

2018 IMPACT REPORT

Creating opportunities for Latinos to thrive
and connect through cultural engagement



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



Letter from the President

Dear friends and partners,

2018 was a year of exciting growth and innovation for CLUES. We began the year listening to the voices of community and their changing needs through focus groups and one-on-one conversations. Through these experiences, we learned that our role in providing community services needs to go beyond transactional service delivery to create transformational impact.

The message was clear: our participants need us to have a greater role in bringing community together to engage in conversations and build informal support systems that address the issues affecting them most. We have the opportunity to use our institutional strengths to provide a platform to engage community for healing and empowerment. Throughout the year, we piloted learning cohorts targeted to specific audiences, including a series of emotional and economic trauma sessions tailored to newly arrived Puerto Ricans who relocated to Minnesota after Hurricane Maria.



In the fall, we initiated learning cohorts for socio-economic mobility to promote community engagement and economic prosperity. While participants build social capital, they are empowered to overcome structural and systemic barriers to social and economic mobility. With support from Northwest Area Foundation and the Greater Twin Cities United Way, **we will be implementing culturally-anchored and asset-based learning cohorts throughout 2019 for Latinos and other immigrants to fully participate in the US economic system and build sustainable financial capability.**

Our efforts to expand resources in new Metro and Greater Minnesota areas also came to fruition in 2018. Through a direct appropriation from the Minnesota Legislature, CLUES was able to build new programming infrastructure for workforce development and skills building for youth and adults. The funding helped us hire local staff and open new offices in Willmar and Austin, serving hundreds of people with job search assistance, workforce training and financial empowerment in these communities, the Twin Cities and Rochester.

The year was not without its challenges. In May, our Lake Street office in Minneapolis was significantly damaged by a demolition next door. While it took us over seven months to get back to our facilities, staff showed incredible resilience and adaptability, continuing to deliver uninterrupted services at temporary nearby locations.

We were able to break ground in the fall on our St. Paul Headquarters Expansion thanks to the support of many funders and individual donors. We are excited to watch the four-year, \$7.5 million campaign come to fruition, and plans for a summer 2019 inauguration are on track. Our deepest gratitude to all our donors, funders, volunteers and staff for your continued support of our work. We look forward to many exciting new opportunities in the coming years!

Ruby Lee, President and CEO

Leslie's Story– Youth in Action Program

In 2018, Leslie, a Youth in Action (YAI) senior, was close to not graduating high school. Her mentor and CLUES staff dedicated extra time to supporting her in completing assignments, encouraging her to take responsibility and advocate for herself with professors and school staff. With their support, Leslie was able to regain her footing and move forward to graduate and become the first in her family to attend college. She has become a student leader: planning activities, teaching her peers and facilitating deep discussions. Now in college, Leslie participates in CLUES' Lideres Avanzando program for college leaders.



Leslie and her mentor at graduation

2018 Highlights

489 adult students attended English as a Second Language (ESL), GED and Citizenship classes.

150 Latino parents and 147 youth gained knowledge about sexual health

and engaged in gender, consent, communications and decision-making discussions.

1,600 individuals worked with CLUES Navigators to compare and apply for insurance coverage to overcome barriers to healthcare.

3,254 Metro Area and 348 Greater MN

participants were served through a direct appropriation for skills-building, workforce development, employment and wrap-around supports between 2017-2018.

639 Metro Area and 147 Greater MN

participants received financial capability training and one-on-one coaching.

160 individuals participated in home purchasing workshops and received coaching support, resulting in 55 home purchases.

671 volunteers completed more than 13,600 hours of service.

154 first-generation college students

and high schoolers were supported through intensive academic success, cultural enrichment and one-on-one mentoring supports as we invest in young Latino leaders.

25 Latino families joined Parents as Teachers, which connects cultural skills to the latest child development research for families to reach their full potential.



Young Minnesota Latinas at the US Capitol

We assisted 260 people in Austin and Willmar through health and economic wellness initiatives as part of our commitment to address persistent disparities in Greater Minnesota.

587 Familias Unidas participants

engaged in bilingual family sessions to increase support and decrease risk factors for substance use.

More than 100 Latinos received free legal counseling at CLUES through a partnership with the Volunteer Lawyers Network.

St. Paul Expansion

In August 2018, CLUES broke ground on an expansion to double the size of its Headquarters building on the East Side of St. Paul. Together with the current Headquarters, the 19,000 sq. ft. expansion will become an iconic Latino Cultural Hub and Community Center serving as a cornerstone of the growing Cultural Corridor on East 7th Street. The expansion will open in Summer 2019 as a versatile and welcoming space where individuals and families of all ages and walks of life can access resources and build community under one roof.



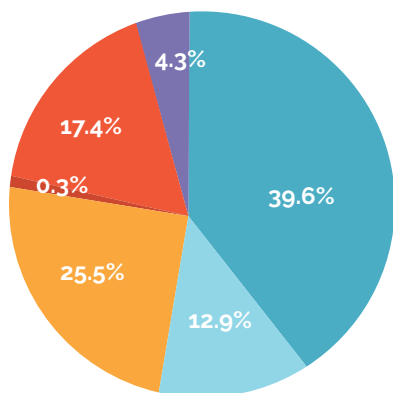
New building features

- The Harry and Jeanette Weinberg Latino Elder Care Center
- Best Buy Teen Tech Center facilitating learning in coding, music recording and film production
- La Cocina de Cargill, a commercial teaching kitchen promoting healthy eating and microbusiness development
- Latino Art Gallery to showcase work by local artists and elevate Latino voices
- Six new classrooms for workforce skills/career trainings ESL, GED, citizenship and computer classes
- Flexible meeting space with a capacity of 140 for client and community gatherings

CLUES thanks all the generous sponsors and supporters of our expansion. We look forward to celebrating with you at our grand opening in 2019!

