

ANNUAL REPORT 2018



**CHICANOS POR LA CAUSA**  
FIFTY YEARS OF EMPOWERMENT





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FIFTY YEARS OF EMPOWERMENT

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# 50 YEARS OF EMPOWERMENT

## 2018 CPLC IMPACT

**378,103**  
LIVES EMPOWERED IN 2018

**1.4 MILLION**  
LIVES IMPACTED OVER THE PAST 6 YEARS

**\$1.75 BILLION**  
CONTRIBUTED TO ARIZONA'S  
ECONOMY OVER THE PAST 10 YEARS

*"Lives Empowered" and "Lives Impacted" are derived from a combination of direct impact, indirect impact, and outreach.*

"HERE I STAND...

RICH IN COURAGE

AND

WEALTHY IN SPIRIT AND FAITH...

I AM THE MASSES OF MY PEOPLE AND

I REFUSE TO BE ABSORBED...

THE ODDS ARE GREAT

BUT MY SPIRIT IS STRONG...

I SHALL ENDURE!

I WILL ENDURE!"

—CORKY GONZALES, "I AM JOAQUIN"

1100  
ANCIENT  
HOHOKAM  
COMPLETE  
CANAL  
SYSTEM,  
LAYING  
FOUNDATION  
FOR MODERN-  
DAY PHOENIX

1629

FIRST SPANISH MISSION  
ESTABLISHED IN TUCSON, AZ

TIMELINE



# a history of advocacy

WATCH CPLC'S  
DOCUMENTARY ONLINE AT

[cplc.org/Doc](http://cplc.org/Doc)

READ OUR COFFEE  
TABLE BOOK AT

[cplc.org/HereWeStand](http://cplc.org/HereWeStand)

CPLC began with a group of student and community activists who pushed back against racial discrimination.

**50** years later, we are celebrating our legacy by returning to our roots.

In the words of historian Dr. Pete Dimas, "The founding of Chicanos Por La Causa in 1969 appeared to be a radical political act. However, this moment was actually a natural result of the long evolution of the Chicano community."

While the popular narrative of Arizona's history often leaves out the significance of Mexican-Americans, or Chicanos, the state would not exist as it does today without their presence.

Despite their significant contributions, however, minorities make up less than 2% of all historical record in Arizona.

This lack of historical documentation is significant. Knowledge of one's history creates cultural confidence and a sense of belonging, which directly impacts school performance for students and strengthens the community as a whole.

CPLC has taken on the mantle of preserving and disseminating this history as part of our 50th Anniversary.

We brought on Dr. Dimas as well as historians from UCLA and UC Davis to develop a traveling exhibit and accompanying book documenting the history of Chicanos in Arizona.

The full book is now available at [cplc.org/HereWeStand](http://cplc.org/HereWeStand). The exhibit has appeared at multiple events in Phoenix and Tucson, with more showings scheduled throughout the year.

Additionally, CPLC partnered with Arizona PBS to create a documentary about our journey over the past 50 years from community activists fighting discrimination in the 1960s to a multi-state nonprofit garnering visits from several sitting presidents including President Obama in 2015.

The documentary aired in 2019 and will be available in PBS's education video library as well as at [cplc.org/Doc](http://cplc.org/Doc).

1821  
MEXICAN  
INDEPENDENCE  
FROM SPAIN

1846  
MEXICO CEDES  
ARIZONA TO  
UNITED STATES

1887  
ARRIVAL OF  
RAILROAD  
IN PHOENIX

1891  
SEGREGATION AGAINST  
MEXICAN-AMERICANS  
GAINS TRACTION IN AZ



# a healthy smile

Jilberto is something of a celebrity at CPLC Casa de Primavera senior apartments

**H**is charm and carefree smile is always a hit, whether he's laughing with other residents over lunch, greeting nurses as they pass in the hall, or dancing in the weekly Zumba class. However, things weren't always so bright for him.

Born in a small village in Mexico where his father worked in the fields on local farms, Jilberto dropped out of school early to become a cowboy. It was hard work but also a source of pride.

