

# ANNUAL REPORT



# 2021

810 West Badger Road Madison, WI 53713

# **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** 



# RESTORE

# **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**





# **ABOUT CENTRO**

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.

2,500+
FAMILIES SERVED

7,000+
INDIVIDUALS SUPPORTED

**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 privde 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.







"Framing the Future" training p celebrates the completion of its



# Chef's Table Morel Dinners to benefi

Orange Shoe Gym's morel hunting owner and Food Fight's Cento tear four-night, five-course Chef's Table meal May 16-19. Centro Hispano



#### EMPOWERING YOUTH

Our goal is to see Latinx youth prepared to succeed in life by finishing high school, post-secondary education, and engaging postively 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 identitiy and build self-esteem through activities and workshops while also providing one-on-one academic support.



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

100%

Escalera students graduated from high school

The Escalera Program, embedded within MMSD high schools, works with students focusing on career awareness, higher education, and preperation 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

8 tudents

Students at 5 Internship sites

# **HIGHLIGHT**

## The ESPERANZA Project: Nuestra Cultura de Salud

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 commkunity

#### **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

**Nourishment** 

#### STRENGTHENING FAMILIES

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.

37

Completed/renewed & approved DACA Applications



Caminos (career) Pathways Program offers job training and education for participants to take the first stems 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.

88

Community Members received employment services

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.



#### **ENGAGING COMMUNITY**

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.

700+

Children who attended the Tres Reyes celebration 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 entitites and United Way of Dane County dollars.





# **Board of Directors**

Nancy Francisco-Welke - President/Chair University of Wisconsin Foundation

Felipe Noboa - Vice President BMO Harris Bank

Rich Lynch - Treasurer
J.H. Findorff & Sons Inc.

**Cesar Pinzon - Secretary American Family Insurance** 

**Christina Demakopoulos HyCite Enterprises, LLC** 

**Elizabeth Garcia Hall Food Fight Restaurant Food Group** 

Joe Hankey
CUNA Mutual Group

Laura Kaker Madison Gas & Electric





# Staff

#### Administration

Karen Menendez Coller - Executive Director

Nina Gehan - Director of Advancement

Evelyn Cruz - Director of Evaluation

Leslie Jump - Operations Coordinator

Virginia Lopez - Administrative Assistant

Marcos Lozano - Development Assistant

Karime Perez Jaime - Partnership Engagement

Specialist

#### **Adult and Community Programs**

Monica G. Caldwell - Caminos Progreso Career Pathways Specialist

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 Dvelopment & 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

Anahí 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!

# **COMMITTED**





# **LWHealth**

# **INVESTING**













# **SUSTAINING**







## **SEED**









# **Our Supporters**

\$50,000+

Blackhawk Evangelical Free Church
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
Ascendium Education Group
Associated Bank
Bader Philanthropies
DreamBank - American Family Insurance
Gohlke

Group Health Cooperative of South Central Wisconsin (GHC-SCW)
Habush Habush & Rottier S.C.

Hy Cite Enterprises, LLC Madison Gas & Electric Foundation, Inc.

**Park Bank** 

Salzwedel Family Foundation
Steve Stricker American Family Insurance Foundation
UnityPoint Health Meriter

# \$5,000-\$9,999

Adel B. Korkor Foundation Inc.

Agrace HospiceCare Inc

**Alliant Energy Foundation** 

Aurora HealthCare

**Exact Sciences Corp.** 

J.H. Findorff & Son Inc

**KFF Henry J Kaiser Family Foundation** 

**Lenee Kruse** 

**Lynch Family Fund** 

Oakwood Lutheran Senior Ministries

Planned Parenthood of Wisconsin Inc.

Regent Neighborhood Association Riordan Family Foundation

Stafford Rosenbaum Attornevs LLP

**Sub-Zero Wolf Foundation, Inc.** 

**Summit Credit Union** 

**UW Credit Union** 

# \$1,000 - \$4,999

Aldi Inc.

All of Us Research Program

**American Family Insurance Mutual Company** 

**Anonymous** 

**Douglas Beachy** 

Vicki Berenson

**Anna Biermeier** 

**Blueprint Events LLC** 

**Marcia Bradley** 

**Peggy Brunner** 

**Capital Times Kids Fund** 

**Peter Cavi** 

Cento Restaurant LLC

**CERTCO Inc.** 

**Charles E. Kubly Foundation Inc.** 

Carissa Christner

**Covenant Presbyterian Church** 

**Katherine Cramer** 

**Karen Crossley** 

**Kelly Danner** 

**Rosemary Delgadillo** 

**Claire Dick** 

William and Ruby Dow

**Rita and Edward Emmenegger** 

**Fidelity Charitable** 

**Alyssa Fiedler** 

**Angela and Bob Flannery** 

Food Fight Inc.

**Nancy Francisco-Welke** 

**Amy Gilliland** 

**Peter Haney** 

**Alexandra Huneeus** 

**Margaret Irwin** 

**Mark Jeffries** 

**Eileen Kennedy** 

**Paul Ketterer** 

**Ivan Knezevic** 

**Philip Lindemann** 

**Steve & Ashlev Ludwig** 

M3 Insurance Foundation, Inc.

