

**we are**  
**CPLC**





**We are the Dreamers**

of what could be, the visionaries of a better life for our children and our community. Striving to break the cycles of poverty and self-doubt.

**We are the Believers.**

We don't give up. We don't give in.

**We are the Overcomers.**

We step up when times get tough.

**We are the Helpers**

and the Leaders.

**We are the Healers.**

**we are  
CPLC**







Be the voice

# Dear Dreamer,

“Be the voice of those who cannot speak for themselves.”

Back then, I could have never imagined I would become a leader in the field of communications.

I will continue using my voice to advocate for those who, like I once was, are voiceless. I invite you to use your voice and join La Causa.

I wrote this life goal on a piece of paper when I was 19.

During my time at Cox Communications, I volunteered

I still think about that piece of paper with my life goal.

Today, as Chair of the CPLC Board of Directors, I'm still working on it.

“Just because you speak with an accent doesn't mean you think with an accent.”

It's not the kind of goal you accomplish once and you're done. It's an aspiration. Something you keep working toward.

My family moved to the US from Mexico when I was 6.

I struggled with English and spoke with a thick accent. My accent was a constant reminder of how others saw me—always an outsider, not smart, never good enough.

with Chicanos Por La Causa. I believed in CPLC's mission, and I wanted to use my voice to advocate for others.

We may never be done lending our voices to others, so we must keep speaking up.

It wasn't until high school that I met my first Latina teacher, Mrs. Gonzalez. I still remember her words: “Just because you speak with an accent doesn't mean you think with an accent.”

So, I did. And I've served for many years now.

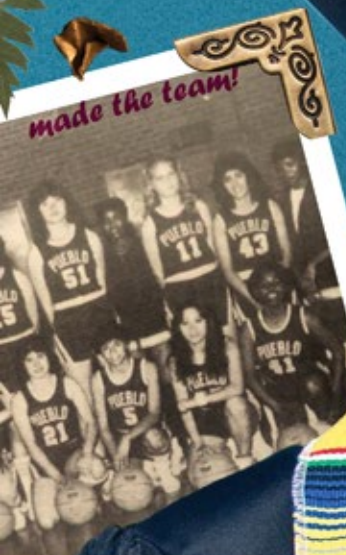
Sincerely,  
**Delma Herrera**  
CHAIR  
CPLC BOARD OF DIRECTORS

She taught me it was okay to straddle two cultures, two languages, and combine them into one identity.

I've worked with our former President & CEO, Pete García, who used his voice to demand Latinos have a seat at the table. I also worked with Edmundo Hidalgo, David Adame, and now Alicia Nuñez, who have further amplified our community's voice.

**She helped me find my voice.**

We've come a long way, but I know the struggle is not over.





# Dear Believer,

We lived in a constant state of fear.

My parents would drive carefully so we wouldn't be stopped.

Arriving home from school, I worried I'd find my father or sister had been taken.

My stomach turned over as I tried to explain to friends why I couldn't go on that trip.

I am Laura Suarez, Director of the CPLC Women's Business Center (WBC). **And I was undocumented for the first half of my life.**

Our undocumented peers live in fear that they will be deported at any moment. And there are people who take advantage of this—who mistreat our workers or withhold our wages and get away with it by threatening to call the police.

Regardless of how we got here, we are just trying to live. To feed our families. To give our kids the opportunity for a better life.

But the threats and looks leave my people feeling unworthy.

**“This is for you  
We are also deserving  
of beautiful spaces.”**

Gloria, an entrepreneur at the WBC, knows this feeling. In Colombia, she was a respected police officer. When she immigrated to the US, her professional training did not transfer, and she had to start over.

Gloria heard about the WBC and came to us because she wanted to create a business making her famous Colombian salsa.

After she completed her entrepreneurship training, we offered her an opportunity to promote her salsas at the WBC's grand opening.

When she walked in and the tables covered in flowers, she was shocked.

“But this is too fancy,” she protested. “Is this really for me?”

“Yes,” I replied. “As fancy as it is, this is for you. We are also deserving of beautiful spaces.”

I learned that lesson from my mother. Even with all her responsibilities, my mom always makes time to be there for me.

And we need to be there for each other. For our undocumented people. For our women.

For our community.

Now that I am on the other side of that fear, I always ask myself how I can use my privilege to help others with what God has given me.

How can you?

**Laura Suarez**  
DIRECTOR  
CPLC WOMEN'S BUSINESS CENTER







# Dear Overcomer,

I wanted nothing to do with this place.

