

# ANNUAL REPORT

CENTRO HISPANO  
OF DANE COUNTY  
2016



810 West Badger Road  
Madison, WI 53713  
(608) 255-3018



DEAR FRIEND,

2016 was a year of change for our community. Our dreams were big for the people we serve and for the country we live in -- as the tides have changed so has our perspective -- dreams are no longer enough, it is time for us all to engage to support our community.

These are challenging and uncertain times. Particularly for those of us concerned and committed to the needs of Latinos and immigrants in our community and country. This means the programs and services that Centro offers are even more valuable than before.

We are committed to ensuring that Centro continues to be there to support Latinos, the fastest growing immigrant community across the County of Dane. As the largest service provider for Latinos in Dane County, WI - we consistently see approximately 5,000 client visits annually.

Thank you for all the supporters who make it possible.

Sinceramente,

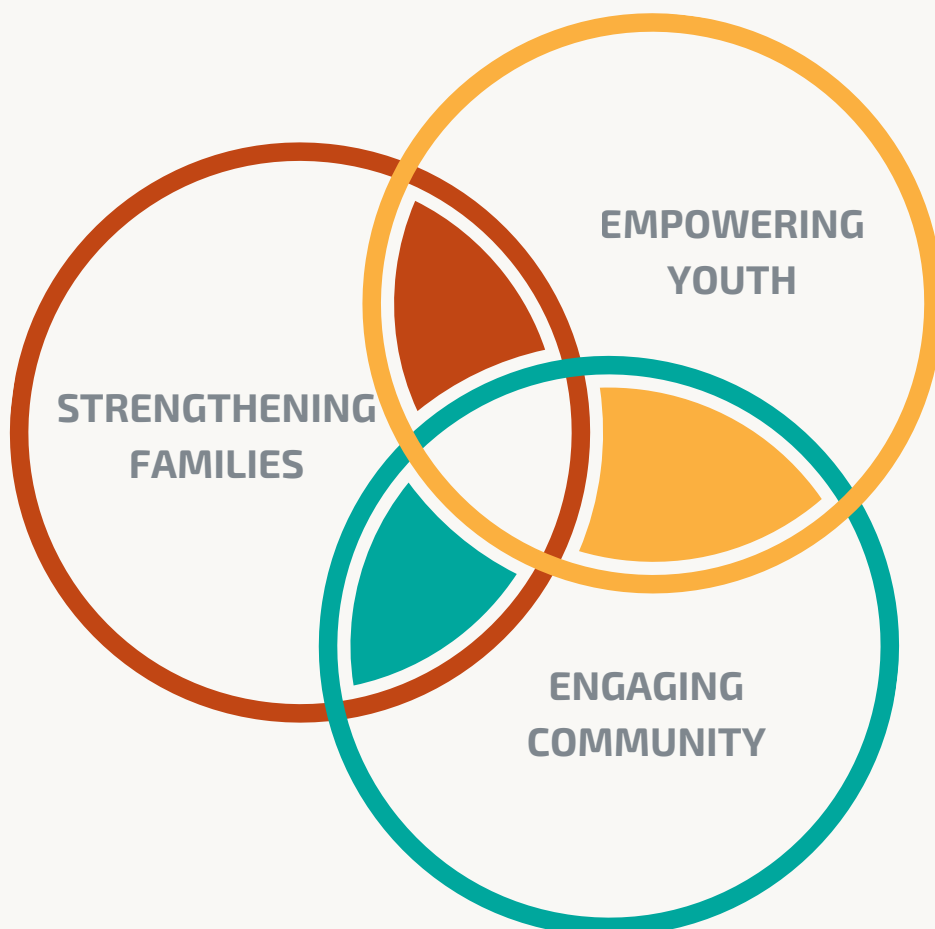
**Karen Menendez Coller**  
**Executive Director**



## VISION

*Dane County, Wisconsin 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.*

## MISSION







## ABOUT CENTRO

Centro Hispano of Dane County (Centro) was founded in 1983 by a group of community volunteers to meet the emergent needs of Cuban refugees recently settled in Madison, Wisconsin.

