CENTRO HISPANO OF DANE COUNTY 2018

REPORT

ANUAL





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 6000+ community members, welcomed an award-winning documentary filmmaker to screen a thought-provoking documentary in our warehouse, provided free meals all summer long for the first time through our partnership with REAP Food to accompany our newly emerging summer programs.

This year we recommitted ourselves to always taking action on behalf of our community, even during times of crisis. In 2018 the safety of our city was threatened as raids targeted fathers, mothers, and children all across Wisconsin, simply because of their immigration status. Centro stepped up and once again proved to be the heart of the community - supporting affected families, partnering with organizations, and serving as a resource for allies seeking to get involved in defense of our community. Together we can ensure the growth of a vibrant and thriving Dane County, that respects our diverse heritage and acknowledges the beauty of our dreams.

As the leading social service provider for Latinos in Dane County we are taking action for our community by offering important bilingual programs and services meant to strengthen our families. 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 here for our growing community by empowering youth, strengthening families and engaging our community.

Thank you to all our supporters and the actions that make it all possible.

Sinceramente,

KarenMoure

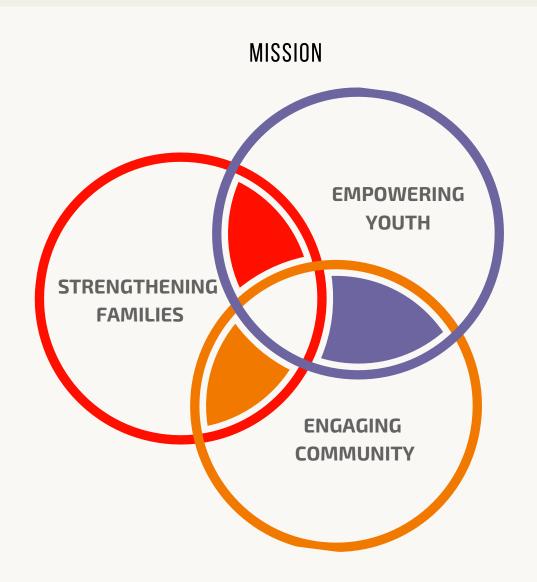
Karen Menendez Coller Executive Director





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.





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 6,000 individuals through its programs and services each year. 2,500 FAMILIES SERVED

6,000 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.



HIGHLIGHT

Our community in the news

Community provides free meals for La Movida Honors Community Leaders at students all summer long Annual Hispanic Heritage Luncheon Celebration By David Dahmer - Oct 15, 2018 Annual fundraiser at Centro Hispano encourages action, celebration in a time of crisis for Latinos G+ By Lisa Speckhard Pasque Jun 21, 2018 📕 3 min to read Centro Hispano to Welcome Award-Winning Documentary Filmmaker Phillip Rodriguez for 3rd Annual Evening of Dreaming - Acción f 🍠 G+ p Los Tres Reyes celebration returns to Madison's tes, faith leaders and politicians, Preside arating children fro in border. For Latinos around the count nendez Coller, executive director of Cer **Centro Hispano Friday** By Lisa Speckhard Pasque Jan 11, 2018 🗧 2 min to read Karen Menendez Coller: On this day of action, take action! 'lt's what Rick wanted to do": Saturday's 2nd Annual Richard Garner Memorial Ride Will... un 30, 2018 📕 1 min to read vid Dahmer - Jun 28, 2019 Faith Place Pastor Harold Rayford Leaving Wisconsin Dear Editor: The current national climate targeting FEATURED ON CAP TIMI Chappell - Jun 28 2010 immigrants and refugees is completely unacceptable. Gov. Tony Evers has until Friday, Ju Families belong together, growing and thriving, no on the state budget matter their background or immigration status Opting to leave your home country is no decision. It is often the only one left to e violence and turmoil. The chance to seel not a crime — it is the foundation of thi ₽ and of the American Dream. Lawyer, author encourage Madison Latinos to tell 2018 Centro Hispano Annual Awards Gald Strength in Service their stories, 'papers or no papers' By Lisa Speckhard Pasque Mar 19, 2018 📕 3 min to read s of the El Día de los Nil Historian Sergio Gonzalez appeared alongside Ces activist, at Centro Hispano Sunday.





