

Annual Report

FY '23



CHICANOS
POR LA CAUSA

we are
CPLC

Growing up, my mom gave me the best example of what it means to care for *el prójimo*.

For one another.

With her giant pot of frijoles and the tortillera by her side, I watched as she fed migrant workers in our front yard.

Her meals were refreshing and restorative, especially after working all day in the fields under the hot sun and traveling a long way home by train.

Today, as Chicanos Por La Causa's **first Chicana President & CEO**, I'm proud and grateful to follow my mom's example and that of so many women who came before us.

But our work isn't done.

Now that we have our seat, we must make space for others who are not yet at the table.

Like the **abuelita** who has waited years to apply for citizenship so she can cross the border without fear. Or our **refugee neighbor** who wants to become a doctor and save lives, but is struggling to navigate a foreign education system.

Or the **mother facing violence** in her madre patria, who sees no other way but to send her baby daughter with a coyote to the US.

We all have so much potential.

Let's not keep wasting it.

Together, we've already made history.

And we will continue to change the status quo to ensure opportunity and a more equitable future for all.

¡Hacia delante!

Alicia Nuñez

**President & CEO
Chicanos Por La Causa**

“Now that we have our seat, we must make space for others who are not yet at the table.”





Growing up, Yuma was a wonderful, tight-knit agricultural **community.**

every weekend,

my family and I would cross the border into Mexico to eat tacos and walk in the park.

In those days, it hardly seemed like we were moving between different countries.

But one day, I remember seeing the Twin Towers on TV. Ever since then, everything became stricter.

The lines to enter the US grew longer and we now had to carry our passports. As we waited for hours, we no longer played music and danced like we used to.

Everything had changed.

When I started working at CPLC, I saw how **the rising anti-immigrant sentiment was taking its toll on my community.**

People were scared their residence permits would be taken away. Others thought their applications would be automatically rejected.

I told them, “No, Señora, no le van a quitar sus papeles. Todo va a estar bien.”

“No, ma’am, they will not take away your documents. Everything will be ok.”

COVID further slowed the process. People called us, confused their appointments with government agencies had been delayed, frustrated they hadn’t heard back.

But whenever they finally hear positive news, it’s so special.

Like Ramona, an elderly widow who **feared she’d be rejected because she was Mexican.**

When she finally earned her citizenship, she started bringing me coffee. Every. Single. Morning. For years.

“No Señora,” I begged her, “you don’t have to do that.”

“Mijo, if you hadn’t helped me, I wouldn’t have been able to do it.”

When I was younger, I heard someone say, **“si no vives para servir, no sirves para vivir.”**

“If you don’t live to serve, you are not fit to live.”

It has become my lema, my life motto.

It encapsulates the character of Mexicans. We work hard. We sacrifice for others. And we don’t give up.

My dad dedicated himself 100% to working in the fields to support his family. He gave us every opportunity he could.

Because he lived for us, today I live to help other people like him get closer to their American dream.

Like I tell the immigrant families who visit my office, al final, todo vale la pena.

In the end, everything will be worth it.

“Like I tell the immigrant families who visit my office, al final, todo vale la pena.”

isael gomez
Immigration Counselor
CPLC Family Immigration Services



Sometimes, we meet people whose memory stays with us *forever*.

Maybe it's their

personality, their achievements, or their story— but something makes it impossible for us to forget them.

For me, that person is Richard Irakiza.

Richard's family fled their home in Rwanda during the genocide of 1994. Upon returning, **Richard's father and younger sister were killed**, forcing Richard and his remaining family to flee their home once more.

For the rest of his childhood and adolescence, Richard, along with his mother and grandmother, lived as refugees in seven countries, often without access to medical treatment or running water.

Richard's experiences had a profound impact on him. He became friends and would play with other refugee children, most who lacked adequate health care,

and some who suffered from horrible cancers. One, Richard remembered, had a visible tumor growing out of his head.

Richard began to dream that maybe someday, he could become a pediatric neurosurgeon and help other children with much-needed medical care.

He and his mom did not have much, but education was something she told him no one could ever take away.

Richard took his mother's advice to heart, even if it meant walking three hours to school each day.

In the end, his determination paid off.

When I met Richard, he had just arrived in the US, and though at first many things were foreign to him, I could vividly sense his hunger to learn.

