057
Assets released from restrictions/	\$167,337
Endowment returns	

TOTAL REVENUE **\$1,773,807**

EXPENSES

Programs & Services	\$1,563,713
Fundraising Admin	\$256,227

TOTAL EXPENSES **\$1,819,940**

86%

REVENUE ALLOCATED TO
PROGRAMS & SERVICES

HIGHLIGHT

ESPERANZA/
ACCION

For Centro, the theme for 2019 is hope.

by Lisa Speckhard Pasque
excerpted from **The Capital Times**

The theme for Centro Hispano of Dane County in 2018 was action, said executive director Karen Menendez Collier.

Some of that action was planned and proactive, like expanding Centro's services, but other moves were reacting to crises, like jumping into action when Immigration and Customs Enforcement (ICE) came to town in September.

But going into 2019, Centro Hispano, a nonprofit that offers programs and services to empower the Latino community, plans to take a beat to plan ahead.

The theme of the year is hope, Menendez Collier said. "It's going to be the year of sowing the seeds of what the future could be for our community," she said. "We took action when we felt we were very much on the defensive, and now we're saying we're strong."

Centro will work on marketing and building capacity for the organization, and in January there will be announcements about the expansion of youth programming. They'll also work on their messaging around the organization, and on Latino and immigrant communities more generally. They've realized the importance of changing wider public opinion, Menendez Collier said.

In partnership with the Wisconsin Humanities Council, they're interviewing people throughout Dane County for a statewide exhibit that Menendez Collier hopes will "change the perspective around our community."

"There's so many amazing, beautiful stories that have come out and it's really powerful when you're telling them visually and with a life history," she said. "If other people understand our community, then the work and the dreams that we want to have here at Centro are easier."

Menendez Collier said the fight for driver's licenses and in-state tuition for undocumented residents were "two issues that I want us to be bulldogs around."

Asked what the wider community could do to help Centro reach its 2019 goals, Menendez Collier pointed to the importance of relationship-building, and not just engaging with Centro when there's an emergency like ICE raids."

I wish everybody would talk about the needs of our community all the time, and know all the data and would just bring it up in their place of work. If everybody in their own spaces included the dreams of the Latino community, I think our vision would be a lot easier," she said.