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 2018, we offered over 700 hours of programming to more than 400 youth.

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.

WEW-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 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.

[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.

19 STUDENTS AT 13 INTERNSHIP SITES

2018 Internship Partners

Centro Hispano of Dane County Dane County Human Services Department Dane County UW Extension American Family Insurance Food Fight Restaurant Group CUNA Mutual Madison Gas and Electric (MG&E) Credit Union National Association (CUNA) UW Health City of Madison Office of the Mayor Latino Chamber of Commerce of Dane County Madison Children's Museum Madison Public Library



HIGHLIGHT

The Becas Program Inaugural Awards Luncheon

Centro Hispano of Dane County hosted the inaugural Becas Program Scholarship Awards Luncheon awarding over \$40,000 worth of scholarships to eight students. Centro used to give out the scholarship as part of an annual celebration gala event but the scholarship program has grown within the last four years. Over 200 people attended including the scholars and their families .

"I always love coming to these because not only is it inspirational but a reminder of why we need stuff like this," Karen Perez-Wilson said.Perez-Wilson, a student at the University of Wisconsin-Madison and a 2018 Becas Program Scholar.



Alondra Quechol Ramirez, 2018 Becas Program Scholar, pictured with Centro's Executive Director Karen Menendez Coller



About the Becas Program

Through the Becas (Scholarships) Program, Centro offers annual scholarships to students who have been involved with the agency or enrolled in one of Centro's youth programs to help further their educational goals and help cover the cost of higher education. The program has been in existence for more than 20 years. A minimum of four \$2,500 are awarded to high school students, and two \$5,000 scholarships are awarded to college students each year.

\$40,000

IN SCHOLARSHIPS WERE AWARDED TO 7 STUDENTS THROUGH CENTRO'S 2018 BECAS PROGRAM



ACCIÓN / ESPERANZA

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).

20+ 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.



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.

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.

50+ 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 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.

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.

5000+ CHILDREN WHO ATTENDED THE TRES REYES CELEBRATION



COMMUNITY PARTNERS & ORGANIZATIONS PARTICIPATED IN WELLNESS PRGRAMS



BOARD OF DIRECTORS

Mario García Sierra - **President** Madison Gas and Electric

Scott López - **Vice President** CUNA Mutual Group

Michael S. Greiveldinger - **Treasurer** Alliant Energy Corporate Services

Joe Hankey - **Secretary** CUNA Mutual Group

María Alvarez-Stroud UW-Extension (Retired) Elizabeth Garcia-Hall Food Fight

Kristin Kirkconnell American Family Insurance

Rissel Sanderson Madison Metropolitan School District

Sandra Kallio UW-Extension

Sujhey Beisser Park Bank



HIGHLIGHT

The Evening of Dreaming

At the 3rd Annual Evening of Dreaming – Acción, we were proud to present an exclusive screening of **The Rise and Fall of the Brown Buffalo**, a film directed by award winning documentary filmmaker Phillip Rodriguez. The showing was followed by discussion--a sincere dialogue between director Phillip Rodriguez and Centro's Executive Director, Karen Menendez Coller--and Latin American wines and tapas for guests to enjoy.



Award-winning documentary filmmaker Phillip Rodriguez is pictured with a guest at the Evening of Dreaming at Centro.

The night's film, **The Rise and Fall of the Brown Buffalo**, depicts the life of Oscar "Zeta" Acosta Fierro, a radical Chicano attorney, novelist, and iconic activist within the Chicano movement. Throughout his life, Fierro challenged white supremacy and fought against all manner of injustice against Chicanos. In the documentary, director Phillip Rodriguez brings to light many facets of Latino culture, history, and identity, which remain as vital now in the current American political and social climate as they were in Oscar Acosta Fierro's time.



