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#### THE HISPANIC ALLIANCE TAKES FLIGHT IN 2021.

After a grueling year in 2020 addressing the critical needs in our community surrounding the pandemic, the Hispanic Alliance, like all of us, hoped things would get back to a sense of "normal". They haven't. But, the good news is that we have a new normal, one that includes elements of our past and one that reaches to a broader future.

The Hispanic Alliance is about building bridges between the growing Hispanic community and the community at large. Our ultimate goal is that we become one - a unified community that cares about one another, regardless of background, or the neighborhood or country you were born in. To that end, we started 2021 with a collaborative effort with the City of Greenville and many local businesses and foundations to bring a monumental public art exhibit. Wings of the City, to Falls Park and the Peace Center. Our purpose was to support our social and economic recovery after COVID.



The installation of these nine winged figures in the heart of our downtown was designed to alter our landscape for six months and invite us to rediscover our environment as we healed from a time of isolation, to rethink our shared space and how we would reenter it, and to reach back out for connection with new appreciation for one another. We also sought to put Greenville on the map, once again, as a world-class destination by becoming the first city on the East Coast to host this internationally-acclaimed art exhibit.

Little did we know we would ignite a passionate debate about identity, diversity, and belonging. Public art became the catalyst for an unexpected but deeply needed dialogue.

As an organization advocating for inclusion and for our voices to be heard, we need to advocate for every person's right to express their opinions, and we heard many! The staff, board of directors, and volunteers decided to participate openly in the ensuing controversy - with authentic respect, empathy, and compassion. As a result, we emerged from this intense year with a renewed sense of purpose. Surrounded by community. Strengthened by love.

The overwhelming support from our community paved the way for our recovery, and we took flight. We reinvented our programs, helped youth return to school, and grew our team to expand our work across the state.

As the Wings of the City flew away to their next destination, they left nine empty spaces. This is a perfect reminder of our impermanence and the importance of now. We are no longer waiting to get back to normal. We are creating our new normal, one where we and our community can reach new heights.

Thank you for strengthening our wings. We hope you'll continue to support our journey into a future of unlimited potential.

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COMMUNITY ACTION
COORDINATOR



OUTREACH COORDINATOR





Hispanic Alliance is proud to have fostered an inclusive community dialogue about our own transformation as people and as a community by showcasing the art of a world-renowned Mexican artist in the heart of downtown.

Public art is meant to transform our environment, and for six months, Jorge Marín's Wings of the City did exactly that, coexisting with its new environment, adding to its beauty, and creating an essential dialogue to ultimately becoming one. Just like the Hispanic community is adapting, learning, and adding to the vibrancy of our city.

We are thankful to the Greenville community - its businesses, its families, and its government - for embracing change and creating a sense of belonging and permanence for our growing Hispanic community.



## ABRAZO MONUMENTAL

An intimate moment of absolute compassion and devotion. Two bodies that strive to become one. In this sculpture, a winged man holds a woman who seems to be slipping away, as if he's witnessing her last breath in a moment of transcendence.

## ÁNGEL PERSÉLIDAS

The name of this sculpture reminds us of the Perseidas, an annual meteor shower named for the constellation Perseus. In this winged being, we might find the delicacy of those meteors, symbolizing a union between heaven and earth, the divine and the human.



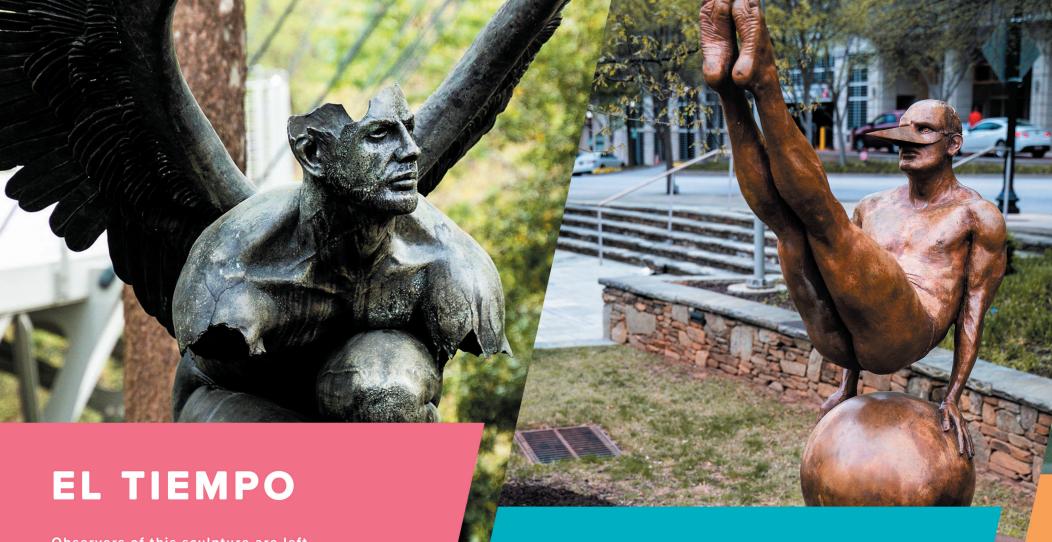
### **ARCHIVALDO**

Here, we find the figure of an observer; a being that looks and analyzes from a distance. With a seriousness hidden behind the mask, maybe it is a guardian, a protector that safeguards what, in that orb. might be seen as the world.