As he grew older, Jilberto married and started a family. But after a few years, his wife left them, leaving Jilberto a single father to five children.

With dim economic prospects and a family to care for, Jilberto made an impossible choice: he left his kids with his parents and gave up his career to move to the United States. Here he could earn more money, providing his family a better life.

Jilberto worked for many years as a dishwasher, landscaper, and custodian. All the while, he continued to send money home to his family.

While he made it by, he had nothing left for retirement as his later years approached.

Fortunately, Jilberto found a home at CPLC's Casa de Primavera apartments, which provide subsidized housing for low-income seniors.

This year, CPLC is proud to announce our new at-home nursing program, AZRA, based at Casa de Primavera.

The program sends nurses to the homes of Jilberto and many others like him to provide preventative health care.

As an immigrant who still speaks primarily Spanish, Jilberto does not understand the intricacies of the healthcare system.

Our home healthcare program greatly improves health outcomes, helping avoid costly and stressful emergency room visits by bringing bilingual care to people like Jilberto.

That personal care keeps Jilberto smiling. And Jilberto's smile brightens everyone's day at Casa de Primavera.

HEALTH &  
HUMAN  
SERVICES  
2018 IN  
REVIEW

5,331  
**FAMILIES**  
STRENGTHENED  
THROUGH  
PARENTING  
CLASSES

836  
**INDIVIDUALS**  
TREATED THROUGH  
OUR SUBSTANCE  
ABUSE PROGRAM

770  
**SURVIVORS**  
HEALED THROUGH  
OUR DOMESTIC  
VIOLENCE PROGRAM



1920s  
GOLDEN GATE BARRIO  
FORMS IN PHOENIX, AZ  
AS SKY HARBOR AIRPORT  
IS ESTABLISHED NEARBY

1952  
FATHER ALBERT BRAUN BEGINS  
SERVING GOLDEN GATE AND  
SURROUNDING BARRIOS, CREATING  
BACKDROP FOR CPLC TO FORM

1953  
PHOENIX UNION HIGH SCHOOL  
OFFICIALLY INTEGRATED



## HOUSING



## HOUSING

2018 IN REVIEW

5,511

**FAMILIES**

CALL OUR MULTIFAMILY  
PROPERTIES "HOME"

100

**INDIVIDUALS**

EXPERIENCING HOMELESSNESS  
HOUSED BY OUR SUPPORTIVE  
HOUSING PROGRAM

April's daughter, Shineeha, is truly her world.

Shineeha means "Amen" in the Navajo language, and Shineeha quickly became the focus of April and her husband, Aaron's, prayers.

At six months old, Shineeha began experiencing seizures which required frequent emergency hospital care.

However, from their rural home on the Navajo Reservation, the only way to get Shineeha to the Phoenix Children's Hospital was via helicopter.

As a result, the family's healthcare costs skyrocketed.

While the family was fortunate to have health insurance, moving closer to the children's hospital seemed like a dream out of reach.

That dream became a reality thanks to an innovative partnership between CPLC and UnitedHealthcare (UHC).

CPLC purchased an apartment complex with a loan from UHC. Rather than paying interest on the loan, CPLC provides subsidized housing at the complex for low-income UHC clients.

UHC's loan allows CPLC to create a safe living environment for working-class families and individuals. Their rent offsets the cost of housing for UHC clients in need like Shineeha's family. Safe and reliable housing vastly improves health outcomes, providing savings to UHC, and those savings take the place of the interest for the loan.

Through this program, the family's healthcare costs have dropped by half, and their stress has diminished significantly.

But more important to April and Aaron, they are able to provide better care for the most important part of their lives: Shineeha.