As the Latino community throughout Dane County grew and diversified over the years, so did Centro's programs and services. The agency now serves an average of 2,500 families and 5,000 individual visits through its programs and services each year.

# 2,500

FAMILIES SERVED

# 5,000

CLIENT VISITS

## EMPOWERING YOUTH

Our goal is to see Latino youth prepared to succeed in life by finishing high school, post-secondary education, and engaging positively in their communities. In 2016, we offered over 700 hours of programming to more than 200 youth.

**The Juventud Program**, embedded in the MMSD middle schools, allows youth to explore their cultural identity and build self-esteem while 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 Latino youth.

NEW

**[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.

# 100%

ESCALERA STUDENTS  
WHO GRADUATED  
FROM HIGH SCHOOL





## HIGHLIGHT

### Escalera Summer Internship Program



Students in the Escalera High School Program are all encouraged to participate in a 10-week summer internship after their junior or senior year. The Escalera internship program matches students with employers around the county for job-shadowing and mentorship, and provides them with specialized instruction and workshops designed to help them prepare for the transition from high school to higher education and employment. The program provides students with valuable real-life work experience that helps with professional development.

In 2016, 17 students in the Escalera Program completed an internship. At the end of the internship, students were given a \$500 stipend to be used towards higher education and a Chromebook to help them continue their work. Thank you to our partners for helping our youth accomplish their dreams!



### 2016 INTERNSHIP PARTNERS

100 State  
City of Madison - Office  
of the Mayor  
City of Madison Police  
Department – South District  
Credit Union National  
Association (CUNA)  
Dane Arts



La Movida Radio  
Latino Chamber of  
Commerce  
Madison Children's Museum  
Madison College  
Madison Gas and Electric  
(MG&E)  
Madison Public Library  
The Crossing  
Total Care Dental  
UW Health



HIGHLIGHT

2016 Beca Scholars

**ABRAHAM XELHUA MONTES**, 18, was born in México and came to the U.S. when he was 8 to be reunited with his mother whom he had not seen since he was 1. To help his family, he took a job at a very early age. Abraham draws inspiration and support from loved ones, as well as from his passion: art. He is the first in his family to graduate from high school and hopes to attend Madison College to pursue graphic design and business. He hopes to find a career that will help him provide support for his family. He dreams of helping his family improve their lives and of becoming a U.S. citizen one day.

**DIANA ADILENE FLORES-BEDOLLA** was born in Madison, Wisconsin, and lived here until the end of 6th grade before having to move back to Mexico for four years. Diana came back to Madison after completing her sophomore year in California and she is a graduating senior at West High School. She enjoys staying active and is involved in multiple student organizations. This has allowed her to meet many different people over the years and has encouraged her to focus on her professional development. Diana plans to become an elementary school teacher and then dreams to follow on to become a pediatric nurse or occupational therapist for children.

**MARIA PINACHO** is a senior at West High School and a DACAmented student. As a DACA student she is unable to apply for FAFSA or receive federal financial aid. Her dream is to study Cosmetology and Business so she can open her own salon. She plan on achieving this by going to a beauty school and receiving her license as a Cosmetologist and Esthetician. Maria to help others as she has been helped. She understands the amount of perseverance it takes as a DACA student to try to make a better future for oneself. By empowering each other, she believes we can all make our dreams a reality.

**YOANA A. HERNANDEZ-GALAN** is a graduating senior at West High School. She was born in 1999 in Michoacan, Mexico, a small rural community well known for its poverty and corruption. In Michoacan, people do not have access to the basic care and services needed. This is why Yoana's career goal is to become a successful tri-lingual dental hygienist. Being a first generation college applicant, Yoana strives for a better future for herself and for others, and focuses on motivating other minority students to pursue higher education.

## ABOUT THE CENTRO BECA PROGRAM



In the past three years, 100% of our Escalera students have graduated from high school (as compared to the 63% in the Madison Metropolitan School District).

But even if they graduate from high school, many of our students still struggle to take the next step. One of the greatest barriers that our students face when it comes to accessing, and staying enrolled in college, is the cost of higher education.

