That desire for dignity is what drove a small group of student and community activists to form Chicanos Por La Causa in 1969. We envisioned a dignified life for our families, our communities, and ourselves.

While many aspects of that vision have come to pass, we continue to grapple with a lack of representation. In the 1960s and 1970s, CPLC protested discriminatory policies imposed on our community without our input. Many of these policies were not explicitly racist. Some even claimed to be for our benefit. But what they all had in common was the people who developed them did not understand our community and our day-to-day lived experience.

Today, Chicanos Por La Causa fights for disenfranchised people of all backgrounds. And we continue to battle this lack of representation in the seats of power.

This power imbalance is at the core of our mission: Empowered Lives.

Perhaps the most important way we promote empowerment is by connecting individuals and communities with the sources of power that impact their day-to-day lives.

UFWOC HUELGA FLAG
The huelga, or strike, was the primary source of power for Farm Workers. Inspired by César Chávez and Dolores Huerta, CPLC co-founder Gus Gutierrez led the farmworker movement in Arizona.
COMMUNITY
 Rooted in ancestral knowledge, CPLC Nahui Ollín youth program connects youth with their history, identity, and community.

ACCOUNTABILITY & RESPONSIVENESS

VISIONS FOR TOMORROW

FOLKLORICO DANCERS
Every year since 1970, Chicano and Indigenous communities of the Santa Cruz River Valley have gathered to celebrate their culture and history at the Fiesta de Tumacácori, south of Tucson, AZ.

361 Youth served this year
6 Participating schools

Rooted in ancestral knowledge, CPLC Nahui Ollín youth program connects youth with their history, identity, and community.

It may seem strange to begin “Visions for Tomorrow” by looking at the past. But when a community’s past has been overlooked, it’s the only place to begin.

CPLC Nahui Ollín helps youth reconnect with the teachings of their ancestors to orient themselves in the world. This can be transformational for students who have never been told they come from greatness. They find a sense of dignity and begin to seek to improve the world.

We also work with school administrations to implement RESTORATIVE JUSTICE.

When a student has an issue that warrants discipline, we bring in the community surrounding the student—their parents, extended family, and mentors—to talk through the issue and determine a way to rectify the circumstance, or “restore justice.” Because students are active participants in their own discipline, they are more likely to hold themselves accountable.

Restorative Justice recognizes students as individuals and seeks to understand the reasons behind their behavior. Further, it positions them as members of a community that will support them long after they leave our program.

ANNUAL REPORT 2021
Our nation continues to grapple with a worsening housing shortage. Yet, an important voice is being left out of policy debate—the individuals and families most impacted by housing policy.

To counter this imbalance, CPLC Supportive Housing Services just hosted our first-ever POLICY AND ADVOCACY INSTITUTE for individuals with lived experience in health and housing programs.

The Policy and Advocacy Institute is a crash-course in community advocacy. Through this program, individuals provide insight into the barriers they experienced in their journey from homelessness to housing stability. Their valuable feedback and recommendations help CPLC provide better services.

Participants in this program also developed a series of policy recommendations to share with the broader health and housing systems, other institutions, and emergency homeless shelters dealing with Housing Stability & Eviction Prevention, Property Management & Landlord Engagement, and Housing Services.

Our goal is to create systems-level change informed by the lived experience of the individuals in the system.
Our democracy only works if it represents the people. Unfortunately, a series of strategies from gerrymandering to voter suppression have eroded the people’s access to power. CPLC is working to combat these efforts.

For the past few years, CPLC’s Advocacy team has worked for a fair and accurate 2020 CENSUS count in the face of tactics that stifled the Latino count—and as a result our representation in congress. While we were not able to prevent an undercount of rural and Latino communities in AZ, we minimized the damage and are now working directly with the census bureau on the 2020 census audit.

CPLC also helped organize a coalition in AZ to advocate for Latinos in the REDISTRICTING process—prioritizing representation of the communities our legislature serves. Our influence helped preserve 4 Latino districts in the state.

Currently, we are undertaking a $10 million dollar VOTER REGISTRATION campaign to encourage Latino voter participation, which has historically been underrepresented. Only through participation in the system will our community be able to ensure that our voices are heard and represented.
OFFICES IN FIVE STATES & MEXICO

CPLC impacts lives across the country, with a specific emphasis on developing and nurturing programs in the Southwest. This map highlights the states with physical CPLC offices providing direct services to the community.

