CHICANOS POR LA CAUSA

Hacia el Sol

...BECAUSE WE'RE STILL DREAMING



Annual Report

2025

DESDE LA RAÍZ

we Listen

to the **WISDOM**
and the **STORIES** of our elders.

As their light fades, we admire
the **VIBRANT COLORS** of their life,

honoring their legacies
as we also move forward.

In the darkness, the
SPIRITS OF OUR ANCESTORS
illuminate our path.

We come together
with **LOVE AND SONG**
to remember and celebrate
those who are
Gone

while making things
better for **THOSE** **TO** **COME.**

Against the baby blue sky,
We spring forth
IN **BRIGHT** **COLORS**

sharing our joy, our tears,
our laughter, our blessings
dancing in the soft, warm light of
A NEW AMANECER

Renewing our hope, and daring to

keep Dreaming.

FEARLESS AND POWERFUL,
we look directly into the lens:

Hacia el Sol

Watch our pueblo **THRIVE.**

The flowers and the stars adorn
our faces as we walk confidently,

PROUD OF WHO WE ARE
AND WHO WE ARE BECOMING.

Ever-growing **HACIA EL SOL.**

I URGE YOU TO REMEMBER YOUR

Worth.

WHEN IT FEELS LIKE THE WORLD IS CRASHING DOWN

IT'S IMPORTANT TO TAKE STOCK OF WHAT IS STILL WITHIN OUR CONTROL.

WHAT WE CAN DO. AND WHAT WE SHOULD DO.

This year was a beautiful example of that.

No matter what difficulties our community faced, **WE CAME TOGETHER** as one to show solidarity and pick each other back up.

- When the **LA WILDFIRES** broke out, we helped connect people with food, clothing, and shelter.
- When others refused to take a chance on them, we helped a pair of friends make their **RESTAURANT DREAMS** come true.
- When a **VETERAN** felt lonely and forgotten, we invited him to connect with others.
- And when a mom fled her husband's violence, we provided a **SAFE HAVEN** until she had the strength to rebuild.



I am proud of our community.

We are warm, caring, and hospitable. We stretch our arms open to **WELCOME ALL.**

Even when we face unfair treatment, **WE NEVER GIVE UP**—not on ourselves, our dreams, or each other.

This is who we are.

WE ARE STRONG.
WE ARE BEAUTIFUL.
WE ARE IMPORTANT.
WE MATTER.

And at Chicanos Por La Causa, I want to remind you we will always be rooting for you.

Together, we will walk hand in hand towards a **BETTER FUTURE FOR ALL.** And we will get there.

SO LET'S KEEP GOING.

LET'S KEEP MOVING.

LET'S KEEP STRETCHING.

Always,

Alicia Nuñez

President & CEO

Hacia el Sol

DOMESTIC VIOLENCE SURVIVOR ART FAIR



Health & Human Services

EVENING P. 8



HEALTHY AGING TECH LAB

TEACHER AWARDS



Education

MORNING P. 16



CHILDREN'S AUTHOR VISIT

Hacia El Sol

802,788

LIVES IMPACTED IN FY2025

70% HISPANIC

55% FEMALE

75,304 DIRECT IMPACT

421,261 DIGITAL

171,439 INDIRECT

134,784 OUTREACH

OPERATION WHOVILLE



Housing

NIGHT P. 12



LA WILDFIRE RECOVERY

JEFAS MERCADO



Economic Development

NOON P. 20

LEGACY ELEMENTARY





Eleanor Aguilera

LEAD DV THERAPIST
COMMUNITY COUNSELING SVS.

Desde la Raíz, we listen to the wisdom and the stories of our elders.

BUT IT'S TIME WE TELL NEW STORIES OF OURSELVES.

I always say, "You don't want obedient children; you want responsible children."

People get shocked. But it's true.

We teach our kids—especially girls—to **"OBEY."**

That's why we get into trouble.

An obedient child can't defend themselves. But a responsible child says, **"DON'T TOUCH ME."**

My name is Eleanor Aguilera. I'm the Lead Domestic Violence Therapist at CPLC Amanecer Community Counseling Service in Los Angeles, California.