The Beca Program helps students overcome this barrier by providing them with a scholarship they can use towards higher education.

## 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.

**New Routes for Adults** provides vital bilingual support and legal advocacy for individuals working through the criminal justice system and/or struggling with alcohol or drug addiction (AODA).

# 15

**NUMBER OF NEW  
U.S.A. CITIZENS**



**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 Latino adults in the workforce.

# 78%

**FOUND EMPLOYMENT  
AT \$15+/HR AFTER  
PARTICIPATING IN  
CAMINOS PROGRAM**

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

**NEW**

**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.





HIGHLIGHT

## **Caminos (Career) Pathways Program**

*"As a single mother, I used to work as a Production Assembler and got injuries in my arms. After finishing the Caminos Finance Program, I work at a credit union and I feel professionally fulfilled."*

**Jeimy Hernandez**

Caminos Finance Program Graduate



Menendez Collier noted that Centro Hispano began a certified nursing assistant program with Madison Area Technical College. As of mid-January, about 70 students had graduated from the program and 82 percent were employed, earning \$7.25 to \$20 an hour.

"They're successful (and) integrated in the job market," she said. A similar program is being initiated for bank tellers, Menendez Collier said.

She said it's time for Latino immigrants "to be less shy about speaking up" and to be advocates for themselves.

"There is a need for us to have a greater vision for our community, that really sees all these issues as important," Menendez Collier said.

**Excerpt from *Give Latino immigrants a better chance to succeed, Madison conference is told***

Judie Newman

**Madison State Journal**

May 10, 2016

## 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 and community gardens offer plenty of unique spaces to accommodate a variety of activities, programs and events simultaneously.



# 200+

**UNDUPLICATED  
PARTICIPANTS IN  
BIENESTAR PROGRAM**

**Programa Bienestar (wellness)** engages our community around issues and activities related to food, nutrition, and well-being. From yoga and zumba classes, to nutrition workshops and gardening, Programa Bienestar brings together the needs and interests of the community with our vision for engagement.

**Community events** We continue to hold 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, Fiesta Hispana and The Evening of Dreaming, new this year.

**Advocacy:** Throughout the year Centro provides a constant space for Latinos of 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.

# 300

**CHILDREN WHO  
ATTENDED THE TRES  
REYES CELEBRATION**

# 110

**COMMUNITY EVENTS**



## Second season of Centro Hispano farmers' market set for June 7

ABIGAIL BECKER | The Capital Times | abecker@madison.com | @abecker\_4 May 31, 2016



In Buzz



Thousands will gather outside the state Capitol building to protest two pieces of anti-immigration legis (PHOTO: Overpass Light Brigade)

## "Dia Sin Latinos" draws Wisconsin Latinos to Madison

By David Dahmer, Madison365  
Photography: Overpass Light Brigade  
Published Feb. 18, 2016 at 1:06 p.m. [Tweet](#) [Like 0](#)

What would a day be like without Latinos?

Madison will be pondering that today as thousands of Wisconsin Latinos will be leaving work and businesses to come to the state Capitol building to protest two pieces of anti-immigration legislation that the Wisconsin State Legislature is trying to push through area businesses will be closed today for "Dia Sin Latinos (Day Without Latinos)" to do what the community would be like without Latinos and immigrants.

"If all the Latinos that were working in Dane County were to walk out, it would be huge especially here on the south side and on Park Street," Centro Hispano Executive Dir



News City of Madison

## Madison Latino community gathers in support after presidential election

Local leader suggests building alliances with other groups, rest of community

## 27th Annual Centro Hispano Banquet Will Be A Time To DREAM

By David Dahmer - Nov 2, 2016 0

SHARE [Facebook](#) [Twitter](#) [Google+](#) [Pinterest](#)

There's no denying that Centro Hispano of Dane County's profile is coming to the city of Madison and beyond. Centro is no longer the obscure building on Badger Road on Madison's south side. The success of its partnerships they have formed are starting to get some buzz.