1969

**FARMWORKERS  
ACROSS AZ PROTEST  
FOR BETTER WORKING  
CONDITIONS LED BY  
GUSTAVO GUTIERREZ**

1969

**CPLC INCORPORATED IN GOLDEN GATE BARRIO  
BY JOE EDDIE LOPEZ, TERRI CRUZ, AND GUSTAVO GUTIERREZ**

1970

**CPLC HELPS ORGANIZE SUCCESSFUL  
WALKOUT AT PHOENIX UNION HIGH SCHOOL,  
RESULTING IN GREATER EDUCATION EQUITY**

# an answered prayer



## EDUCATION

### EDUCATION

2018 IN REVIEW

429

#### HIGH-SCHOOLERS

PROVIDED CULTURALLY-RELEVANT EDUCATION AT CPLC COMMUNITY SCHOOLS

469

#### YOUTH

ENRICHED AT OUR COMMUNITY CENTER

890

#### CHILDREN

PREPARED FOR SCHOOL AT OUR HEAD START CENTERS

Axel felt like he was on the outside looking in.

**D**istracted. Poor grades. Seldom attending class. For Axel, high school was a place he did not feel welcome or understood, and dropping out seemed on the horizon.

Axel grew up in a low-income neighborhood of Tucson, AZ. His single mother tried her best to care for her family, but she was unable to advocate for the resources he needed to engage with his studies.

Then everything changed: Axel met staff members from Toltecalli High School, one of CPLC's Community Schools, who convinced him to give high school a second chance.

CPLC Community Schools provide a **culturally-responsive** learning environment for students like Axel. Here, Axel felt safe to explore his personal and cultural identity.

When CPLC staff learned that Axel loved art, they encouraged him to express this interest. Today, Axel's murals line the walls of the school, welcoming new students who, like Axel, felt like they were on the outside.

Axel graduated this May and plans to attend trade school to become an electrician. He wants to work with his hands and learn a high-demand skill to ensure job security. He also continues to pursue his love for art.

CPLC New Mexico's YouthBuild program impacts Native American youth.



perpendicular to my peers; I was without direction.

It is with great thanks to CPLC New Mexico's YouthBuild program that I have formed a path for myself. I

obtained my GED, continued on a higher education route, and am now finishing with my first year of college. The new purpose I found has turned my life around.

I am forever grateful for the second chance that CPLC New Mexico provided me. The support from each of the staff members helped me become a better person. I still maintain contact with the friends I made at the Youth-Build Program. They helped me, and I consider the staff friends.

It has been over a year or so since I attended CPLC New Mexico's Youth-Build program, and I am proud to say I am a better person than before. I thank the people who have motivated me, and I thank myself for making my family proud.

The experience has broadened my horizons, and I have continued on a path of self improvement."

# a second chance

1972

AZ PASSES ANTI-UNION LAW HB2134 AIMED AT FARMWORKERS

1972

CESAR CHAVEZ PERFORMS FAST TO PROTEST HB2134 AT SANTA RITA HALL, WHERE DOLORES HUERTA COINS PHRASE "SI SE PUEDE"

1974

RAUL CASTRO BECOMES FIRST MEXICAN-AMERICAN ELECTED GOVERNOR OF AZ

1970s-1980s

CITY OF PHOENIX DEMOLISHES GOLDEN GATE BARRIO TO MAKE ROOM FOR AIRPORT EXPANSION

1978

CPLC FOUNDS FAMILY IMMIGRATION PROGRAM IN SOMMERTON, AZ



# a new hope

**ECONOMIC  
DEVELOPMENT**  
2018 IN REVIEW

**2,949**  
**JOB-SEEKERS**  
CONNECTED WITH EMPLOYERS

**4,907**  
**LOCAL FARMERS**  
STRENGTHENED BY OUR CO-OP

**394**  
**ENTREPRENEURS**  
RECEIVED  
SMALL-  
BUSINESS  
LOANS

Las Vegas Chef James Trees has crafted an impressive career.

He has worked in world-class restaurants around the globe, cooked under some of the best chefs alive, and appeared as a personality on television for various culinary shows.

After amassing a world-class track record working for others, James decided it was time to build his own restaurant. He wanted to create a place where everyone can enjoy an Italian farm-to-table meal inspired by his Great Aunt Esther's cooking.