They call me Mamá Claudia. I am a chef at CPLC Corazon, a home where men can recover from alcohol and drug addiction.

I believe God chose me to feed these muchachos and give them a mother's love.

But I didn't always love them. In fact, I used to judge them.

I have a brother and nephews in Mexico who suffer from alcohol abuse. I couldn't understand why they would choose to harm themselves and their families.

After getting to know the muchachos at Corazón, I realized I got it all wrong.

What they are going through is an illness. But they're good people. They're such good people.

The muchachos often help me wash dishes. It's an excuse to get a second serving of the pudín

that brought one young man to tears, because it reminded him so much of his abuelita. Or to talk about how much they long to get healthy, to be able to see their child soon.

Every time I come into work at 3 am, I find them waiting in the kitchen. Waiting to tell me their

**“They're good people. They're such good people.”**

nightmares, their dreams, their latest problems, and the good things in their lives.

I've come to cherish these moments so much. I feel as if I am helping my nephews in Mexico.

It amazes me how much I have become like my own mother.

My mamá was also a chef. She was a single mother who raised my seven siblings and I all on her own, back in Mexico.

When I was younger I would wash my mother's clothing. I would give it back to her, complaining of the smell of grease.

Last week my son washed my clothing, and he complained about the same thing.

I could only smile. I am proud I followed in my mother's footsteps.

And I am glad I did take this job despite all the excuses and demands I made.

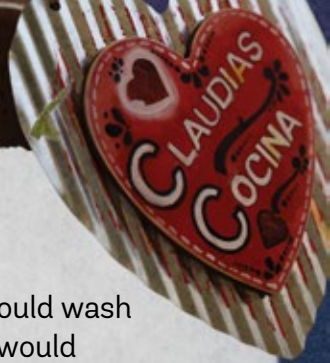
God brought me here to take care of these muchachos. **To be their “Mamá Claudia.”**

Saludos,  
**Claudia Ruiz**  
CHEF  
CPLC CORAZÓN

picando salchicha

Mamá Claudia y los muchachos

Hechas con amor





# Dear Helper,

For other kids, an apple and peanuts might be a disappointing Christmas present.

But as a first-generation Mexican American whose parents struggled at times to make ends meet, it meant the world simply to get a gift for Christmas.

And it was CPLC's Ángeles del Barrio event that made it possible for families like mine.

In the years since, I have made my way back to this event. As an adult, as a volunteer, and as a sponsor.

I know events like these matter, because I was once that child.

In those days, we looked to CPLC to stand up for our community when others were trying to bring us down.

I could never imagine I would one day lead this organization

*“It meant that Santa didn't forget me.”*

as the Chair of the Board of Directors—and that what started as a grassroots group of committed neighbors would grow into a national nonprofit serving five states.

I am glad I was able to contribute to this movement.

Now, as my term as Board President has come to a close and I have retired from my longtime employer, I am more committed than ever to stay close to CPLC.

I look forward to continuing to volunteer at CPLC's annual holiday event—and, this year, I invite you to join me.

I remember how happy I was to receive that apple and peanuts. Because for me, it meant so much more than an afternoon snack.

It meant that Santa didn't forget me.

Hope to see you soon,  
**Tony Moya**

**OUTGOING CHAIR  
CPLC BOARD  
OF DIRECTORS**







# Dear Healer,

It is with grace and reverence that we honor and remember our Uvalde children and teachers who were slain on May 24, 2022.

Nevaeh, Rojelio, Eliahna, Jailah, Layla, Alexandria, Maite, Annabell, Alithia, Maranda, Tess, Jayce, Xavier, Amerie, Uziyah, Eliahna, Jose, Makenna, Jacklyn, Teacher Eva, and Teacher Irma, we love you.

The massacre at Robb Elementary School changed their families and our Uvalde community forever.

As the town seeks paths of solace, our Uvalde Early

Childhood Development Center endures as a hub for children

*Nevaeh, Rojelio, Eliahna, Jailah, Layla, Alexandria, Maite, Annabell, Alithia, Maranda, Tess, Jayce, Xavier, Amerie, Uziyah, Eliahna, Jose, Makenna, Jacklyn, Teacher Eva, and Teacher Irma, we love you."*

and families. The Uvalde Center staff continues to serve, teach, support, connect, guide, and lead.

The community healing events they've hosted drew hundreds together in hopes to grow and spread the good stuff. Take a few moments to see how they show up and keep going even in the unimaginable.

As we remember our Uvalde angels, let's work to protect children and save lives.