The Evening of Dreaming is our fun, thought-provoking annual fundraising event that brings together the community and shows the diversity and history of Latino cultures. Last year, we held an interactive art and food dinner that showcased Latino artists and chefs. For our 3rd Annual Evening of Dreaming, we felt it was just as, if not more crucial to continue empowering and engaging the community.



STAFF

Administration

Karen Menendez Coller - Executive Director Nina Gehan - Director of Development & Communications Evelyn Cruz - Deputy Director Cassandra Lee Limas - Administrative Assistant

Adult and Community Programs

Mariela Quesada Centeno - Director of Wellness Programs Lourdes Godinez - General Support/Covering Wisconsin Navigator 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 Coordinator 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 Ketzhally Lopez - Sherman Middle School Juventud School Coordinator Jackelyn Velasquez - Toki Middle School Juventud Coordinator Rachel Rosin, MSW - Wright Middle School Youth Coordinator

Mindy Navarro - [Re]Generación Facilitator Rafael Martinez Salas - [Re]Generacion Facilitator & Co-Founder Marisela Gomez - [Re]Generacion Facilitator & Co-Founder Gilberto Osuna-Leon - [Re]Generacion Facilitator

Americorps VISTA team

Stephanie Mondloch - Wellness Initiative VISTA Deanna Sell - Wellness Initiative VISTA Laura Huerta - Immigration VISTA



INCOME & EXPENSE STATEMENT

REVENUE

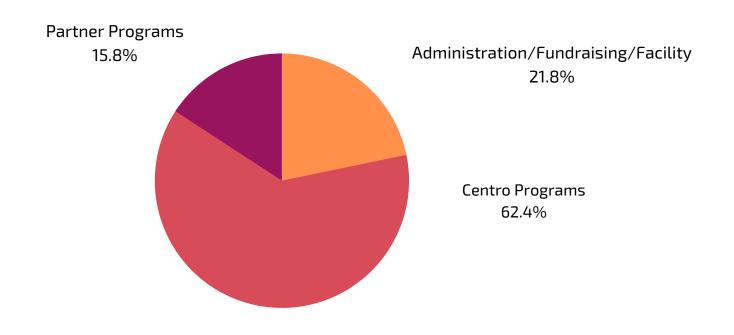
County of Dane \$232,331 City of Madison \$208,599 United Way of Dane County \$584,702 MMSD \$75,000 Grants, contributions, fundraising \$1,052,426 Earned income \$53,690 TOTAL REVENUE \$2,206,748

EXPENSES

Centro Programs \$1,546,762 Partner Programs \$391,749 Administration/Fundraising/Facility \$538,833 TOTAL EXPENSES \$2,085,695



EXPENSES BY PROGRAM AREA





THANK YOU TO OUR SUPPORTERS!

2018 AGENCY PARTNERS

CUNA Mutual Foundation Healthy Dane Collaborative MG&E Group Health Cooperative -SCW BMO Harris Bank J.H. Findorff & Son Agrace Alliant Energy HyCite Enterprises

2018 NON-PROFIT & GOVERNMENT PARTNERS

City of Madison County of Dane Madison Metropolitan School District Madison College UnidosUS United Way of Dane County University of Wisconsin-Madison

OUR SUPPORTERS

\$50,000+

Madison Club Charitable Foundation Oscar Rennebohm Foundation University of Wisconsin Hospitals and Clinics (UW Health)

\$25,000-\$49,999

American Family Insurance Dreams Foundation Blackhawk Evangelical Free Church CUNA Mutual Foundation Helene Nelson and Jim Arts Family Foundation UnidosUS

\$10,000-\$24,999

A Fund for Women American Family Insurance Dreams Foundation Diane Ballweg BMO Harris Bank Cooperative Network Group Health Cooperative - SCW Human Family Unity Foundation Lynch Family Foundation MG&E Steve Stricker American Family Foundation Trunzo Family Foundation





