

# ANNUAL REPORT

## 2014



EMPOWERING YOUTH. STRENGTHENING FAMILIES. ENGAGING THE COMMUNITY

EMPOWERING YOUTH.  
STRENGTHENING FAMILIES.  
ENGAGING THE COMMUNITY



Centro Hispano annual report 2014



# Dear supporters and sponsors,



## What we do

Centro Hispano works to improve the quality of life for Latinos and others living in Dane County by empowering youth, strengthening families, and engaging the community. One of our largest program area is academic support and development work with Latino youth. While youth are our future, we do not forget that youth cannot succeed without strong families. For this reason, we continue to provide vital workforce development and social service programming for adults.

*We provide high quality programming and services.*

## Who we served in 2014



**300** children served



**1000** families served



**100** community events

## Income and Expenses

### TOTAL INCOME: \$1,516,869

Dane County	8.3 %
City of Madison	8.2 %
MMSD	4.9 %
United Way	55 %
Other grants	10 %
Contributions	2.7 %
Facility & Services	3 %
Rental Income	2.8 %
Fundraising Activities	4.5 %
Other Income	<1 %
Agency Endowment	<1 %

### TOTAL EXPENSES: 1,459, 875

Program Expenses	82.6%
JUVENTUD	12.9%
New Routes—Adults	3.8%
New Routes—Adolescents	3.8%
ESCALERA	6.5%
Schools of Hope	42.6%
General Support	8.5%
Employment	4.5%
Management & General	11%
Fundraising	6.4%

# Our Mission

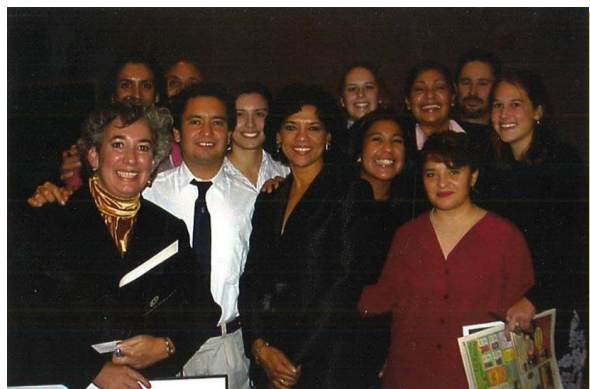
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“Centro Hispano exists to empower Latinos through quality social, cultural and educational programs”

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## History of Centro Hispano

More than thirty years ago a group of community leaders saw a need for an organization to meet the needs of Dane County's growing Latino community.



With incredible passion, drive and hard work, that group founded Centro Hispano in March of 1983. Countless community members contributed to the creation of Centro Hispano, many of whom continue to support the agency and remain active in the community to this day. Most instrumental in founding the agency was Ilda Tomás Contreras, who also served as the agency's first executive director.

From the strong foundation built in a small office, Centro Hispano has grown to be a leading organization *meeting the needs of thousands of families in Dane County every year*. We continue to stress vital social service programming and work-force development for adults. Our 18,000-square-foot facility serves as a *hub of activities by hosting community workshops, forums, and cultural events*. We hope that you will join us in our work by participating in our programs, volunteering and/or donating. Thank you for allowing us to be:

"su Centro desde 1983"

