

COMUNIDADES LATINAS
UNIDAS EN SERVICIO



www.clues.org

IMPACT REPORT 2025



ROOTED IN CULTURE. BUILDING POWER. ADVANCING EQUITY.

CLUES advances social and economic equity and wellbeing for Latinos in Minnesota. We build upon the strengths of our community to provide culturally responsive services, cultivate leadership, and create pathways to stability, opportunity, and long-term prosperity for individuals and families across generations.



30,000+

INDIVIDUALS AND FAMILIES
ACROSS ALL PROGRAMS*

*Disclaimer: This report reflects services delivered during calendar year 2025. Service counts reflect program participation and service encounters; individuals and families may be served through more than one program. Digital engagement numbers represent views and impressions across platforms, not unique individuals.

A MESSAGE TO OUR COMMUNITY



In 2025, **CLUES remained grounded in our mission while responding to a rapidly shifting and often challenging environment** for Latino and immigrant communities across Minnesota. Economic uncertainty, housing instability, and heightened fear driven by immigration enforcement shaped the lived experiences of many of the families we serve. In response, we focused on strengthening systems, deepening partnerships, and delivering high-quality, culturally responsive services that meet families where they are.

CLUES serves communities in **St. Paul, Minneapolis, Willmar, and Austin, while extending our reach across Greater Minnesota** through integrated programming and trusted digital communications. Across this statewide presence, we continued advancing an ecosystem of care, ensuring families experience CLUES as a coordinated, holistic support system rather than isolated programs.

In 2025, CLUES served more than **30,000 individuals and families across all programs** while also acting as a trusted messenger, reaching nearly **3 million digital impressions across platforms**. Key milestones included the continued growth of Abriendo Caminos as a Certified Community Behavioral Health Clinic, the strengthening of integrated workforce models, and the launch of the CLUES Child Care Business Incubator, one of only two culturally specific integrated childcare entrepreneurship models nationally, expanding both childcare access and economic mobility opportunities.

While our impact continued to grow, so did the need. **Demand for CLUES services continued to exceed available resources, highlighting both the depth of community need and the importance of sustainable, multi-year funding partnerships** that allow us to respond with stability, innovation, and care.

As we look ahead, we remain **deeply grateful to our staff, volunteers, partners, and supporters**. Your trust allows CLUES to remain a trusted anchor for Latino families across Minnesota, rooted in culture, building power, and advancing equity for generations to come.

With gratitude,
Liliana Letrán-García
President & CEO
CLUES

BOARD OF DIRECTORS

*as for February 2026

CLUES is guided by a Board of Directors dedicated to transparency, accountability, and cultural responsiveness. Their strategic oversight and fiscal stewardship provide the foundation for our mission to advance social and economic equity across generations.

EXECUTIVE COMMITTEE

Chairperson: Hazzen Muñoz

Vice President, Human Resources – Global Pest Talent Solutions | Ecolab

Vice-Chairperson: David García

Vice President of Retail | Best Buy

Treasurer: Henrique Bähr

Finance Director, Animal Nutrition Americas & Global Additives | Cargill

Secretary: Judith García Galiana

President of Galiana Consulting

MEMBERS AT LARGE

José Bernard, Vice President of Medical Affairs, Allina

Paula Skarda, Associate Program Director, MD, Health Partners

Vinny Silva, Senior Vice President of Technology, Solventum

Fred Schiller, Vice President - Asia Pacific Enterprise Customer Operations, 3M

Michael Scrafford, Vice President – Experiential Store Relations, Target

Esther Wildermuth, HR Director– DEI and Corporate Giving, Xcel Energy

NON-VOTING MEMBERS

Richard Esquivel, Vice President & Senior Business Development Officer – Sunrise Banks



Current and former members of the Board of Directors, including CLUES former president and CEO, Ruby Lee (2014–2026)

30,000

individuals and families served statewide through programs supporting health, economic stability, food access, education, and cultural engagement



