



2015 ANNUAL REPORT



EMPOWERING YOUTH
STRENGTHENING FAMILIES
ENGAGING THE COMMUNITY





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



600 children served



2500 families served



100 community events

Income & Expenses

INCOME

Dane County 7.7%
City of Madison 9.9%
MMSD 4.6%
United Way 52.1%
Other Grants 12.4%
Contributions 1.9%
Facility & Services 3.5%
Rental Income 2.3%
Fundraising Activities 5.1%
Other Income < 1%

Total Income: \$1,638,165

EXPENSES

Programs Total Expenses: 83.6%
Juventud 11.6%
New Routes Adolescents 3.9%
New Routes Adults 5.5%
Escalera 7.2%
Schools of Hope* 38.1%
General Support 9.6%
Employment 4.5%
Immigration 1.7%
Wellness 1.5%
Management and General 11.1%
Fundraising 5.3%

Total Expenses: \$1,662,420

**partner program*

Our Mission



EMPOWERING YOUTH
STRENGTHENING FAMILIES
ENGAGING THE COMMUNITY

Striving to empower Latinos through quality social, cultural and educational programs.

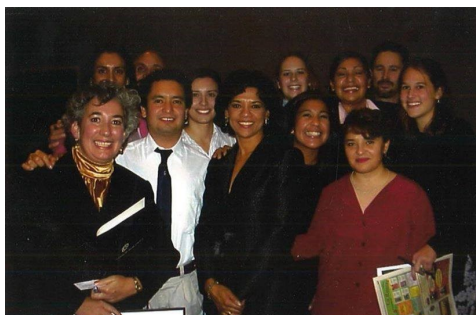
Our History *su Centro desde 1983*

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.



Our Staff



EXECUTIVE DIRECTOR

Karen Menendez Coller

DIRECTOR OF YOUTH PROGRAMS

Lauren Deakman

CAREER PATHWAYS SPECIALIST

Tomy Tepepa
Faatima Khan

NEW ROUTES FOR ADULTS COORDINATOR

Jorge Quintanilla

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

COMMUNITY ENGAGEMENT

Lourdes Godinez

GENERAL SUPPORT COORDINATOR

Jacqueline Suarez Sacramento

DEVELOPMENT ASSISTANT

Anna Aragón

ESCALERA COORDINATORS

Maria Paula González Niño
Luis Lucas

CUSTOMER SERVICE AND RECEPTION

Tania Rivera

RESEARCH AND EVALUATION COORDINATOR

Wisconsin Population Health Service Fellow

Hester Simons

Our Board of Directors

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Managing Attorney—Alliant Energy Corporate Services

KRISTIN KIRKCONNEL

Vice president of information services— American Family Insurance

PROGRAM HIGHLIGHTS

ENGAGING YOUTH



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.

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.

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. Whatever the question may be, the General Support Program is here to help people find the support they need.

NEW IMMIGRATION PROGRAM

We help the community with General Consultation, Naturalization, DACA (Deferred Action), Permanent Residence, and Family.

THE NEW ROUTES FOR ADULTS PROGRAM

This program helps Latinos better understand and navigate the court system and to prevent recidivism through education and access to social services. 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) 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.

CAREER PATHWAYS 2.0. / CAMINOS 2.0.

This is a program for certified nursing assistants or in the process of obtaining the license. Caminos 2.0. is designed to instill the necessary educational foundations and leadership skills needed to be successful in a high pace and demanding workplace.

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

WELLNESS INITIATIVE

The 'fruit' of the community's labor is a space where families learn about nutrition, food preservation, and a space that is the seed for discussions around food equity, farming, and broader career paths.



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.

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.

Thank You to our Partners & Sponsors

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



A special
thanks to



Centro Hispano farmers' market celebrates 'beautiful diversity' of the south side

July, 2015 The Capital Times

Near the end of Antonio Ruiz's produce-laden table at the new Centro Hispano farmers' market sat a pile of unfamiliar greens.

Quelites, with their slightly angular leaves, look like a cross between spinach and parsley. They're sometimes known as lamb's quarters.

According to Ruiz, the greens' subtle flavor is popular with his Latino customers. "I have produce for people from the States, but also for people from Mexico," said Ruiz through a translator. "Centro Hispano serves Latinos ... and I wanted to be in a place that serves them."

This week marked the second outing for El Mercadito de Centro, a new farmers' market that launched on July 7. Organizers plan to stay open through Nov. 2 in the center's front parking lot at 810 W. Badger Road.

The market, which runs 8 a.m. to 1 p.m. on Tuesdays, is part of a new wellness push at Centro Hispano.

"It's a community market more than a farmers' market," said Mariela Quesada, director of adult programs at Centro. "These communities need something fun to do, recreational and educational enrichment activities. It has been long overdue for us to do."

"The market is kind of our label for it." Currently there are four vendors at El Mercadito de Centro, though market manager Marcos Lozano would love to double that by next year. He's working on getting a permit to offer samples at cooking demonstrations, and there are plans for children's activities as well. "Southeast Madison is a food desert for healthy food," said Lozano, gesturing to a nearby Burger King. Lozano worked previously at one of the first farmers' markets in Mexico, in Guadalajara.

"There is a big opportunity for these vendors," Lozano said, to connect with members of their own communities. "My dream is this is going to be a hot spot for south-east Madison. For immigrants, to immigrants."

