



CHICANOS
POR LA CAUSA

Desde La Raíz,

we stand strong. we stand firmes.

As I look back on this year, I feel proud of our community.

We are a gente who haven't forgotten where we came from.

We are proud of our roots. Of the differences that make us unique and give us strength.

Because we know that the places we've lived and the people who came before us shape who we are.

Who YOU are.

Our shared histories compel us to stand together. In community, lending a hand in times of need.

In joy, celebrating each other's victories.

And in loss, offering a shoulder to cry on.

Because Desde La Raíz, we are familia.

As you flip through this book and look at the photos and read the words on each page, I hope you

recognize the moments of humanity we shared with one another.

Moments where we saw ourselves in each other.

In a mother who escaped domestic violence with her children.

In a veteran who struggled to find his place in the world but has now found purpose.

In an abuelita, whose wrinkles tell the stories of her pain, her struggles, and her joys over the course of a century.

Despite our different origins, our roots are intertwined. And even if I tried, I couldn't detangle my story from yours.

So let's gather strength from our sturdy, interwoven roots and reach for the future we want—together.

Alicia Nuñez

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President & CEO

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Andrés L. Contreras

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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

993,866
Total Impact in FY24



151,019
Clients Directly Served

314,664
Indirect Impacts

133,664
Outreach Impact

394,214
Digital Media Impacts

Leadership

FloCrit Volunteer Day

Creating a sanctuary so young women in crisis can pick themselves back up

For a girl escaping physical or sexual abuse, neglect, substance use, or other traumas, Florence Crittenton is the second chance she needs to heal.

Thanks to Lowe's Hometowns grant, the team from Lowe's South Phoenix store rolled up their sleeves for a volunteer day, refreshing our cottages and outdoor spaces.

As the team painted together and potted new plants, they created a nurturing environment where these young women can find safety, hope, and opportunity.



CPLC Client Demographics



58%
Hispanic



56%
Female



95%
Public Health
Insurance



37
Average
Age

Veteran Services

Responding to their grito

When someone cries out for help, you rush to them. You help however you can. Especially on the battlefield.

And the veterans in our South Texas community—though they're no longer on active duty—are still fighting in the battlefield of their mind.

Our Battle Cry Program team is here to support the people who were willing to sacrifice everything for us—whether through traditional therapy and support groups or community activities like fishing, horseback riding, and yoga.



we are a
Gente

que jamás será vencida.

who
Don't give up

Elvis impersonator. Hollywood actor. Home renovator.

Chuck has always relished a challenge.

In school growing up, he devoured books and raced through his teachers' lesson plans, leaving the rest of the class behind.

At 18, he eagerly joined the Army.

Here, he leaped ahead once again, learning new skills and earning promotion after promotion.

Until it all came crashing down. A crushing jeep accident left him with broken bones and recurring headaches from permanent brain damage. Because of his injuries, he was discharged from the service.

Chuck adapted, leading with his love of learning and natural charisma. He worked as a touring rock bassist, then an Elvis impersonator on the streets of Las Vegas. He took acting roles in Hollywood, appearing in *Little Miss Sunshine* with Steve Carell. And he even served as an LA City Councilman.

Then, COVID hit. Nothing could prepare him for what was next.

Chuck lost his sister in a car accident. And then he lost his other sister and two best friends.

He kept asking, Why them, God, why not me?

Chuck wanted out and considered taking his own life.

One day, a friend called and offered Chuck a home in Texas. With a chance for a fresh start, Chuck sold his house in LA and moved to a new life.

He arrived to find the home in disrepair.

Once again, Chuck took on the challenge and spent his life savings repairing and renovating the home.

Soon, his friend came back to visit. But when he saw the beautiful new home, he kicked Chuck out.

Uprooted, and without a safety net, Chuck was living on the streets. Each day was a struggle for survival, and as much as he tried calling every organization he could find for help, no one seemed to have time for him.

