

ANNUAL REPORT

CENTRO HISPANO
OF DANE COUNTY
2017



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



DEAR FRIEND,

What a year it has been for us here at Centro! We have engaged with 5000+ community members added a satellite office in Sun Prairie with the help of the County, transformed our agency on Badger Road through a remodel courtesy of Design for a Difference, and built our sustainability as an agency by adding a Deputy Director to the team.

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, the need to engage an imperative.

We are engaging in any way we can so that we can take action for Latinos and residents of the Southside of Madison -- offering important bilingual programs and services meant to strengthen our community. This includes programming for youth in 6 public schools, employment career tracks in healthcare and finance, general support specialist case workers specialized in immigration, criminal justice, and healthcare and a community engagement team that brings us all together around wellness and community events.

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 are empowering youth, strengthening families and engaging our community.

Thank you for all the supporters who make it possible.

Sinceramente,

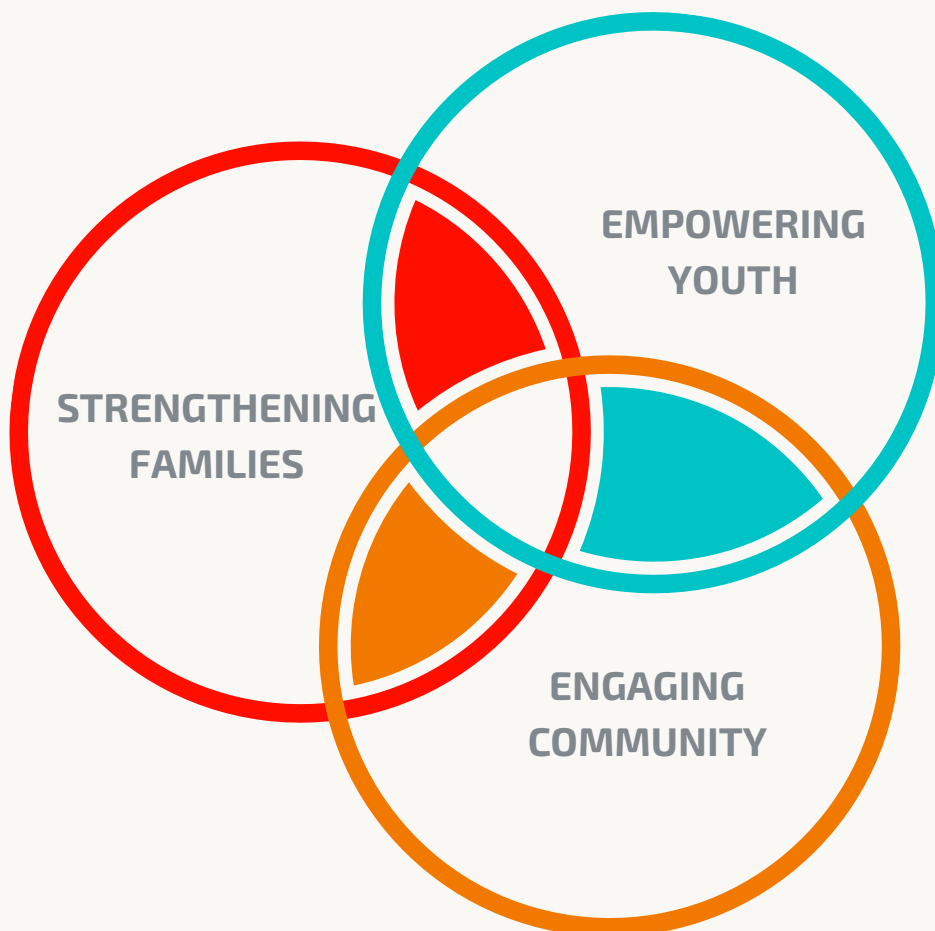
Karen Menendez Collier
Executive Director



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



ENGAGE

/ ACCIÓN

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 Latino community throughout Dane County grew and diversified over the years, so did Centro's programs and services. In 2006, Centro became the owner of an 18,000 square foot facility at 810 West Badger Road in the heart of Madison's south side. The agency now serves an average of 2,500 families and over 5,000 individuals through its programs and services each year.

2,500

FAMILIES SERVED

5,500

CLIENT VISITS

EMPOWERING YOUTH: Through our youth programs - Juventud (middle school), Escalera (high school), and [Re]Generacion -- Centro focuses on shaping a better life for young Latinos 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 Latinos of Dane County and their allies to gather. We hold over 100 community events a year. We also hold community forums where community members can help shape what type of programming Centro creates in the future. Our 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.