With tremendous love and kindness,

**Andrea Martinez**

**SENIOR VICE PRESIDENT**  
CPLC EARLY CHILDHOOD DEVELOPMENT

Scan to watch the documentary



oplc.org/uvalde



**D**evin Booker from the Phoenix Suns surprised kids from the community at the opening of the CPLC Community Center's new basketball court and led a basketball clinic and scrimmage. 2K Foundations gave the center's basketball court a fresh new look designed by legendary Chicano artist Mr. Cartoon.



Int'l impact!

Future CEO XD

Access to **Technology** is key to student success. Yet many lack this basic need. So CPLC partnered with Cox and AZ STRUT to hold a series of laptop distribution events in our community throughout the year.



Latino Loud! Concert

Our **Latino Loud!** concert drove our community to vote! We brought four Latino bands to play at the free concert: Orkesta Mendoza, La Santa Cecilia, La Sonora Dinamita, and Chicano Batman.



STEM career day at GLAAZ

# we are CPLC



Ballet folklórico celebrating new court



Devin Booker !!

"Book" with kids at CPLC Community Cntr.



B-ball clinic



Mr. Cartoon

**Dolores Huerfía** visited Santa Rita Hall (CPLC's original headquarters) to commemorate the 50<sup>th</sup> anniversary of Cesar Chavez's Fast for Justice, where she coined the rallying cry "Sí, se puede." She spoke about the importance of activism and reminisced with those who had met her there in 1972.



catching up after 50 years!  
Dolores H.

CPLC teamed up with the Play Like a Girl Fdn. to bring NY Jets coach **Colette Smith** and other women leaders to the Girls Leadership Academy of AZ (GLAAZ) to inspire our students to pursue leadership and STEM careers.



# 90,004

CLIENTS DIRECTLY SERVED

# 180,516

INDIRECT IMPACT

# 657,379

OUTREACH IMPACT

# 927,899

TOTAL IMPACT IN FY22

## CLIENT DEMOGRAPHICS

# 35

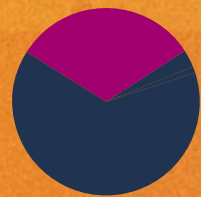
AVERAGE AGE

# 51%

IDENTIFY AS  
HISPANIC/LATINO

# 99%

RELY ON PUBLIC  
HEALTH INSURANCE



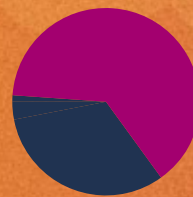
# 40%

HAVE NOT COMPLETED  
HIGH SCHOOL



# 53%

FEMALE



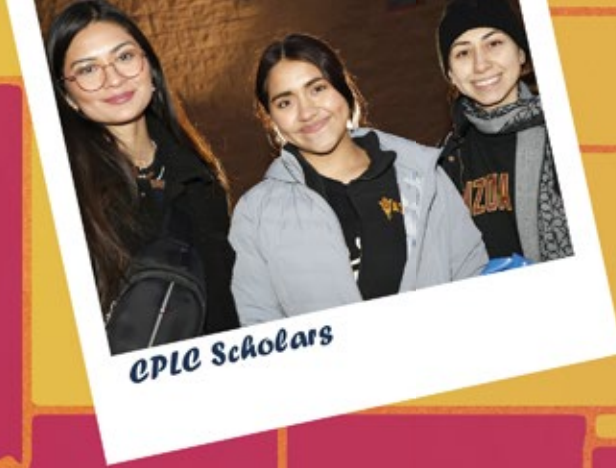
# 64%

SPEAK ENGLISH AS  
PRIMARY LANGUAGE



# 3/4

LIVE BELOW THE  
FEDERAL POVERTY LINE



## REVENUE MIX

# 84%

SELF-GENERATED



# 16%

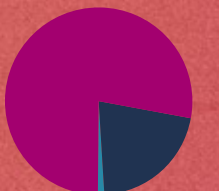
PHILANTHROPY  
& GOVERNMENT  
CONTRACTS

Note: self-generated revenue higher than usual due to PPP loan program.

## USE OF RESOURCES

# 78%

DIRECT SERVICES



# 1%

FUNDRAISING

# 21%

ADMIN

## FINANCIALS

REVENUE	\$445,282,312
EXPENSES	\$199,723,727
TOTAL ASSETS	\$2,594,678,177
NET ASSETS	\$349,278,669

AUDITED FINANCIALS  
BASED ON FISCAL  
YEAR ENDING  
JUNE 2022

# 100%

of donations from individuals support our nonprofit services—in other words, no funds donated to CPLC support administrative costs, which are covered by our self-generated revenue.