2018 Financials

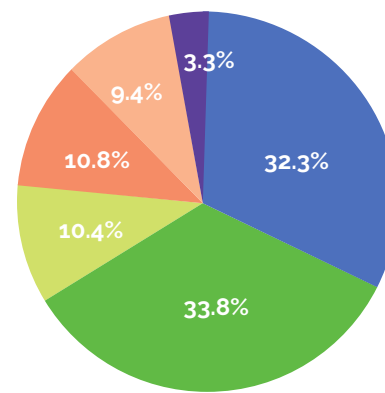
REVENUE



Government: Grants and Fee for Service	\$3,651,841
Legislative Appropriation	\$1,193,432
Corporations and Foundations	\$2,346,057
Individual Donations	\$32,712
Earned Revenue	\$1,589,937
In-Kind/ Volunteer Contributions	\$400,384

Totals \$9,214,363

FUNCTIONAL EXPENSES



Health and Wellness	\$2,848,250
Economic Empowerment	\$2,975,919
Educational Enrichment	\$914,536
Management/ Communications	\$953,679
Fundraising/ Events Development	\$831,123
Facilities/ Headquarters	\$286,787

Totals \$8,810,595

*All 2018 audited numbers.

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.

Gala Latina 2018

CLUES hosted Gala Latina in October to celebrate Latino culture and leadership and raised nearly \$250,000 in sponsorships and donations to support our Capital Campaign. Thank you to General Mills, Best Buy, Cargill, HealthEast, Target, 3M, Comcast, Health Partners, Land O'Lakes, Metropolitan State University, the Minnesota Vikings, Xcel Energy and all our generous supporters and donors!



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Latino Workforce Initiative

January 2017 – May 2019



Raising Wages in Metro and Rural Areas

Latinos have one of the highest workforce participation rates in Minnesota, yet many lack quality jobs that provide livable wages and benefits. CLUES' Latino Workforce Initiative was created to reach new participants and help them raise their wages, get certified in high-demand industries such as construction, healthcare and office administration, and receive wrap-around supports that provide opportunities for them and their families to thrive.

With the help of the Minnesota Legislature in 2016 and 2017, CLUES received \$3 million to stimulate higher wages and grow the Latino workforce in the Twin Cities and Greater Minnesota.



Our participant-focused approach

- Shorter trainings with evening and weekend class options and stackable credentials/certifications
- Paying "Earn While You Learn" stipends to incentivize participation and address barriers to transportation, childcare, housing and training costs
- Wrap-around supports and additional assistance to increase access and opportunities to succeed

Metro Area Highlights

3,254 total participants in the Metro Area

195 participants

enrolled in workforce trainings in healthcare, customer service and the construction trades.

Participants obtained an **average wage of \$15.71/hr** post-graduation- representing a **\$8.67 average increase.**

247 parents

engaged in workshops to gain tools and skills to support their children's academic and career dreams.

569 adults

received job search assistance and one-on-one coaching.

639 clients

received financial training and one-on-one coaching.

331 participants received wrap-around support services, including **\$575,00 in cash assistance** in the form of stipends, internship wages, uniforms, childcare, transit and gas cards.

221 students

received career pathway planning education and guidance through CLUES' Latino Youth Conference.

83 youth

participated in work readiness training and completed paid internships in high-demand fields.

200 youth

engaged in career pathways focused college campus and employer visits.

Greater Minnesota Highlights



348 total participants

received services in Greater Minnesota, including 103 in Willmar, 203 in Austin and 42 in Rochester.

63 participants

obtained NCRC and North Star Digital Literacy certifications.

111 Latino adults

received job search assistance.

103 participants

enrolled in workforce trainings in healthcare, welding and carpentry.

115 clients

received health and wellbeing services to improve their quality of life.

147 clients

received financial training and one-on-one coaching.

Participants obtained an average wage of

\$12.76 post- graduation
– representing a
\$5.49 increase.



Ricardo's Story

-Metro Construction Training

Ricardo enrolled in English class at CLUES in 2017 after moving to the Twin Cities from Mexico. With increased English skills, he enrolled in 2018 in CLUES' Bridge to Your Future workforce training program in the painting and drywall trade. Ricardo's dedication and drive were evident and helped him find employment quickly following his training. In the summer of 2018, Ricardo obtained a fulltime job earning \$15 per hour with potential for successional growth. Ricardo dreams of one day opening his own business in the construction industry.



Daniella's Story -Willmar CNA Training

In September 2018, Daniella enrolled in CLUES' Certified Nursing Assistant training course in Willmar, MN, after being unemployed for most of the year. After gaining soft skills and obtaining CNA certification with CLUES, she was promptly hired at a local nursing home making \$15/hour – a stable living wage and a significant increase over her previous pay. Obtaining CNA certification gave Daniella the confidence she needed to continue furthering her education. She is now taking another course to obtain certification as a Trained Medication Aide, which can increase her hourly wage by an additional \$3 to \$5 per hour.