



**CHICANOS
POR LA CAUSA**

A CHANCE TO CHANGE THE WORLD

FY19-20 ANNUAL REPORT

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EVERY PERSON A POTENTIAL ACTIVIST, EVERY MINUTE***A CHANGE TO
CHANGE THE
WORLD****—DOLORES HUERTA**

As the world changes rapidly, what people want remains the same: to live a meaningful life with dignity.

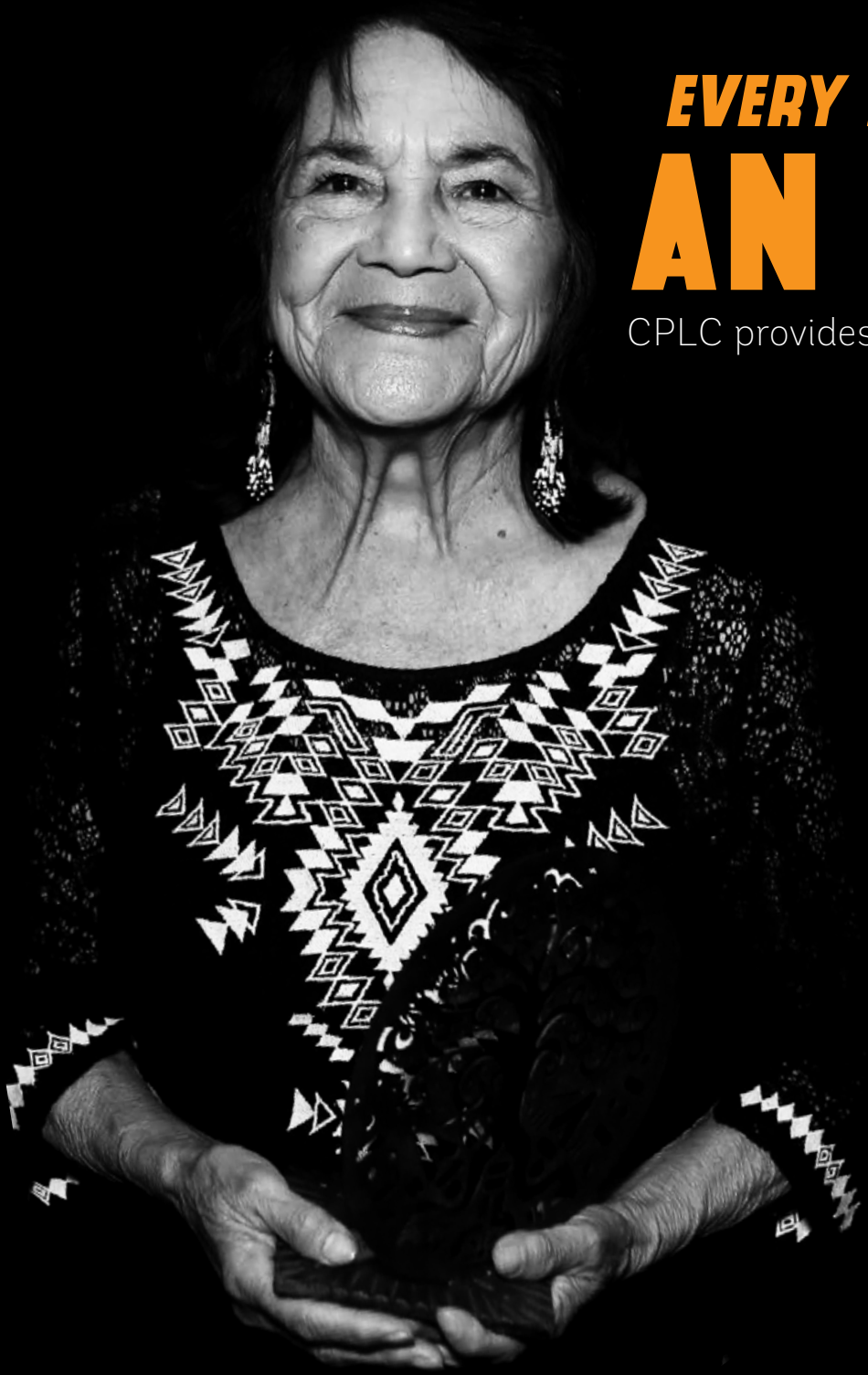
Unfortunately, changes like rising economic inequality, resurgent discrimination, and the COVID-19 crisis threaten these aspirations for many.

When world events seems 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.

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.

**EVERY MINUTE
A CHANGE TO
CHANGE THE WORLD**

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

—DOLORES HUERTA

EVERY MOMENT IS

AN ORGANIZING OPPORTUNITY

SMALL-BUSINESS LENDING
CPLC PRESTAMOS

MORE THAN 900
SMALL BUSINESSES ASSISTED THROUGH PPP LOANS

MORE THAN \$26 MILLION
DEPLOYED THROUGH PPP PROGRAM

NEARLY 4,000
JOBS SAVED VIA PPP LOANS



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 business 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."