**Madison Area Technical College Foundation Inc** 

Mary P. Burke Fund for Girls and Women

**Charles McEniry** 

Ian McKay

**Wensy Melendez** 

Maria Muniagurria

**Carmen Murray** 

**Network For Good** 

**Jenna Nobles** 

**Numbers 4 Nonprofits** 

**Kelly Parks Snider** 

**Claire Pettersen** 

**Shaili Pfeiffer** 

**Plymouth Congregational Church** 

**Quarles & Brady LLP** 

**Quartz Health Solutions Inc** 

Jay Ray

**Corey Ray-Subramanian** 

Rachel Rosin

**Ron Rosner** 

**Kimberly Bean and Jane Sadusky** 

**Michael and Patricia Schenk** 

**Randy Schmitgen** 

**Sessions at McPike Park** 

**Michelle and Anthony Steffens** 

**TASC Employee Philantropy Committee** 

**Temple Beth El** 

The Blackbaud Giving Fund

**Mindi Thompson** 

**Beth van Maanen** 

**Carol Weidel** 

Willy Street Co-op

**Melissa Witte** 

**WPS Health Solutions** 

Laura Zimmerman

## \$500 - \$999

Eric Adelman

Jackson Ansheles

**Dave and Terri Beck-Engel** 

Alyssa Bruehlman Maxwell Butler

**Christina Demakopoulos** 

Elisebeth Doty
First Baptist Church

**First Congregational United Church of Christ** 

Cecilia Goldschmidt

Michael and Deborah Greiveldinger

Kjerstin Gurda
David Hamilton
Phil Haslanger
Hooper Foundation
Ashley Hosking
Leslie Anne Howard
Sonja Ingebritsen
Timothy Johnson
Jennifer Jones
Anne Karch

Magda and Ken Kmiecik

Katherine Lauth
Luke Loken
Jane Mahoney
Phillis Meisel
Julie Melton
Scott Miatech
Marianne Morton
Jeremy Morton
Mary Mussey

**Hamang & Tami Patel** 

Dustin Pence
Gayle Perlberg
Sherry Reames
Abbie Rodriguez
Anthony Rother
Diane Samdahl

**Rob and Jessica Schnake** 

Sarina Schrager Kristin Shadman Tom Simon Kenneth Taylor Tribe 9 Foods LLC Linda Untz Rabold

**Urban League of Greater Madison, Inc.** 

Jayne Von der Linden

**Molly Wells** 

## \$100 - \$499

John A. May Vivien Ahrens Megan Allen Julie Andersen James Anderson Richelle Andrae Helene Androski Fanny Aragno Juli Aulik Emanuel Aviles Michael Baer Judi Bartfeld

**Joann Crowley and William Beers** 

**Rachel Berens-VanHeest** 

Elizabeth Berg
Dorit Bergen
Laura Berger
Jonathan Biatch
Dianne Boardman
Howard Bowman
Don Breckbill
Nancy Brien

**Broader Impact, LLC Dominique Brossard** 

Laura Brown John Brugge

**Marit and Scott Brunsell** 

Darlene Buss
Ashley M Byock
Lisa Cappelli
Valerie Carroll
Cristina Carvajal
Julia Cechvala
Carlos Chacon
Emily Chaltry
Mo Cheeks
Steven Chomor
Dory Christensen

**Johnston and Terri Connelly** 

Julia Cremin
Jacob Cychosz
Jen Davie
Shannon Dean
Theresa Delgadillo
Patricia Dibiase
Susan Dinauer
Laura Dresser
Krista Eastman
Tessa Echeverria

El Alegre Mexican Restaurant Inc

Jerry Eykholt Patricia Finn

First Unitarian Society of Madison

Kimberly A. Fisher Andrew Foxwell Jed and Deirdre Frees

**Elizabeth Garcia Hall** 

Jac Garner Heather Garrison

Mari Gasiorowicz

Harvey Gasser
Matt Gawlik
Masami Glines
Steve Goldberg
Robert Golden
Dane Gottschall

Jonathan Gramling

Jonathan Gramling
Dianne Greenley
Eric Grodsky

Emily Grorud
Erynn Grueter
William Guetschow
Catherine Halverson

Joe Hankey Maria Hart Adan Hassan Louisa Havlik

Garland Zibrowski & Wendy Hecht

Alan and Helen Heggen Neil Heinen

Michelle Hemken
Karen Herrera
Barbara Hess
Mary Hoddy

Christine Holm
Beth Hougen

Derek Hoyme Mrill and Ken Ingram and Agnew

Jenna & Kyle Jacobson Spencer Jastrow Cristina Johnson Rachel Johnson

Keeley Johnson Crosby Joanie Kanter Joan Karan Sharyl Kato Linda Ketcham

**David Kiefer** 

Carol Kiemel Sara Krauskopf

Stephanie Krook

Erica Kruger
Charlotte Ladd
Richelle Ladwig
Howard Landsman
Ruthanne Landsness
Jeffrey Lange
Owen Langman