However, conventional lenders were not able to provide the loan he needed to make his dream a reality. A lifetime of experience, a viable business plan, and a successful restaurant were not enough.

Fortunately, CPLC Prestamos was able to seal the deal. As a Community Development Financial Institution (CDFI), CPLC Prestamos provides opportunities for small businesses which may not meet the technical

requirements for a traditional loan but would still make a good investment.

CPLC recognized James' passion, drive, and business acumen and loaned him the money necessary to expand his love of food into his dream project.

And so Esther's Kitchen in Las Vegas was born.

Excitement about the new restaurant is buzzing across town. As Esther's has become a fixture in the community, James has been inspired to expand. He tells CPLC that now the same banks and lenders who turned him away are lining up at his door.

CPLC saw the promise of James' restaurant and supported him. Now James is building something great for the Las Vegas community to enjoy.

1978  
CPLC OPENS CASA DE PRIMAVERA  
APARTMENTS TO HOUSE DISPLACED  
SENIORS FROM GOLDEN GATE BARRIO

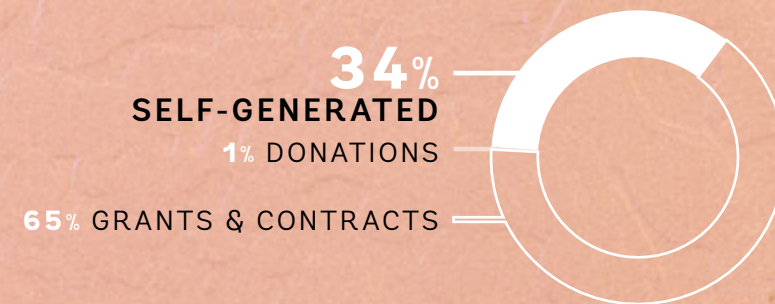
1982  
PHOENIX UNION HIGH SCHOOL CLOSSES  
DESPITE COMMUNITY PROTEST AND  
COURT ORDER TO REMAIN OPEN

1986  
CPLC ESTABLISHES DE COLORES,  
WHICH REMAINS THE ONLY DOMESTIC  
VIOLENCE SHELTER IN THE PHOENIX AREA  
TO OFFER BILINGUAL AND BICULTURAL SERVICES

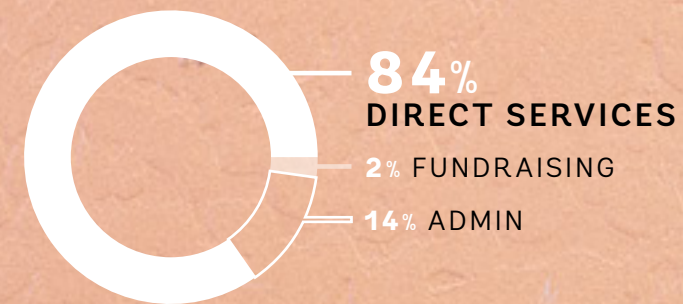


# 2018 FINANCIALS

## REVENUE MIX



## USE OF RESOURCES



REVENUE: \$71,996,400 EXPENSES: \$75,925,454 TOTAL ASSETS: \$195,548,265 NET ASSETS: \$48,622,616

## EXECUTIVE STAFF

David Adame

President & CEO

## EXECUTIVE VICE PRESIDENTS

Pedro Cons  
Andrés L. Contreras  
Max Gonzáles  
José Martínez  
Alicia Nuñez  
John Ramírez  
Germán Reyes  
María Spelleri

Int. Health & Human Services  
Social Services & Education  
Strategy & Relationship Mgmt.  
Economic Development  
Chief Financial Officer  
Special Projects  
Real Estate Operations  
General Counsel

## BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

Antonio Moya\*  
Delma Herrera†  
Alex Varela‡  
Stephanie Acosta††

Salt River Project  
Cox Communication  
Grid Architectural  
Ed & Verma Pastor Elementary