\$5,000-\$9,999

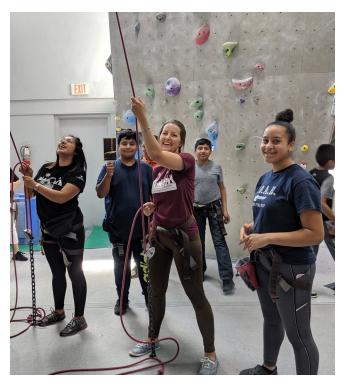
American Family Mutual Insurance Anonymous Associated Bank Nicolas Banuelos Jr. Central Park Sessions Inc. Credit Union National Assocation (CUNA) Food Fight Inc J.H. Findorff and Son Kristin Kirkonnell Meriter Health Services Park Bank Summit Credit Union UW Credit Union

\$1,000-\$4,999

Alvarado Realty Group American Academy of Pediatrics Maria Alvarez-Stroud Dane County Credit Union Door Creek Church Edgewood College Nancy Francisco-Welke Elizabeth Garcia Hall Grezca Law Group, S.C. Joe Hankey Alan Heggen and Helen Christiansen



Sandra Kallio and Bill Clingan Christopher Kelly Scott Lopez Philip Lindemann Madison Central Park Sessions Madison College Mary P. Burke Fund for Girls and Women Member's First Credit Union Ed and Anita Mancilla Numbers 4 Nonprofits David Nelson People's United Methodist Church Perkins Coie Foundation Cesar and Michelle Pinzon **ORL Financial Services Ouartz Health Solutions REAP Food Group Regent Neighborhood Association** Ron Rosner University of Wisconsin - Madison Willy Street Co-op Community Reinvestment Fund



\$100-\$499

\$500-\$999

Anonymous Mollie Bell Kirk Brown and Lori DiPrete Brown **Bobby Butler** Freddy Caldera Nick Emlet First Baptist Church Lorrie Goodwin Michael and Deborah Greiveldinger Joanne Holland Sheila Lynch Madison-Camaguey Sister City Majestic Theatre Fundraiser Louise Root-Robbins and Ken Robbins Short Stack Eatery **Grant Sovern** St Dennis Lighthouse Ministeries Inc St Dunstan's Episcopal Church Michelle Steffens

Anonymous Sara and Carlos Alvarado **Noelle Chambers** Rebecca Cole Community Groundworks Inc James and Jane Corkery **Evelyn** Cruz Justin and Wendy Cruz Angela Davis Sarah Davis **Dustin Dean** Larissa Duncan Anthony Eastham Laurel Finn Sandy Fischer **Glenn Fung** Jean-Rene and Deborah Gehan Nina Gehan and Malcolm King **Todd Geltemeyer** Tom and Jeri Grogg Peter Gunder Brian Hackbarth Peter Haney **David Hamilton** James Reeb Unitarian Universalist Congregation Jill Jacklitz Sharyl Kato Judith Kingsbury

ACCIÓN / esperanza

Barbara McCarthy George and Shawn Klasek Lake Edge United Church of Christ Glorily Lopez Juan Jose Lopez James Lorman Karen Menendez Coller Judith Martinez **Oscar Martinez** Mankah and Everett Mitchell Luis and Lupita Montoto Marjorie Murray National Mutual Benefit Natural Resources Foundation of WI Amy Niemetscheck Jenna Nobles Ramon and Maryann Ortiz Maryann Pacheco Ramon Ortiz Jr **Overture Center Foundation**, Inc. Judie Pfeifer and Bill Lunney Peter and Carrie Ritz Kristin Rucinski **Renee and Jason Salus Randall Simon** Paul Soglin **Timothy and Mary Ellen Schmit** Shawyon Shadman **Catherine Snider** Heather Sorensen David and Toni Streckert **Christine Taylor** Erin Thornley West High School Spanish Honors Society Jeffrey Wong Roberto Joynt and Ye-Yeng Wang **Charles Warner** Mary and James Yockeyt

\$1-\$99

Anonymous Anayeli Abarca Ana Paolo Aguilar-Estrada Shahid Ahmad Fay Akindes Christian Albouras Crystal Anders Jon and Barbara Bales Erin Barbatoq Elizabeth Bastean Thomas Behnke

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Sujhey and Matt Beisser

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2018 BECAS PROGRAM DONORS

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