Growing up, I loved reading. But I had to hide, or I'd get into trouble.

My grandparents, who raised me, believed reading was for lazy people.

My good grades didn't matter—"good girls" cleaned and knew how to keep a house.

So I was **OBEDIENT.**

Until 25, my husband encouraged me to attend college.

It became my drug. The more I learned, the less I knew.

I went from being an obedient, young woman to realizing I have ideas and opinions, that **I'M IMPORTANT, AND I HAVE VALUE.**

That's why today, I always encourage my clients to attend college. I want them to discover the **POWER IN EDUCATION.**

The women—and men—I work with escaped or currently face domestic violence. Many seek our services in secret, hiding in closets or waiting until their partner leaves home.

Through therapy, I help my clients discover their potential, their value, and that **THEY HAVE THE POWER** to leave their abuser.

At times, it's frustrating to see a client work hard and make progress, only to then return to their abuser.

Some women grew up abroad, with mindsets hard to unlearn. With beliefs that limit what they think they're capable of and the kind of love they deserve.

When I think about our roots, I feel conflicted.

Our cultures are rich and **BEAUTIFUL:** full of music, food, and traditions.

But you can't put women in their little cage and expect them to obey. And you can't teach men to be machistas.

Yet, we can't turn our backs on our culture.

Instead, we need to **ASK "WHY"** we do certain things and **HOW WE CAN DO BETTER.**

So let's tell new, healthier stories about who we are. That's how we raise responsible children who become respectful and strong adults.

Cae el Atardecer

EVENING IS UPON US



SENIOR SERVICES

ANNIVERSARY CELEBRATION

WE HONOR LIVING LEGENDS.

"It's that spirit of generosity that brings us together at CPLC."
—Alex Varela, CPLC Board Chair

Last fall, CPLC honored Mary Rose Wilcox and Jim Shee at our 56th Anniversary Dinner.

Mary Rose Wilcox was the first Latina to serve on the Phoenix City Council and Maricopa County Board of Supervisors. She fought to ensure CPLC could provide vital HIV services in the face of funding cuts.

When Arizona tried to dim the presence of immigrants, Jim Shee stood in courtrooms with the ACLU and MALDEF. He built alliances where Asian and Latino voices rose together, refusing to let fear decide who gets to call Arizona home.





DOMESTIC VIOLENCE SERVICES

We breathe out old worries

WE BREATHE IN NEW HOPE.

During Domestic Violence Awareness Month, the CPLC De Colores art showcase, Cambiando Nuestra Historia, became a space of renewal.

Survivors from De Colores filled Warehouse 215 with paintings and poems that spoke to the power of art in the healing process and how expression can become a way to breathe again.

The space carried the weight of past struggles while holding the warmth of transformation. Every moment reflected resilience, and the room itself seemed to hum with possibility.

SENIOR SERVICES

The day is ending. The journey was long.

BUT DO YOU REMEMBER WHEN WE WERE YOUNG?

The energy in the room shifted the moment the Cox Innovation Lab opened.

Seniors from Casa de Primavera took their seats with curiosity already guiding their hands. A few went straight to the computers, eager to search for their favorite TV shows. Others typed the names of the towns where they were born and watched the screen brighten with places they hadn't seen in years.

There was a sense of discovery in every small moment. Residents leaned in, clicked with care, tried new tools, and asked questions that pulled staff closer.

Their confidence grew as they explored at their own pace, not rushing, just learning—and enjoying the chance to see something familiar light up in front of them.

The new Lab brings technology within reach. The room now holds smart TVs, computers, and VR headsets that open new ways for residents to learn and stay connected.

8,824
LIVES IMPROVED HEALTH



CPLC LEADERSHIP

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Nancy Lipman, *Executive VP, Compliance, Risk & HR*

Marcos Tapia, *General Counsel Executive VP, Legal and Governance*

HOUSING

JUNTOS

NAVEGAMOS

las Tinieblas

In the darkness,

the spirits of our ancestors

illuminate our path.