Our Community in the News



28th Annual Centro Hispano Mini Gala and Awards Ceremony Reasons to Celebrate

By Jonathan Gamling

It has been a difficult season for the Latino community across the United States as anti-immigrant forces seemed to pick up steam with the election of U.S. President Donald Trump.

Last year, when we gathered in November at Monona Terrace we were wounded, we were bruised, we felt confused, afraid, but and I myself was empty," said Karen Menéndez Collier, Centro Hispano's executive director. "We did not know what the future would hold. Two months into this year, if you had asked me, I wouldn't have said I would stay at Centro. I wasn't sure I would be strong enough — but I got that strength now from my staff when I see their commitment and resilience. And I know that together we are here to continue to act, to defend and seize our dreams."

At Centro Hispano's 28th Annual Celebration held November 17th at the Madison Club, there was much to celebrate in spite of the negativity of the national scene. There were scholarships to be awarded and awards to be presented. And a new award was created, the Marcos S. Miles Volunteer Award, named after Miles who died suddenly earlier this fall.

"I will deeply miss him because people like Marcos, his energy, are essential to this city, to sustain our community especially at this time," Collier said. And although the year started bleak, the Dane County community began to come together to counteract the negative immigrant climate.

Assistance Fund ever had in Dane County WI, and we advocated for the creation of the first immigration affairs specialist position, now held by our Fabiola Blandon. We have joined forces with statewide advocacy organizations because we recognize how crucial it will be for our community to push for policy-level changes within the state. All this while continuing to serve our youth, partnering with business, fostering careers, building general support, providing legal advocacy, and consistently encouraging our Latino families to remain engaged, remain committed to their lives here in this country, because they are deserving and because no one should tell them otherwise."

And most importantly, Collier and others do not feel that they "suffer" "One of the highlights of the year, personally, was" awarded the Justice Award Investment, "a currency worth of the very few true sense of community in that space, po Madison present there to simply be that is simply coming to be with so on the same page, where I did not have explaining so much: Even in the dark days of dawn appear to be possible!



Latinx students find support at Centro Hispano Regeneración youth group meets for discussion

By: Melissa Behling

Posted: Feb 15, 2017 10:24 PM CST

Updated: Feb 15, 2017 11:05 PM CST



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/ ACCIÓN

100%

ESCALERA STUDENTS
GRADUATED FROM
HIGH SCHOOL

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 2017, we offered over 700 hours of programming to more than 400 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.

NEW

-Healthy Bodies, Healthy Minds offers an opportunity for middle school age students to learn all about how to care for their social-emotional well-being.

NEW

-Upcycling Club is a fun new summer program offered to Juventud students. Imagine taking something old and forgotten and making it into something beautiful. Upcycling is just that.

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.

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

18

STUDENTS AT 14
INTERNSHIP SITES

[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.

2017
Internship
Hosts

Blackhawk Church
Centro Hispano of Dane County
American Family Insurance
CUNA Mutual
City of Madison Police Department – South District
Madison Gas and Electric (MG&E)
Credit Union National Association (CUNA)
Madison Children's Museum
Hy Cite Enterprises LLC
UW Health
City of Madison Office of the Mayor
100 State
UW-Extension
United Way



HIGHLIGHT

[Re]Generación InLakech Conference

[Re]Generación, a leadership program created in 2015 by youth facilitators for Latinx high school students in the Madison area, hosted the In Lak'ech Conference 2017 at Centro in April.

The theme of the conference was: "Respect Our Existence, or Expect Resistance." The conference offered time and space for Latinx students to share and explore their culture and identity and to engage in critical self-reflection regarding their intellectual growth. Youth were encouraged to use and expand on critical thinking skills to enhance their potential to succeed in higher education through self-determination.

Additionally, the 2017 conference offered students the opportunity to interact and establish relationships with Madison activists, members of the community, and first-generation college students from a variety of area institutions. Participating youth were able to leave with a Youth Action Plan to improve the educational outcomes of Latinx students in their schools.



About [Re]Generación

[Re]Generación is an innovative leadership program that was created in 2015 by youth facilitators for Latinx high school students. Through different workshops and activities we engage youth in culture, identity, and the arts to strengthen their voice in our community. In addition, we connect youth with community service opportunities as a way to grow, learn, and give back. We support all students to find their pathway to their futures beyond high school. Our biggest goal for this upcoming year is to acknowledge Latinx issues and undertake action research directed by Latinx high school students of Dane County.



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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).

21

**COMPLETED/RENEWED
& APPROVED DACA
APPLICATIONS**



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.

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.

The Caminos programs are funded by the United Way HIRE Initiative and UnidosUS.

