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,

Karen Menendez Coller
Executive Director
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.

VISION

MISSION

STRENGTHENING FAMILIES

EMPOWERING YOUTH

ENGAGING COMMUNITY
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.

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.
**La Movida Honors Community Leaders at Annual Hispanic Heritage Luncheon Celebration**

By David Turner - Oct 19, 2018

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**Community provides free meals for students all summer long**

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**Los Tres Reyes celebration returns to Madison's Centro Hispano Friday**

By Lisa Speckhard Pasquie - Jan 13, 2018

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**Karen Menendez Coller: On this day of action, take action!**

Jan 30, 2018

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**Lawyer, author encourage Madison Latinos to tell their stories, 'papers or no papers'**

By Lisa Speckhard Pasquie - Mar 18, 2018

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**CENTRO HISPANO TO WELCOME AWARD-WINNING DOCUMENTARY FILMMAKER PHILIP RODRIGUEZ FOR 3RD ANNUAL EVENING OF DREAMING – ACCIÓN**

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**2018 CENSO HISPANO AWARD WINNER COLLE, STRENGTH IN SERVICE**

By Faith Pasquie Perez Wilson - April 20, 2018
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.

**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.

**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
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.

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
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).

**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.

**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.

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.

50+ UNDUPLICATED PARTICIPANTS IN BIENESTAR PROGRAM

500+ CHILDREN WHO ATTENDED THE TRES REYES CELEBRATION

45 COMMUNITY PARTNERS & ORGANIZATIONS PARTICIPATED IN WELLNESS PROGRAMS
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
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.

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
Ketzally 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

- Centro Programs 62.4%
- Administration/Fundraising/Facility 21.8%
- Partner Programs 15.8%
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 Fund
Madison Community 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 Association (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
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Madison Central Park Sessions
Madison College
Mary P. Burke Fund for Girls and Women
Member's First Credit Union
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Numbers 4 Nonprofits
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People's United Methodist Church
Perkins Coie Foundation
Cesar and Michelle Pinzon
QRL Financial Services
Quartz Health Solutions
REAP Food Group
Regent Neighborhood Association
Ron Rosner
University of Wisconsin - Madison
Willy Street Co-op Community Reinvestment Fund

$500-$999

Anonymous
Mollie Bell
Kirk Brown and Lori DiPrete Brown
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Nick Emlet
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Madison-Camaguey Sister City
Majestic Theatre Fundraiser
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Short Stack Eatery
Grant Sovern
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St Dunstan's Episcopal Church
Michelle Steffens

$100-$499

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Noelle Chambers
Rebecca Cole
Community Groundworks Inc
James and Jane Corkery
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Justin and Wendy Cruz
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Erin Thornley
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Laura Zimmermanxt
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