

BUILDING THE ROAD TO WELLNESS & ECONOMIC OPPORTUNITIES

IMPACT REPORT 2024

CLUES mission is to advance social and economic equity and wellbeing for Latinos in Minnesota. We build upon the strengths of our cultures and communities to uplift individuals and families and enable leadership for systemic change.



Be a volunteer.
www.clues.org/volunteer

Make a financial contribution.
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ADVANCING COMMUNITY HEALTH & HEALING



Canasta Familiar volunteers & staff

FOOD SECURITY AND NUTRITION

143k+ individuals and families received healthy food through Canasta Familiar weekly in Saint Paul, Minneapolis, and Austin. **30%** increase from 2023.

1M+ pounds of culturally relevant and healthy food were distributed through Canasta Familiar.

1k+ SNAP screenings and **804 SNAP** applicants enrolled.

ADVANCING ECONOMIC PROSPERITY



CDL student driver in training

COMMUNITY HEALTH AND WELLNESS

380k+ people received information about Quit Partner MN and COVID-19 through community events, media outlets, partner organizations and social media platforms.

400+ individuals were immunized against COVID-19 and the flu.

Close to **15K COVID-19 tests** distributed.

1k+ teens reached through sexual health education programs in schools.

42 Latino elders served with dementia-prevention, nutrition, physical and mental health and financial wellbeing.



Mayores Mejores participant

HOUSING STABILITY

920 families supported through housing stabilization programs.

Prevented eviction for **850 families**.

\$5 million distributed in rental assistance.

44 individuals completed our Rental Readiness and Homebuyer Education and Pre-Purchase program.

Our counseling efforts led to **30 successful home purchases**.

ECONOMIC PROSPERITY

Close to **1.5K participants** were trained in workforce, employment, and financial education.

460 individuals gained employment skills, and **96 students** graduated from our Career training programs, earning an average of \$23+ /hr.

Established **30 new businesses** and served a total of **350 entrepreneurs** and small businesses.

540 students engaged in over **17K+ hours** of English as a Second Language, Citizenship, GED, Pronunciation and Digital Literacy instruction.

420 federal and state tax returns filed in 2024 through our VITA Program.

Close to **\$1.2M TAX** refunds were issued.

40 ITIN applications were filed and issued by the IRS through us.

BEHAVIORAL HEALTH

CLUES was **Certified as a Community Behavioral Health Clinic (CCBHC)**. Abriendo Caminos is one of a few culturally-specific clinics in the country.

680 clients received **3.9K+ hours** of mental health and **1.5K hours** of substance use disorder therapy.

Launched the **only MI/SUD teen program in Minnesota** that focuses services on **Latino teens** and their families.



Abriendo Caminos clinicians

660K+ INDIVIDUALS REACHED VIA OUR PROGRAMS & EVENTS!

BUILDING OPPORTUNITIES AND CONNECTIONS



Youth in Action students

YOUTH ENRICHMENT

580 youth equipped with essential skills, career readiness training, and hands-on experiences in STEAM-related fields.

87 students explored a career path in coding, filmmaking, marketing and journalism, among others, and **15 students** received paid internships.

57 students connected with **43 mentors** and received college readiness support through our Youth in Action program.

The **Adobe Explorer Award** recognized our students for the social impact of their innovative ticketing system for CLUES Food Market Program, Canasta Familiar.



YA! graduate and her mentor

CHILDCARE & EARLY EDUCATION

Served **90 individuals**, parents and caregivers with childcare needs and quality education. **60** obtained CPR certification.

Trained supported **30 Childcare Family & Friends Network providers**.

Served **83 children** under the care of the Early Milestones graduates and the business series graduates.

Supported **43 children** and **42 families** and enhanced parenting practices through our home-based visiting program Parents as Teachers.

Our doula and lactation counselors supported **10 mothers** during childbirth.

Our online Facebook FFN group has **375+** active members.

Launched an **innovative childcare model for Latina entrepreneurs** to open their own daycare businesses on the East Side of Saint Paul.

BOARD OF DIRECTORS *AS OF FEBRUARY 2025

EXECUTIVE COMMITTEE.

Chairperson

Hazzen Muñoz – Ecolab

Vice-Chairperson

David Garcia – Best Buy

Treasurer

Henrique Bahr – Cargill

Secretary

Esther Ledesma Pumarol – Xcel Energy

MEMBERS AT LARGE.

Jose Bernad – Allina

Richard Esquivel – Sunrise Bank

Judith Garcia Galiana – Galiana Consulting

Danielle Robinson Briand – Justicia Law

Fred Schiller – 3M

Michael Scrafford – Target

Paula Skarda – Health Partners

Vinny Silva – Solventum

EMPOWERING SURVIVORS

Close to **2K children, youth, and families** connected with resources and support through our case management program.

CONNECTING LATINO VOICES

CLUES garnered **1.3M total content views** through digital channels. More than **25K people** followed CLUES on social media. Our team created **900+** printed and audiovisual marketing materials.

VOLUNTEERS AN ESSENTIAL PART OF CLUES

700+ volunteers helped us deliver our work and mission and performed **14K hours** of service to the community.



Canasta Familiar volunteer



CLUES Board of Directors attending Gala Latina



STRENGTHENING LATINO CULTURE AND HERITAGE

15K+ PEOPLE WERE UNITED THROUGH CLUES CULTURAL ENGAGEMENT, ARTS PROGRAMS & EVENTS CELEBRATIONS.

11.4K guests attended our community festivals Fiesta Latina in September at CLUES Saint Paul and Día de Muertos in October at the Midtown Global Market in Minneapolis.

CLUES St. Paul Gallery featured a total of five exhibitions and received 2K+ visitors.

40 artists engaged via professional development, work opportunities and fostering community connections.

2.3K+ people attended 12 educational workshops centered on accessibility, empowerment and empathy.

GALA LATINA

Over \$114.K was raised to support CLUES' Canasta Familiar food shelf, which supports access to healthy food by providing culturally appropriate food for families on a weekly basis in Saint Paul, Minneapolis and Austin, MN.

Attendees at Gala Latina



"Our Arts and Cultural Engagement activities are made possible in part by the Minnesota Legacy Amendment's Arts & Cultural Heritage Fund."



Baila Venezuela at Fiesta Latina



Visitor engaging with the "Transformación" art exhibition



Enjoying Día de Muertos



Participating in an arts and cultural engagement workshop



Volunteers and visitors participating at Día de Muertos



Kuyayki Peru - Minnesota performing at Fiesta Latina



"Representing Latinidad" art exhibition



Artist Gustavo Boada participating in Día de Muertos parade