The betrayal also set back progress in Chuck's mental health, and he fell back into despair.

After months of searching, Chuck met Jerry Peña, a Marine veteran and Director of the CPLC Supportive Services for Veteran Families (SSVF) Program.

Chuck told him his story, and as Jerry listened, Chuck realized Jerry genuinely wanted to help.

Soon after, he applied to the program and secured safe, stable housing.

Now, in a community with other veterans, Chuck finally found home once again. ✿



we are a

Family

who comes together

in the happy ones, too.
but especially in the toughest.

Making sure Santa visits,
even in the darkest moments.

With wide-eyed wonder, a pequeño chooses his holiday gift, meets Santa to take a photo he'll treasure for life, and makes new friends while crafting and playing games.

From the sidelines, Mamá and Papá watch, their faces glowing with pride—and their hearts full of gratitude.

The holiday spirit and warmth of comunidad are palpable.

This is the scene that plays out every December in Phoenix, Tucson, and Yuma at our Ángeles del Barrio and Para los Niños holiday events.

CPLC Scholars, employees, and corporate volunteers get up early on a Saturday morning to give families in the community a chance to celebrate Christmas.

For parents struggling to make ends meet and put food on the table, the holidays are usually the first “nonessential” expense to get cut from the budget.

In these difficult times, our events allow their families to celebrate Christmas, after all. 🌟

in the

Toughest

times



Senior Housing

¡Feliz 100th cumpleaños,
Mrs. Carla Guerrero!

Carla is the heart and soul of Casa de Primavera, our Healthy Aging residential senior center.

She was born in Colorado and raised in Michoacán. Today, Carla cherishes the new home she has found in our senior center—and we couldn't imagine this place without her warmth and positivity.

At Casa de Primavera, our residents have an opportunity to live in community with other seniors like them. Each day, they enjoy warm, traditional meals that help them feel at home.

And for fun, our staff organizes daily activities to keep our residents active. Carla, in particular, never misses her Zumba classes—and she loves to share her passion for singing!

We're proud to help our abuelitos build a warm, vibrant community and lead healthy, fulfilling lives. Carla is a testament to that. A century later, the matriarch of four generations still manages to bring her family together and share her electric joy wherever she goes.



Ángeles del Barrio
Holiday Celebration



that's when we shine the

Brightest

¡Felicidades, graduates!

After years of dedication, our Toltecalli High School and Envision High School seniors walked across the stage to receive their diplomas. That night, each student could feel how proud their village—teachers, parents, siblings, and friends—was of all they'd accomplished.

Our CPLC Community Schools—which include Toltecalli and Envision in Tucson and the Girls Leadership Academy of Arizona (GLAAZ) in Phoenix—offer at-risk youth a second chance to learn and grow in a community responsive classroom environment. Our teachers and counselors take a holistic

approach to help our students achieve personal well-being and academic success while honoring and celebrating who they are and where they come from.

¡Y lo lograron! These hardworking students are a testament to the collective effort of our community, and we are all rooting for their success and happiness. They've shown us that with enough ganas, ¡todo se puede! 🌸

CPLC Community Schools



when you can feel our love the

Strongest.

Amanecer Domestic Violence Services

"I knew this couldn't be life. Those bruises. Those punches. That wasn't love."

Last October, we celebrated 17 women in our domestic violence program who are transforming their lives.

After working hard for a year with their therapists to learn how to practice self-love, recognize dangerous situations, and stand up for themselves, it was time to celebrate all the progress these brave women have made on their mental health journey.

So, we gathered at Amanecer Community Counseling Services in Los Angeles with their families, our

clinicians, leaders in the community, and two past graduates who returned to share their stories of survival and success following their time in the program.

Ana, one of our guest speakers, shared how escaping domestic violence is not a simple thing. "It doesn't take one day, two days, or a week. For me, it took 10 years."

