



# IMPACT REPORT

Moving Minnesota Latinos forward  
for more than 37 years

# 2017





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**Hon. Gerardo Guerrero**  
*Consul of Mexico*

## A LETTER FROM OUR PRESIDENT

Dear friends, investors and partners,

2017 was a year of challenges and opportunities for our community and for CLUES. The impact of the anti-immigrant environment and natural disasters faced throughout the year left many experiencing new waves of emotional and economic trauma. We began 2017 by uniting efforts with others to support Latino and immigrant communities and grew our efforts to assist new arrivals from Puerto Rico who chose Minnesota as their new home. Throughout the year we reached more than 1,000 people through open houses and support events where we built relationships and offered free legal and emotional support, stress management tools and asset protection coaching. The changing needs of our community continue to require us to provide quicker responses and innovative solutions.



Our management and board leadership also took a stand. We reinforced our belief that immigrants and immigration strengthen the fabric of this country and that the American Dream lives on through ideas and opportunities driven by immigrants. We developed new strategic priorities through 2020 and reaffirmed our commitment to focus CLUES resources on advancing **Equity, Organizational Excellence, Youth, Advocacy and Cultural Engagement**.

As Minnesota's Latino population nears 300,000, Latinos also have the state's highest labor force participation rate at 68 percent. Yet Latinos have the third lowest median income (\$42k) after African-Americans (\$30k) and Native Americans (\$33k). In 2017 we launched the Latino Workforce Initiative as a way to provide equity and access for Latino adults and youth to build their skills and enter better paying careers. Our focus on Latino youth stems from the fact that today, 45 percent of Minnesota's Latino population is under the age of 21. It's critically important to invest in the development of our future leaders and labor force. In 2017 we hosted our first Latino Youth Conference, **Formando Nuestro Futuro | Shaping Our Future**, which attracted more than 200 youth, parents and professional volunteers. We expanded our Youth@Work program, which allowed more than 169 high school and college-aged Latino youth to gain hands-on career skills and experience through paid internships and corporate field trips in partnership with more than 25 local employers and businesses.

Our work in 2018 will be focused on expanding opportunities for youth, advancing equity and developing new initiatives that focus on connecting people. New, exciting work is ahead of us! On behalf of our staff and leadership, we thank you for your ongoing support and encourage you to help us continue to advocate for equity, education, healthcare, better jobs and a better future for our Latino community and our young people. We invite you to stay connected to CLUES through our events and social media.

Now more than ever, we must be united to support and advocate for our Latino community.

Ruby Lee,  
President & CEO

# ADDRESSING SOCIAL AND ECONOMIC DISPARITIES



A Legislative appropriation helped us provide workforce training and career pathway opportunities for Latino adults and youth to achieve better paying jobs, access to career ladders and increased family stability in the Twin Cities metro area, Rochester and Willmar, Minnesota. We also continued to grow prosperity through financial coaching, asset building services and resource and benefit navigation.

## ADVANCING WORKFORCE EQUITY

### MORE THAN 110 ADULTS

participated in soft skills and emotional intelligence courses and holistic and culturally responsive workforce trainings in:



HEALTHCARE



CARPENTRY/  
FINISHING TRADES



CUSTOMER  
SERVICE

Participants gained technical skills and industry-recognized certifications while receiving career coaching, systems navigation and stipends. Most graduates obtained employment with wages averaging **\$15-\$17** per hour.



### 167 ADULTS GAINED EMPLOYMENT

with the help of CLUES' job coaches and

### MORE THAN 100 PARTICIPATED

in job fairs with quality local employers.

### 1,130 adults received

### WRAPAROUND SUPPORT SERVICES

including job search support, career pathways preparation, financial literacy and coaching and access to employers offering high-demand jobs with sustainable wages.

Named **PROVIDER OF THE YEAR** by the City of Minneapolis for outstanding employment and wraparound services preparing residents to obtain and retain quality jobs.



## ADVANCING FINANCIAL PROSPERITY

**1,626**

LOW-INCOME  
INDIVIDUALS  
ASSISTED WITH  
TAX PREP

**\$1.9M**  
IN TAX  
RETURNS

### 900 individuals

received direct financial coaching and tools to establish credit, build assets and manage and grow their finances.

### 238 PARTICIPANTS

attended first-time homebuyers training and **103** families received pre-purchase counseling.

