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Querida familia,

As I look back on the past year, I cannot help but feel proud of what the Centro Hispano team has accomplished. Here are a few highlights:

Our team added three AmeriCorps VISTAs who are helping build capacity, strengthen fundraising, and manage community volunteers.

Our Community Health Education (promotora) program, which helps Latinas become more active and eat healthier, flourished.

We launched the only High School Equivalency Test (HiSET) prep site in the region, with 26 participating in our first class and a 95% success rate.

We started a mentorship program for high school students with the help of a graduate student from the University of Tennessee. I'm proud to say I have three mentees who have changed my life!

The 2019 Latino Awards Fundraiser was our most successful to date, raising over $75,000 to support our work throughout the greater Knoxville area.

With an increased operating budget, Centro has offered better services and ensured Latinos in our community feel connected, integrated, and empowered. Our efforts were recognized with two special awards. In September, we received the SunTrust Foundation Lighting the Way Award for our trailblazing work addressing workforce development for Latinos. Two months later, Bank of America awarded our team the Neighborhood Champions Award for our work addressing economic mobility and social progress issues in the community. The funding that came with these awards provided Centro an opportunity to step back and strategically plan new growth opportunities for the organization.

As Centro Hispano continues to grow, we are focused on generating more organizational revenue. In 2019, we were contracted for our translating services, which allowed us to support 12 projects, studies, and websites. We offered three diversity trainings for companies in the region and organized seven focus groups across the state to help one of those companies better understand their Latino market. We also launched a successful 10-week Spanish language course for those trying to improve their basic language skills. While these programs were small, they were very significant for covering administrative costs with earned revenue. This work ties into our belief of serving as a bridge between cultures. Centro is here primarily for the Latino community, but the greater community also has much to benefit from the intermingling of our cultures.

We are grateful that our success in 2019 laid the framework for flexibility and adaptation of programming during the COVID-19 pandemic. In 2020, we continue our commitment, stronger than ever, to the Latino community. We work to ensure everyone has the tools they need to achieve their American dream of health, safety, education, and prosperity. As we help our community navigate the world during the new decade, I hope you will continue to support us with your volunteerism, expertise, partnerships, and financial contributions. With your help we will find innovative ways to empower Latinos to thrive culturally, educationally, and economically in the post-pandemic world.

Thank you, East Tennessee, for being a 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
Adult literacy

YOUTH & FAMILY ENGAGEMENT
Early childhood development
After-school programs
Youth leadership programs

COMMUNITY RESOURCES
Health education
Good-neighbor workshops
Financial literacy
1,812 MORE LATINOS *thriving* CULTURALLY, EDUCATIONALLY & ECONOMICALLY IN EAST TENNESSEE.

1,164 COMMUNITY RESOURCES CLIENTS

307 WORKFORCE DEVELOPMENT CLIENTS

341 YOUTH & FAMILY CLIENTS

51 WORKSHOPS

20,424 INSTRUCTIONAL HOURS

277 TOTAL VOLUNTEERS

5,732 TOTAL VOLUNTEER HOURS

$132,244 VALUE OF VOLUNTEER TIME
Flor Jimenez Chavez joined the Centro Hispano family in 2017. After learning about us through our community resources department, she was intrigued by the opportunity to learn English and immediately enrolled in one of our beginner level ESL classes.

After three years of hard work, Flor recently completed our most advanced ESL class. Not only has what she’s learned in our classes given her more confidence in her day-to-day life, but it has also reinforced her passion for learning.

To further her education, Flor regularly participates in our English conversation table and women’s wellness groups. She is also studying for her High School Equivalency exam through our Spanish HiSet preparatory program.

By earning her HiSet diploma, Flor hopes to improve her career opportunities and ultimately motivate others to continue their studies.

“Before I came to Centro, I didn’t know where to go to find help. I had found other organizations, but I didn’t feel as comfortable as I do here. At Centro I feel like I’m part of a family.”

“I had closed the door to many opportunities, but I have reopened those doors at Centro.”