HIGHLIGHT

Centro opens new office in Sun Prairie, WI.



The opening of the Centro Sun Prairie office marked a significant milestone in Centro's strategic plan to serve all of Dane County. The Sunshine Place office, which is located at 1632 West Main St. (#150), officially opened in May of 2017.

The Centro Sunshine Place office serves the Sun Prairie/East Madison community through our General Support and Community Engagement Specialist, Francy Castiblanco.

Over the first 7 months of the Sun Prairie office being open, Francy was able to work with many wonderful clients on everything from employment assistance to attending parent/family nights at local schools in order to further connect with families and individuals.

"Having the Centro Hispano office here in Sun Prairie is a relief, because if I do not know where to go, Francy always helps me and answers my questions. When someone needs help, I always give them the information about Centro Hispano. I am very grateful to have Centro Hispano in Sun Prairie."

-Sandra Contreras, Centro client



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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.



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.

NEW

-Community Wellness Workers goal is to incubate Latina community wellness workers (Promotoras de Salud) in order to create a healthier community, as well as to foster a Latino allied health workforce in which promotoras are recognized for their value in providing culturally relevant care within the community and the larger health system.

50+

**UNDUPLICATED
PARTICIPANTS IN
BIENESTAR PROGRAM**

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, Annual Celebration Gala, Becas Award Luncheon and The Evening of Dreaming.

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.

500+

**CHILDREN WHO
ATTENDED THE TRES
REYES CELEBRATION**

45

**COMMUNITY
PARTNERS &
ORGANIZATIONS
PARTICIPATED IN
WELLNESS PRGRAMS**

HIGHLIGHT: MERCADITO

El Mercadito de Centro started in the summer of 2015 as a way to provide Centro's clients and neighbors the opportunity to buy fresh fruits and vegetables during their visit to Centro. The market's overall mission is to offer an open, healthy and welcoming place where members of Madison's Southside community can share their cultural heritage and culinary traditions. The market's objective is to add to existing efforts to bring healthy food to the neighborhood (Southside Farmer's Market, and farm stand at the WIC Clinic) and to create innovative strategies to attract more patrons and farmers. The market accepts SNAP benefits. In the summer, the market also accepts Double Your Dollars promotions for SNAP-eligible clients, providing extra "cash, including to purchase fruits and vegetables."



Through El Mercadito, Centro aims to create a community market where neighbors and clients can come together over food to learn about healthy eating and have the opportunity to interact with farmers and other food entrepreneurs. Due to its mission, the market has molded each season in order to meet the needs of the vendors and patrons of the market; however, it is our goal to merge the market with the other wellness activities to facilitate the interactions and increase visibility.



Mercadito is not your traditional farmer's market -- modeled on the mercaditos you find in Latin America it brings together culinary experiences with entertainment the whole family can enjoy! Some of the things to look forward to include live cooking demonstrations and food sampling, fun and free activities for children, local products on sale, musical and dance performances.



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Madison Gas and Electric

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CUNA Mutual Group

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Elizabeth Garcia-Hall
Food Fight

Kristin Kirkconnell
American Family Insurance

Rissel Sanderson
Madison Metropolitan School District

Sandra Kallio
UW-Extension

Sujhey Beisser
Park Bank



STAFF

Administration

Karen Menendez Collier - Executive Director
 Nina Gehan - Director of Development
 Evelyn Cruz - Deputy Director
 Cassandra Lee Limas - Administrative Assistant
 Salvadore Guzman- Custodian

Adult and Community Programs

Mariela Quesada Centeno - Director of Wellness Programs
 Lourdes Godinez - General Support/Community Engagement Specialist
 Jacqueline Suarez - General Support/Immigration Services Specialist
 Francy Castiblanco - General Support/Community Engagement Specialist
 Bianca Rodriguez - Career Pathways Specialist (Healthcare)
 Tania Rivera - Career Pathways Specialist (Finance)
 Jorge Quintanilla - New Routes for Adults Coordinator
 Karime Perez - Wellness Initiative Manager
 Marcos Lozano - Mercadito (Market) Coordinator

Youth Programs

Lauren Deakman - Director of Youth Programs
 Vivien Ahrens - East High School Escalera Coordinator
 Maria Paula Gonzalez Niño - West High School Escalera Coordinator
 Yari Hernandez - 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
 Gilberto Osuna-Leon - [Re]Generacion Youth Facilitator

Americorps VISTA team

Stephanie Mondloch - Wellness Initiative VISTA
 Deanna Sell - Wellness Initiative VISTA
 Joey Graffagnino - Volunteer & Communications VISTA
 Laura Huerta - Immigration VISTA