EVERY PERSON

A POTENTIAL ACTIVIST

This year, Nancy graduated with her bachelor's degree and aspirations to give back to her community. In her words, "it was all because of the Head Start program."

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.

CPLC provides Early Childhood Development (ECD) services, also called "Head Start," to children ages 6 weeks to 5 years. 92% of that work occurs in rural communities in Arizona and New Mexico.

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 their 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.

HEAD START PROGRAM
CPLC EARLY CHILDHOOD DEVELOPMENT

92%
OF OUR HEAD START CLIENTS LIVE IN RURAL COMMUNITIES

THIS YEAR, OUR HEAD START PROGRAMS SERVED

995
CHILDREN

OUR HEAD START PROGRAMS HAVE SERVED RURAL COMMUNITIES FOR

25 YEARS

EVERY MINUTE

SCHOLARSHIPS CPLC SCHOLARS

MORE THAN
\$4.3 MILLION
IN SCHOLARSHIPS
AWARDED SINCE 2008

CPLC HAS AWARDED
MORE THAN
500
FULL SCHOLARSHIPS
TO ASU AND MARICOPA
COMMUNITY COLLEGES

THIS YEAR, OUR
SCHOLARS ARE ON
TRACK TO HELP
850
FAMILIES BRIDGE THE
DIGITAL DIVIDE

A CHANGE TO CHANGE THE WORLD

There has been a longstanding “digital divide” separating students with and without computer access at home. For low-income students, the inconvenience of having to type an essay on a smartphone or not being able to search for information online are barriers impeding academic success.

The COVID-19 pandemic has exasperated 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.

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.

REGIONS

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 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 (HELPM), 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 HELPM and PNM, kids are attending school safely online, parents are working from home, and grandparents stayed cool during the hot summer months.

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.

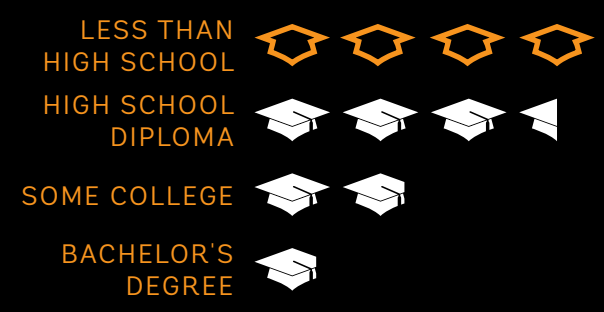
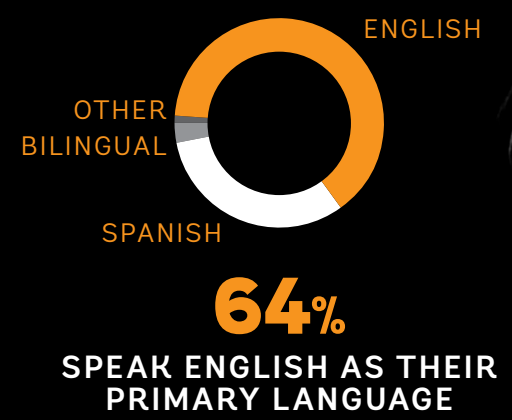
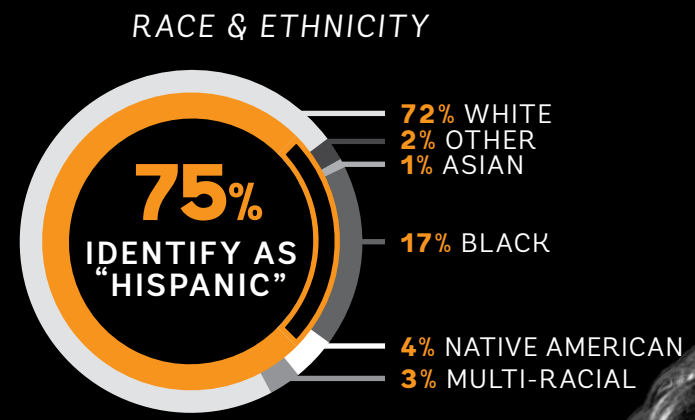
CPLC Texas enters ready to help this bustling economy at a time when the pandemic has destabilized so many small businesses.

During this pandemic, CPLC Prestamos has provided more than \$680,000 in Payroll Protection (PPP) loans to preserve the jobs of hard-working Texans.

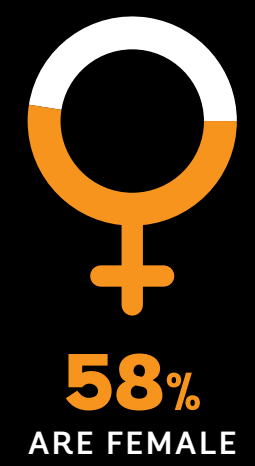
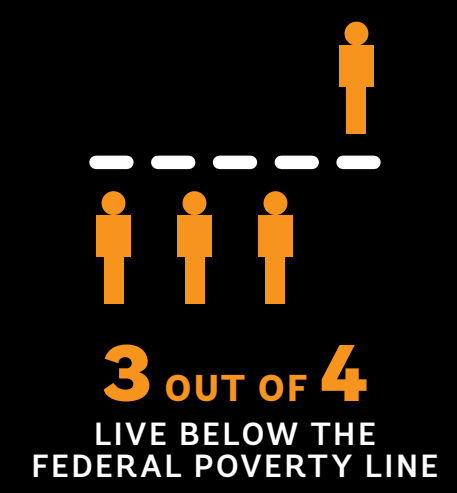
CPLC Texas has also partnered with national consulting firm Guidehouse to provide project management for COVID-19 economic recovery efforts in Harris and Travis Counties, taking the lead in workforce development to help the people of these counties get back to work.

