



ANNUAL REPORT
2022-2023



Centro is *all grown up*. **Now what?**

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We **MOVE FORWARD**

Queridos Amigos,

After 18 years of operating within the community, it's an overwhelming task to measure the value Centro Hispano has created in the Greater Knoxville Area: English classes to help people increase their earning potential in the workplace, parenting classes to help parents understand the school system and advocate for their children, health fairs that create access and build bridges among our Latino community and our health partners. Centro's courses for entrepreneurs, medical interpreter training, youth mentorship, postsecondary navigation support, and many other programs aiming to lift people up have helped to empower Latinos all over East Tennessee.

This road to diverse, thriving communities is about building trust, cultivating relationships, creating and growing partnerships. And the path is not always a straightforward one. Still, we know the steps we take today are laying the foundation for stronger, more resilient communities in the coming decades—and beyond.

Gracias for everything you do in support of our vision. We are so grateful that you can see it too.

Claudia Caballero, MBA
President & CEO
Centro Hispano de East Tennessee



Mi graduación



I did it!

We **WORK TOWARDS OUR SHARED VISION**

Identity

For 18 years, Centro Hispano has contributed to the strength of East Tennessee’s communities by actively investing in Latinos. We develop effective, relevant, and culturally aware programming that educates and lifts up participants. And, because integration is a two-way street, we also help Greater Knoxville understand the presence and contributions of Latino families in East Tennessee, as well as the challenges they face. Finally, Centro serves as a welcoming community center—a resource and a gathering place for families of all backgrounds. Here, we believe that when one person succeeds, we all succeed.

Mission & Vision

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

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

Values



Latinidad



Comunidad



Corazón

Our year **AT A GLANCE**



333

YOUTH & CHILDREN SERVED

150

COMMUNITY PARTNERSHIPS

120

VOLUNTEERS



5,987

VOLUNTEER HOURS

Centro operations are supported by a large number of dedicated volunteers, including some that have been with us for many years! We are grateful for them every day.

115,862

PEOPLE REACHED THROUGH FACEBOOK AND INSTAGRAM



2,272 followers



7,881 followers

We EXPAND ACCESS TO KEY RESOURCES

Community Resources

1,315 phone calls fielded

608 walk-in clients served



2,355 referrals

24 Facebook lives and reels disseminating key health information to the community



“If you trust the messenger, you trust the message.”

Centro’s quarterly health fairs are gaining steam, and now offer free or low-cost access to all sorts of services: vaccines, back-to-school physicals, mammograms, family planning services, blood pressure and glucose checks, primary care appointments, boxes full of healthy foods, and more!



Quarterly Health Fair

27 health events

494 attendees



Centro moms unite!

“Healthy mothers are key to healthy families and thriving communities.”

Coming soon! The CUNA program reflects the Latino community’s need for greater focus on maternal health, starting with the beginning of a pregnancy. It includes education on childbirth and child development, plus the support of Centro-trained interpreters at maternal health appointments.



We EDUCATE, TRAIN, & EMPOWER WORKERS

Workforce Development

ESL



6,970

instructional hours

497

class participants

Grandes Sueños en Pequeñas Empresas

450

counseling hours

56

class participants

23

new businesses established

HiSET

644

instructional hours

38

class participants

37

tests passed



Growing health equity in East Tennessee

“With the help of our community partners, Centro is building a pipeline of medical interpreters to increase health equity across East Tennessee.”

In 2022, Centro graduated **10** new medical interpreters, who provided **656** hours of medical interpretation to **474** patients, just during the practicum portion of the class!



Our new Financial Education Coordinator, Marlene!

“Having a healthy relationship with your finances is a great first step toward a better quality of life.”

Marlene Cervantes is Centro’s new Financial Education Coordinator. She brings 13 years of experience as an accountant, and she’s thrilled to be helping her community thrive!



We GUIDE CHILDREN & YOUTH ALONG THE PATH TO WHO THEY WANT TO BECOME

Youth & Family Engagement

181 youth served through post-secondary access programs

90 hours of one-on-one college counseling

32 post-secondary access events

152 youth served through after-school programming and summer camp



“We urge our elected officials to recognize the worth of our state’s immigrant students and support legislation that grants in-state tuition rates to all Tennessee students.”

This extraordinary group of young Latinas banded together in 2023 to spread the word about the importance of tuition equity for Tennessee’s college-bound Latino youth.



Semillas program

Teachers and instructors reported...

92% of students showed improvement in cognitive/academic skills

75% of students showed improvement in socio-emotional skills



Afterschool program

“The kids just love it, and are finding joy in all the ways we can use what we have on hand rather than buying new materials.”

Our afterschool kiddos do a lot of work with recycled and upcycled materials when learning about things like how our water gets filtered and the importance of being a good steward of the planet.