We're proud of the women graduating from our program today. Congratulations to one year of making progress, unlearning abuse, and healing!





because we know

What it's Like

I always hated the first day of school.

My parents were migrant farm workers, so we were constantly on the move.

I was used to being the new kid with no friends. The kid who got bullied.

Meanwhile, my parents were always working, day and night. And we still had so little.

One year, I had only two pairs of pants. I washed them by hand each night and sewed them whenever they got ripped.



When I had my first child, I was working three jobs and picking crops in the fields like my parents. Remembering their struggle, I wanted a different life for my kids. I'd always dreamed of becoming a teacher, so I enrolled in college.

Between work and school, I needed help taking care of my son. I enrolled him in ECD, which I just thought was free daycare.

Little did I know this decision would transform our lives.

The program was so much more—my son was learning, and his homework assignments were helping us connect.

One day, an ECD teacher told me my son might have a learning disability. She said it was difficult for others to understand what he said, but I refused to believe it.

He couldn't be different. I didn't want him to go through the same alienation I experienced as a child.

But to my surprise, they didn't remove him from his class.

Instead, they brought in professionals to officially diagnose him. We worked together to understand what his disability meant and how we could manage it.

This early intervention helped us learn how to advocate for him in the classroom. It was also his first step towards a career in engineering.

As a young mother, ECD provided critical access to food banks,

clothes, and rent assistance. I finished my degree, became an ECD teacher, and found my community. Today, I am going back to school for my Master's degree to study student disabilities and parent engagement.

ECD was there for my family when we most needed help.



Every now and then, I think back to when I was eight years old, scrubbing my pants in the bathtub.

Poking my finger while threading a needle.

I'm glad I can make a difference in the lives of children who experience the same obstacles I once did

Most of all, I am grateful for my son. He taught me to embrace the things that make me different.

Sometimes, our greatest challenges are our greatest opportunities for impact.

to want. to lose.

to hurt. to suffer.



Claudia Garcia
Child Development Program Services Coordinator
CPLC Early Childhood Development, Texas



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that's why we're here

Our roots make us Strong

they inspire us.

they remind us of our why.

and why we're determined to go on.

ice ué suave que we got to re-open the community center at our Casa de Encanto senior apartments!

Casa de Encanto is a place where abuelitas and abuelitos can come together, find connection, and enjoy every day surrounded by friends. From art therapy to Zumba classes to dancing, our new center is open to Tucson seniors—a space full of life, dedicated to keeping our elders active and connected.

With the support of local partners Pima Council on Aging

and Banner Alzheimer's Institute, seniors can enjoy the traditional home-cooked meals so close to their hearts, access vital health screenings so they can live sanos, and be part of a community that feels like home.

The Casa de Encanto community center is Tucson's new gathering place for our elders—built on cariño, laughter, and la fuerza de la comunidad. 🌸



Affordable Housing Groundbreaking

A second chance to build homes within reach of working families.

After a devastating fire delayed our progress, this site is rising again—stronger than ever. We are grateful to the Phoenix Fire Department, Phoenix Police, city officials, and our incredible partners for standing with us and helping us rebuild. This moment shows what's possible when we work together.

Thanks to our community pulling together, we are not just building new apartments, we are creating safe spaces where familias can thrive, niños can dream big, and our gente can grow and flourish together.

When we build homes, we build esperanza. And this groundbreaking marked the start of something beautiful for the Palomino Neighborhood.

we won't be Uprooted

we won't be

no nos quedaremos callados.

we won't forget where we came from.

Our newest basketball court renovation breathes new life into a historic Mexican American barrio—a resilient neighborhood rich in cultura and comunidad.

For years, the park sat quiet. Now, it's alive with movement and possibility. Families can find support when they need it

with new programming at the community center. Kids have a safe place to play after school, stay active, and build friendships.

More neighbors will gather, creating a stronger sense of connection and making the area safer for everyone.

And for the child living just down the street, lacing up their sneakers for the first time—this is where confidence begins.