As our country continues to persevere through this crisis, CPLC is here to help Texas navigate, recover, and rebuild.

CLIENT DEMOGRAPHICS

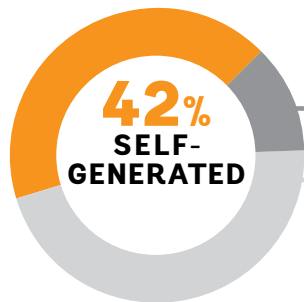


40%
HAVE NOT COMPLETED
HIGH SCHOOL



FINANCIALS

REVENUE MIX



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*

EXECUTIVE VICE PRESIDENTS

Andrés L. Contreras	<i>Social Services & Education</i>
Max Gonzáles	<i>Integrated Health & Human Services</i>
José Martínez	<i>Strategy & Relationship Management</i>
Alicia Nuñez	<i>Economic Development</i>
Germán Reyes	<i>Chief Financial Officer</i>
María Spelleri	<i>Real Estate Operations</i>
	<i>General Counsel</i>

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Mike Esparza	<i>Crescent Crown Dist.</i>
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*Chair †Vice-Chair ‡Treasurer §Secretary



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Izzy Gonzales	AZ Hispanic Chamber
Victor Gonzales	City of Sahuarita
Selena Llamas	Expect More Arizona
Lawrence T. Lucero	UNS Energy Corp./TEP
Annemarie Medina	University of Arizona
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**Co-Chair †Vice-Chair ‡Emeritus

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Pedro Cons	CPLC Int. Health & Human Services
Andres Contreras	CPLC Social Services & Education
Santana Garcia	City of Henderson
Max Gonzales	Strategy & Relationship Management
Nileen Knoke	Cox Communications
Alicia Nuñez	CPLC Chief Financial Officer
José Martinez	CPLC Economic Development
John Ramirez	CPLC Business Enterprises
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María Spelleri	CPLC General Counsel

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Alex Ortig	Clark County
Santana Garcia	City of Henderson
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Cheri Lujan †	E. Torrance Soil and Water Cons. Dist.
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Vanessa Haynes	Head Start Parent Policy Coun. Pres.
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Lisa Saiz	We Care Agency, Inc.
Isaac Sandoval	At Home Advocacy, Inc.
Veronica Serna	Mora County Board of Commissioners

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Alicia Nuñez	Chicanos Por La Causa

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Jackie Hunter	Banner Health
Greg Garcia PC	Law Offices of Gregorio M. Garcia
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Filiberto Gurrola	Health Net/Cenpatico Int. Care
Veronica Ojeda-Gaucin	District Medical Group
Jay Iole	Self-Employed
DR Ruth Tan Lim MD	Dobson Pediatrics
DR Becca Rodriguez	Team USA

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David Adame	Chicanos Por La Causa
Nancy Brown	Charles Schwab Bank
Jose "Casper" Habre	City of Phoenix
Dan Hernandez	CopperPoint Mutual
Edmundo Hidalgo	Arizona State University

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Guadalupe Gomez	Raza Development Fund Inc.
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Ellen Kirton	Small Business Development Center
Sherry Sentgeorge	Better Homes & Gardens/Bloomtree Realty

*Chair †Vice-Chair ‡Treasurer

*Chair

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OF ARIZONA



BANK OF AMERICA



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COX



Freddie Mac
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JPMorgan Chase Foundation

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KRESGE
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WELLS FARGO

AARP Foundation	Aunt Rita's Foundation	Charities Aid Foundation America	eHome	Immigrant Legal Resource Center	Oportun Loans	The University of Arizona
ADP	Banner Health	Chevron Corporation	Ford Motor Credit Company	JP Griffin Group	PetSmart Charities	Thunderbirds Charities
Aetna	Bashas - Food City	Community Foundation For Southern Arizona	Freeport-McMoRan Copper & Gold Foundation	Local Initiatives Support Corporation	Slave 2 Nothing Foundation	Tohono O'Odham Gaming Enterprise
American Family Insurance	BBVA Compass Bank Foundation	CopperPoint Insurance Companies	Fry's Food Store	National Association For Latino Community Asset Builders	State Bank Of Arizona	
Arizona Bank & Trust	Cardinals Charities	Crescent Crown Distributing	Garcia Family Foundation	OH Partners	Synchrony Financial	
Arizona Complete Health	Catholic Legal Immigration Network		Gila River Gaming Enterprise		The Carmax Foundation	
Arizona State University						

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