After he and his mother were granted asylum in the United States, he was referred to our

office for guidance with the American education system. He quickly enrolled in and completed Medical Assistant and Phlebotomy certifications and a paid internship at a hospital, which led to further employment.

Now, as a Pre-Med student at Arizona Christian University, he is closer than ever to fulfilling his dream of healing young children suffering from brain tumors.

Through it all, he has persevered and is making his dream come true.

I never tire of sharing his story. With other students. With other young people. With other refugees. Richard's story is one I will never forget.

Because it changed my view of what's possible.

I hope you'll let it change yours too.

Reeta Nongmaithem Sanchez

Youth Program Manager
CPLC Workforce



“Education was something she told him no one could ever take away.”



“I never realized my lowest point in life would be my biggest asset at work.”



There's no sacrifice I wouldn't make for my **FAMILY**—

JUST LIKE MY MOM.

Immigrating to the US, learning English, and raising two children was enough of a struggle.

But she wanted more for us. So my mom enrolled in college while we were kids and after ten years, earned her bachelor's degree, setting an example we all would follow.

Naturally, when my mom lost her mother and sank into a depression, **I sacrificed my college plans to take care of her.**

But when I finally returned to school, everything was different.

No one wanted to rent to a college student with only one semester left in town, so **I ended up living out of my car for four months.**

At first, it seemed doable. But once it started snowing, I was afraid I wouldn't make it.

I never realized my lowest point in life would be my biggest asset at work.

Take Leo, a patient diagnosed with HIV.

When I first met Leo, he looked like he hadn't eaten in a while and sat hunched over. His silent stare reminded me of my mom during her depression.

I found out he was experiencing homelessness, so it was hard for him to trust people. He'd lost hope.

But I told him he was not alone.

After that day, I called him every month to check in and confirm he was getting his medical treatment. I reassured him he would still live a healthy and happy life. Even with HIV.

Over time, I began to see a change in him.

Leo realized I genuinely cared and wanted him to succeed. He completed rehabilitation, found a job, and even got an apartment.

With each phone call, he was more energetic and talkative. In person, I realized how tall he was now that he stood up straight. He had put on healthy weight.

He was full of life.

Like other patients I've worked with, his entire personality changed.

Each day, I get to help people in our community. And I've learned **life never goes the way you plan.**

Yet, compassion helps us overcome each challenge together.

ANAHI BARRAZA

Lead Medical Case Manager
CPLC LUCES



There's a stereotype that needs to *change*.

People sometimes

think Hispanic immigrants are capable of little more than manual labor.

When someone asks me what I do for a living, I reply, "Economic development at Chicanos Por La Causa."

"Workforce?" they ask. They assume I mean manual labor.

"No," I answer. "We do business development."

That's how my introductions often go at conferences.

Minorities are not just workforce. **We're not just labor.**

We're skilled. Hardworking. Responsible. Honest. Resilient.

And, when we get the chance, we are also extraordinary business owners.

My team and I support small, minority, and socioeconomically disadvantaged business owners.

Like helping someone obtain a loan to finance his car wash operation in the rural town of Fallon, Nevada. Or providing technical assistance so a western wear clothing retail, mom-and-pop store in Arizona can increase sales and profit.

But the most important part of my job is empowering people: **it's about changing mindsets.**

Often, what keeps us from achieving our full potential is ourselves.

At workshops, I ask participants, "If your best friend talked to you the way you talk to yourself, would that person still be your friend?"

It's about reframing your thinking from "I could never do this" to "This is what's in my control, and these are the actions I can take to be successful."

There's enough cake for everyone. And if there isn't, we can bake another cake.

Like Ruth did. During the COVID-19 pandemic, she found out that local restaurants were struggling to get fresh ingredients.

"Well," she thought, **"I grew up in Michoacán. I know avocados from seed."**

So, Ruth called the restaurants and told them, "I can supply you with fresh ingredients twice a week—avocados are my specialty. You call me and I will go at any hour to deliver them."

Today, she has a successful, fully viable business. Where others see disaster, a smart business entrepreneur—like her—sees opportunity.

To me, that's empowerment.