Flor’s Story
307 CLIENTS SERVED

249 ENGLISH STUDENTS
41 SPANISH STUDENTS
17 HISET STUDENTS

11,532 HOURS OF ESL INSTRUCTION

34% MEXICO
29% SOUTH AMERICA
7% OTHER
32% CENTRAL AMERICA
7% CARIBBEAN

2 AWARDS
SUNTRUST FOUNDATION LIGHTING THE WAY AWARD
BANK OF AMERICA NEIGHBORHOOD CHAMPIONS AWARD
One of Centro Hispano’s strengths is our focus on family. In many cases, our services touch every family member. That was the case for Sandra Macias and her three children.

Sandra first came to Centro Hispano in the summer of 2019 to participate in a women’s exercise group that met every weekday at 8:30 in the morning—rain or shine. The women did aerobics and jogged laps in the parking lot. Sandra brought Romeo, her 2-year-old son, along with her.

Romeo had never been away from his mom. At first, he wanted to keep her in his sight at all times. After they both grew more comfortable, Romeo joined the organized childcare Centro offers so that the women can work out without distraction.

While working out at Centro, Sandra learned about summer camp, offered weekly with focuses on STEM, careers, and community. She enrolled her older kids—Juan, 11, and Judith, 8. They had a blast.

When summer ended and the older children returned to school, Sandra enrolled in ESL classes and signed Romeo up for preschool at Centro. She remains involved in the women’s exercise group. She loves that our staff is friendly and helpful, and that the schedule of programs is accessible for families.

Meanwhile Romeo is flourishing. He no longer cries when his mom leaves. He is eager to spend time with his new friends, play with his favorite toys, and participate in activities. Like many of the children we serve in the preschool, this is his first formal care experience and will help prepare him immensely to start kindergarten in a few years.

SANDRA’S STORY

“I love that the schedule of programs Centro offers is accessible for families.”
341 CHILDREN SERVED

8,892 INSTRUCTIONAL HOURS

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

CHILDREN BY AGE SERVED

6% INFANT/TODDLER
18% PRESCHOOL
38% ELEMENTARY
5% MIDDLE
30% HIGH SCHOOL
4% YOUNG ADULT
At age 20, Jelyn was diagnosed with diabetes and a fatty liver. Her diet was junk food. She never exercised. “My lifestyle was not good, and my health reflected that,” she says.

After discovering Centro Hispano through our English classes, she learned about our health program. Her friend then connected Jelyn to Centro’s health promoter, Hilda Castillo.

“When I walked into Hilda’s office, I immediately felt a sense of encouragement to take the first step in changing my lifestyle,” Jelyn says. “Hilda explained to me that I needed to make changes in my current lifestyle. It would be a challenge, but I was ready.”

Hilda and Jelyn started by improving her diet and getting her to exercise daily. Jelyn traded a sedentary lifestyle for daily workouts with our Team Fitness. She swapped junk food for healthy meals inspired by our Eating Smart classes.

Centro provides opportunities for change. A support system makes the change much more achievable. Hilda has remained a strong supporter, who constantly motivates Jelyn to move forward.

JELYN’S STORY

“We all have the ability to improve, but having someone to push us to achieve our goals is incredibly helpful.”
COMMUNITY resources

1,164 CLIENTS SERVED

955 WORKSHOP PARTICIPANTS

209 REFERRAL CLIENTS

TYPES OF WORKSHOPS
HEALTHY EATING, FINANCIAL EDUCATION, WOMEN’S WELLNESS, HOUSING, EMOTIONAL INTELLIGENCE, SUBSTANCE ABUSE, DOMESTIC VIOLENCE, AND VARIOUS LEGAL TOPICS. WE ALSO HOSTED EXERCISE GROUPS INCLUDING A WOMEN’S SOCCER TEAM, A 5K RACE GROUP, AND AN AEROBIC FITNESS GROUP.

43 WORKSHOPS

55 HOME HEALTH VISITS

10 NEW PARTNERS
In 2019, Centro was honored with the SunTrust Foundation Lighting the Way Award and the Bank of America Neighborhood Champions Award for our dedication to workforce development in East Tennessee.