Madison 365

## Centro Hispano to host award ceremony for Reyna Grande

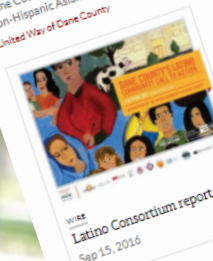
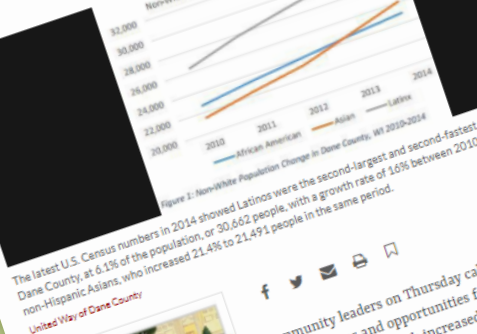
By: David Dahmer, Madison365

Posted: Jul 11, 2016 11:33 AM CDT Updated: Nov 14, 2016 12:57 AM CDT



## Dane County Latino leaders in action

KAREN RIVEDAL krivedal@madison.com Sep 16, 2016



Latino Consortium report  
Sep 15, 2016

Community leaders on Thursday called for action to address the challenges and opportunities facing the Latino population, with increased poverty rates.

The report "is a strong statement of action for Dane County," said Centro Hispano's executive director. "It is our hope that the report will address the issues the (Latino) community faces from this report and its members."

Centro Hispano Celebrates El Día de los Tres Reyes Magos

## The Gift of Happiness

While most of the Christian world exchanges gifts on Christmas Day, children in Mexico and other parts of Latin America receive gifts on El Día de los Tres Reyes Magos — or Three Kings Day — on January 6th. This is the last of the 12 days of Christmas, the day when the Kings Gaspar, Melchior and Balthazar brought gold, frankincense and myrrh to the Baby Jesus to honor him.

Los Tres Reyes Magos visited Centro Hispano on January 8th. The Kings sat on their throne near the entrance of Centro Hispano and posed with the hundreds of children and their parents who came to celebrate this

wonderful and fanciful day. While there was the occasional tear of a baby, the children smiled widely as they sat on the kings' laps. Indeed the room was filled with happiness.

And it wasn't just the children who smiled with delight while getting their photos taken with the kings. The occasional adult also posed with the kings.

Perhaps the biggest gift that the children received that day were free books that they could choose from with some classics, like Dr. Seuss, that have been translated into Spanish. It is a gift that will benefit the children the whole year through.



## SCHOOLS OF HOPE AMERICORPS PROJECT

The Schools of Hope AmeriCorps (SOH) Project is a dynamic community partnership among United Way of Dane County, the Madison Metropolitan School District, and Centro Hispano, and is in its 18th year.

The program has developed an evidence-based model of tutoring intervention fueled by impassioned AmeriCorps members and committed community volunteers. Its mission is to work with school staff to provide literacy tutoring support aimed at improving the academic achievement of kindergarten through fifth grade students. In 2016-17 the program served 21 elementary schools in Madison and Sun Prairie, WI.

Funding for this program is provided by The Corporation for National and Community Service through AmeriCorps and is matched by funding from United Way of Dane County and in-kind support from the Madison and Sun Prairie school districts.





## BOARD OF DIRECTORS

Sujhey Beisser - **Chair**  
Park Bank

Mario García Sierra - **Vice Chair**  
Madison Gas and Electric

Dominic García - **Treasurer**  
SWIB

María Alvarez-Stroud  
UW-Extension

Michael S. Greiveldinger  
Alliant Energy Corporate Services

Joe Hankey  
CUNA Mutual Group

Kristin Kirkconnell  
American Family Insurance

Scott López  
CUNA Mutual Group

Daniel Malacara  
UW-Extension Cooperative Extension

Rissel Sanderson  
Madison Metropolitan School District



*Sujhey Beisser, Centro's Board Chair, pictured with Karen Menendez-Coller, Centro's Executive Director. Beisser received the 2016 Ilda Thomas Contreras Community Award*



## STAFF

### Administration

Karen Menendez Collier - Executive Director  
Nina Gehan - Director of Development -  
Bianca Rodriguez - Administrative Assistant  
Lynda Tanner, Numbers 4 NonProfits - Chief Financial Officer  
Salvadore Guzman- Custodian