Three of the vendors at the new market are certified organic. Among the vendors are La Sansong and Yimmujang of Live Jewelry Farm and 92-year-old Dolores Kamm, a bread baker with a history at the Willy Street Co-op. Her Kamm's Farm Bakery is near Brooklyn. Ruiz has been farming for 14 years, including two as his own boss at Valle Verde. He, like several of the vendors, farms with assistance from the Farley Center in Verona, a social justice and sustainability nonprofit, and distributes produce through the center's Spring Rose Cooperative. Stoughton couple Gary Lindeman and Jarucha Sirikaew of The Siamese Farmer have connections at Farley, too. Sirikaew, who still owns rubber, cassava and rice farms in Thailand, said she's learned a few things since she began working Wisconsin soil two years ago.

"You work for four, five months here and it snows," Sirikaew said as she shelled fresh peas. "Here, it's difficult for me. I learned a lot in the winter." Sirikaew scaled down the chard, kale and baby beets she brought on a mid-July Tuesday, since the Centro market hasn't attracted substantial crowds yet. She sells flowers at St. Mary's Hospital on Wednesdays, but brought none to Centro. "The south side is a tough spot to bring farmers," Quesada said. "Farmers think that it's a low income community, people are not going to have money, they're not going to buy. Bottom line, they need to make money. It's a business." The south side has also gone through rapid demographic changes, Quesada said.

"Previously it was more African American, now there are a lot of Latinos," Quesada said. "A new wave of refugees (is) coming from Bhutan, and a lot of people from Asia." Centro Hispano hosts other agencies that, for example, teach English as a second language courses through the Literacy Network. That makes it uniquely positioned to address issues that affect the whole neighborhood, like food security, Quesada said.

"There has not been a cohesive effort to bring the community together," she said. "The farmers represent what we stand for, to empower our community, but also to represent the beautiful diversity of the neighborhood." As shoppers trickled in to the small market just before lunch, Quesada seemed to know everyone she saw. Market organizers will be gathering data, she said, to help encourage new vendors and reassure them that the market "can be a profitable place." As El Mercadito grows, Quesada hopes it will become not just a place for shopping, but also a new avenue to connect the center's neighbors. "It's so amazing to see all the languages being spoken," Quesada said. "You don't see that at other farmers' markets. You have Hmong vendors, but you don't see a lot of Hmong coming to buy."

Our Supporters

Centro Hispano of Dane County continues to provide family-centered services addressing the needs 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.

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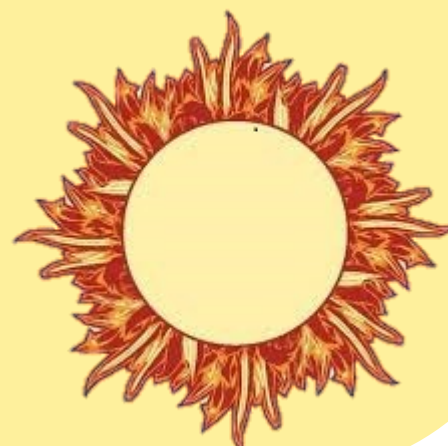
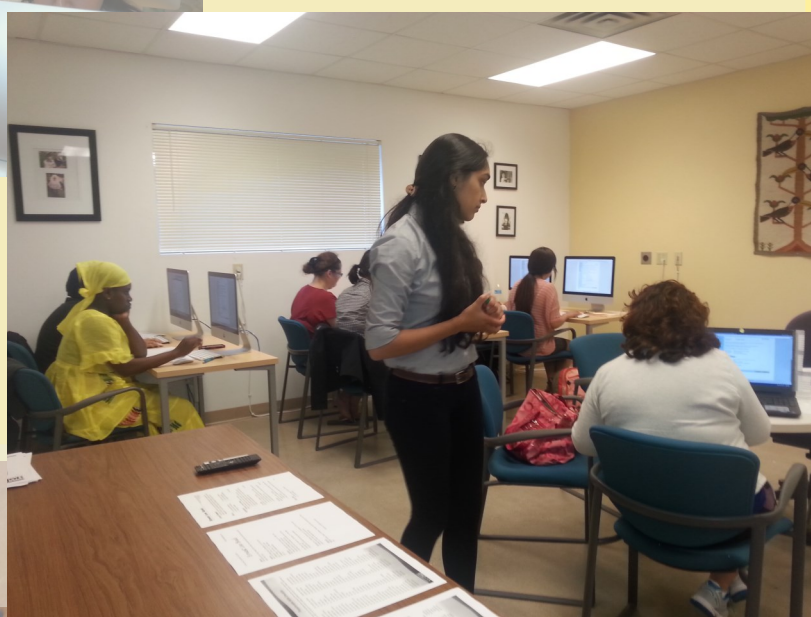
Agrace Hospice Care
Hooper Corporation General Heating & Air Conditioning
Latino Chamber of Commerce of Dane County
Sub-Zero and Wolf Appliances
Wegner CPAs
Woodman's Market

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.

Our New Technology Lab!

THANK YOU TO THE MADISON COMMUNITY FOUNDATION



2015 ESCALERA SCHOLARS

Help us reach for the stars!

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.



Guadalupe
Montes Tecalero

I was born in Puebla, Mexico. I live in Madison and I am currently attending Memorial High School. This last summer I completed an Escalera Internship at the Madison Public Library, Central Library. I want to go to college to study Childhood Development to become a PreSchool Teacher.



Lizbeth
Orozco

I was born in Michoacán, Mexico. I study at West High School. This last Summer 2015 I did an internship at Big Brothers Big Sisters of Dane County and I have continued with the Escalera Program as a senior as well. I plan on going to college to study Medical Psychology to become a Medical Psychologist at a correctional facility.



Jennifer
Ortiz

I was born in Madison and I go to West High School. This last summer I did an internship with the City of Madison at the Office of the Mayor under the mentorship of Deputy Mayor Gloria Reyes. I continue with Escalera as a senior as well. I want to go to college to study Political Science and I have dreams of becoming a member of Congress.



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CONTACT US

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