Homebuyer workshop



Mariachi Jalisco at Fiesta Latina

20,230+

families received culturally relevant food, totaling

968,000

 lbs

CLUES Family Wellness & Child Care Programs building grand opening

154

youth engaged in leadership, tech, and college readiness programs



CLUES staff at Latino Day at the Capitol 2025

1,120

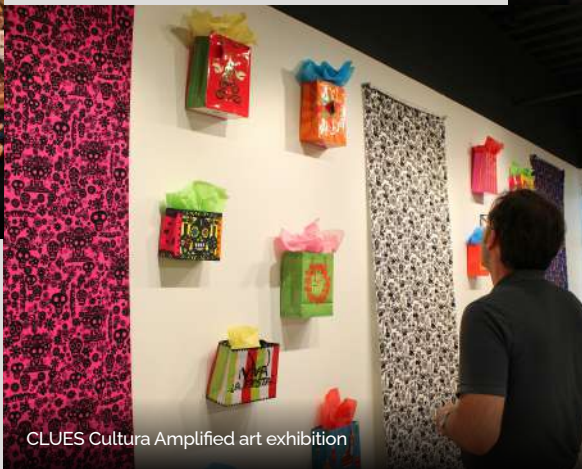
households stabilized, including exits from homelessness and first-time homeownership



Danza Ketzal at Fiesta Latina

905

clients received behavioral health care at Abriendo Caminos Clinic



CLUES Cultura Amplified art exhibition

4,000+

services delivered in economic prosperity, workforce, and financial capability programs



1,000+

Participants engaged in education, career pathways, and workforce development

4,500+

attendees at Fiesta Latina, celebrating culture and connecting to resources



Miguel Angel Mariachi at Día de los Muertos



Logros Tempranos Early Childhood Education Graduation



Colombia Live at Gala Latina

545

entrepreneurs served;

30

new businesses registered



695

volunteers contributed 13,500+ hours supporting programs and events

Nearly

1,500

community members visited CLUES Gallery exhibitions, engaging with culturally rooted storytelling



2.9M+

digital impressions across platforms, including trusted safety and information resources



Volunteers at Canasta Familiar



CLUES micro business graduate participating at Fiesta Latina

PILLAR I: ECONOMIC STABILITY & ASSET BUILDING

- Delivered integrated economic mobility services at scale:** Provided over **4,000 coordinated services** across workforce development, financial capability, housing stabilization, and entrepreneurship, resulting in 96 participants completing financial services, 24 credit score improvements, 85 digital literacy certifications, and 62 measurable skill gains.
- Strengthened workforce outcomes and employer pipelines:** Served **1,000+ participants** through workforce and education programs, delivering **1,400+ classes and activities**. Integration of Education and Career Development teams led to a **67-point increase in testing scores**. Career pathway participants earned an **average wage of \$25.33/hour** compared to \$17.28/hour for walk-in clients. Secured three multi-year grants and built 15 new employer partnerships across key industries.
- Expanded entrepreneurship and small business growth:** Supported **545 entrepreneurs**, resulting in **30 new business** registrations and increased economic participation within the Latino community.
- Stabilized housing and strengthened financial security:** Stabilized **1,120 households**, including **37 exits from homelessness** and **34 first-time homeownership** achievements. Additionally, **56 participants built credit** through Lending Circles, **153 completed homebuyer education**, **42 earned Financial Capability** certification, and **672 tax clients received over \$1 million** in refunds returned to the community.
- Provided targeted employment stabilization (MFIP):** Served **436 participants with 182 successful program exits**, delivering individualized case management that addressed childcare, transportation, and employment barriers.



"BEFORE COMING TO CLUES, I WORKED MULTIPLE JOBS AND STILL STRUGGLED TO PAY RENT. WITH THEIR SUPPORT, I EARNED A CERTIFICATION, INCREASED MY INCOME, AND FINALLY FELT STABLE FOR MY FAMILY."