Schools of Hope Project

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





INCOME & EXPENSE STATEMENT

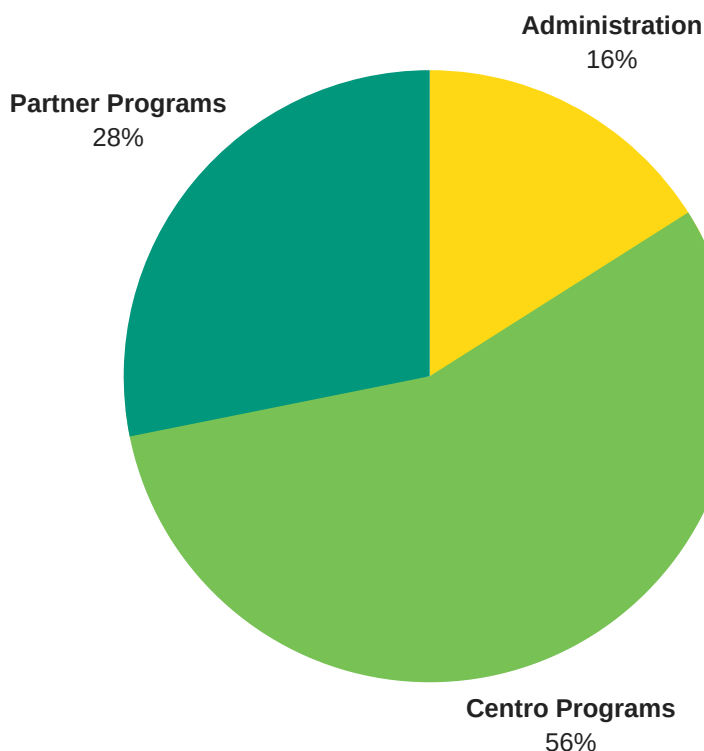
REVENUE

County of Dane \$204,771.00
 City of Madison \$157,524.00
 United Way of Dane County \$817,651.00
 Centro Programs \$271,803.00
 Partner Programs \$545,848.00
 Grants, contributions, fundraising \$1,557,931.00*
 Earned income \$85,703.00
TOTAL REVENUE \$2,823,580.00*

EXPENSES

Centro Programs \$1,082,460.00
 Partner Programs \$545,848.00
 Administration \$199,541.00
 Fundraising \$110,906.00
TOTAL EXPENSES \$1,938,755.00

*includes agency remodel by Design for a Difference valued at \$800,000+



EXPENSES BY PROGRAM

THANK YOU TO OUR SUPPORTERS!

INVESTING

American Family Insurance Dreams Foundation

Anonymous

Blackhawk Evangelical Free Church

BMO Harris Bank

City of Madison

County of Dane

CUNA Mutual Foundation

Design for a Difference

Forward Community Investments

Group Health Cooperative

Kristin Kirkonnell

Madison Club Charitable Foundation

Madison Gas and Electric Company

Madison Metropolitan School District

Meriter Health Services

The Evjue Foundation Inc

UnidosUS

United Way of Dane County

University of Wisconsin-Madison

UW Health and Quartz

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2017 DESIGN FOR A DIFFERENCE REMODEL



Design for a Difference is a national project by the International Design Guild to donate interior design makeovers to nonprofits. Centro Hispano of Dane County was the third local recipient with a remodel valued at \$800,000+

Improvements included new flooring and painting throughout, a secure and welcoming reception area, smart technology in all of the meeting rooms, rerurbished office spaces, a brand new kitchen equipped with a stove (where 4 microwaves had been) , and so much more! Come by and check it out!

"I can certainly say that having a remodeled space, nuestra cocina, full of the necessary tools to keep creating stories of change and recipes for action and justice-in a physical space that ignite appetite for relationships, is exactly what we wanted." -Mariela Qusada Centeno, Director of Wellness Programs

BECAS PROGRAM DONORS

American Family Insurance Dreams Foundation

Anonymous

Julia Arata-Fratta

Stewart Brown

Ivy Corfis

Hildy Feen

Kristin Kirkonnell

Cristina Johnson in memory of George Johnson

Rosa Johnson in memory of George Johnson

Ligia Lopez

Jane Mahoney

Karen Majkrzak

Maria Muniagurria

Elena Olveda

Theresa Pesavento

Daniela Porro

Julie Sadowsky

Lori Snapp

Randy Sproule in honor of Jean and Warren Sproule

Brian Squire in memory of George Johnson

Rosemary Martinez U'Ren

Leigh Vierstra



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Anonymous
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UW Credit Union
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