



**EVERY LATINO &
LATINA IN EAST
TENNESSEE *thriving.***



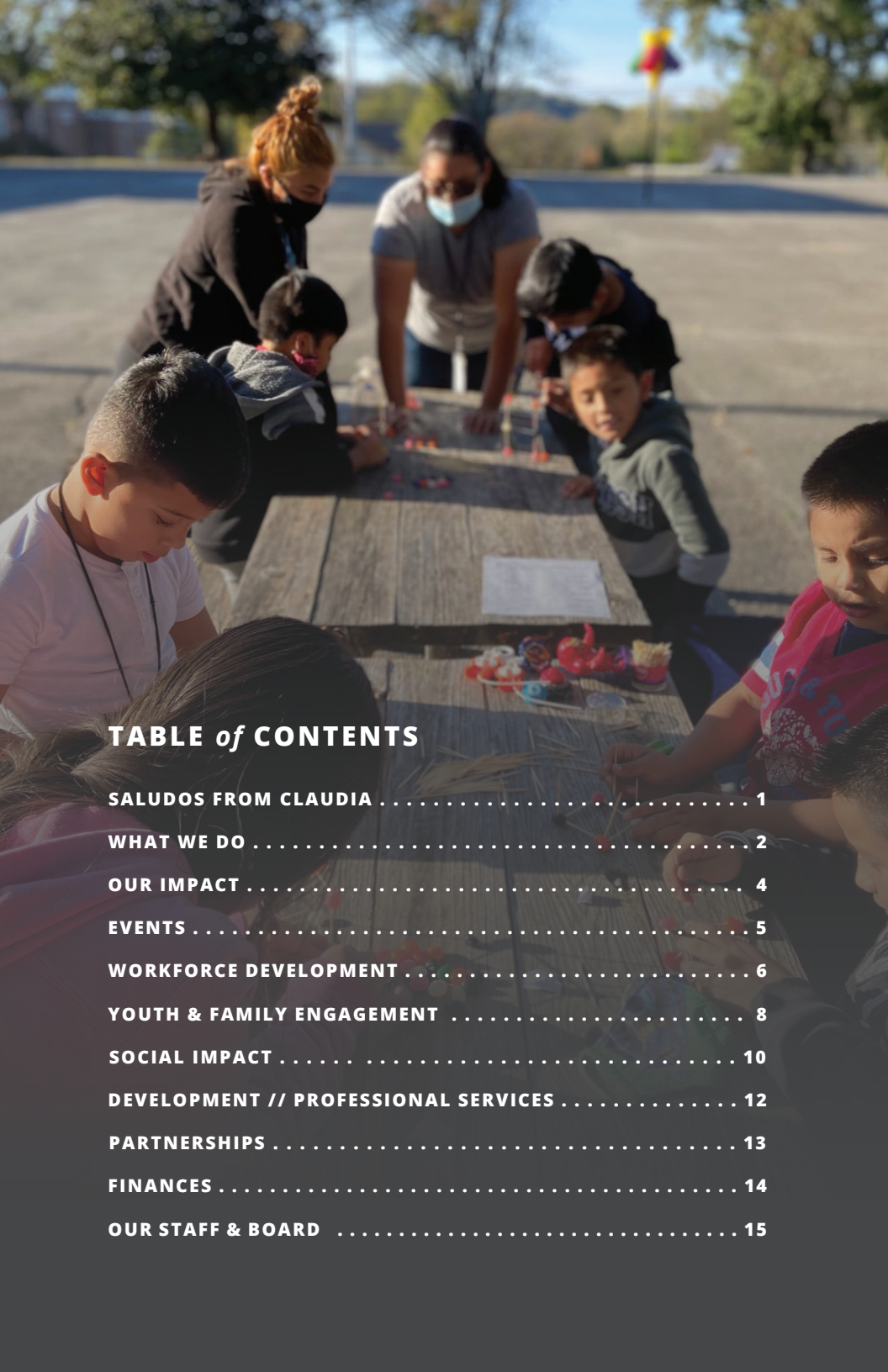


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Querida familia,

2020 was a year that none of us will soon forget. We bore witness to a nation continuing to struggle with its history and ongoing social injustice. Life as we knew it came to a screeching halt as COVID-19 Pandemic engulfed the globe just months into the year. It has been undeniably tough for us all in so many ways.