CESAR CHAVEZ



AND SO, WE WALK WITH PURPOSE. ALWAYS MISSION READY.

ADAPT AND OVERCOME.

That's the motto on the battlefield.

It's also how my mom raised my sister and I as a single mother.

When I reflect on my childhood, I remember so much **LOVE AND COMPASSION.**

Only years later, I learned about my mom's **STRUGGLES.**

But you can only ignore your traumas so long, until they come crashing down on you.

It's why veterans struggle transitioning to civilian life: to truly heal, they must work through the things they've had to push aside for so long. Things they might've forgotten about themselves.

Many veterans have traumas from their service. They have flashbacks and recurring nightmares. Others develop PTSD or depression.

But the most dangerous part?

THE LONELINESS.

There's a stigma around mental health, which stops veterans from seeking help.

That's why at CPLC Battle Cry Veteran Services in South Texas, we use a **NON-TRADITIONAL APPROACH**—through yoga classes, massage therapy, and peer support, we make asking for help, including therapy, less intimidating.

These activities have a big impact: connecting with others or simply having something to look forward to can be **LIFESAVING** for someone contemplating suicide.

I remember when I felt like giving up.

There was a time in grad school when I thought **I JUST COULDN'T KEEP GOING.**

I had a toddler. I was pregnant. My husband was deployed. And I was working full-time as a case manager.

I wanted to quit.

So I asked the universe for a sign.

Crying, I placed a hand on my belly to hold myself.

Then I felt something—a kick.

It was **MY BABY!**

At that moment, I realized **I WASN'T ALONE.** I needed to remember my why.

Everything I was doing was for my family. For other veterans like me.



Amanda Perez

PROGRAM MANAGER
VETERAN SERVICES

I had to keep going.

Veterans are trained to be resilient. We're strong, we're dedicated, and we continue giving back to our community beyond our military service.

But people forget there's a **PERSON** behind that mission-ready veteran.

One veteran recently thanked me, saying, "No one's ever taken the time to listen."

I'm glad I kept going so I can **GIVE BACK TODAY.**

The same way we'd respond to a cry on the battlefield.

Cold bites.
Fire burns.

2,086
HOUSING COUNSELING & HOME LENDING CLIENTS

HOMELESSNESS SUPPORT

BUT OUR LOVE FOR EACH OTHER HEALS.

In January 2025, a devastating fire tore through neighborhoods in the foothills of the San Gabriel Mountains in Los Angeles County, California. Months later, the community was still reeling from the impact of the Eaton Canyon Fire.

So, Amanecer Community Counseling Service and Shelter Partnership organized a resource fair to show up for Altadena residents. Families secured two months of rental assistance—the most sought-after resource that day. HUD-certified counselors and social workers guided them through applications while volunteers distributed shoes, diapers, and hygiene kits for all ages.

Every detail met a critical need: fresh socks for children starting over, dental kits to protect healthy smiles, and most importantly, the housing stability that brings renewed security.



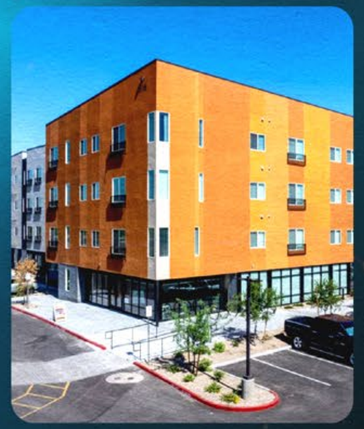
AFFORDABLE HOUSING

A SANCTUARY FROM THE COLD. A PLACE TO RAISE YOUR OWN.

What's in a home?

The morning light fell across the courtyard as we gathered to celebrate the opening of Ascent on Broadway apartments—affordable homes built for families who deserve a place full of possibility.

At a time of rising housing costs, Ascent offers families a place to feel secure and a foundation to build their lives. Each apartment welcomes light and warmth, shaping a space where daily life can unfold and families can grow.





