DEAR FRIENDS,

This year ushered in a glimmer of hope and a renewed desire from all of us at Centro to regroup and restore the balance that makes us a community. At Centro we continue to believe in a future that will finally treat all families with the respect, dignity, and kindness they deserve.

We have grown significantly – new partnerships in community that have embedded our work even more throughout Dane County. We continue to dream of an honest, inspiring, transparent, innovative world that will move all of us forward. And we continue to align our efforts with national partners that believe in the future of youth and families.

The pandemic forced us to look inward – during the time of crisis we remembered yet again that “how” we do our work is most important. Through our Wisconsin Partnership Program (WPP) funded work we were able to center our staff through workshops, trainings, and sessions that focused on healing our own personal ethno-racial trauma, so that we may remain committed to work that is authentic, vulnerable, and follows through with humility and connection.

Through COVID the safety of all of us came first at Centro. This year we finally opened our doors more to the community we love – including through our Annual Tres Reyes Celebration and we continued to heal the hurt of the pandemic together through our continuing youth programs, wrap around support, and beyond.

Thank you for remaining committed to creating a new reality where Latinx families can thrive, today and always. And thank you for engaging in community with Centro and continuing to seek ways to restore a more peaceful balance for all of us.

Sinceramente,

Karen Menendez Coller, PhD
Executive Director
VISION
Dane County, Wisconsin will be a community where Latinx families can aspire upward, to reach their personal goals and dreams because they feel engaged and strengthened with the tools for success.

MISSION
- Empowering Youth
- Strengthening Families
- Engaging Community
 Centro Hispano of Dane County was founded in 1983 by a group of community volunteers, including Ilda C. Thomas, who also served as the agency's first Executive Director, to meet the emergent needs of Cuban refugees recently settled in Madison.

As the Latinx community throughout Dane County grew and diversified over the years, so did Centro's programs and services. Centro is located at 810 West Badger Road in the heart of Madison's south side. The agency now serves over 2,500 families and over 7,000 individuals through its programs and services each year.

**EMPOWERING YOUTH:** Through our youth programs - Juventud (middle school), Escalera (high school), Avanzando (College), and [Re]Generacion -- Centro focuses on shaping a better life for young Latinx by giving youth real alternatives and resources to provide themselves with a brighter future.

**STRENGTHENING FAMILIES:** At Centro we offer services to provide our families with the basic support and resources they need to address a variety of issues affecting their everyday lives, such as fraud, unemployment, legal issues, healthcare and much more. Centro also has case-managers who provide specialized assistance with immigration and criminal justice cases. Each case manager works with hundreds of clients each year.

**ENGAGING THE COMMUNITY:** Throughout the year Centro provides a constant space for Latinx and their allies to gather. Out 18,000 square foot facility, two parking lots and community gardens offer plenty of unique spaces to accommodate a variety of activities and events simultaneously.

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**ABOUT CENTRO**

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Our Community in the News 2021

Highlight

Centro Hispano program to encourage savings among Latina women

"Framing the Future" training program celebrates the completion of its first year

"Annual Strategic Update" will highlight Centro Hispano's resiliency and growth

Chef's Table Morel Dinners to benefit Centro Hispano

Over 100 percent of Dane County's Latino population has received at least one dose of the COVID-19 vaccine

Erick Menendez Collar: We need a path to citizenship

A stark trend can only be explained by a racialized, gendered, and economicized label known as 'DACA'.

Dane Co. proposed budget includes $2 million for nonprofit expansion

Latinx community
Our goal is to see Latinx youth prepared to succeed in life by finishing high school, post-secondary education, and engaging positively in their communities. In 2021, we offered 297 hybrid program sessions to more than 270 youth and 226 Spanish-speaking parents.

**The Juventud Program**, embedded in the MMSD middle schools (Toki, Wright, Sherman, Sennett), allows youth to explore their cultural identity and build self-esteem through activities and workshops while also providing one-on-one academic support.

**The Escalera Program**, embedded within MMSD high schools, works with students focusing on career awareness, higher education, and preparation for life after high school, while addressing barriers to success prevalent among Latinx youth.