- Career Development Participant

PILLAR III: FAMILY SAFETY

- We maintained high-standard trauma-informed care and essential resource navigation, providing a critical safety net for 2,080 individuals** through family services programs.
- Strengthened survivor safety and crisis intervention:** Served **277 survivors** of domestic and sexual violence; **88% reported an increased sense of safety following intervention**.
- Advanced housing stability for survivors:** The Serenity Program supported 257 survivors, with **85% successfully transitioning into long-term stable housing**.
- Delivered intensive case management and family support:** Provided **3,000 hours of case management services** connecting families to healthcare, housing, and essential resources.
- Earned national recognition for early childhood excellence:** The Parents as Teachers program received the **Blue Ribbon award for excellence** in evidence-based home visiting and family support.



I FINALLY FEEL HOPE FOR OUR FUTURE. I NOW HAVE A PLAN AND A HOME WHERE MY CHILDREN AND I CAN BE SAFE.

- Family Services Participant

PILLAR II: HEALTH, HEALING & WELLBEING

- CLUES strengthened holistic wellness** by expanding culturally responsive behavioral health care, increasing food security, and advancing prevention-focused community health across generations.
- Expanded culturally responsive behavioral health care to meet rising community demand:** Served **905 clients** (145 children and 760 adults) across mental health and substance use services, **increasing therapy hours by 50% (5,922 total)** and **MI/SUD treatment hours by 67%**. Behavioral health **staffing grew from 19 in 2020 to 44 professionals in 2025**, integrating psychiatric care, nursing, and Medication Assisted Treatment (MAT).
- Delivered food security with dignity and cultural relevance:** Distributed **967,932 pounds of food to 20,231 families** through Canasta Familiar, strengthening access to culturally meaningful foods through local farmer partnerships (LFPA).
- Expanded access to essential nutrition benefits:** Conducted **856 SNAP screenings**, submitted **604 new applications**, and completed **218 recertifications** to prevent disruptions in critical household food assistance.
- Advanced prevention and community health across generations:** Strengthened wellbeing through culturally responsive prevention strategies—serving **42 elders and 5 caregivers** through Mayores Mejores dementia-friendly programming; reaching **745 teens with in-school sexual health education**; engaging **462 community members** through prevention workshops; and connecting **800+ individuals** to HIV testing and preventive health services through trusted partnerships.



"RECEIVING THERAPY IN MY LANGUAGE HELPED ME OPEN UP AND BEGIN HEALING. CLUES GAVE ME TOOLS TO CARE FOR MY MENTAL HEALTH WITHOUT FEAR OR STIGMA."

- Abriendo Caminos Clinics Participant

PILLAR IV: GENERATIONAL EMPOWERMENT

- Expanded youth leadership and technology pathways:** Engaged **154 youth** in tech and leadership programs. The Best Buy Teen Tech Center served **96 youth** through **760 open-hour visits and 52 workshops and career pathway sessions**, connecting participants to industry professionals and innovation opportunities.
- Strengthened college access and postsecondary success:** Graduated **26 seniors** from Youth in Action (YA!) in 2025; **90% enrolled in postsecondary education and 100% secured scholarships** beyond federal aid. The program received the SEED Coalition President's Award for Community Partnership.
- Expanded culturally responsive childcare capacity:** In 2025, CLUES launched the Child Care Business Incubator, one of only two models nationally, supporting the creation of **four new licensed childcare businesses** and expanding care access for **56 children**.
- Advanced provider excellence and workforce development:** Delivered **2,618 hours of technical assistance** and graduated 24 Family, Friends & Neighbor providers from Logros Tempranos.



"YOUTH IN ACTION HELPED ME BELIEVE I COULD GO TO COLLEGE AND BECOME A LEADER IN MY COMMUNITY."