HOLIDAY CELEBRATION

A WHOVILLE AFTERNOON TO REMEMBER.

Laughter echoed across the Community Center as kids spotted the Grinch and hurried in line for photos. Some practiced their best serious faces. Others couldn't stop giggling once he leaned in. Each snapshot caught a different kind of joy—quick and bright, the kind that doesn't need posing.

Even the pets were part of the day. Thanks to the Animal Welfare League, families picked up toys for their dogs and cats too, small reminders that care stretches across the whole household.

Operation Whoville held that feeling our community knows well. Shared time. Shared laughter. A moment to pause and enjoy time together before stepping back out of this magical wonderland.

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Sharing our joy, our tears,

Our laughter, our blessings

Dancing in the soft, warm light

IN EACH OTHER, WE FIND A NEW HOME.

My name is Laura Pascal, and I volunteer with the CPLC Community Center, which provides after-school programming to children in West Phoenix.

From the moment I started volunteering, **I FELT WELCOMED:** We were watching a movie with the children one day, all masked up because of COVID. I was sitting next to Anita, a little girl I still know today and adore.



Laura Pascal
VOLUNTEER
CPLC COMMUNITY CENTER

I don't remember which movie we were watching, but it was a Disney movie where the mom dies. When it happened, I looked at Anita, and **WE WERE BOTH SO SAD.**

"But I love my mom," Anita said.

"I love my mom too," I replied. We were both on the verge of tears.

It was a simple exchange, but **IT MEANT SO MUCH TO ME** at the time, because my mom had recently passed away.

Anita is now going into fourth grade, and it always amazes me to see the children grow up, see how their personalities develop, and see them weather difficult times—like the time one little boy told me his mom was getting remarried.

Or the child who told me her mom had been in detention.

At the root, they're just families that **LOVE EACH OTHER SO MUCH.** And their parents are just trying their best to give their children a better life.

My own grandparents came from the Netherlands. But back then, everyone assimilated. No one wanted to be a "foreigner," so they didn't try to preserve their culture.

But as I've gotten to learn more about our community here in the Southwest, and how proud people are of their heritage, I've embraced the Latino culture into my own, in the same way they embraced me.

After volunteering for so long, I feel like these children expect me to be there, so I take my job seriously and keep showing up. And I always feel appreciated! And like **I BELONG.**

And I only wish **THE SAME FOR EVERYONE** who comes through our doors.

el Amanecer

AT LAST, DAWN





EARLY CHILDHOOD DEVELOPMENT

Look! Do you see?

THAT BOY LOOKS LIKE ME!

Author Edward Andrés Dennis visited one of our Head Start centers and shared The Boy from Mexico, a story rooted in culture, identity, and heart.

Sitting with toddlers and their parents, he read aloud to a room full of wide eyes and quiet wonder. Then, he left 200 signed copies so every child could take that feeling home with them.

For many, it was the first time they saw a story that reflected who they are and where they come from. One that tells them they are seen, they are valued, and their roots are worth celebrating.



One teacher. One classroom.

IT'S ALL IT EVER TOOK.

In a quiet classroom at Webster Elementary in Mesa, Arizona, Ms. Gonzalez-Willis has built a space where students with autism feel seen and understood.

At the Global Academy of Phoenix, Mrs. Diane Hernandez guides her students to see their potential and change their communities for the better.

Meanwhile, Mrs. Arlene Wade-Peña led Elvira Elementary School's transformation from a "D" rating to an "A" rating.

And even in the middle of Spring break, Mr. John Flores drops everything he's doing to show up for students ready to win.

This May, at our annual Esperanza Teacher Awards, we honored their dedication, their passion, and their profound impact. Our community is stronger because of teachers like them.

ESPERANZA TEACHER AWARDS

COMMUNITY CENTER

BLACK JOY IS POWER.

It's culture. It's love.

During Black History Month, the CPLC Community Center invited local Black vendors and families to celebrate. We honored the voices that define Black joy—community, creativity, movement, and pride.