Yet when I reflect upon the year, I am struck by all we accomplished as an organization and as a community. I could not be more proud of our Centro Hispano team for the agility and dedication that each member demonstrated in finding solutions to ensure the continuity of our programs and services. I am touched by the resilience shown by the Latino community in East Tennessee amidst such adversity as well as the generosity of our donors whose support was critical to building our capacity.

At the onset of the pandemic, Centro worked urgently to meet the basic needs of our community by facilitating biweekly free food distributions to quarantined Latino families. Since spring 2020, this relief has repeatedly been extended and has continued into 2021. Centro Hispano has also distributed direct financial relief to families impacted by the pandemic.

As the preeminent Latino-serving organization in our region, we advocated tirelessly on behalf of our community at every turn. Our team continues our work with Knox County Schools, the Health Department, other Knox County agencies, and the City of Knoxville to translate and disseminate information in Spanish and Indigenous languages, ensuring the Latino community remains connected, informed, and up-to-date.

Centro Hispano overcame a myriad of challenges the pandemic presented. We swiftly shifted our ESL classes, children's education programs, and health and

wellness workshops online to great success. Centro also worked with Latino students and families throughout the region to secure free and affordable access to the internet.

Not only did we succeed in the face of these challenges, but we continued to build upon programs and expanded our team. To name a few:

continued to build upon programs we launched the year prior and expanded our team. To name a few:

- We launched additional afterschool programs at 2 new sites and a new virtual tutoring program and small, specialized learning pods.
- Thanks to support from VISTA Americorps, our new Post-Secondary Access Coordinator position designed and executed a robust suite of youth development programming geared towards increasing access to and enrollment in post-secondary education.
- Our first cohort of students earned their high school equivalency diplomas in our pioneering Spanish-language HiSET prep program.
- We accommodated record-breaking enrollment in our ESL classes.
- We designed and implemented an expansive Diabetes wellness program and partnered with providers to host new pop up healthcare clinics, facilitating free mammograms.

I am grateful for the lessons we learned in 2020 and am swelling with pride as I reflect on the accomplishments of our organization, our team, and our entire Greater Knoxville community. I am humbled by the unbelievable support people throughout East Tennessee have shown us. Centro Hispano's position as an indispensable partner in building a better Knoxville has never been clearer. We are hopeful about the future and it is with great enthusiasm we continue our work to see every Latino and Latina in East Tennessee thriving culturally, educationally, and economically.

I extend my deepest gratitude to all of you for the support that you have shown Centro Hispano. Thank you for being part of nuestra familia!

A handwritten signature in black ink, appearing to read 'Claudia Caballero'.

CLAUDIA CABALLERO
PRESIDENT & CEO

MISSION

To connect, integrate, and empower the Latino community through education and engagement, information and resource services, and community-strengthening initiatives.

VISION

To see every Latino and Latina in East Tennessee thriving culturally, educationally and economically.

VALUES



LATINIDAD



COMUNIDAD



CORAZÓN

SERVICES OFFERED

WORKFORCE DEVELOPMENT

English Classes
Digital Literacy
HiSET Classes

YOUTH & FAMILY ENGAGEMENT

Early Childhood Programs
Afterschool Programs
Post-Secondary Access Programs
Parent Education

SOCIAL IMPACT

Health Education
Financial Literacy
Legal Education





soy centro
First Time
Voter!!

soy centro

5,575

MORE LATINOS *thriving* CULTURALLY,
EDUCATIONALLY & ECONOMICALLY
IN EAST TENNESSEE.



4,949
SOCIAL
IMPACT
CLIENTS

406
WORKFORCE
DEVELOPMENT
CLIENTS

220
YOUTH
& FAMILY
CLIENTS



WORKSHOPS



INSTRUCTIONAL
HOURS



93 TOTAL
VOLUNTEERS



1,600 TOTAL
VOLUNTEER HOURS



41,500 VALUE OF
VOLUNTEER TIME



the
**LATINO
AWARDS**



Virtual
Thursday September 30, 2021
Noon

***gracias* TO OUR 2020 SPONSORS**

BANK OF AMERICA
BLUECROSS BLUESHIELD OF
TENNESSEE COMMUNITY TRUST
BRIGHTON DEVELOPERS
BUSH'S® BEANS
CITY OF KNOXVILLE
DENSO
DISCOVERY
DOW
EMERSON SOLUTIONS
FIRST BANK
FIRST COMMUNITY MORTGAGE
FIRST HORIZON
HOME FEDERAL BANK OF TENNESSEE
JOHNSON UNIVERSITY
KNOXVILLE AREA ASSOCIATION
OF REALTORS
LINCOLN MEMORIAL UNIVERSITY -
DUNCAN SCHOOL OF LAW
M&M PRODUCTIONS
MARYVILLE COLLEGE
MERCHANT & GOULD
PELLISSIPPI STATE COMMUNITY
COLLEGE