### BERNARDO ORIENTAL

Part of a series of winged creatures, this sculpture possesses unique characteristics, such as the position of the body, as if captured at the moment it is about to stand and take flight. Upon its head is an aviator's hat; the dream of flying materialized into the human condition.

WINGS OF THE CITY 10



Observers of this sculpture are left to wonder whether it is building itself or dissolving by its age. The composition, modeled in Classical proportions, reminds us of archeological ruins; broken objects that wait for us to tell the story behind them.

### **EQUILIBRISTA 90**

Able to perform actions and movements that seem impossible, this sculpture symbolizes the perfection of the human body. The mask invites us to project ourselves onto it as it reminds us of the coexistence between humans and their environment.



## SPLIT MONUMENTAL

The body in this sculpture, which represents the capabilities of a man, reminds us of Classical figures.

A showcase of strength, flexibility and desires is projected in an anonymous being hiding behind a mask, giving us the chance to mirror ourselves in it.

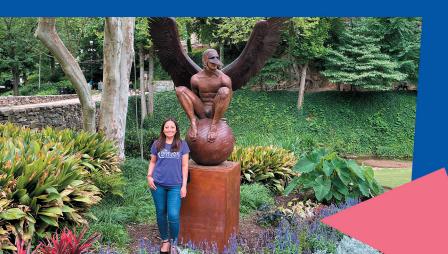
## HOMBRE UNIVERSAL

A man enclosed by two circles, reminiscent of Leonardo da Vinci's Vitruvian Man. A human center in complete awareness of the beautiful and intricate machine of his body. The anatomical perfection of this sculpture reflects the influence of the Renaissance and Classical Art in Marín's work.

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#### **ORIGIN STORY**

When people come together, great things can happen—even in challenging times. Collaboration across countries and communities not only brought Wings of the City to Greenville, it also made Greenville the first east coast destination for the traveling installation. The General Consulate of Mexico in Raleigh approached Hispanic Alliance about bringing this exhibit to South Carolina, and when we brought the idea to the City Council and the Greenville community, they embraced it right away. The idea was also quickly embraced by area businesses, who showed their support financially. From its start, Greenville's Wings of the City installation proved to be a collaborative effort that crossed country and state lines and involved both the local government and the entire Greenville Community.





As art often does, Wings of the City also connected people across personal boundaries. Viewers could educate themselves on Mexican culture or celebrate their own culture through the exhibit, and it granted a reprieve from the daily mental toll of the pandemic. The exhibit opened in April of 2021, providing an interactive art experience in a time of COVID isolation and fear. The expansive art installation spread throughout Downtown, in the Peace Center and Falls Park on the Reedy, providing a safe way for visitors to connect. Even if it was as simple as waving to someone also looking at the same sculpture or sharing one's picture with the Wings on social media, the Wings experience was one of shared interaction-with both art and other people. Visitors to the exhibit could be together. They could hold conversations about the artwork. They could learn more about the work of Jorge Marín. Through personal interpretation and introspection, they could even learn more about themselves. Despite challenges, Wings of the City's origin story is one of connection. It's a story in which boundaries and borders fail to divide.



### **ABOUT THE ARTIST**

Jorge Marín is one of the most recognized contemporary
Mexican artists. Though he has worked with many mediums,
he's mostly acknowledged for his work with bronze
sculptures, in which he plays with different dimensions: from
the subtlety of miniatures, to the excitement and astonishing
display of monumental artworks.

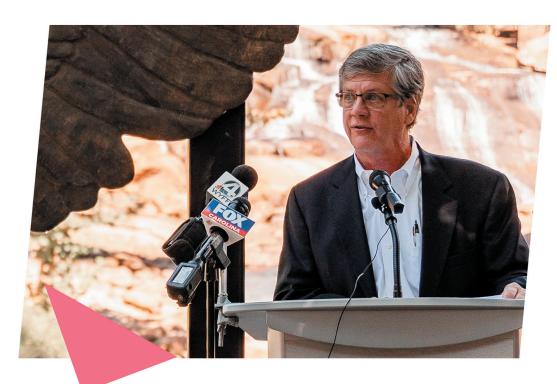
Over the last decade, he has consciously worked towards promoting more social consumption of art in public spaces. He has participated in more than 310 exhibits worldwide, with a clear presence in 5 of the 7 continents: Europe, North America, South America, Asia, and Africa. His Wings of Mexico sculpture is permanently exhibited in cities including Tel-Aviv, Berlin, Singapore, Los Angeles, Quebec, Dubai, and Mexico City, in a project that aims to build relationships between cities by sharing a mutual artistic heritage.