OFFICES IN  
**5**  
STATES



# LEADERSHIP

## executive staff

Alicia Nuñez *Interim President & CEO*

**EXECUTIVE VICE PRESIDENTS**

Andrés L. Contreras *Integrated Health, Social Services & Education*

Patricia Garcia Duarte *Homeownership Initiatives*

Max Gonzáles *Strategy & Relationship Management*

Nancy Lipman *Compliance, Risk & HR*

José Martínez *Economic Development*

Jesse Satterlee *Chief Financial Officer*

María Spelleri *General Counsel*

## board of directors

**EXECUTIVE COMMITTEE**

Delma Herrera\* *Cox Communication*

Alex Varela† *WL Gore*

Jody Sarchett‡ *Lovitt & Touché*

Stephanie Acosta§ *Ed & Verma Pastor Elementary*

**MEMBERS AT LARGE**

Abe Arvizu JR *City of Phoenix*

Barbara Boone *Western Alliance Bank*

Alberto Esparza *IRise*

Joe Gaudio *UnitedHealthcare*

Ted Geisler *Arizona Public Service*

Jose "Casper" Habre *City of Phoenix*

Dina de Leon *Arizona State University*

Sal Martinez *(Community Member)*

Rudy Perez *(Community Member)*

Cecilia Rosales MD, MS *University of Arizona*

Mike Solis *Food City*

Frank Salomon *(Community Member)*

Verma Pastor *(Community Member)*

Chad Welborn *CopperPoint Insurance*

## program boards

**CPLC COMMUNITY SCHOOLS BOARD**

Jaime Gutierrez *AZ State Senator, UA (Retired)*

Geneva Escobedo *Pima Community College (Retired)*

Victor Flores *Psychological and Consulting Services*

Alicia Nuñez *Chicanos Por La Causa*

**INT. HEALTH & HUMAN SERVICES**

Frank Salomon\* *City of Phoenix*

Lupe Campos *BCBS Arizona*

Greg Garcia PC *Law Offices of Gregorio M. Garcia*

Jesse O. Garcia *Adelante Healthcare*

Filiberto Gurrola *Collaborative Health Systems*

Jackie Hunter *U. of Vermont Health Network*

Jay Iole *Self-Employed*

DR. Jeff Livovich MD *Aetna*

DR. Becca Rodriguez *Team USA*

DR. Ruth Tan Lim MD *Dobson Pediatrics*

Veronica Ojeda-Gaucin *District Medical Group*

**CPLC PRESTAMOS**

Nancy Brown *Charles Schwab Bank*

Jose "Casper" Habre *City of Phoenix*

Dan Hernandez *CopperPoint Mutual*

Edmundo Hidalgo *Arizona State University*

Magdalena Verdugo *YWCA of Southern AZ*

**CPLC PRESTAMOS LOAN COMMITTEE**

Barbara Boone *Alliance Bank*

Ricardo Carlo *Assoc. Minority Contractors of America*

Guadalupe Gomez *Raza Development Fund Inc.*

Sherry Sentgeorge *Better Homes & Gardens/Bloomtree Realty*

# ADVISORY BOARDS

## region boards

**NEVADA GOVERNING BOARD**

John Ramirez *Chicanos Por La Causa*

Max Gonzales *Chicanos Por La Causa*

Alicia Nuñez *Chicanos Por La Causa*

Jose Martinez *Chicanos Por La Causa*

Andres Contreras *Chicanos Por La Causa*

Maria Spelleri *Chicanos Por La Causa*

Santana Garcia *City of Henderson*

Chelsie C. Campbell Esq\* *Campbell Legal Strategies*

Nileen Knoke *Cox Communications*

**NEW MEXICO**

Charlene Lujan\* *NM Dept. Cultural Affairs (GSD)*

Cheri Lujan † *NM General Services Dept. (GSD)*

Rebecca Ramirez§ *Springer Municipal Schools*

Annette Baca‡ *New Mexico Bank and Trust*

Issac Sandoval *At Home Advocacy, Inc.*

Lisa Saiz *We Care, Inc.*