**The Juventuras summer program** focused on wellbeing, healthy habits, and building self-esteem and leadership skills.

The Escalera Program, embedded within MMSD high schools, works with students focusing on career awareness, higher education, and preparation for life after high school, while addressing barriers to success prevalent among Latinx youth.

**[Re]Generacion** is a youth-led program that works with youth to develop leadership, advocacy and self-confidence through discussions, workshops and personal expression at Centro in a setting that is facilitated by youth for youth.

**NEW! Avanzando Through College** is focused on providing valuable support to Latinx students as they transition from high school to college. The program works specifically on closing the achievement gap that exists between Latinx students and their peers through a holistic approach that supports and strengthens students.

**Escalera Summer Internship Program** intends to empower our Latinx youth in their path to higher education while exposing them to professional experience in a field of their interest. Centro seeks Latinx leaders in different businesses and organizations in the Madison area, who serve as mentors for our youth during and after the internship program.

**2021 Internship Partners**
- Madison Gas & Electric
- UW Health
- Wisconsin Center for Evaluation Research (WCER)
- Henry Vilas Zoo
- American Family Insurance

**100%**
Escalera students graduated from high school

**8**
Students at 5 Internship sites
Esperanza is a Centro Hispano of Dane County and UW-Madison School of Education partnership funded by the Wisconsin Partnership Program. Esperanza is an innovative community-based partnership model of strengthening mental health service delivery for Latinx in Dane County. Esperanza mobilizes hope by nurturing and growing the potential of our Latinx community through:

- Increasing access to culturally appropriate mental health services with training and intervention.
- Strengthening family-centered community programming that addresses the social determinants of health.

Nuestra cultura de salud views health through a holistic framework that seeks to address the physical, psychological, social, environmental, political and cultural factors that influence wellness.

### Centro Hispano
- Healing through mental health literacy
- Prioritize wellness of Centro staff
- Leadership development that activates youth and adult voice and activism
- Transformative evaluation of community programming
- Build bridges across systems and sectors (city/county/state)

### School of Education Psychology Programs
- Recruit & train heritage Spanish-speaking students
- Provide linguistically, culturally, and situationally appropriate services in Madison & Dane Co.
- Interdisciplinary approach to psychological services rooted in decolonization frameworks
- Develop research & innovation to serve Latinx community

### Social & Family Wellbeing
Strengthen resilience of immigrant families in the context of acculturation, impact of racism, terrorism & dehumanization

### Psychological Health
Linguistic, cultural and situational appropriateness of mental health services
While youth are our future, we do not forget that evidence has confirmed youth cannot succeed without strong families. We provide basic services for our clients as well as specialized programs focused on helping forge strong families. All programs and services are offered in Spanish and English.

**General Support** with caseworkers for families on issues affecting everyday life such as housing, finances, healthcare and legal issues including the only bilingual Affordable Care Act Navigator in Dane County.

**Immigration Services** provide bilingual assistance with naturalization, family separation, citizenship, permanent residency, and Deferred Action for Childhood Arrivals (DACA) issues through consultations with a certified caseworker.

**Caminos (career) Pathways Program** offers job training and education for participants to take the first steps into a career in finance or healthcare. The pathway programs successfully diversify growing employment sectors and improve retention rates for Latinx adults in the workforce.

**Caminos CNA (Certified Nursing Assistant)** trains participants to become CNAs. This program works with Madison College and local health providers including UW Health.

**Caminos Finance** works with five area credit unions and Madison College to create a career pipeline into the Finance sector through a 10-week training.

**Caminos Progresso** connects participants to potential employment and exploration of career opportunities in the administrative, customer service, biotech, hospitality sectors and beyond.

**Latinas in Savings** provides education for program participants to understand their finances; overcome barriers to saving; develop achievable savings goals; open a savings account; and develop a saving habit by making monthly deposits and receiving matched savings after 6 months. We hired staff for the program in 2021 but officially started recruitment in 2022.
Our approach to engaging the community? Ask the community how it wants to be engaged. From this question community engagement at Centro has evolved around three distinctive areas: events, advocacy and wellness.