Noe Gonzalez

Project Director
CPLC Nevada MBDA
Business Center



“If your best friend talked to you the way you talk to yourself, would that person still be your friend?”





At 11 years old, I moved to the US from Mexico so I could get an *education.*

It was difficult, but I earned my bachelor's degree in journalism and soon started working as a news reporter.

Among my duties, I was reporting on immigrant marches, but the stories I was covering started becoming too personal.

Tired of being a bystander, I quit my job. I wanted to take a side—and take a stand to make a difference.

I took a role at the Consulate General of Mexico in Phoenix. A few days into this new job, I realized, *Yes, this side. I like it.*

Every other day, we reunited families. But one case that stuck with me was of a six-month-old

girl. She had been abandoned in a hotel by the coyotes (smugglers).

When I held the tiny, defenseless baby and looked into her face, I wondered, *what kind of desperate situation must a mother have been in to do this?*

Which brings me to the present: every election cycle, we are promised immigration reform.

But every time, *it's like el novio que te deja en la iglesia* (the groom who leaves you at church). You think, *but you promised me, you told me you'd do it in your campaign.*

It's beyond frustrating.

But you can either give up completely—or, you go cry, then

get back up and begin again.

As a U.S. citizen, I am the result of immigration reform. I know how it feels when immigration reform is finally passed.

For the first time, you feel seen.

So now, I ask myself, *What am I doing for my family? Why don't I keep trying?*

It's a lot of pressure. But we must keep moving forward. Pushing for change.

Each day I come into my office, *despite my frustration, I decide to take the second option.*

I cry. Then I get back up.

“As a U.S. citizen, I am the result of immigration reform.”

Maria Jesús Cervantes
VP of Public Relations & International Affairs
Chicanos Por La Causa

celebrity chef

Pati Jinich accepted our 2023 Cause for Change Award and spoke at our 54th Anniversary Dinner about the power of sharing food to build bridges. She even made an appearance on Empoderate!

We proudly sponsored the second season of her PBS show *La Frontera*, where she visits Mexican and Mexican American communities along the US-Mexico border to dispel negative stereotypes and shed light on our rich cuisine and culture.



on empoderate,

CPLC's new podcast, we share community resources and stories of inspiring people. Together, we've created a space where members of our community can **stay connected and be empowered**. Less than one year after its launch, the podcast earned the Communicators Award for Causa and Awareness and Non-profit Excellence and Distinction.



tomás durán,

President of CPLC California, worked with community leaders in Los Angeles to welcome **the newest member of our family: Amanecer**. The LA-based nonprofit offers mental health resources to members of the community, helping them start a new beginning—or un nuevo amanecer.



girls at florence

Crittenton designed their own mural under the guidance of teaching artists **Linda Pullinsi and Kris Kollasch from Free Arts for Abused Children**. Working together, the young women brought their ideas to life and, in the process, gave us a glimpse into their personalities, their dreams, and their hopes.



cplc leaders

protested the discriminatory ballot referral HCR 2060 at the Arizona State Capitol. **The bill poses a risk to families, neighborhoods, and the state's economy.** We were joined by UnidosUS on a panel to answer questions, provide voter information, and further counteract misinformation and fear in the community.

Financials

Revenue	\$257,620,058
Expenses	\$236,867,361
Total Assets	\$2,067,843,708
Net Assets	\$370,031,366

REVENUE MIX

56%
Self-generated



44% Philanthropy &
Government Contracts

USE OF RESOURCES

80%
Direct Resources



19% Admin

1% Fundraising

138,356

Clients Directly Served

274,223

Indirect Impact

715,027

Outreach Impact

1,127,606

Total Impact in FY23

Client Demographics

37
Average Age

96%
Rely on Public
Health Insurance

53%
Identify as
Hispanic/Latino

52%
Female

* Family Reunification offices in New York, Chicago, Los Angeles, and Houston provide services nationwide.

Regions



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*Chair

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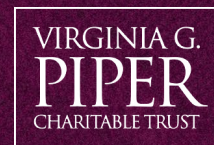
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SOUTHWEST GAS



WELLS FARGO

THE MORENO FAMILY FOUNDATION

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 Common Sense Media
 Community Foundation For Southern Arizona
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 Delta Dental

Dentons Global Services
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Southwest Risk Management
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 Sunrise Foundation
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