**Robin Lankton** 

**Latino Chamber of Commerce** 

of Dane County
Joan Laurion

**Jeannette and David Lezaks** 

Erika Linzner Tanya Lopez

**Consuelo Lopez-Springfield** 

Wayne Lueck Michele Mackey Charles Manganelli Dayna Marinelli Laurel Mark

**Mastercard Impact Fund** 

Anna McCabe Kathleen McQuade

Members First Credit Union Carolyn Michaelis Berard

Jon Miskowski
Chuck Mitchell
Lupe Montes
Nathan Morris
Hannah Moshontz
Georgiana Nazos

**Christine and Doug Niles** 

Ellen Nosek Lisa Olson Omega School Herbert Orton Samantha Pabich Erin and Joe Parisi

**Tim Patton** 

PayPal Giving Fund Thomas Peczerski Icela Pelayo Erin Peot Joseph Perzynski

Tracy Peterson
Cesar Pinzon
Lynn Pitman
Matthew Ramsey
Judy and Tom Reed
Janet Reschke
Harry Richardson
Linda Roberts

Ross/Loeser Family Fund

Jenny Saffran Dorothea Salo

Cameron Scheller-Suitor

Mary Schroeder
Paul Schuettler
Hans Schwarz
Gail Shea
Kathy Shea
Dennis J. Shields
Carrie Shockman

Lynn Silverman
Bob Skloot
Charles Smalley
Steve Somerson
Abigail Sonne
Kevin Spitler
Christine St Louis
James St.Clair
State Line Distillery

Tami Stubbe
Sean Sullivan
Caryl Terrell
The Rees Group
Emily Thibedeau
Merideth Trahan
Bonnie Trudell

**United Way of Metropolitan Chicago** 

Cal U'Ren

David van den Brandt Nancy Vedder-Shults Michelle Voigt Margaret Volkmann Mitchell Wackett Peg Wallace Karil Walther

**Christine and Edward White** 

William Whitford

Wisconsin Population Health Service Fellowship Program

Tom Young Lisa Zawadsky

## \$0 - \$99

Bob Agasie Valentina Ahedo MaryRose Alferi Sara Alvarado

**Amazon Smile Foundation** 

Lori Anderson
Patrick Baltz
Nancy Bauch
Patricia Blanco
Faustina Bohling
Claire Box
Kathleen Braun
Ann Braus
Julie Buss

Monica Caldwell
Diego Campoverde
Colleen Casey
Indira Ceylan
Josh Choe
Susan Coffin
Amber Coontz
Lance Dassler

**Debra Delabarre** 

Lori Devoti
Michelle Dutton
Samantha Echevarria
Kerman Eckes
Rachelle Eilers
Teri Engelke
Rebecca Evans
Mikhael Farah
Marti Fechner

Hildy Feen Eryka Fiedler

Five Senses Palate

Meeghan Fox

Mitch Freeman Michael Gauger

Joseph Graffagnino

Mary and Michael Greenhalgh Justice Hadley

Margaret Thomas and Lisa Hajek

Ann Hall Kelly Haslam Jami Hauer

David Hestad
Karen Hester
Madelyn Hettinger
Amy Hilgendorf
Peter Hoff

Robin Holbrook Armando Ibarra

Sarah and Rick Jacobs Larry Jacobson Margaret K. Jensen Laura Jessee

**Elena Jimenez-Quiroz** 

Lisa Johnson
Valerie Kazamias
Jason Kemp
Ashley Kerst
Sara Killian
Samantha Kincaid
Kathleen King
Helen Kitchel
Amanda Klinkner
Kristin Korevec
David Kuester

Shane LaFave
Kimberly Larson
Lisa LaRue
Karen Laudon
Josh Lavik
Erica Lee
Jon Lica
Tim Lindl
Juan Lopez

Elizabeth A Lorenz Shawna Lutzow Bonnie Margulis Joshua Marron Renee Martell Sally McCoy Ann McNeary Paul Meuer Janey Meyer

**Patrick and Susanna Mooney** 

**Emily Morian-Lozano** 

**David Nelson** 

Antonio & Maria Elena Olveda

Anne Britt Orlik Priscila Perez

**Greta and Rob Petersen** 

Dennis Ray Caitlin Regner Sonja Reschke Mary Richards Gabriela Rico Diego Roman

Amelia Royko Maurer Julie Sadowsky David Sample

Leah Samson
Chad A Schmid
Timothy Schneider

**David and Betsy Seligman** 

Lynn Shoemaker Kevin Silverman Matthew Simmons Lisa Simpson Dan Sinclair Janine Smith Emily Sperka

**Dewitt and Julia Strong** 

**Jennifer Tracey** 

William & Kathleen U'Ren

Catherine Vieira
Donna Vukelich-Selva

Claire Warhus Kelsey Weddig Linda Westenberg Barbara White Nancy Worcester Gina Young

**Elizabeth Ann Zeidler-Schreiter** 

Valerie & Michael Zibell



www.micentro.org