PINNACLE FINANCIAL PARTNERS
REGIONS
ROANE STATE FOUNDATION
SEVEN SEAS ESTATE SALES
SHERWIN-WILLIAMS
SUNTRUST
TENNESSEE VALLEY AUTHORITY
THE TRANZONIC COMPANIES
THE UNIVERSITY OF TENNESSEE
KNOXVILLE COLLEGE OF EDUCATION,
HEALTH, AND HUMAN SCIENCES
THE UNIVERSITY OF TENNESSEE
KNOXVILLE COLLEGE OF LAW
THE UNIVERSITY OF TENNESSEE
KNOXVILLE COLLEGE OF SOCIAL
WORK
THE UNIVERSITY OF TENNESSEE
KNOXVILLE DEPARTMENT OF
DIVERSITY AND ENGAGEMENT
THE UNIVERSITY OF TENNESSEE
MEDICAL CENTER
VULCAN MATERIALS COMPANY
WBIR
WUOT

Contact maria@centrohispanotn.org for
2021 Sponsorship opportunities



SANDY'S STORY

In 2014, Tennessee adopted the HiSET or High School Equivalency Test as the standard test for college and career readiness, replacing the GED. Sandy Alvarez is the first graduate of Centro's HiSET program.

Sandy had barely turned 16 when she moved to the U.S. from Mexico with her family. In the midst of her sophomore year of high school, she was thrust into navigating a new language, new culture and a completely new education system. Like many recent arrivals, unreliable housing meant frequent moves for her family, which served only to further interrupt her education. Having fallen so far behind in school and with limited proficiency in English, upon turning 18 Sandy's only option was to work.

Years later and happily married, Sandy once again set her sights on earning

her diploma. This time, though, with children in tow, the biggest obstacle was childcare. She then learned that the Workforce Development Department at Centro Hispano had launched a HiSET prep program. Already an ESL student and familiar with Centro's in-house childcare, Sandy eagerly joined the first cohort of HiSET students in October 2019. Despite a pause in programming, endless uncertainties and a transition to virtual instruction due to COVID, Sandy passed her HiSET exam and earned her diploma. She is a HiSET hero.

More than ever, earning a high school diploma or equivalency credential is essential for employment, and it is required for pursuing higher education. It increases an individual's earning potential by 37.5%, with an average net gain of \$700,000 over the course of their lifetime.

406 CLIENTS SERVED



382
ENGLISH
STUDENTS

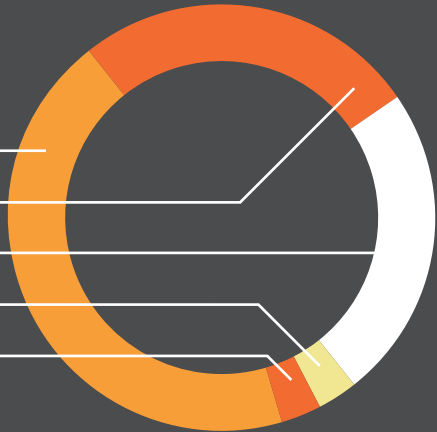
24
HISET
STUDENTS



7,165 HOURS OF ESL INSTRUCTION

CULTURAL HERITAGE

- 44% MEXICO
- 26% CENTRAL AMERICA
- 24% SOUTH AMERICA
- 3% CARRIBEAN
- 3% OTHER





CENTRO YOUTH L.E.A.D. - LATINOS EMPOWERED TO ADVOCATE AND DREAM

“L.E.A.D. has helped me develop my abilities and has helped me recognize my skills as a leader in the community. It is a program that has provided me with resources to make important decisions for my future through professional development. I would recommend this program for rising leaders, especially for high schoolers who are on the way to college or future endeavors.”