### Adult and Community Programs

Mariela Quesada Centeno - Director of Adult Programs  
Lourdes Godinez - General Support Specialist  
Jacqueline Suarez - General Support /Immigration Services Specialist  
Tomy Tepepa - Career Pathways Specialist  
Faatima Khan - Career Pathways Specialist  
Tania Rivera - Career Pathways Specialist  
Jorge Quintanilla - New Routes for Adults Coordinator  
Karime Perez - Wellness Initiative Coordinator  
Marcos Lozano - El Mercadito Market Coordinator

### Youth Programs

Lauren Deakman - Director of Youth Programs  
Luis Lucas - East High School Escalera Coordinator  
Maria Paula Gonzalez Niño - West High School Escalera Coordinator  
Nancy Jessenia Gomez - Sennett Middle School Youth Coordinator  
Gilma Arenas - Sherman Middle School Juventud Coordinator  
Lisette Serrano - Toki Middle School Juventud Coordinator  
Carly Meyer - Wright Middle School Youth Coordinator

Alondra Quechol - [Re]Generacion Youth Facilitator  
Rafael Martinez Salas - [Re]Generacion Youth Facilitator  
Marisela Gomez -[Re]Generacion Youth Facilitator

### Americorps VISTA team

Amy Ahrens - Caminos CNA Program, Centro De Avance Latino  
Michelle Albert - Volunteer Coordinator  
Fred Banaszak - Youth Programs, New Routes for Adults  
Lindsey Karls - Wellness Initiative Program

### Schools of Hope Project

Karen Dischler & Emily Greene - Co-Directors  
Kathleen Callen - Program Coordinator  
Chris Stevick - Financial Manager







## INCOME & EXPENSE STATEMENT

### INCOME

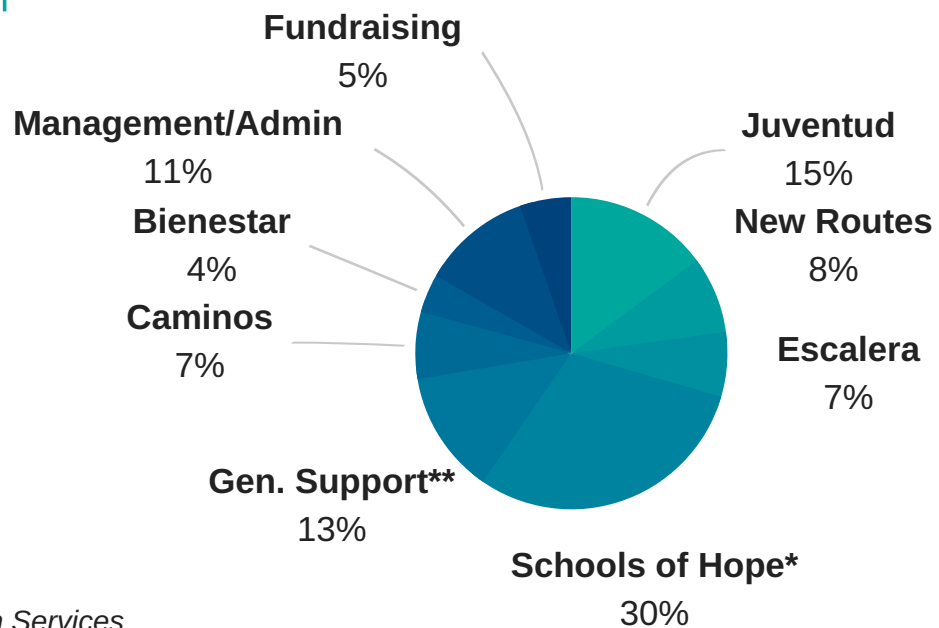
Fundraising, Contributions & Grants	\$814,207
United Way of Dane County	\$807,937
-Centro Programs	\$244,211
-Partner Programs	\$563,726
Program revenue	\$12,074
Other earned revenue	\$83,907
<b>TOTAL</b>	<b>\$1,718,125</b>

### EXPENSES

Programs and Services	\$1,513,040
- Centro Programs	\$965,968
- Partner Programs	\$547,072
Management and Admin	\$206,323***
Fundraising	\$97,339
<b>TOTAL</b>	<b>\$1,816,702</b>



## EXPENSES BY PROGRAM



\* Partner Program

\*\* Includes Immigration Services

\*\*\* Includes one time accounting adjustment of \$43,222

THANK YOU TO OUR SUPPORTERS!