- YA! Participant

Community Investment, Arts & Cultural Momentum

We mobilize resources, creativity, and community leadership to fuel our mission, ensuring families have both essential support and spaces for cultural pride, visibility, and belonging.



Ritmo Latino at Fiesta Latina

- ◆ **Expanded philanthropic engagement and food security support:** CLUES convened more than **500 community and civic leaders** at **Gala Latina**, raising **\$100,000+** to support culturally relevant food access initiatives for Latino families.
- ◆ **Strengthened cultural identity through arts and storytelling:** Nearly **1,500 community members** visited the CLUES Gallery, engaging with exhibitions that elevated Latino voices, cultural heritage, and community storytelling.
- ◆ **Elevated Latino artists and expanded representation:** CLUES showcased the work of **17 artists**, including **three solo exhibitions and one group exhibition**, creating public exhibition opportunities for emerging, bilingual, and disabled Latino artists.
- ◆ **Deepened arts-centered community engagement:** More than **4,000 community members** participated in cultural events and workshops, including **Día de los Muertos, Cafecito de Hermanas, Fiesta Latina**, and other community gatherings that celebrate culture and belonging.
- ◆ **Leveraged volunteer leadership to expand impact:** **695 volunteers** contributed **13,500+ hours of service**, strengthening CLUES' capacity to deliver programs and reach more families across Minnesota.

Activated large-scale cultural participation and community connection:

Welcomed **4,500+ ATTENDEES AT FIESTA LATINA**, serving as a powerful entry point for health screenings, **KNOW YOUR RIGHTS** education, arts engagement, and community resources.

Watch to learn more:



Fiesta Latina



Día de los Muertos

Community Trust & Digital Reach

In a year of uncertainty, **CLUES' role as a "Trusted Messenger"** was our most scalable asset.

Digital Authority: **2.9M+ digital impressions across platforms** supporting community education and safety resources.

Engagement: Achieved a **44% open rate** on newsletters (industry average is ~25%), indicating high community trust and information relevance.

900+ print and audiovisual materials produced to support outreach, education, and community safety



Volunteers at Fiesta Latina

CRISIS RESPONSE: The **"KNOW YOUR RIGHTS" DIGITAL HUB** served as a primary safety resource during periods of heightened community fear.

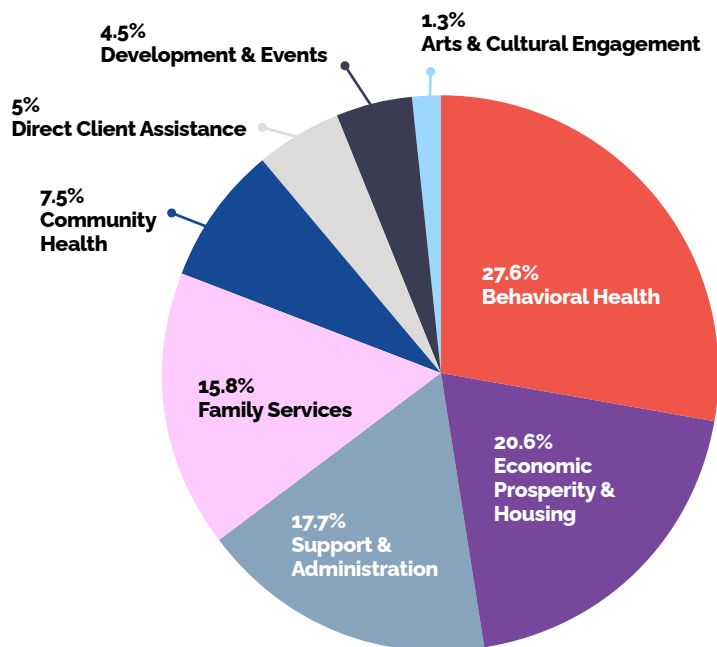
"THE KNOW YOUR RIGHTS INFORMATION FROM CLUES HELPED MY FAMILY FEEL INFORMED AND LESS AFRAID DURING A DIFFICULT TIME."