73 people participated in lending circles accessing **\$78,700** in loans, while 60 increased their credit scores.

## ACHIEVING FAMILY STABILITY

### 1,130 INDIVIDUALS

were screened for access to healthcare, and **614** successfully enrolled in health coverage through Medical Assistance, MinnesotaCare and QHP.

### 260 families

were screened for benefits and accessed resources to reduce their barriers to prosperity, including healthy food access through SNAP, transportation assistance and medical assistance.

### 99 RESIDENTS OF ST. PAUL'S EAST SIDE

were served by our newly established Cultural Broker, who helps clients navigate complex health and human service systems through a pilot partnership with

**Fairview and Health East.**

### 508 FAMILIES

received chemical dependency prevention education.

**128 parents and 104 youth**

participated in our two-generation, holistic **sexual health education program.**

# CONNECTING AND EMPOWERING OUR COMMUNITY



As new anti-immigrant rhetoric and heavy enforcement increased fear and the threat of deportation for many of the families we serve, we created new approaches to address complex economic and emotional trauma, built asset protection initiatives and empowered people through "know your rights" education. Throughout the year we worked to educate parents, connect our community to resources and empower the most vulnerable among us.

## EMPOWERING IMMIGRANTS

Used social media and our website to inform clients of legal, financial and wellbeing resources and connect immigrants with meaningful solutions to their complex needs.

**MORE THAN 1,000 PEOPLE** were informed through immigration forums and open houses that focused on legal support, protecting assets and managing stress and other complex emotions.

**125 CITY OF MINNEAPOLIS EMPLOYEES** participated in trainings led by CLUES staff to increase their awareness of immigrant trauma and grow their capacity to treat survivors with care and dignity.

**MORE THAN 10,000 ADULTS** were served in a six-month pilot through the "**Ventanilla de Asesoría Financiera**" (Financial Support Window) hosted at the Mexican Consulate, educating participants in asset building, budgeting and consumer and asset protection tools.

These events added crisis management tools to people's toolboxes and helped build resilience and hope.

**MORE THAN 600 ADULTS** were empowered through 26,000 hours of instruction in life and work skills, English as a Second Language, citizenship classes, computer literacy courses and a new GED program to advance educational outcomes for immigrant integration.

## SUPPORTING LATINO PARENTS & YOUTH



**30 LATINO PARENTS PARTICIPATED IN *Apreniendo Juntos***, our parent support and advocacy program where parents learn to advocate for their children's needs within the public school system and plan for their children's academic success.



**MORE THAN 30 YOUNG WOMEN** were empowered through our ***Young Latinas Retreat*** in partnership with the **Women's Foundation of Minnesota**, building confidence and learning to take chances, grow trust and boldly step into new opportunities and leadership roles.



## CONNECTING LATINO VOICES

Expanded our social media audience by more than **60%** to better provide information and connect our community with resources critical to their wellbeing.

Created a new organizational **BLOG AND RESOURCES SECTION** on our website to keep partners and clients informed about issues important to our community.



## EMPOWERING VICTIMS

**More than 240 SURVIVORS OF SEXUAL ASSAULT AND DOMESTIC VIOLENCE** received coaching and tools to overcome their abuse and build healthy, stable lives and families.

**614**  
VOLUNTEERS

**15,552**  
HOURS OF SERVICE

# BUILDING HOPE FOR OUR FUTURE



As we look to the future, we are working to grow and prepare Minnesota's future leaders and workforce through programs for youth and young adults. We also look forward to CLUES' next chapter as we prepare to expand our St. Paul Headquarters and evolve to serve the changing needs of our community.



**45%**  
OF MN LATINOS  
ARE UNDER  
AGE 21

## CREATING OPPORTUNITIES FOR YOUNG LATINOS

### EXPANDED OUR YOUTH IN ACTION (YA!) Program

to Minneapolis, providing 94 Latino youth and 50 parents with academic and career pathway coaching and educational system navigation through one-on-one mentoring, educational institutes and service projects.

Presented the **2017 LATINO LEADERSHIP AWARD** to Minnesota's Latino DREAMers for courageously lifting their voices and advocating for a better future for thousands of Latino youth.

**149 CHILDREN** ages 3-10 accessed bilingual **literacy and STEM learning** while parents attended classes.

**LAUNCHED OUR FIRST Latino Youth Conference** event, providing more than 200 youth and their caregivers with informational sessions, inspirational speakers and a variety of valuable resources aimed at making higher education accessible and achievable for our community.