ARIZONA
Offices in 15 of 15 Counties

CALIFORNIA
Offices in 2 of 58 Counties
(Los Angeles and Alameda)

NEW MEXICO
Offices in 33 of 33 Counties

NEVADA
Offices in 6 of 17 Counties
(Carson City, Clark, Douglas, Elko, Mineral, & Washoe)

TEXAS
Offices in 15 of 254 Counties
(Bailey, Dimmit, El Paso, Floyd, Frio, Hidalgo, Jim Wells, Lubbock, Maverick, San Patricio, Uvalde, Webb, Zavala)

IMPACT TODAY TO SHAPE TOMORROW

Map 1.
Map of states with CPLC operations FY20/21.
In FY 20/21, CPLC Prestamos, our small business loan program, provided 433,000 Paycheck Protection Program (PPP) loans valued at $6.6B.

By leveraging and scaling technology, Prestamos was able to reach all 50 states and 4 territories with an emphasis on traditionally underserved small businesses, including sole proprietors, that had been largely overlooked for PPP funding by traditional banks.

50 U.S. States Served
4 U.S. Territories Served
(U.S. Virgin Islands, Puerto Rico, District of Columbia, and Guam)

92% of total loans given to Sole Proprietor and Independent Contractors

91% of loans went to Sun & Rust Belt states.

*Sun & Rust Belt states make up 51% of states & territories represented.
The Paycheck Protection Program (PPP) increased CPLC’s impact this year exponentially compared to previous years. We anticipate that next year’s impact will decline significantly, as this was a temporary program in response to the COVID-19 pandemic. The right-hand page shows our year-over-year growth without the PPP Program to demonstrate our sustainable growth trajectory.
Native American representation increased significantly. In FY20/21, CPLC acquired large programs in New Mexico that serve mostly Native American individuals.

One in ten clients report a disabling condition. 10% of CPLC clients in FY20/21 reported a disabling condition. This percentage increased from last year due to the population at the Courtyard Homeless Resource Center.

2% of CPLC clients are veterans. Nevada has the highest percentage of veterans of any region due to the high population of veterans at the Courtyard Homeless Resource Center.

Less than one in four clients have any higher education. More than three quarters of clients had a high school diploma or less, and less than 10% have a higher education degree of any kind.

Most clients rented or did not have a home. In FY20/21, half of CPLC clients reported renting their living space. Another one in four reported experiencing homelessness, due to CPLC’s increased focus on homelessness programs, such as the Courtyard Homeless Resource Center in Nevada.

More than half of clients sought additional employment. In FY20/21, 51% of CPLC clients reported being unemployed, and one in five clients were employed full time.

CLIENT DEMOGRAPHICS
AT A GLANCE

P R O G R A M S & S E R V I C E S

HEALTH & HUMAN SERVICES
- BEHAVIORAL HEALTH
- DOMESTIC VIOLENCE
- HEALTH INSURANCE
- HIV SERVICES
- HUMAN TRAFFICKING
- IMMIGRATION
- PARENTING
- SENIOR SERVICES
- SUBSTANCE ABUSE

EDUCATION
- EARLY CHILDHOOD DEVELOPMENT
- YOUTH ENRICHMENT
- COMMUNITY SCHOOLS
- SCHOLARSHIPS
- ADULT EDUCATION
- TEACHER APPRECIATION

ECONOMIC DEVELOPMENT
- SMALL BUSINESS LENDING
- WORKFORCE SOLUTIONS
- COMMERCIAL DEVELOPMENT

ADVOCACY
- GET OUT THE VOTE
- LEGISLATIVE ACTION

HOUSING
- HOMELESSNESS
- HOUSING COUNSELING
- NEIGHBORHOOD STABILIZATION
- RURAL HOUSING
- SINGLE- & MULTI-FAMILY HOUSING
- UTILITY ASSISTANCE

VISIONS FOR TOMORROW ANNUAL REPORT 2021
VISIONS FOR TOMORROW

CHICANOS POR LA CAUSA

AZ 13,070
44%

NV 5,298
60%

NM 25,617
100%

TX 2,906
58%

CPLC FY20/21 46,891
65%

CPLC FY19/20 20,816
39%

CLIENT DEMOGRAPHICS

RACE & ETHNICITY

The percentage of CPLC clients who do not identify as Hispanic increased significantly this year—from 25% in FY19/20 to 49% in FY 20/21. This shift is the result of new programs in Nevada and New Mexico which predominantly serve non-Hispanic individuals.