### MEMBERS AT LARGE

Abe Arvizu JR  
Terry Cain  
DR. Javier Cardenas MD  
Carmen Cornejo  
Alberto Esparza  
Mike Esparza  
Joseph G. Gaudio  
Ted N. Geisler  
Jose "Casper" Habre  
Dan Hernandez  
Leonardo Loo  
Rudy Perez  
Ray "Gumby" Salazar  
Jody Sarchett  
Mike Solis  
Barbara Boone  
Leticia De La Vara  
Jim Vigil

City of Phoenix  
Pinwheel Partners  
St. Joseph's Hospital and Med. Cntr.  
Legal Bus. Global & AZ Dream Act Coal.  
Sí Se Puede Foundation  
Crescent Crown Distributing  
UHC Community Plan of AZ  
Arizona Public Service  
City of Phoenix  
CopperPoint Mutual  
Quarles & Brady, LLP  
City of Phoenix-Retired  
AZ Dept. of Corrections (Retired)  
Lovitt & Touché  
Food City  
Western Alliance Bank  
TNTP, Inc.  
Maricopa County (Retired)

\*Chair

†Vice-Chair

‡Treasurer

††Secretary

1996  
CPLC ESTABLISHES EARLY CHILDHOOD  
DEVELOPMENT TO SERVE RURAL FAMILIES

2005  
LA CAUSA REALTY, A CPLC SUBSIDIARY,  
FORMS IN TUCSON, HELPING ESTABLISH  
CPLC'S SELF-SUFFICIENCY MODEL



2010  
CPLC JOINS LAWSUIT AGAINST SB1070, AN  
ARIZONA LAW WHICH LEGALIZED RACIAL PROFILING



## COMMUNITY ADVISORY BOARDS

### NEVADA

Chelsie C. Campbell ESQ*	Campbell Legal Strategies
DR Nancy M. Alamo EDD†	Clark County School District
Thelma Lopez‡	Southwest Gas
Santana Garcia	City of Henderson
Nileen Knoke	Cox Communications
Lisa Ruiz Lee	Mosaic Partners
Alex Ortiz	Clark County
Javier Trujillo	City of Henderson

### NEW MEXICO

Joseph T. Griego*	West Las Vegas Public Schools
Charlene Lujan†	NM Behavioral Health Institute
Gilbert Ulibarri	NM Dept. of Transportation (Retired)
Cheri Lujan	E. Torrance Soil and Water Cons. Dist.
Annette Baca	New Mexico Bank and Trust
Marlene Waakazoo	Elementary Educator
Raughn Ramirez	SL Start – New Mexico, Inc.
Rebecca Ramirez	Trustee, Town of Springer
Stephanie Angaldua	Head Start Parent Policy Coun. Pres.

### SOUTHEAST ARIZONA

DR Sofia Ramos PHD MBA*	Luminario Education Strategies
Daniel Fernandez†	CitiMortgage, Inc.
Marisol Flores-Aguirre	Southern AZ YWCA
Rosanna Gabaldón	AZ State Representative LD2
Robert Logan III	Self-Employed
Pat Lopez	Rusing Lopez & Lizardi, PLLC
Lawrence T. Lucero	UNS Energy Corp./TEP
Ernesto Melendez	Intuit
DR Ned Norris JR	Tohono O'odham Gaming Ent.
Doralina Skidmore ESQ	Doralina Law
Elizabeth Soltero	University of Arizona

\*Chair

†Vice-Chair

‡Treasurer

## PROGRAM BOARDS

### INT. HEALTH & HUMAN SERVICES

Dr. Richard Jones*	Optum Consumer Solutions
Jamie Aragon	Planned Parenthood
Lupe Campos	HealthChoice Arizona
Greg Garcia PC	Law Offices of Greg Garcia
Jessie Garcia	Adelante Healthcare
Veronica Ojeda-Gaucin	District Medical Group
Filiberto Gurrola	Health Net/Cenpatico Int. Care
Jackie Hunter	Banner Health
Jay Iole	Self-Employed
DR Jeff Livovich MD	Aetna
DR Becca Rodriguez	Family & Sports Medicine
Frank Saloman	City of Phx Fire Department
Lorenzo Sierra	LoSierra Strategic Consulting
DR Ruth Tan Lim MD	Dobson Pediatrics