# Our Staff

## **EXECUTIVE DIRECTOR**

Karen Menendez Collier

## **DIRECTOR OF YOUTH PROGRAMS**

Lauren Deakman

## **CAREER PATHWAYS SPECIALIST**

Tomy Tepepa  
Faatima Khan

## **NEW ROUTES FOR ADULTS COORDINATOR**

Jorge Quintanilla

## **COMMUNITY ENGAGEMENT**

Lourdes Godinez

## **JUVENTUD PROGRAM COORDINATORS**

Nancy Gomez-Sennett Middle School

Gilma Arenas— Sherman Middle School

Carly Meyer— Wright Middle School

Lisette Serrano— Toki Middle School

## **DIRECTOR OF ADULT PROGRAMS**

Mariela Quesada Centeno

## **DIRECTOR NEW ROUTES FOR ADOLESCENTS**

Jessica Canela

## **GENERAL SUPPORT COORDINATOR**

Jacqueline Suarez Sacramento

## **DEVELOPMENT ASSISTANT**

Anna Aragón

## **ESCALERA COORDINATORS**

Margaret Chumley  
Luis Lucas

## **CUSTOMER SERVICE AND RECEPTION**

Tania Rivera

## **RESEARCH AND EVALUATION COORDINATOR**

## **Wisconsin Population Health Service Fellow**

Hester Simons

# Our Board of Directors

## **BOARD PRESIDENT**

**SUJHEY BEISSER**

Branch Manager—Park Bank

## **BOARD SECRETARY**

**LAURA SILVA-RAYBURN**

Researcher Kraft Foods

## **MARÍA ALVAREZ-STROUD**

Director— Broadband E-Commerce  
& Ed Center UW-Extension

## **DAVID DAHMER**

Publisher/Editor-in-Chief of Madison 365

## **RISSEL SANDERSON**

MMSD—Play & Learn

## **BOARD VICE PRESIDENT**

**MARIO GARCIA SIERRA**

Community Services Manager  
Madison Gas and Electric

## **BOARD TREASURER**

**DOMINIC GARCÍA**

Senior Fund of Funds Alpha Manager SWIB

## **HUGO MORENO**

Marketing - Unit Health Insurance

## **SCOTT LOPEZ**

Director of Human Resources

## **JANE VILLA**

Centro Hispano Supporter

## **MICHAEL S. GREIVELDINGER**

Managing Attorney—Alliant Energy Corporate Services



# Our Programs 2014

## ENGAGING YOUTH



### THE JUVENTUD PROGRAM

Our Juventud Program provides academic support, parent engagement, and leadership development to middle school-aged Latino youth and their families. Currently, Juventud programs operate in five Madison middle schools. With the help of our volunteer tutors, hundreds of Latino youth receive the support needed to be prepared for the transition to high school.

### THE ESCALERA PROGRAM

The Escalera Program uses a national model to provide services to Latinos in grades 9-12 to promote economic mobility through increasing academic achievement, facilitating career planning and provided information about advanced careers. The components of the program include tutoring, career workshops, guest speakers, resume building workshops, ACT/SAT prep and summer internships as well as parent engagement. The Escalera program operates in Memorial and West High School in Madison.

### THE NEW ROUTES FOR ADOLESCENTS PROGRAM

Disconnection, gang activities, and negative police contacts among Latino youth are a great concern to public safety and the future of a generation of young Latinos. Centro Hispano is a leader in fighting negative behavior and giving youth real alternatives through our New Routes Adolescents program. The program helps at-risk youth avoid gangs and make positive choices through an innovative, court-mandated leadership development curriculum called ComVida.

### SCHOOLS OF HOPE

As a unique collaboration between the Madison Metropolitan School District and United Way of Dane County, Schools of Hope is closing the racial achievement gap by improving literacy skills at the elementary school level. Led by a team of AmeriCorps members based in 32 elementary schools, volunteer tutors serve the needs of students in the Madison, Middleton and Sun Prairie school districts, working closely with school staff to deliver high-quality academic support.



## STRENGTHENING FAMILIES

### GENERAL SUPPORT

When linguistic and cultural barriers create difficult situations, immigrants need a trusted place to turn for support. For over 25 years our General Support program has provided that support through advocacy and language assistance. Whatever the question may be, the General Support Program is here to help people find the support they need.

### THE NEW ROUTES FOR ADULTS PROGRAM

The New Routes program helps Latinos better understand and navigate the court system and to prevent recidivism through education and access to social services. Due to language and cultural barriers, many immigrants fail to understand their charges, the possible consequences and legal process in the United States. New Routes helps program participants to request a translator, request a public defender or a lawyer, access AODA counseling, complete mandatory community service and to find employment and housing.

### CAREER PATHWAYS / CAMINOS

Centro Hispano, in partnership with Madison College (MC) and the Latino Academy of Workforce Development (LAWD) through generous support from the Marguerite Casey Foundation and through funding from the United Way HIRE Initiative provides integrated training in the area of health care services to Latinos in the greater Madison area.

### CENTRO DE AVANCE LATINO (CAL)

The CAL program provides a variety of career opportunities in a personalized manner to the Latino community in Dane County. CALs' purpose is to improve and/or provide employment opportunities as well as connect the Latino community with educational programs, technical training and personal development.



## ENGAGING THE COMMUNITY

### SU CENTRO

Throughout the year we hold community events to give the community a venue to share their cultures with others and connect with new people in their community. We also hold community forums where community members can help shape what type of programming Centro Hispano creates in the future.

### COMMUNITY CLASSES

We offer a variety of classes at Centro Hispano for low or no cost.

Call us at (608)255-3018 to see what is being offered right now!