**\$10,000+**

A Fund For Women  
Alliant Energy Corp Srvcs Inc  
American Family Insurance Dreams Foundation  
City of Madison  
County of Dane  
CUNA Mutual Group  
Irwin A. & Robert D. Goodman Foundation  
Madison Community Foundation  
Madison Gas and Electric  
Madison Metropolitan School District  
National Council of la Raza (NCLR)  
Salzwedel Family Fund Ltd  
The University of Wisconsin-Madison  
United Way of Dane County





## **\$2,500-\$9,999**

Anonymous  
Associated Bank  
BMO Harris Bank  
Central Park Sessions Inc  
Certco Inc  
Dane County Credit Union  
Group Health Cooperative of South  
Central Wisconsin  
Heartland Credit Union  
HyCite Enterprises  
Kristin Kirkconnell  
Madison College  
Meriter Unity Point  
Park Bank  
RPCV WI-Madison  
Summit Credit Union  
UW Credit Union  
UW Health & Unity Insurance  
Wisconsin Farm Tech Days Inc





## \$1,000-\$2,499

Anonymous  
Andrea Conrad  
Credit Union National Association (CUNA)  
Eldorado Grill  
Food Fight Inc  
Friends of WPT, Inc  
Grzeca Law Group  
Habush, Habush & Rottier S.C.  
Daniel and Lena Kelly  
Linda and Gene Farley Center for Peace,  
Justice and Sustainability  
Madison Children's Museum  
Midwest Family Broadcasting  
Helene Nelson  
Gregory Pfluger  
Rioles Family  
Bill and Sheila Westrate  
WPS Charitable Foundation





## \$500-\$999

100State Inc  
Access Community Health  
Maria Alvarez Stroud  
Big Brothers Big Sisters of Dane County  
Mary Castro  
David and Kelly Endres  
Laurel Finn  
Environment Control Franchisees' Custodial  
Disbursement Account  
Anthony Garcia  
Jonathan Gramling  
Deborah and Michael Greiveldinger  
Jerome Grzeca  
Mr. and Mrs. Peter Gunder  
Larry and Karen Hands and Kendrick-Hands  
Scott Haumersen  
Kevin Henry  
Hestad Law Office  
Hooper Foundation

Huron Consulting Group  
Michael Kanel  
Sharyl Kato  
Ronald Lampert  
Chet LaRoche  
Chet LaRoche  
Latino Chamber of Commerce  
Phil Lindemann  
Scott Lopez  
James and MaryBeth Madden  
Diane Mayerfeld  
Diane Mayerfeld  
Jon Miskowski  
Renee Moe  
Jonathan Morse  
Motor Lodge Associates of Madison  
Neckerman Insurance  
Omega School Inc  
Robin Potter  
QRL Financial Services  
Kirsten Rindfleisch  
Mary and Jeffrey Schmoeger  
SSM Health  
Jason Stephens  
Jason Stephens  
Summit Credit Union  
The Crossing Inc  
Total Care Dental  
UNIDOS  
UW-Madison Spanish Club  
Beth Van Maanen  
Wegner CPAs  
Woodman's Markets  
Telisa Yancy  
Marcella Ziegler



