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:

- 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!

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
First Time Voter!!
MORE LATINOS *thriving* CULTURALLY, EDUCATIONALLY & ECONOMICALLY IN EAST TENNESSEE.

- **4,949** SOCIAL IMPACT CLIENTS
- **406** WORKFORCE DEVELOPMENT CLIENTS
- **220** YOUTH & FAMILY CLIENTS

**WORKSHOPS**

- **82**

**INSTRUCTIONAL HOURS**

- **12,385**

**TOTAL VOLUNTEERS**

- **93**

**TOTAL VOLUNTEER HOURS**

- **1,600**

**VALUE OF VOLUNTEER TIME**

- **$41,500**
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
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% Caribbean
- 3% Other
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.

"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
**220 Children Served**

**Children by Age Served**

- **15.9%** Preschool
- **43.2%** Elementary
- **18.2%** Middle
- **17.3%** High School
- **5.5%** Young Adult

**5,220 Instructional Hours**

**25 Workshops**

Parent Education, College Access, Latino Identity, Family Wellness, etc.
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

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

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

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

PARTNERSHIPS
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

BOARD CHAIR
Brian Canever

VICE BOARD CHAIR
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TREASURER
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Quineka Moten

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gracias TO OUR 2020 MAJOR INVESTORS IN THE LATINO COMMUNITY