It lives in the way Black culture shines through dance, language, and self-expression. In teaching the next generation, embracing history, and celebrating every part of Black identity.

Black joy is limitless. Black joy is here to stay.





39,039

INDIVIDUALS RECEIVED EDUCATION

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Governing Board

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Governing Board

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Board Member

Maryann Richardson
Board Member

Rebeka Simpson
Board Member

Catherine Stein
Board Member



Regina Burgos

PROGRAM MANAGER
YOUTHBUILD NEVADA

THE WIND AND THE MIST MAY BLOCK OUR WAY, BUT WE KEEP ON, HEAD HELD HIGH, HEART WIDE OPEN.

I was raised in El Sereno, a neighborhood in Los Angeles.

As the youngest of six siblings, I watched my parents work tirelessly to provide the best life they could for us. Despite challenges, they never stopped guiding us down the right path. Their strength and perseverance taught me the value of **RESILIENCE, FAMILY, AND HOPE.**

And I've always believed in the power of education. I know firsthand how it can transform your life. That's why I've dedicated myself to helping young people discover their potential—just as I discovered mine.

I always knew giving back was my passion, but I didn't realize it was **MY CALLING** until I worked at Skid Row in Los Angeles—home to one of the largest populations of people experiencing homelessness in the country. As a high-needs case manager, my perspective changed completely.

Before entering this field, I believed that people living on the streets chose to be there. **BUT I WAS WRONG.**

One person I'll never forget is Ricardo—a family man who lost **HIS JOB AND HOME.**

With no options left, he and his family used what little money they had to buy a tent and moved to the streets. His top priority was **HIS FAMILY'S SAFETY,** so he'd stay awake all night to protect them.

To cope with the exhaustion, he began using substances. Over time, **ADDICTION TOOK HOLD.** His health declined, his relationships suffered, and by the time he entered recovery, his marriage was beyond repair.

ECONOMIC DEVELOPMENT

EN EL FUERTE CALOR

el Mediodia

IN THE STRONG HEAT OF NOON

The flowers and stars
adorn our faces
as we walk confidently,
proud of who we are

Though he regained sobriety, he couldn't rebuild **WHAT HE'D LOST.**

Over the years, I've heard countless stories like Ricardo's. I've dedicated my life to helping people and creating **MEANINGFUL, LASTING IMPACT** within communities.

Today, I serve as Program Manager for YouthBuild Las Vegas. Every day, I have the privilege of supporting young people—many with stories like mine. I help them believe in themselves, find their voice, and build **A BETTER FUTURE.**

And I'll keep doing this as long as there are stories that deserve to be heard.



LATINO NASCAR YOUTH VISIT

Welcome, Take a seat.

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SMALL BUSINESS LENDING

OVER FOOD, ONLY LOVE WILL YOU MEET.

When Alejandra met Irma, they bonded over their love of authentic Sonoran food—and a vision to bring the colors, aromas, and traditions of the food they grew up with to the Phoenix area.

What started as a catering business serving parties, quinceañeras, and corporate events soon grew into one, two, then three brick-and-mortar restaurants!

But like any small business, they had their challenges. In the beginning, they struggled to find someone who would invest in their dreams—until they heard about CPLC Prestamos CDFI.

As a mission-driven lender, Prestamos provides fair and accessible access to capital. With a small business loan, Las Marias were able to expand their business several times over the years, proving that a small business loan is more than just a financial agreement—it is a commitment to our community and the future of our economic prosperity.



WOMEN'S BUSINESS CENTER

WHEN YOU SHINE, WE ALL SHINE BRIGHTER.

Being a Jefa isn't just about running a business. When a woman decides to start her own business, she chooses to break barriers, empower herself financially, and build a future on her own terms.

But every Jefa could use a sisterhood—that's why CPLC Prestamos CDFI, the CPLC Women's Business Center (WBC), and CPLC De Colores came together to support small, women-owned businesses.

Our Jefa's Mercado offered local Jefas an opportunity to get exposure, practice their sales pitch, and get real-world experience.