## \$25-\$499

Advent Lutheran Church  
 Renee Adler  
 Mark Afable  
 Sara Alvarado  
 Scott Andersen  
 Esther Bach-Y-Rita  
 Ruben Barahona  
 Susan Bauman  
 Sujhey and Matt Beisser  
 Viridiana Benitz Edward Vargas  
 Gerry and Vicky Benusa  
 Nancy Birmingham  
 Brightstar Home Care  
 Patricia Brooks  
 Ellen Bushman  
 Drea Carberry  
 Mary Castro  
 Lauren Cnare  
 Marc and Jayne Castelluci  
 Barbara Chused  
 Lauren Cnare  
 Juan Colas  
 Jesse Cole  
 Jane and James Collier  
 Karen Collier  
 Sandy Morales Michaelis  
 Cynthia Collins  
 Andrea Conrad  
 Ivy Corfis  
 Wendy and Justin Cruz  
 Jennifer Desouky  
 Micah Didion  
 Disarming the Playground  
 Door Creek Church  
 Joseph Downs  
 Christine Drake  
 Areanna Egleston  
 Roberta Entwistle  
 Cheryl Etes  
 William (Todd) and Carie Fancher  
 Paul Fanlund  
 Laurel Finn  
 Kimberly Fisher  
 Foundation for Madison Public Schools  
 Mark Fraire  
 Dante Fratta and Julia Arata-Fratta  
 Anthony Garcia  
 Lisa Gaumnitz

Nina Gehan  
 Sebastian and Caroline Geraci  
 Carolyn and Andrew Gilb  
 Maggie Ginsberg-Schutz  
 Gregory and Marie Gisi  
 Jonathan Gramling  
 Michael and Kari Grasee  
 Jerome Grzeca  
 Mona Hanouni  
 Wayne Harris  
 Philip Haslanger  
 Scott Haumersen  
 Melinda Heinritz  
 David and Melissa Holman  
 Ed Hughes  
 Alexandra Hunees  
 Armando Ibarra  
 Tania Ibarra  
 Sentry Insurance Foundation  
 Annie Jones  
 Sandra Kallio  
 Michael Kanel  
 Linda Ketcham  
 Steve King  
 Michael or Jan Kittoe  
 Bob and Barbara Koehchley  
 Brenda Koenig  
 Kollath & Associates CPA LLC  
 Stephanie and Fernando Krook and Cano  
 Sarah Larson  
 Veronica Lazo  
 Kelly and Cynthia Lien  
 Phil Lindemann  
 Tom Linfield  
 Christopher and Mary Listau  
 Glorily Lopez  
 Juan Jose Lopez  
 Scott Lopez  
 Gilda Maltes  
 Emily Marquez  
 Salli Martyniak  
 Mary Mceniry  
 Jon Miskowski  
 Renee Moe  
 Sandy Morales Michaelis  
 Bernard Micke  
 Regina Millner  
 Maria Muniagurria

Murphy Desmond Group S.C.  
 National Mutual Benefits  
 Helene Nelson  
 Chan Nguyen  
 Joseph Parisi  
 Cesar Pinzon  
 Rista Plate  
 Kathryn Price  
 Bob Queen and Nancy Kathman  
 Amber Raffee  
 E Alison Rice  
 Kirsten Rindfleisch  
 Louise Root-Robbins  
 Jennifer Rubin  
 Julie Ann Rupert  
 Willa Schlecht  
 Lesly Scott  
 Robert Skloot  
 Lesly Scott  
 Scott and Vicki Seymour  
 Consuelo Springfield  
 James and Judith St. Vincent  
 Richard Steffen  
 Tony and Michelle Steffens  
 Barbara Stimpson  
 Sarah Stoehr  
 Jeffrey and Tara Swalve  
 Gavin Tachibana  
 Thu and Gavin Tashibana  
 Jeffrey Tews  
 Andrea Tirabassi  
 Marianne and Steven Tjugum  
 Carol Toussaint  
 University Bookstore  
 Jennifer Valdivia Espino  
 Troy and Jennie Van Beek  
 Beth Van Maanen  
 Steve Ventura  
 Vera Court Neighborhood Center  
 Maria Viteri Hart  
 James Weishan  
 Westminster Presbyterian Church  
 Marcia Wheelan  
 Wisconsin Medical Society  
 YWCA  
 Brian and Julie Zaruba  
 Lydia Zepeda  
 Dora Zuniga



**DREAM**  
/ ENGAGE

**CENTRO HISPANO  
OF DANE COUNTY**



**WWW.MICENTRO.ORG**

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