We **LIFT EACH OTHER UP**

Adriana and Máximo's story

Adriana was determined to be the best mom she could be to baby Máximo. She enrolled in Centro's parenting program and attended every class, learning the importance of empathy, positive discipline, how best to support Máximo through different developmental stages, and how to incorporate self-care into a busy and stressful routine. She connected with the material, applied it at home, and shared it with family and friends.

"You have a family here, in Centro. Es como estar en la casa de la mamá."

When Centro partnered with Muse Knoxville to create a bilingual playgroup centered on young children's mental health, Adriana recognized the importance of this opportunity. It was a chance to strengthen her bond with Máximo and help ensure his future health and wellbeing.

Now, Adriana is also participating in Centro's health and wellness program, and even led a session on healthy eating for her peers. She has empowered herself with the knowledge she needed to be the best parent she can be, and she and Máximo are flourishing!

In a few years, baby Máximo will be old enough to participate in our afterschool program, where he can play and connect with others in a bilingual environment, get access to academic tutoring, and will be surrounded by strong, compassionate Latinx role models.



Adriana and Máximo



Leyendo



Adriana and Máximo at playgroup



Máximo at the Muse



Jugando

When it's time to think about Máximo's path after high school, Centro will serve as a resource for post-secondary options, career planning, mentorship, leadership development, and more.

And as a bilingual, bicultural young adult, Máximo will come of age in the embrace of a thriving community actively rooting for him to succeed.

All of this began with a safe place where Adriana could help herself and her family. Centro is holding space every day for families like Adriana's, but it takes many hands to do this work.

If you have engaged with Centro as a donor, a friend, a volunteer, or a sounding board, you have helped make this work possible.

Thank you.

We **WORK AS A TEAM**

Executive Team



Claudia Caballero
President & CEO



Brandon Ledford
Workforce Development Director



Megan Barolet-Fogarty
Youth & Family Engagement Director



Cristina Cáceres
Community Resources Director



Katie Armendarez-Willocks
Development Director



Maria Matney
Operations Director



Our Team

Cheyenne Haynes
Dani Ray
Doris Fernandez
Eimy Quiroz
Jesus Yañez
Melina Corzo
Celeste Paula
Claudia Mata
Myra Gonzalez
Austin Pershing
Dalia Rodríguez-Rojo
Hilda Castillo
Lily Hardwig
Marlene Cervantes Guerrero
Alan Miramontes Flores
Bonnie-Jean Ortiz
Evelin Felipe-Diaz
Lina Camacho Pinzón
Lucina Diego

Board of Directors

Katrina Enriquez Vargas, Chair
Lisette Vergara, Vice Chair
Jovanna Milla, Treasurer
Dr. Eboni Winford, Secretary
David Bocangel
Jaime Conry
Dr. Frank Cuevas
Anne Hulse
Kori Lautner
Daisy LeDuc
Quineka Moten
Jacqueline Padilla
Gloria Palacios
Marité Pérez
Britney Sink

We **WORK BOTH SIDES OF THE EQUATION**

Professional Services

TAKING THE GUESSWORK OUT OF ENGAGING WITH THE LATINO COMMUNITY

We have the cultural knowledge you need to succeed in the Latino market.

- Focus Groups
- Cultural Competency Training
- Translation Services
- Consulting

Please contact Katie at k.willocks@centrohispanotn.org for more information.

¡CELEBRAMOS!



Latino Awards



2022

The Latino Awards is Centro Hispano's biggest fundraiser of the year. Supporting the Latino Awards means investing in the community around you, and it's easy! Contact Katie at k.willocks@centrohispanotn.org for more information.

Gracias TO OUR 2022 SPONSORS

Familia Level Sponsors

UT Medical Center
 Dollywood
 TVA
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 FirstBank
 Knoxville Utilities Board

Amigo Level Sponsors (continued)

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 UTK College of Law
 UTK College of Social Work
 Maryville College
 Cherokee Health Systems
 Clayton Homes
 Vulcan Materials Company
 Bank of America
 The Bailey Group Realty Executives
 Lincoln Memorial University
 Ed Trust
 Barber McMurry

2022 **INCOME & EXPENSES**

July 2022-June 2023

INCOME

Grants	\$891,088.75
Fundraising	\$241,251.15
Donations	\$65,722.82
Total Program Income	\$29,170.80
Professional Services	\$503,856.36
Interest-Savings	\$1,196.33.00
TOTAL INCOME	\$1,666,563.39

EXPENSES

Programs & Services	\$1,273,892.60
Fundraising	\$63,776.28
Occupancy	\$127,022.06
Overhead	\$153,495.29
TOTAL EXPENSES	\$1,618,186.23



Gracias TO OUR GENEROUS FUNDERS