- CLUES Facebook follower

2025 reaffirmed that CLUES is not just a service provider; we are a vital anchor for the health and stability of Minnesota's Latino community.

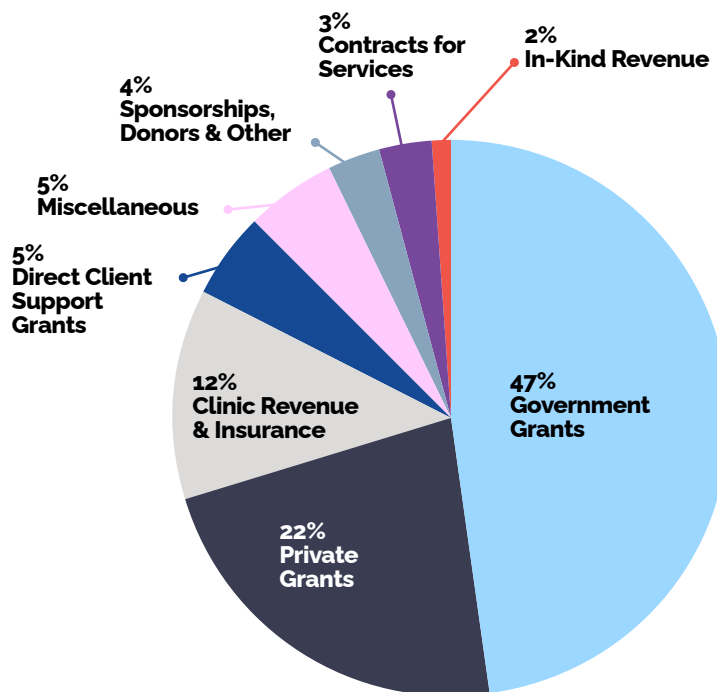
2025 Financial Snapshot

CLUES IS COMMITTED TO FINANCIAL TRANSPARENCY AND ACCOUNTABILITY. CLUES operates through a balanced combination of corporate and foundation grants, government grants and contracts, individual donations, and earned revenue.



EXPENSES BY PROGRAM

Behavioral Health	\$4,415,271
Economic Prosperity & Housing	\$3,290,288
Support & Administration	\$2,835,251
Family Services	\$2,525,823
Community Health	\$1,202,284
Direct Client Assistance	\$793,517
Development & Events	\$722,439
Arts & Cultural Engagement	\$203,427
TOTAL	\$15,988,300



REVENUE BY TYPE

Government Grants	\$7,504,573
Private Grants	\$3,452,938
Clinic Revenue & Insurance	\$1,949,005
Miscellaneous	\$824,426
Direct Client Support Grants	\$793,517
Sponsorships, Individual Donors & Other	\$570,991
Contracts for Services	\$533,838
In-Kind Revenue	\$251,149
TOTAL	\$15,880,437

These are Operating revenues. Capital grants and gains of \$4.5M in 2025 were not included in this report

DONATE | [CLUES.ORG/DONATE](https://clues.org/donate)

Your support fuels culturally responsive programs that advance health, economic mobility, and safety for Latino families across Minnesota.

VOLUNTEER | [CLUES.ORG/VOLUNTEER](https://clues.org/volunteer)

From food access to youth mentorship, volunteers expand CLUES' capacity and deepen community connection.

SUBSCRIBE | [CLUES.ORG/NEWSLETTER](https://clues.org/newsletter)

Stay informed through our bilingual newsletter featuring resources, events, and community stories.



**SCAN THE
QR CODE
TO MAKE A
DONATION
TODAY**

CLUES is a nonprofit public charity recognized as tax exempt by the IRS under section 501(c)(3). CLUES tax ID: 41-1386986. Your investment is tax deductible and has a deep and meaningful impact on our organization and the community at large.