25
YEARS OF PRESTAMOS CDFI

NEW MARKETS TAX CREDIT

WE ARE STRONG. UVALDE STRONG.

We joined the community of Uvalde, Texas to celebrate the grand opening of the Legacy Elementary School—a new, state-of-the-art campus built as a beacon of hope, a symbol of safety, and a tribute to the 21 lives lost at Robb Elementary School three years ago.

At the heart of this school stands a tree—tall and proud—with two branches representing the educators, and 19 small branches symbolizing the children. While their loss can never be undone, this memorial stands as a reminder of their lives and a source of hope for generations to come.

CPLC Prestamos CDFI contributed $13 million in New Market Tax Credits to help make this vision a reality. We hope every child who walks these hallways feels safe, loved, and inspired.



CHICAGO OFFICE



AND SO

We burst **Free**

DECORATING OURSELVES IN BRIGHT COLORS
AND BASKING
IN THE WARM, SOFT LIGHT

OF A SUN THAT SHINES ON US, TOO.
A SUN THAT PROMISED
TO RETURN DESPITE THE DARKNESS.

And we're still **Here.**

NEW YORK OFFICE



REFUGEE RESETTLEMENT

CPLC Expanded our Refugee Resettlement program, reuniting families across the country from offices in New York, Chicago, Los Angeles, and Houston.

COLORADO OFFICE



ADVOCACY



MEXICAN CONSULATE COLLABORATION

Together across borders and language,
FOR OUR HEALTH, OUR GREATEST WEALTH.

For decades, CPLC and the Mexican Consulate of Phoenix have worked side by side to tackle the root causes of health inequities in our community.

This year, we signed an MOU to deepen our partnership and continue to support health initiatives like Ventanilla de Salud and Semana Binacional de Salud.

Together, we're empowering families with education, prevention, and the tools to build healthier futures. ¡Pa'lante!

UNIDOSUS MEDICARE/SNAP ROUNDTABLE

Through sickness and hunger,
WE SHOW UP FOR EACH OTHER.

When the federal cuts to Medicaid and SNAP were first proposed, UnidosUS held a roundtable discussion to share stories and strategize with other nonprofits in the region.





CELEBRATING

15 Years

OF CPLC IN NEVADA

Year after year, the sun returned.
WITH NEW ENERGY. WITH NEW HOPE. WITH NEW WORK.

NEW MEXICO FOSTER GRANDPARENT PROGRAM



Thank You to Our Partners

FRED C. AND KATHERINE B. ANDERSEN FOUNDATION

THE MORENO FAMILY FOUNDATION

LARRY MILLER CHARITY

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American Psyciatric Association
American Towers
Arizona Diamondbacks
Arizona State University
AZDC Consulting
Bar-S Foods Company
Bashas - Food City
Blue Cross Blue Shield of Arizona
C & N Roofing
Capital One
CopperPoint Insurance Companies
Crescent Crown Distributing
Delta Dental
Desert Diamond Casino
Desert Ford Dealership
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DLJ Produce Inc.
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Jackson Lewis P.C.
JP Morgan Chase
Kowalski Construction
Kroger
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Mayer Brown
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Merrill-Lynch
NAI Horizon
Operation Santa Claus
Orca AC
Pacific Premier Bank
PepsiCo
Peter Piper Pizza
Phoenix IDA
PNC Bank
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SciTech Institute
Sonora Farms
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Southwest Gas
Sprouts
Square, Inc.
Sunrise Foundation
Swire Coca Cola
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The Lightspark Foundation
The Rosendin Foundation
Thunderbirds Charities
Tides Foundation
Tofel Dent Construction
Tucson Electric Power
United Healthcare
US Bank
Valley Hispanic Bomberos
Valley Toyota Dealers Association
Walmart Foundation
Waymo
Western Alliance Bank

