A CHANCE TO CHANGE THE WORLD
FY19–20 ANNUAL REPORT
As the world changes rapidly, what people want remains the same: to live a meaningful life with dignity. Unfortunately, changes like rising economic inequality, resurgent discrimination, and the COVID-19 crisis threaten these aspirations for many. When world events seem overwhelming, it’s natural to want to disconnect. But some of our greatest leaps forward have occurred in response to crisis. CPLC is combatting the tides of injustice every day to change the world through the changed lives of the individuals and communities we serve.

Please take this CHANCE TO CHANGE THE WORLD by joining us in our mission to promote political and economic empowerment.

David Adame, President & CEO
EVERY MOMENT IS
AN ORGANIZING OPPORTUNITY
CPLC provides an opportunity for small businesses to survive during COVID-19.

EVERY PERSON
A POTENTIAL ACTIVIST
Former CPLC Head Start client looks forward to advocating for her community.

Every minute is a potential activist.

Every minute is a chance to change the world.

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Every minute is a chance to change the world.

CHICANOS POR LA CAUSA
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Our theme for 2020 is a quote by Dolores Huerta, who coined the phrase “Sí, se puede,” a rallying cry for activists across the world, at our headquarters in 1972. This year, we featured messages from her and other celebrities at our virtual celebration encouraging the community to change the world through their vote.

CPLC Scholarship recipients volunteer to change the world one family at a time.

—DOLORES HUERTA
CPLC Prestamos is filling a critical need to help small businesses keep the lights on during COVID-19.

CPLC Prestamos was formed to serve small businesses in low-income communities and Latino and minority-owned businesses. We provide capital to businesses that don’t have banking relationships or might not qualify for loans. During the pandemic, CPLC Prestamos is administering Paycheck Protection (PPP) loans to help small businesses keep their doors open. We ramped up our operations, serving more than 900 businesses and deploying $26 million in capital to save almost 4,000 jobs.

Three small businesses CPLC Prestamos served throughout the Southwest are Penelope Wildberry, an online apparel store; Tamales y Tacos Puebla, a Mexican Food catering company; and Arizona Foundation for Women, a nonprofit that provides research, advocacy, and philanthropy for women’s safety, health, and economic empowerment.

Before COVID, each of these businesses was taking off. Penelope was on track to hit their highest sales numbers, Tamales y Tacos Puebla had a full schedule of events booked, and Arizona Foundation for Women was on the eve of their largest fundraising event of the year. With the advent of COVID, all of that came to a halt. Penelope had to stop production, Tamales y Tacos Puebla began receiving requests for refunds from customers forced to cancel events, and Arizona Foundation for Women moved their event online, where it only received a fraction of the support it would have in person.

Each of these businesses reached out to a variety of traditional banking sources to stay afloat, and each was denied. CPLC Prestamos connected each of these organizations with a loan through the Paycheck Protection program, providing an opportunity to avoid laying off employees and going out of business.

In the words of Joshua Mejia, co-owner of Penelope Wildberry, “Mil, mil, mil gracias... [Prestamos] went above and beyond in every way... I don’t think we would have obtained the loan without that kind of guidance. I’m a customer for life, that’s for sure.”
Nancy grew up in the Queen Creek community, where her father was a farmworker and she attended CPLC’s Head Start center. Her family only spoke Spanish at home, and she credits the Head Start program with teaching her English and preparing her to successfully navigate the education system. Throughout school, Nancy drew on this experience to help other Spanish-speaking students who did not speak English.

Now that she has earned a degree in Global Health with a minor in Women and Gender Studies, Nancy hopes to be an **activist** for Spanish-speaking patients as an OB-GYN, helping give their families a head start through access to healthcare in their native language.

Our services are provided to disenfranchised, marginalized, and invisible groups. Most of the families we serve are farmworkers in the fields. They trust us to prepare the children for an education system which they may not be familiar with themselves. These individuals do not necessarily have access to CARES Act support. As “essential workers,” they risk exposure to COVID-19 at work every day without regular testing.

At your next meal, consider the food on your plate: It’s likely that a third came from a farm, ranch, or dairy worked by the parents in one of CPLC’s Head Start programs.
Through the Help Our Kids Connect campaign, CPLC Scholars are bridging the digital divide.

In 1994, a group of CPLC employees came together to form a scholarship. That grassroots initiative developed into a fully-fledged program with partnerships at ASU, UA, and community college districts. Since 2008, we have distributed $4.3 million in scholarships to Latino students across the state.

Celina is a current ASU student and CPLC scholarship recipient who has used her scholarship to give back to those in need. As lead intern for the Help Our Kids Connect program, she is raising money to give low-income youth access to the computer hardware and internet necessary to participate in school online.

The COVID-19 pandemic has exacerbated this issue as K-12 schools have moved online. To address this disparity, CPLC established the Help Our Kids Connect campaign this year, which refurbishes old computers to distribute to families in need. This campaign incorporates an internship for CPLC scholars to give them an opportunity to serve the community while gaining valuable leadership and workplace experience.