### **Youth@Work**

**53 LATINO YOUTH (AGES 16 TO 24)**

learned work readiness skills, gained real-life work experience and built professional networks through our paid internship program. Students were placed at 25 employer partners in industries with high-demand jobs.



## ST. PAUL HEADQUARTERS EXPANSION

CLUES new St. Paul Headquarters will be a **culturally rich, iconic hub** that incorporates health, education, prosperity and technology. We've raised **\$5.5 MILLION** toward our \$7.2 million capital campaign launched in 2016, including private sources (\$3.3 M) and New Market Tax Credits (\$2.2 M).



### NEW BUILDING FEATURES

#### **LATINO ELDER DAY CARE CENTER**

that doubles our service capacity to 65+ seniors

#### **BEST BUY TEEN TECH CENTER**

to teach coding, music recording and film production

#### **TEACHING KITCHEN**

promoting healthy eating and microbusiness development

#### **SIX NEW CLASSROOMS**

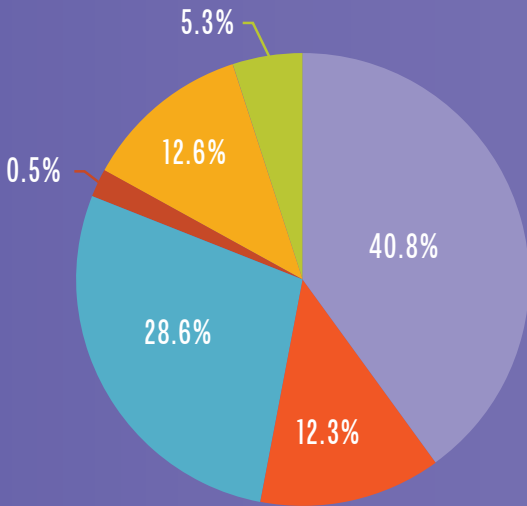
for ESL, GED, citizenship and computer classes and workforce skills/career training

#### **FLEXIBLE MEETING SPACE**

with capacity of 140 for staff and community gatherings

# FINANCIALS

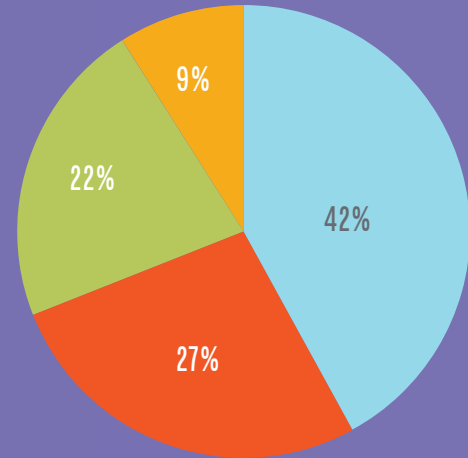
## REVENUE



Government: Grants and Fees for Services	\$3,596,150
Legislative Appropriation	\$1,083,961
Corporations and Foundations	\$2,520,639
Individual Donations	\$30,359
Earned Revenue	\$1,105,711
In-Kind Contributions	\$466,728

**TOTALS** \$8,803,548

## FUNCTIONAL EXPENSES



Health & Wellness	\$3,558,317
Economic Empowerment	\$2,242,552
Educational Enrichment	\$767,923
Management/Operations	\$1,853,223

**TOTALS** \$8,422,015

All numbers audited for 2017.

### We thank all our donors for their continued support!

For a complete list of CLUES' generous corporate, private, government and individual donors, please visit

[www.clues.org](http://www.clues.org)

#### Our Mission

To advance the capacity of Latino families to be healthy, prosperous, and engaged in their communities.

#### Our Vision

A thriving multicultural community enriched with confident and strong Latino families who contribute their voice, skills, entrepreneurial spirit and cultural richness.



**CLUES Saint Paul**  
797 East 7th Street  
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651-379-4200

**CLUES Minneapolis**  
720 East Lake Street  
Minneapolis, MN 55407  
612-746-3500

**CLUES Aging Well Services**  
882 South Robert Street  
West St. Paul, MN 55118  
651-379-4280

**CLUES Willmar**  
at Ridgewater College  
2101 15th Ave. NW - D193  
Willmar, MN 56201

**CLUES Austin**  
111 Main Street North  
Austin, MN 55912