Our 18,000 square foot facility, two parking lots, bicycle repair station and community gardens offer plenty of unique spaces to accommodate a variety of activities, programs and events simultaneously.

Community Events: We continue to hold/participate in over 100 events a year that bring together local leaders and community members to celebrate our cultures, our community and our agency. These include the annual Tres Reyes Celebration, and Evening of Dreaming. In lieu of our Annual Celebration Gala we had our first community appeal.

Advocacy: Throughout the year Centro provides a constant space for Latinx in Dane County and allies to gather. Centro hosts regular forums where community members can weigh in on what type of programming Centro should offer, and press conferences on issues affecting the greater community

Latinx consortium for Action COVID-19 Response

The LCA Relief Fund was formed at the onset of the COVID-19 pandemic.

In total, between 2020 and 2021, $1,559,304 was distributed in aid to individuals and families since it's creation. Funds were raised from donor contributions, local foundations, area religious entities and United Way of Dane County dollars.
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Marcos Lozano - Development Assistant
Karime Perez Jaime - Partnership Engagement Specialist

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Francy Castiblanco - General Support Manager
Norma Gallegos Valles - Workforce & Career Pathways Manager
Lourdes Godinez - Affordable Care Active (ACA) Navigator
Cassandra Lee Limas - General Support & Community Engagement Specialist
Mariela Quesada Centeno, MPH - Ph.D. Candidate - Human Development & Family Studies Fellow
Jacqueline Suarex - DOJ Accredited Representative - Immigration
Alondra Vazquez - Caminos Finance Career Pathways Specialist
Nicale Verhagen - General Support and Community Engagement Specialist

Youth Programs
Estefany Armenta - Toki Middle School Juventud Program Coordinator
Marco A. Espinosa Jr. - East High School Escalera Program Coordinator
Anahi Gallegos Valles - Sennett Middle School Juventud Program Coordinator
Yari Hernandez - La Follette High School Escalera Program Coordinator
Maria Paula Lujum - Youth Programs Manager
Arius Liuzzi - Sherman Middle School Juventud Program Coordinator
Andy Morales - West High School Escalera Program Coordinator (part-time)
Alondra Quechol-Ramirez - Avanzando Through College Program Coordinator
Rachel Rosin - Wright Middle School Juventud Program Coordinator
Lupe Salmerón - West High School Escalera Program Coordinator
Jackelyn Velasquez - Youth Programs Community Engagement Coordinator

Rafael Martinez Salas - [Re]-Generacion Youth Co-facilitator & Co-Founder
Mindy Navarro - [Re]-Generación Youth Co-facilitator
Income & Expense Statement

REVENUE
County of Dane: $381,967
City of Madison: $219,080
United Way of Dane County: $297,263
Earned Income: $24,230
Grants, Contributions, Fundraising: $2,739,894
TOTAL REVENUE: $3,662,434

EXPENSES
Centro Programs: $2,578,221
Administration/Fundraising/Facility: $682,520
TOTAL EXPENSES: $3,260,741
Thank you to our 2021 Agency Partners!

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CUNA MUTUAL Foundation
Common Purpose. Uncommon Commitment.

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UW Health

INVESTING

BMO Harris Bank

Group Health Cooperative
of South Central Wisconsin

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HY CTE ENTERPRISES/LLC

MG&E
Madison Gas and Electric

PARK Bank

SSM Health

SUSTAINING

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UnityPoint Health Meriter

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Exact Sciences

Findorff

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Madison Community Foundation
Madison Metropolitan School District
Oscar Rennebohm Foundation
Roots & Wings Foundation
State of Wisconsin / Department of Administration
Unidos US
United Way of Dane County
University of Wisconsin - Madison
University of Wisconsin Hospitals and Clinics (UW Health)
Women's Institute for Secure Retirement
$25,000-$49,999
A Fund For Women (AFFW)
BMO Harris Bank
CUNA Mutual Group
Evjue Foundation Inc
Helene Nelson
Hispanic Federation
Lussier Community Education Center
SSM Health

$10,000-$24,999
American Family Insurance Dreams Foundation
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Madison Gas & Electric Foundation, Inc.
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All of Us Research Program
American Family Insurance Mutual Company
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