### MANY AGENCIES UNDER ONE ROOF

Our 18,000-square-foot facility brings together vital resources under one roof by housing agencies such as Latino Chamber of Commerce, Schools of Hope and Joining Forces for Families.

# Thanks to our Partners & Sponsors 2014!

Centro Hispano's important work is made possible by contributions from...



A special  
thanks to



## (THE CAPITAL TIMES)

### Centro Hispano wants the community to focus on disparities faced by Latinos in Dane County

June 26, 2014 Latinos are the fastest growing ethnic group in Dane County, and the nonprofit social service agency Centro Hispano has been working for three decades to assist Latino families and build community.

Latino workers in Dane County often find themselves in low-paying jobs as they raise their families, leading to disparities in quality of life compared to white non-Latinos, says Karen Menendez Coller, executive director of Centro Hispano of Dane County.

"Disparity is something our families have been living with for some time now," Menendez Coller said.

And as the Race to Equity report and Rev. Alex Gee's Justified Anger Coalition are calling the community together to address disparities in the quality of life of African-Americans in Dane County, Menendez Coller wants to bring attention and resources to the disparities confronting Latinos.

She and the agency's board of directors will convene a session Friday at the center to hear data about the Latino community and begin strategizing. Personal stories will be an important part of the information gathering in a series of sessions that Menendez Coller said she expects to eventually include the public.

But the numbers already reveal disparities.

Using Census data, HealthyDane.org puts the median annual household income of Latinos in Dane County at \$39,360 for 2008-2012, compared to \$27,833 for African-Americans and \$66,150 for white non-Latinos.

Latino children in Dane County are more than four times more likely to be living in poverty — 24.5 percent — than are white, non-Latino children, Healthy Dane reports from 2008-2012 Census data. Just under one half of African-American children in the county were then living in poverty, Census data says.

And because many Latinos are immigrants who are getting their immigration papers and settling in a new country, they often must take jobs where they are not treated respectfully, Menendez Coller said. "They have a lot more challenges than other communities."

"The basic programs we do at Centro are to reduce the disparities," Menendez Coller said. She took over leadership of the center about a year ago, after moving to Madison from Los Angeles with her family.

The vibrant presence of the Latino community in Dane County, Wisconsin, has been a revelation to her.

"I am always really surprised when I go into schools here and they look identical to schools I saw in L.A.," she said.

The Latino community is a young community as well. It is now the fastest growing ethnic student group in the Madison School District, and Menendez Coller says the local birth rate is three times that of white non-Latinos.

Menendez Coller is part of the Justified Anger Coalition, and says she fully supports those efforts to assist African-Americans. But she is eager to widen the focus to include the Latino community.

"Our programs are essential now to ensuring the success of adults and children as they transition to live in this new country," she said.



# Centro Hispano Supporters 2014!

Centro Hispano of Dane County continues to provide family-centered services addressing the need of both youth and adults. Thankfully, the VISION of a thriving Latino community has been shared by , both corporate and individual supporters. Centro Hispano is grateful to a group of committed and loyal donor base for their generous and continued financial support to our operating fund in fiscal year 2014.

**Investing Sponsors** (Donors who chose to make an unrestricted long-term donation)  
CUNA Mutual Group

**Sustaining Sponsors + \$ 10,000**

Madison Gas and Electric (MG&E)

David and Jane Villa

Jack and Sarah Salzwedel

**Moon Sponsors \$ 3,000**

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United Way of Dane County

Park Bank

Group Health Cooperative of South Central Wisconsin

Associated Bank

## **Becoming a Centro Hispano Supporter**

Our work could not be done without the generous support of the aforementioned sponsors and supporters who have continued to give in order to help us reach our goals.

# Help us reach for the stars!

## Escalera Scholarship Winners

Each year Centro Hispano awards scholarships to Latino high school students residing in Dane County. The purpose of these scholarships is to encourage and assist Latino in furthering their education.



Javier Valverde  
Marquez

I was born in Mexico but have lived in Wisconsin for most of my life. I completed an Escalera internship at the UW-Madison Arboretum. After high school I would like to attend a technical college for an automotive technician program so that I can eventually have my own business.



Elizabeth  
Zuñiga  
Carapia

I was born in Mexico and I have lived in Madison for 14 years. I completed an internship thank to Centro Hispano to Big Brothers Big Sisters. I am planning on going to college to become a social worker or an occupational therapist.

Centro Hispano exists to  
empower Latinos  
through quality social,  
cultural and educational  
programs



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#### CONTACT US

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