Matthew Jaramillo *Public Service Co. of NM*

Edward Sena *Abbot Technologies, Inc.*

Veronica Serna *Mora County Board of Commissioners*

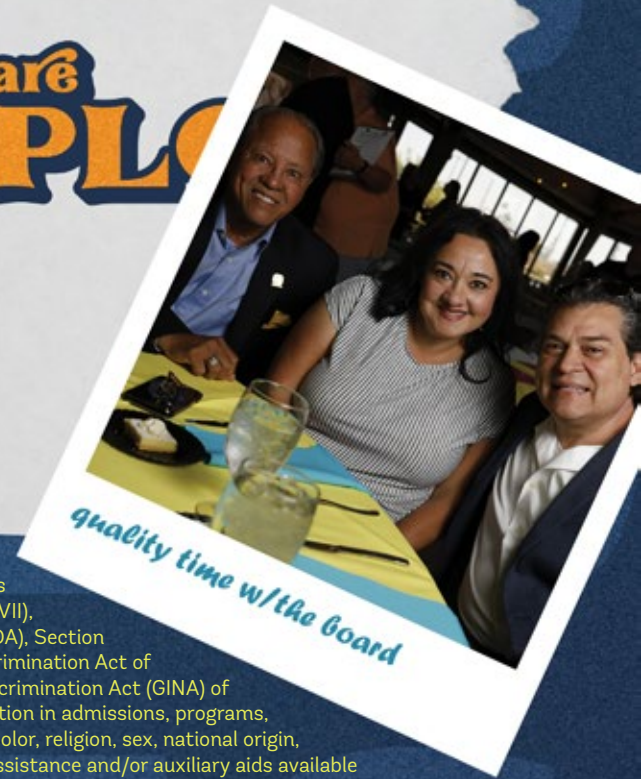
Renee Roybal *NM Dept. of Info. Tech (DoIT)*

Alejandra Dominguez *Parent*

Ralph Martinez *Los Alamos National Laboratory*



Latina Leaders !!



quality time w/ the board



Alicia w/ Dolores

Equal Opportunity Employer/Program • Under Titles VI and VII of the Civil Rights Act of 1964 (Title VI & VII), and the Americans with Disabilities Act of 1990 (ADA), Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, and Title II of the Genetic Information Nondiscrimination Act (GINA) of 2008; the Federal government prohibits discrimination in admissions, programs, services, activities, or employment based on race, color, religion, sex, national origin, age, disability, genetics and retaliation. Language assistance and/or auxiliary aids available upon request within each program. Email [compliance@cplc.org](mailto:compliance@cplc.org) with any accommodation requests. Additionally, if you believe your rights have been violated, you may make a report at <https://www.ethicssuite.com/report/CPLC> or by calling 1-844-469-6372. Any report may be made anonymously. Additionally, you may file a complaint directly with the Office of Civil Rights or the Department of Justice. Please contact the compliance department at 602-257-6708 or at [compliance@cplc.org](mailto:compliance@cplc.org) for contact information or to assist you with this process. This process shall protect the substantive rights of interested persons and assure that Chicanos Por La Causa, Inc and its affiliates meet the spirit and guidelines of Federal nondiscrimination authorities.

\*Chair    \*\*Co-Chair    †Vice-Chair    ‡Treasurer    §Secretary    ¶Emeritus



# SUPPORTERS & PARTNERS



AB Continental Services

Andersen Windows & Doors

Arizona Bank & Trust

Arizona Community Fdn.

Arizona State University

Banner Health

Blue Cross Blue Shield of Arizona

BMO Harris Bank

Capital One

Cardinals Charities

Centene Management Co.

Church of Jesus Christ of Latter-Day Saints

Community Fdn. For Southern AZ

Crescent Crown

Delta Dental

Dentons Global Services

Desert Diamond Casino West Valley

DLA Piper

Enterprise Holdings Fdn.

Fry's Food

In-N-Out Burger

Lambda Theta Nu Sorority

Lovitt-Touche/Thunderbird Charities

Mayo Foundation for Medical Education & Research

Miranda's Custom Cars

National Fair Housing Alliance

Nationwide

Oportun Loans

Pacific Premier Bank

Pima Community College

Resolution Copper Mining

Sanderson Museum & Village

Scottsdale Saguaros

Slave 2 Nothing Fdn.

Southwest Gas

Sunrise Fdn.

The Kresge Fdn.

The LeVecke Family Fdn.

The PNC Financial Service Group

The Rosendin Fdn.

Torres Consulting & Law Group

Torrez International

Tucson Electric Power

UNS Gas Inc.

Vanguard Charitable Endowment Program

Verizon Fdn.

Virginia G.

Piper Charitable Trust

Vitalyst Health Fdn.

Walmart

Western Alliance Bank

YMCA



**CHICANOS  
POR LA CAUSA**