



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





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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



WORKSHOPS



INSTRUCTIONAL
HOURS



277 TOTAL
VOLUNTEERS



5,732 TOTAL
VOLUNTEER HOURS



132,244 VALUE OF
VOLUNTEER TIME



FLOR'S STORY

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

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."

307 CLIENTS SERVED



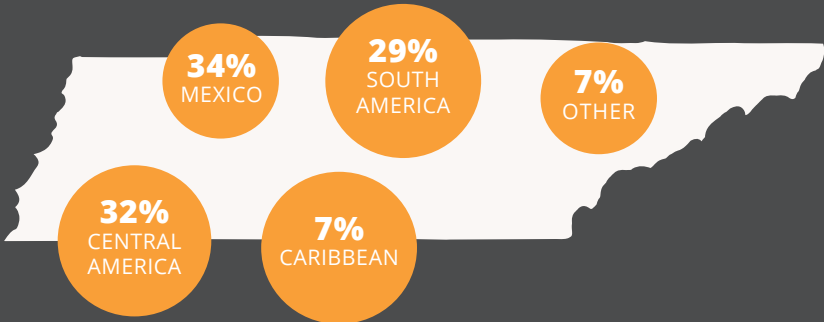
249
ENGLISH
STUDENTS

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



SANDRA'S STORY

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

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.

341 CHILDREN SERVED



8,892

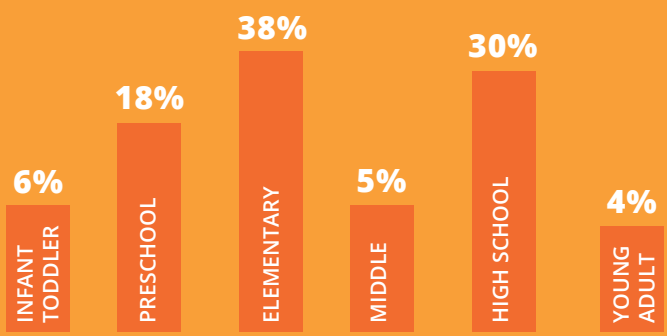
INSTRUCTIONAL HOURS



8

WORKSHOPS

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



CHILDREN BY AGE SERVED



JELYN'S STORY

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

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.

1,164 CLIENTS SERVED



955
WORKSHOP
PARTICIPANTS

209
REFERRAL
CLIENTS



43

WORKSHOPS

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.



55

HOME HEALTH
VISITS



10

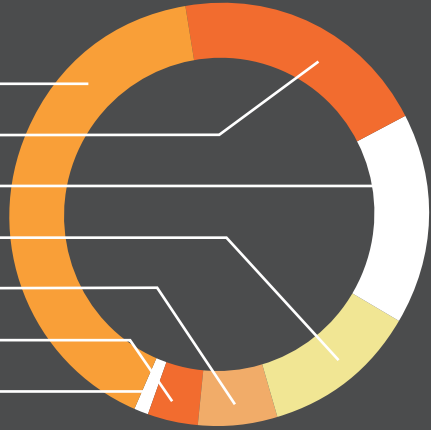
NEW PARTNERS

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

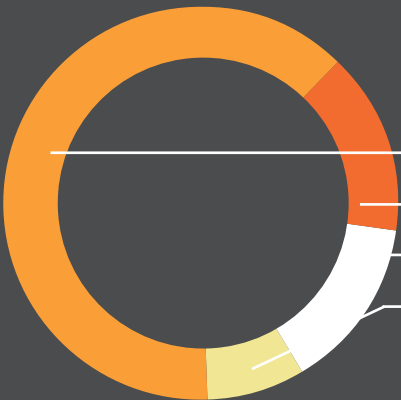
- 41% GRANTS
- 20% FUNDRAISING
- 16% AWARDS
- 12% DONATIONS
- 6% GRANT CARRY OVER
- 4% PROGRAM INCOME
- 1% CONTRACT FEES



expenses

\$475,443.88

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



BOARD OF DIRECTORS

Marité Pérez
BOARD 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
Jacqueline 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.



CELEBRATING
15 years OF SERVING
NUESTRA COMUNIDAD



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



Community Partner