— Annie, past Centro Youth L.E.A.D. member

Centro is doing important work with regard to college access for Latino high school students. Part of that work includes the Centro Youth L.E.A.D. (Latinos Empowered to Advocate and Dream) Group. L.E.A.D. has over 20 members aged 16-24. The goal of this program is to increase Latinx youth access to personal and professional development opportunities.. This group participates in various events such as college tours and fairs, monthly team building activities, conferences, educational workshops, and advocates for educational equity with their state representatives. Recognizing that students from immigrant families are often underserved by school counselors and professionals untrained on how to approach their unique situations during the college process, we began to meet with students and families one on one in order to help guide them. Centro Hispano

has built the network and trust to be accepted as the source of information and guidance for immigrant families.

In addition to its college access programs, Centro Hispano runs after school programs with local Latino elementary and middle school students. A hallmark of our afterschool programs have been our ability to recruit and train young bilingual and bicultural Latinos to serve as mentors and teachers. The impact on young students and parents of seeing young Latinos serving in this educational capacity has been remarkable. At the same time, these young Latinos, many of whom are current UTK students, are becoming inspired to pursue careers in education and human services and are gaining valuable leadership experience and job skills.

220 CHILDREN SERVED



5,220

INSTRUCTIONAL
HOURS



25

WORKSHOPS

PARENT EDUCATION, COLLEGE
ACCESS, LATINO IDENTITY,
FAMILY WELLNESS, ETC.

CHILDREN BY AGE SERVED

15.9% PRESCHOOL

43.2% ELEMENTARY

18.2% MIDDLE

17.3% HIGH SCHOOL

5.5% YOUNG ADULT





DANIELA'S STORY

At the beginning of the Diabetes and Wellness Program that Centro Hispano launched in 2020 through Cigna Foundation's generous contribution, Daniela's physician diagnosed her with morbid obesity, diabetes, and severe depression. Her child was born with an advanced case of Autism and had behavioral challenges that caused outbursts and aggression toward his mother, which was his primary caretaker.

"When a friend told me about Centro Hispano's Diabetes and wellness program I thought well, what do I have to lose? let me give it a try, as things were getting so bad for me...and it changed my life. Completely," shared Daniela.

Daniela reached the goals set at the beginning of the program in several ways. She prides herself in making healthier

food choices due to the nutrition portion of the wellness program, her daily habits have shifted, and her lifestyle is more positive. She states that ironically enough, if the program had not been adapted to be virtual, she would not have been able to participate due to her child's special needs.

From Daniela's perspective the classes help to change the overall perspective on life: how to view and manage the illness, how to take care of oneself, how to eat healthier and more nutritious, and how to move forward with practical and approachable goals.

"This is the first program that I complete through Centro Hispano, and it will definitely not be my last. Looking back, I can't believe I was in such a bad place, but it has literally changed not only my life, but my family's lives also."

4,949 CLIENTS SERVED



1,683
WORKSHOP
PARTICIPANTS

3,266
REFERRAL
CLIENTS



57

WORKSHOPS

TYPES OF WORKSHOPS

HEALTHY EATING, FINANCIAL EDUCATION, WOMEN'S WELLNESS, HOUSING, EMOTIONAL INTELLIGENCE, SUBSTANCE ABUSE, DOMESTIC VIOLENCE, VARIOUS LEGAL TOPICS, AND MENTAL AND BEHAVIORAL HEALTH. WE ALSO HOSTED VIRTUAL EXERCISE GROUPS.



1,465

BAGS OF PRODUCE
DISTRIBUTED WITH
SUPPORT FROM
BEARDSLEY FARM
AND NOURISH KNOX



278

COVID-19
QUARANTINED
HOUSEHOLDS
FOOD DELIVERIES

Tennessee has one of the *fastest growing Latino communities* in the country. Do you want to increase your outreach to the Latino community? We can help, ask us how!