### PRESTAMOS

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
Ray "Gumby" Salazar	AZ Dept. of Corrections (Retired)

### PRESTAMOS LOAN COMMITTEE

Barbara Boone	Alliance Bank
Ricardo Carlo	A. Minority Contractors of America
Lupe Gomez	Raza Development Fund Inc.
Ryan Hale	US Bank
Jose "Casper" Habre	City of Phoenix
Ellen Kirton	SBDC
Sherry Sentgeorge	Self-Employed
Chad Welborn	SCF Arizona

### COMMUNITY SCHOOLS BOARD

Jaime Gutierrez	AZ State Senator, UA (Retired)
Alicia Nuñez	Chicanos Por La Causa
Magdalena Verdugo	Chicanos Por La Causa

\*Chair

## What is an advisory board?

An advisory board is a group of community and industry members who meet regularly to provide feedback on our programs and services.

## Why does CPLC have them?

Our advisory boards represent the various regions and disciplines we serve to ensure that our services meet community needs.

2011  
CPLC EXPANDS INTO NEVADA

2013  
CPLC EXPANDS INTO NEW MEXICO

2015  
PRESIDENT BARACK OBAMA VISITS CPLC NEIGHBORHOOD STABILIZATION SITE

2017  
CPLC GRANTED RIGHTS TO REDEVELOP LAND WHERE GOLDEN GATE BARRIO ONCE STOOD



SPECIAL THANKS TO OUR PARTNERS



JP Griffin Group	SRP	Bank of America Charitable Foundation	State Farm Insurance	BBVA Compass Bank Foundation	Arizona Diamondbacks Foundation	Chevron Corporation
Cox Communications	Televisa Foundation Inc.	Crescent Crown Distributing	Delta Dental of Arizona	Rockefeller Philanthropy Advisors	Health Equity Inc.	Equality Health
The Starbucks Foundation	Desert Diamond Casinos / Tohono O'odham Gaming Enterprise	Gila River Gaming Enterprise	Banner Health	Synchrony Financial	Health Current	Ford
Valley Toyota Dealers Association	Fiesta Bowl		Sunrise Foundation	Cardinals Charities	Maricopa Integrated Health System	The Coca Cola Company
						US Bank Foundation



COVER ARTWORK EXPLANATION

- 1. DREAMER**  
Envisioning a better life for her family & her people
- 2. ARIZONA SUNSET**  
Represents CPLC's birthplace of Phoenix, AZ
- 3, 4. MOUNTAIN TERRAIN & CITY SKYLINE**  
CPLC's impact spans rural & urban communities
- 5. MARIACHI**  
Celebrating CPLC's Mexican-American heritage
- 6. SANTA RITA CENTER**  
CPLC original headquarters where Cesar Chavez performed hunger strike
- 7, 8. AGRICULTURAL & MINE WORKERS**  
Two primary vocations for Latinos in Arizona when CPLC formed in 1969
- 9. PROTESTERS**  
CPLC began with a series of walkouts for educational equity

2018  
CPLC JOINS MALDEF ON  
A LAWSUIT TO PREVENT  
A CITIZENSHIP QUESTION  
FROM APPEARING ON  
THE 2020 US CENSUS

2019  
CPLC CELEBRATES 50TH  
ANNIVERSARY WITH LARGEST  
CLIENT IMPACT YET



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. If you believe your rights have been violated, you may contact our compliance department at 1-800-461-9330. You may also file a complaint with the Office of Civil Rights. Please contact the compliance department 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.



**CHICANOS POR LA CAUSA**  
FIFTY YEARS OF EMPOWERMENT

**CHICANOS POR LA CAUSA**  
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