Where dreams take shape.

Where a community stands together, stronger than ever.

This space belongs to the people who call this barrio home. So let's keep it thriving.

Thank you to the City of Phoenix, Phoenix Suns Phoenix Mercury Foundation, CPLC Central Park, Devin Booker's Starting 5, Castaneda, Good Times AZ, and the Phoenix Suns. 🌸

Día de la Raza

Honoring the richness of Chicano culture and our deep roots.

For Indigenous Peoples' Day, we gathered with danzantes whose movements carried the spirit of our ancestors, lowriders that embodied our orgullo, and Peace & Dignity Journeys, a symbol of solidarity across the Americas. It was an opportunity for us to remember, reconnect with, and embrace our powerful raíces.

We'll continue to honor the vibrant cultures of Indigenous peoples—past, present, and future. It's a powerful reminder that our stories are intertwined.

CPLC Central Park



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the wind may bend us, but

We will not break.

When Joscelynn was a senior in high school, her dad collapsed in their living room.

It turned out he had a tumor in his head that required surgery. After his surgery, the doctor recommended he stay at a full-time rehabilitation facility for 30 days, until he made a full recovery. But Joscelynn's family could afford only two, maybe three nights.

With no other option, Joscelynn, her mom, and her sister took time off from work and school to take care of her father.

Two weeks later, as he was recovering, he had a stroke.

He survived, but could no longer do normal things on his own, like eat dinner or take a shower. So Joscelynn's mom quit her job to take care of him full-time.

Joscelynn was now her family's sole breadwinner. She had to balance schoolwork, graduation, college applications, and a part-time job to pay the bills.

It's a lot for anybody. Let alone a high school senior.

Thankfully, people in our community recognize the struggles of students like her, and many pitched in to help.

When Joscelynn found out that CPLC awarded her a full-tuition scholarship to attend Arizona State University, she felt a wave of relief.

"It just felt like maybe life was going to get a little bit better than it was at the moment," she said.

"I could just focus on my family and my education. And as long as I kept doing that, I was going to end up somewhere." 🌱



Scholarship
Golf Tournament

Desde La Raíz,

we Stand.

La Morena's new mural inspires domestic violence survivors to stand tall.

With funding from Phoenix Mercury, local artist La Morena painted a mural to inspire the women, children, and men who escaped domestic violence and found a safe refuge at CPLC De Colores. And that wasn't all—even the Phoenix Mercury Hip Hop Squad came out to play ball with the kids!

La Morena's work is inspired by the women who have empowered her since childhood.

In her mural, you can see:

- **Dolores Huerta**—our SHE-ro of the past—an activist who has always inspired CPLC.
- **Diana Taurasi**—our SHE-ro of now—an icon after 20 years in the game.
- **A young woman on the court**—representing SHE-roes of the future.

It's a reminder that we all come from a long lineage of mujeres poderosas who tear down barriers, overcome obstacles, and show the next generation that we are capable of anything. 🌸

Financials

Revenue
\$236,607,063
Expenses
\$241,912,620
Total Assets
\$1,324,424,788
Net Assets
\$364,731,986

Use of Resources
82% Direct Services
17% Admin
1% Fundraising



Domestic
Violence Shelter



Desde La Raíz

we stand strong. we stand firmes.
we are a gente who don't give up.
que jamás será vencida.
we are a familia who comes together
in the toughest times.
in the happy ones, too.
but especially in the toughest.
that's when we shine the brightest.
when you can feel our love the strongest.
because we know what it's like to want.
to lose. to hurt. to suffer.
that's why we're here.

our roots make us strong.
they inspire us.
they remind us of our why
and why we're determined to go on.

we won't be uprooted.
no nos quedaremos callados.
we won't forget where we came from.

the wind may bend us,
but we won't break.

Desde La Raíz

we stand.

Nevada
YouthBuild



New Mexico
Community Outreach

Thank You



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