With the help of our scholars, the Help Our Kids Connect campaign has changed the world for 100 families by providing free computers and internet access. But that’s just a start: the program is in the process of assembling another 600 computers, and Cox Communications has committed to donating an additional 150. That makes 850 families that the program is on track to serve this year.

Even after the COVID-19 pandemic has passed, the integration of technology into school and business will remain, which means bridging the digital divide is more important than ever.

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The city of Las Vegas taps CPLC Nevada to operate homeless shelter
The Courtyard sits in the heart of Las Vegas, with doors open to all who need help.
The City of Las Vegas recently selected CPLC Nevada from three non-profits to take over the Courtyard Homeless Resource Center, known as “The Courtyard.” The city cited CPLC’s experience operating shelters, managing affordable housing, and providing excellent workforce training.

CPLC opens “virtual offices” to safely provide immigration services
CPLC Arizona adapts to continue serving the community during COVID-19.
Demand for CPLC’s Family Immigration Services didn’t let up when COVID-19 hit. However, many of our clients are not comfortable using technology on their own or don’t have internet access at home. CPLC adapted by creating fully socially-distanced “virtual offices” at multiple Southern AZ locations. The live video conference does not require tech knowledge, so community members can continue to access needed services.

Chicanos Por La Causa goes global with new base in Mexico
CPLC is going international with the establishment of CPLC Global.
The first of our regions to be established outside of the states will be in Mexico. There are already plans to start working in Mexico City and the town of Hermosillo. As CPLC moves into this next phase and new space, we are devoted to helping marginalized communities with the help of organizations based in Mexico and the United States.

CPLC Texas brings history of empowerment to the Lone Star State
CPLC debuts in Texas with small business assistance in time of need.
Texas is an economic powerhouse, with more than 224,000 businesses created last year. It is also the United States’ larger exporter, with more than $90 billion worth of exports to Mexico alone every year, cementing Texas as the 10th Largest economy in the world.
CPLC Texas enters ready to help this bustling economy at a time when the pandemic has destabilized so many small businesses.
During this pandemic, CPLC Prestamos has provided more than $660,000 in Payroll Protection (PPP) loans to preserve the jobs of hard-working Texans.
CPLC Texas has also partnered with national consulting firm Guidehouse to provide project management for COVID-19 economic recovery efforts in Harris and Travis Counties, taking the lead in workforce development to help the people of these counties get back to work.
As our country continues to persevere through this crisis, CPLC is here to help Texas navigate, recover, and rebuild.

CPLC New Mexico provides utility assistance to New Mexico families
Times are tough for many New Mexicans working hard to provide for their families
This pandemic has ripped stability and security away from so many who have lost jobs through no fault of their own. CPLC New Mexico is giving families their stability back.
HELP New Mexico (HELPNM), an affiliate of CPLC New Mexico, has teamed up with New Mexico power company PNM to provide families with millions of dollars in relief.
New Mexico families with overdue electric bills won’t have to worry about their power being turned off. Thanks to HELPNM and PNM, kids are attending school safely online, parents are working from home, and grandparents stayed cool during the hot summer months.

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CLIENT DEMOGRAPHICS

628,406 lives impacted in FY19–20

86,868 direct service
166,533 indirect impact
375,005 outreach impact

40% have not completed high school
3 out of 4 live below the federal poverty line
58% are female

75% identify as "Hispanic"
72% white
2% other
1% asian
17% black
6% native american
3% multi-racial

75% speak English as their primary language
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FINANCIALS

REVENUE MIX

- 84% DIRECT SERVICES
- 12% GOVERNMENT CONTRACTS
- 4% PHILANTHROPY

USE OF RESOURCES

- 100% of donations support our nonprofit services. No funds donated to CPLC support administrative costs.

REVENUE
$108,455,945

EXPENSES
$93,213,289

TOTAL ASSETS
$232,208,325

NET ASSETS
$61,270,905

LEADERSHIP

EXECUTIVE STAFF

David Adame
President & CEO

Andrés L. Contreras
EXECUTIVE VICE PRESIDENTS

- Social Services & Education
- Integrated Health & Human Services
- Strategy & Relationship Management
- Economic Development
- Chef Financial Officer
- Real Estate Operations
- General Counsel

FINANCIALS

EXECUTIVE COMMITTEE

- Antonio Moya
- Delma Herrera
- Alex Varela
- José Martinez
- Alicia Nuñez
- Germán Reyes
- María Spelleri

BOARD OF DIRECTORS

- EXECUTIVE COMMITTEE
  - Antonio Moya
  - Delma Herrera
  - Alex Varela
  - José Martinez
  - Alicia Nuñez
  - Germán Reyes
  - María Spelleri

- MEMBERS AT LARGE
  - Abe Arvizu
  - Barbara Boone
  - Terry Cain
  - Dan Hernandez
  - Salvador Martinez

- OTHER WORLDWIDE MEMBER AMBASSADORS
  - Jody Sarchett
  - Mike Solis

- MEMBERS AT LARGE - TRUSTEES
  - Jim Vigil

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