CENTRO'S PROFESSIONAL SERVICES

TRANSLATIONS

MARKET RESEARCH

CULTURAL COMPETENCY SERVICES

DIVERSITY SPEAKING ENGAGEMENTS

COOKING CLASSES

SPANISH CLASSES

AND MORE

Contact maria@centrohispanotn.org
for pricing and more information



WORKFORCE DEVELOPMENT:

University of Tennessee Knoxville
 Hispanic Studies
 Global Studies
 Maryville College
 Pellissippi State Community
 College
 Johnson University
 Roane State Community College
 TCAT
 Knox Area Urban League
 Knox County Public Library
 Visit Knoxville
 AmeriCorps VISTA
 Homesource East Tennessee
 Allies of Knoxville's Immigrant
 Networks (AKIN)
 Bridge Refugee Services
 Truist
 Friends of Literacy
 Bank of America
 YWCA Nashville

**YOUTH AND FAMILY
ENGAGEMENT:**

Village Church
 Mosaic: Fellowship Church
 Rotary Club of Knoxville
 Tennessee Society Daughters of
 the American Revolution
 Knox Education Foundation
 Joy of Music School
 The MUSE Knoxville
 Dogwood Arts
 Norwood Elementary School
 Belle Morris Elementary School
 Lonsdale Elementary School
 Westview Elementary School
 Northwest Middle School
 Project GRAD
 Doorway to College
 RhiTA- Walter State Community
 College
 University of Tennessee- Dept of
 Child and Family Studies
 University of Tennessee-Dept of
 Sociology (Participatory Action
 Research)
 University of Tennessee- Dept.
 of Theory & Practice in Teacher
 Education

University of Tennessee-
 VOLbreaks
 Knox County Schools
 KCS- Welcome Center & Dept of
 English Language Learners
 Latino Student Success Coalition
 Knox County Education Coalition
 Ed Trust Tennessee

SOCIAL IMPACT:

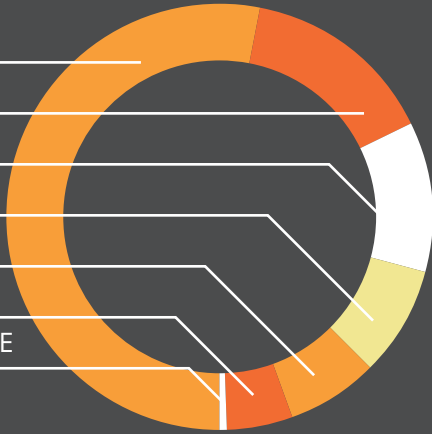
Interfaith Health Clinic
 Cherokee Health Systems
 The Knox County Health
 Department
 La Lider WKZX 93.5 FM Knoxville
 East Tennessee Children's
 Hospital
 UT Medical, Cancer Institute
 UT Extension-Institute of
 Agriculture
 Hope Resource Center
 Remote Area Medical (RAM)
 Transformation Church
 Second Harvest Food Bank
 Fish Hospitality Pantries
 Allies of Knoxville's Immigrant
 Neighbors
 Catholic Charities of East
 Tennessee
 Tennessee Immigrant and
 Refugee Rights Coalition (TIRRC)
 Tennessee Immigrant
 Empowerment Solutions
 Adelante Nonprofit Law Firm
 Volunteer Income Tax Assistance
 (VITA)
 Legal Aid of East Tennessee
 HomeSource East Tennessee
 Helen Ross Mcnabb
 Knoxville Area Project Access
 (KAPA)
 Free Medical Clinic of America
 YMCA
 Emory Valley Center
 TN State Department of Children's
 Services
 Family & Children's Service (FCS)
 A Step Ahead of East Tennessee
 STEP (Support & Training for
 Exceptional Parents)
 The Restoration House of East
 Tennessee

In 2020, Centro received funding from the *Paycheck Protection Program* and *Tennessee Cares* funding to support our work during the COVID-19 pandemic.

revenue

\$953,790.07

- 53.3% GRANTS
- 14.5% COVID-19 AID
- 11.4% FUNDRAISING
- 8.4% CONTRACT FEES
- 7.1% DONATIONS
- 4.9% TN CARES
- 0.5% PROGRAM INCOME



expenses

\$701,095.02

- 70.7% PROGRAMS
- 16.3% COVID-19 EMERGENCY FUND
- 7.4% OCCUPANCY
- 5% OVERHEAD
- 0.6% FUNDRAISING





BOARD OF DIRECTORS

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Wil Turner

gracias TO OUR 2020 MAJOR INVESTORS
IN THE LATINO COMMUNITY



NALCAB



Cigna



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

DIVERSITY & ENGAGEMENT