The percentage of CPLC clients who identify as Black/African American increased to 15% this year as a result of outreach to this population in the De Colores Domestic Violence Shelter, Courtyard Homeless Resource Center, and Housing Counseling programs.

Native American representation increased to 15% as well as a result of the acquisition of large programs serving predominantly Native Americans in New Mexico.

AZ 11,424
38%

NV 5,267
99%

NM 23,424
91%

TX 2,854
57%

CPLC FY20/21 42,969
60%

CPLC FY19/20 16,068
30%

Hispanic 69% 16% 45% 81% 51% 75%

Not Hispanic 31% 84% 55% 19% 49% 25%

HISPANIC

NOT HISPANIC

51%

49%

CLIENT DEMOGRAPHICS

GENDER

In FY 20/21, the average age of CPLC clients was 36 (versus 32 in FY 19/20). An increase could be attributed to Nevada’s older average (due to Courtyard) and/or a higher set of records available to report in Arizona programs.

Note: Average age is at parity for all states represented below based on the General Population in the US Census (37-38).

AGE

In FY20/21, educational attainment levels have remained low, with over three-quarters of clients having a high school diploma or less. There was a significant decrease in individuals who have a 2 or 4 year degree from the previous year.

EDUCATION LEVEL

HISPANIC

51%

NOT HISPANIC

49%

HIGH SCHOOL GRAD/EQUIVALENT

LESS THAN HIGH SCHOOL

SOME COLLEGE

2-4 YEAR COLLEGE GRAD

GRADUATE/POST-SECONDARY

35.4%

41.6%

16.6%

5.9%

0.5%

Hispanic 69% 16% 45% 81% 51% 75%

Not Hispanic 31% 84% 55% 19% 49% 25%
### Financials

**Revenue Mix**

- **64%** Self-Generated
- **20%** Government Contracts
- **9%** DIRECT SERVICES
- **1%** Fundraising Admin

**Use of Resources**

- **64%** Self-Generated
- **91%** Direct Services
- **20%** Percentage 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.

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Expenses</th>
<th>Total Assets</th>
<th>Net Assets</th>
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<tbody>
<tr>
<td>$220,452,430</td>
<td>$177,687,616</td>
<td>$7,992,413,745</td>
<td>$104,035,719</td>
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</table>

### Leadershp

#### Executive Staff

- **President & CEO**
  - David Adame
- **Executive Vice Presidents**
  - Andrés L. Contreras
  - Max González
  - José Martínez
  - Alice Nuñez
  - María Spelleri

- **Executive Committee**
  - Antonia Maya
  - Delma Herrera
  - Alex Varsel
  - Stephanie Acevedo

- **Board of Directors**
  - **Executive Committee**
    - **Chair**
      - Antonio Moya
    - **Vice-Chair**
      - Delma Herrera
    - **Treasurer**
      - Max González
    - **Secretary**
      - José Martinez
  - **Members at Large**
    - Abe Arvizu
    - Barbara Boone
    - Terry Cain
    - Alberto Esparza
    - Mike Espinoza
    - Joe Gaudio
    - Ted Gutter
    - Jose “Casper” Habre
    - Dina de Leon
    - Lupe Lomeli
    - Sal Martinez
    - Regina Montoya
    - Rudy Perez
    - Cecilia Rosales
    - Mike Saka
    - Jim Vigil

#### Program Boards

- **CPLC Community Schools Board**
  - Jaime Gutiérrez
  - Derick Escalante
  - Victor Flores
  - Alice Nuñez

- **INT. HEALTH & HUMAN SERVICES**
  - Frank Solomon
  - Leslie O. Barco
  - Lupe Campos
  - Jackie Hunter
  - Greg Garcia
  - Je. F. Lisowski
  - Robert Devall
  - Sharon C. McQuaide
  - Jay Iole
  - Robb Tan Lim
  - Becca Rodriguez

- **CPLC Prestamos**
  - David Adame
  - Nancy Brown
  - Jose “Casper” Habre
  - Dan Hernandez
  - Edmundo Hidalgo
  - Magdalena Verdugo

- **CPLC Prestamos Loan Committee**
  - Barbara Boone
  - Ricardo Coria
  - Guadalupe Dominguez
  - Sherry Sanjorge