Financials

Financials

Revenue
$276,791,438

Expenses
$267,537,094

Total Assets
$1,309,946,437

Net Assets
$405,174,920

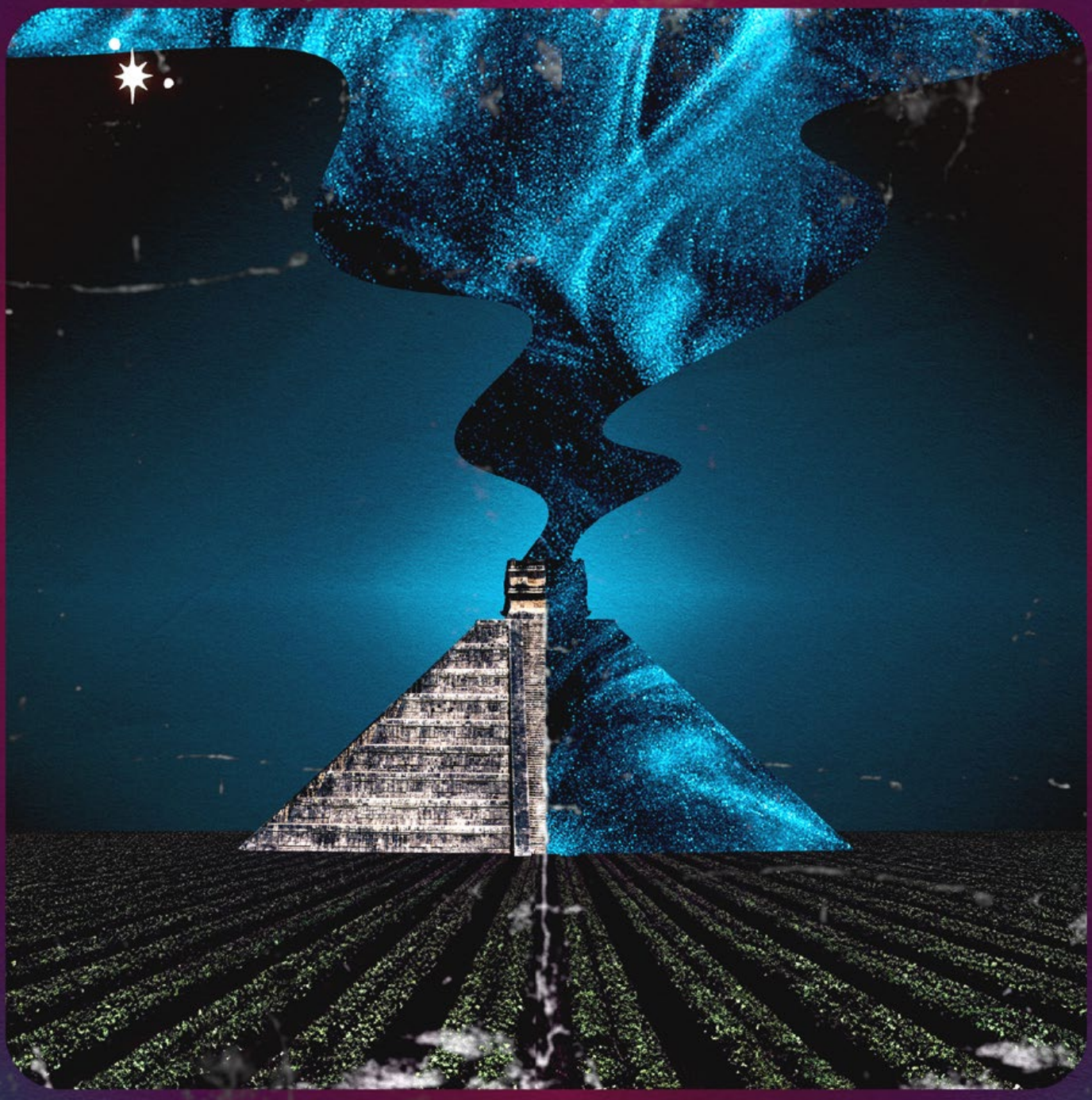


Use of Resources

83%
Direct Services

16%
Admin

1%
Fundraising



CHICANOS POR LA CAUSA