**revenue**

$613,416.83

- 41% GRANTS
- 20% FUNDRAISING
- 16% AWARDS
- 12% DONATIONS
- 6% GRANT CARRY OVER
- 4% PROGRAM INCOME
- 1% CONTRACT FEES

**expenses**

$475,443.88

- 63% PROGRAMS
- 15% OVERHEAD
- 14% OCCUPANCY
- 8% FUNDRAISING
PARTNERSHIPS

YOUTH AND FAMILY ENGAGEMENT:

Knox County Schools  
Great Schools Partnership Community Schools  
Project GRAD Knoxville  
Knoxville Area Urban League  
Kindred Futures  
Allies of Knoxville’s Immigrant Neighbors (AKIN)  
Boys and Girls Club of the Tennessee Valley  
Doorway to College  
Scouts BSA/STEM Scouts  
Emerald Youth Foundation  
Bridge Refugee Services  
Pearls of Grace  
Ijams Nature Center  
Dragonfly Aerial Circus & Arts  
Great Smoky Mountains National Park  
Come to the Water Summer Camp  
Beardsley Farm  
CAC Americorps VISTA  
McClung Museum  
Zoo Knoxville  
University of Tennessee-Knoxville  
Pellissippi State Community College  
Maryville College  
Roane State Community College  
Walter State Community College  
Lincoln Memorial University  
TCAT-Knoxville  
Johnson University  
Carson Newman University  
King University

WORKFORCE DEVELOPMENT:

University of Tennessee Knoxville  
Haslam School of Business  
Pellissippi State Community College  
Maryville 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  
Friends of Literacy  
Bank of America  
Suntrust

COMMUNITY RESOURCES:

Knox County Health Department  
Boys’ and Girls’ Club  
UT Extension  
YWCA  
YMCA  
Angela Masini  
BB&T  
The Trinity Foundation  
STEP, Inc  
Adelante
BOARD OF DIRECTORS

Marité Pérez
BOAD CHAIR
Daisy LeDuc
VICE BOARD CHAIR
Kathy Buckingham
TREASURER
Wesley Wilson
SECRETARY
Darris Upton
Quineka Moten
Richard Duncan
Brian Canever

EXECUTIVE STAFF

Claudia Caballero
PRESIDENT & CEO
Brandon Ledford
WORKFORCE DEVELOPMENT DIRECTOR
Megan Barolet-Fogarty
YOUTH & FAMILY ENGAGEMENT DIRECTOR
René Yanes
COMMUNITY RESOURCE DIRECTOR
SUPPORT STAFF

Luci Diego
Annie Duran
Wil Turner
Jacquelinne Padilla
Doris Fernandez
Laura Esquivel
Hilda Castillo
Leroy Goñez Rodriguez
Cheyenne Peters
Luis Urrea
Alexandra Rasmussen
Angeli Sosa

INTERNS

Liz Gonda
SOCIAL WORK INTERN
Olivia Morfas
CHILDREN’S PROGRAM INTERN
Chloe Weaver
SOCIAL MEDIA INTERN
JOIN US TO CELEBRATE THE LATINO COMMUNITY OF EAST TENNESSEE!

Come enjoy traditional Latin American food and music, an exceptional silent auction, and great company. All proceeds will go towards continuing Centro Hispano’s vision of every Latino and Latina thriving culturally, educationally, and economically. This event is subject to change as a result of the COVID-19 pandemic.

EVENT SPONSORSHIPs AND ADS ARE AVAILABLE

For information, contact Claudia Caballero at claudia@centrohispanotn.org or visit the web page at centrohispanotn.org/latinoawards.
LATINO AWARDS

THURSDAY, SEPTEMBER 24, 2020
HAPPY HOUR - 5 PM
PROGRAM - 6 PM
MILL & MINE

gracias TO OUR 2019 SPONSORS

PRESENTING SPONSOR
PILOT CORPORATION

FAMILIA SPONSOR
JOHNSON UNIVERSITY

AMIGO SPONSORS
HOME FEDERAL BANK
BLUE CROSS BLUE SHIELD OF EAST TENNESSEE
BOLDSQUARE
BRIGHTON DEVELOPERS, LLC
DENSO MANUFACTURING
EMERSON AUTOMATION SOLUTIONS
FIRST COMMUNITY MORTGAGE
FIRST TENNESSEE
LINCOLN MEMORIAL UNIVERSITY
MARYVILLE COLLEGE
PELLISSIPPI STATE COMMUNITY COLLEGE
PRESTIGE CLEANERS
REGAL
SHERWIN-WILLIAMS
gracias TO OUR MAJOR GRANTING ORGANIZATIONS