#### Visions for Tomorrow Annual Report 2021

- **Appendix**
  - **Financials Leadership**
# Regional Boards

**Nevada Advisory Board**

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Organization</th>
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<tbody>
<tr>
<td>Chelsie C. Campbell</td>
<td>Campbell Legal Strategies</td>
</tr>
<tr>
<td>Thelma Lopez</td>
<td>Southwest Gas</td>
</tr>
<tr>
<td>Santana Garcia</td>
<td>City of Henderson</td>
</tr>
<tr>
<td>Liscia Ruiz</td>
<td>Mosaic Partners</td>
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<tr>
<td>Alex Ortiz</td>
<td>City of Henderson</td>
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<tr>
<td>Nilsen Knight</td>
<td>Clark County</td>
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**Nevada Governing Board**

<table>
<thead>
<tr>
<th>Name</th>
<th>Office/Organization</th>
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<tbody>
<tr>
<td>David Adamo</td>
<td>Chicanos Por La Causa</td>
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<tr>
<td>John Ramirez</td>
<td>Chicanos Por La Causa</td>
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<tr>
<td>Max Gonzales</td>
<td>Chicanos Por La Causa</td>
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<tr>
<td>Alicia Hurst</td>
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<tr>
<td>Juan Martinez</td>
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<tr>
<td>Andrea Contreras</td>
<td>Chicanos Por La Causa</td>
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<tr>
<td>Marie Spelleri</td>
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<tr>
<td>Chelsie C. Campbell</td>
<td>Chicanos Por La Causa</td>
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<tr>
<td>Nilsen Knight</td>
<td>Chicanos Por La Causa</td>
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**Southern Arizona**

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Johanna Guzman</td>
<td>Tucson Electric Power</td>
</tr>
<tr>
<td>John Barc</td>
<td>TEP/UNS/Unisource</td>
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<tr>
<td>Daniel Fernandez</td>
<td>University of Arizona</td>
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<tr>
<td>N X Alvarez-Mexia</td>
<td>Chicanos Por La Causa</td>
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<tr>
<td>Lucy Anderson</td>
<td>AZ Minority Contractors Assoc.</td>
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<tr>
<td>Ricardo Carlos</td>
<td>Southwest Sea</td>
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<tr>
<td>Blaise Caudill</td>
<td>AZ Society of Hispanic</td>
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<tr>
<td>Daniel Fernandez</td>
<td>Executives</td>
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<tr>
<td>Manuel “Joy” Gonzagas</td>
<td>Cesar FSB</td>
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<tr>
<td>Victor Gonzagas</td>
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<tr>
<td>Johanna Guzman</td>
<td>AZ Complete Health</td>
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<tr>
<td>Sindy Holcomb</td>
<td>Expect More Arizona</td>
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<tr>
<td>Selena Llamas</td>
<td>Tucson Industrial Dev. Auth.</td>
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<tr>
<td>Lawrence T. Lucero</td>
<td>Maricopa Community Colleges</td>
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<tr>
<td>Catherine Mogrogo</td>
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<tr>
<td>Ernesto Melendiz</td>
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<td>Anamaria Medina</td>
<td>US Army Retired Paragonet</td>
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<td>Laura Pieslawski</td>
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**New Mexico**

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<tr>
<td>Charlene Lopez</td>
<td>NM Dept. Cultural Affairs (ODU)</td>
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<tr>
<td>Rebecca Ramirez</td>
<td>NM General Services Dept. (GSD)</td>
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<td>Annette Biscal</td>
<td>Springer Municipal Schools</td>
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<tr>
<td>Issac Sandoval</td>
<td>New Mexico Bank and Trust</td>
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<tr>
<td>Lasci Sis</td>
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<tr>
<td>Mathew Jaramillo</td>
<td>We Care, Inc.</td>
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<tr>
<td>Edward Sieno</td>
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<td>Verrisim Siers</td>
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<tr>
<td>Renee Roobol</td>
<td>Maricopa County Board of Commissioners</td>
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<tr>
<td>Alejandra Dominguez</td>
<td>NM Dept. of Info. Tech (DoIT)</td>
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<tr>
<td>Ralph Martinez</td>
<td>Parent</td>
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**Appendix**

**Advisory Boards Sponsors**

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<td>Petroleum Association</td>
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**Vision For Tomorrow**

- Chicanos Por La Causa
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