



COMUNIDADES LATINAS  
UNIDAS EN SERVICIO

Strengthening and Empowering  
Minnesota Latinos Since 1981

# Strategic Framework 2024-2026



## Vision

An empowered Latino community that is growing in strength and unity, with diverse and amplified voices, equal representation, and the resources needed to lead healthy and thriving lives.

## Mission

CLUES advances social and economic equity and wellbeing for Latinos by building upon our strengths and cultures, uplifting our community, and enabling leadership for systemic change.

## Our Values

**We celebrate culture and identity.**

Our work embraces the diversity of Latino and intersecting identities.

**We center families and communities.**

Our work is intergenerational, and fosters a sense of belonging, care, and humanity.

**We are committed to social justice.**

Our work is collaborative and contributes to building equitable systems and empowered individuals and communities.

**We are a cultural home.**

Our work creates safe spaces infused with Latino arts and culture and guided by empathy and healing as we know that “La Cultura Cura” (culture heals you).

# GOALS to Advance

## Advance Community Wellness

**We facilitate individual and collective resilience, healing, and stability that help overcome trauma and promote greater wellbeing and health.**

Our holistic lens of wellness is centered on individuals and families. We believe in meeting basic needs (safe housing, food, healthcare, and education), fostering healing, and building social capital to strengthen community, resilience and wellbeing that amplify Latino voices.



## Advance Cultural Engagement

**We catalyze a deep sense of belonging among Latinos to strengthen the social networks that help people feel valued and connected.**

We believe in building social capital, and networks of support that celebrate our heritage and culture, while building social connections that cross race, culture, and economic status. Recognizing that policies can further marginalize communities, we pair cultural engagement with direct services, so participant voices are engaged in catalyzing systemic change.

# Our Mission



## Advance Community Prosperity

**We build economic equity by cultivating access to opportunities and growing individual and community assets owned by and for Latinos.**

Asset building is key to building prosperity and advancing financial equity for Latinos. We believe in improving economic conditions that foster wealth-building, Latino ownership, and asset creation that advances socioeconomic mobility for Latinos, including housing, community centers, cultural enterprises, and businesses.



*Engaging Latino youth in the Best Buy Teen Tech Center @ CLUES*

## Advance Organizational Capacity

**We adapt to the changing needs of the communities we serve by strengthening our team and infrastructure.**

We leverage our institutional identity to build awareness of the strengths and contributions of Latinos in Minnesota, while structuring our programs for the greatest transformational impact and holistic integration. We believe that by strengthening our own infrastructure and staff capacity we contribute to the advancement of Latinos in the United States.

# Our Strategies

## Advance Community Wellness

- Build a sustainable program and business model for behavioral health services.
- Strengthen community resilience through service and partnership building.
- Leverage opportunities to advocate for improved community health and resilience.

## Advance Community Prosperity

- Address socioeconomic disparities faced by Minnesota Latinos through policy and services.
- Engage in the development of public investment to strengthen economic prosperity for Latino communities.
- Position CLUES' staff and brand to be a powerful advocate for social and economic justice for Latinos in Minnesota.

## Advance Cultural Engagement

- Lift Latino voices to build new community narratives.
- Foster community partnerships, collaborations, and networks of support to advance systems resilience change efforts.
- Celebrate Latino heritage and cultures through events and the advancement of Latino artists.
- Contribute to the enhancement of Latino cultural corridors and place making.

## Advance Organizational Capacity

- Leverage our brand identity to broaden awareness of the strengths and contributions of Latinos in Minnesota.
- Invest in efforts that advance staff wellbeing and resilience.
- Advance plans to establish our own Minneapolis campus.
- Advance operations and organizational systems and technologies.



### Visit Us At

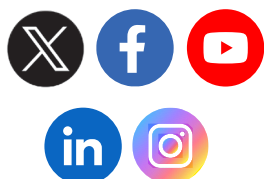
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