### A SHINING EXAMPLE OF ARTS IN ACTION

On September 27, Hispanic Alliance hosted a closing ceremony for Wings of the City. Many community leaders and elected officials were in attendance, including Russell Stall, a member of the Greenville City Council and the Hispanic Alliance Board of Directors.

Mr. Stall noted that almost two decades ago, when Greenville's Vision 2025 was conceived, two important goals were identified. The first was for Greenville to be an internationally recognized center for arts. The second was for Greenville to utilize art to fuel community conversations, dialogue, and positive change. He declared that due to the presence of Wings of the City in Greenville, the community could consider the "mission accomplished." He noted that the exhibit was "the arts in action," a shining example of how the Greenville community works together.





## SPREADING OUR WINGS IN #GVL & REACHING OUR YOUTH

Keith Groce, a veteran HA Network community member, is the founder and director of Neighborhood Focus. Their mission is to create hope and opportunities for under-resourced youth and families through Christ-centered educational and social enrichment. Hispanic Alliance partnered with this organization to bring an artistic activity to our young Hispanic community members.

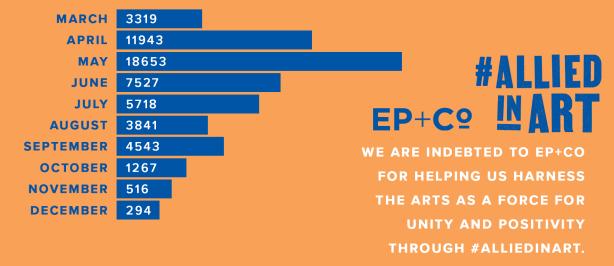
## INTERNATIONAL IMPACT

AN ESTIMATED 400,000 VISITORS INTERACTED WITH WINGS OF THE CITY.

58,000

WEBSITE VISITS TO WINGSOFGVL.COM SINCE MARCH 2021.

WINGSOFGVL.COM SITE VISITS BY MONTH:





OVER 800 POSTS ON
INSTAGRAM USED
#WINGSOFGVL WITH
AN ADDITIONAL 100+
USING THE
#ALASDEGVL













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## AN OPPORTUNITY FOR CIVIC ENGAGEMENT

Great artwork sparks debate and conversation. Jorge Marín's Wings of the City installation in Greenville was no exception. In addition to uniting our community through recreation and interaction with the sculptures, Wings of the City also brought Greenville together to engage in public discourse about artwork and the role of art in public spaces. Some citizens did not find the installation to be appropriate for an outdoor setting despite the Hispanic Alliance's careful curation of the sculptures. This community-level debate confirms Greenville as a center for the arts, especially considering the fact that this smaller debate connects our community to a much larger and timeless series of questions: What is the role of art? What makes art appropriate or inappropriate for certain settings? Through Wings of the City, Greenville had the opportunity to add its voice to this conversation.

The community answered these questions with clear and overwhelming support for Marín's artwork and the Hispanic Alliance. This support sparked civic engagement. Many community members contacted their local representatives. According to the Greenville News, more than three quarters of Greenville citizens who contacted city council supported funding Wings, and a petition in favor of the exhibit had 6,700 signatures. In addition to contacting local representatives, many individuals and businesses continued to support the Hispanic Alliance financially. By supporting Marín's artwork and the Hispanic Alliance, these citizens stood up for continued inclusivity and diverse expression.

Wings of the City not only brought artwork to Greenville, it also brought conversation and civic engagement. The installation inspired action, and throughout the engagement and debate, one truth remained clear—Greenville citizens care deeply about their community.



# LOVE & SUPPORT **FROM OUR** COMMUNITY

We were overcome by the support our community showed us. When we lost the accommodation tax grant from the Greenville County Council due to the controversy, we received an outpouring of donations from the Greenville community that far surpassed both the grant's amount and our expectations. This financial support, in addition to all of the engagement and vocal support for the installation, affirmed the importance of Wings of the City and the work we do as an organization. Though the installation has ended, we remain full of love and gratitude for our city.





## GRATITUDE FOR DIVERSE ART FROM @JEN\_BUNTY

"I am so grateful that my child got to experience this art. Even more so that she saw that art can be made accessible. Thanks to the vision of the artist, the hard-working people that brought this installation here and to all that donated to support it, she will grow up thinking this is normal and expected."

## SPONSORS, PARTNERS, AND SUPPORTERS

Almost 500 individual donors supported the exhibit, with local philanthropies, businesses, and city government providing a cash match, totaling over \$70,000.

## UNITED THROUGH ART TO BUILD COMMUNITY

This exhibit was possible thanks to the strategic partners working in concert to achieve a united vision of community when we needed it most.

Wings of the City's presenting sponsor, Bank of America, joined by Piedmont Natural Gas, the Peace Center, BMW Group, Michelin, Bon Secours Saint Francis, Furman University, Community Journals, and the Capital Corporation made it possible for Greenville to be the first city on the East Coast to host this exhibit.

We are eternally grateful to EP+Co, the Metropolitan Arts Council, the Community Foundation of Greenville, and to the hundreds of individual donors who helped us elevate public art as a bridge for dialogue and community building.



























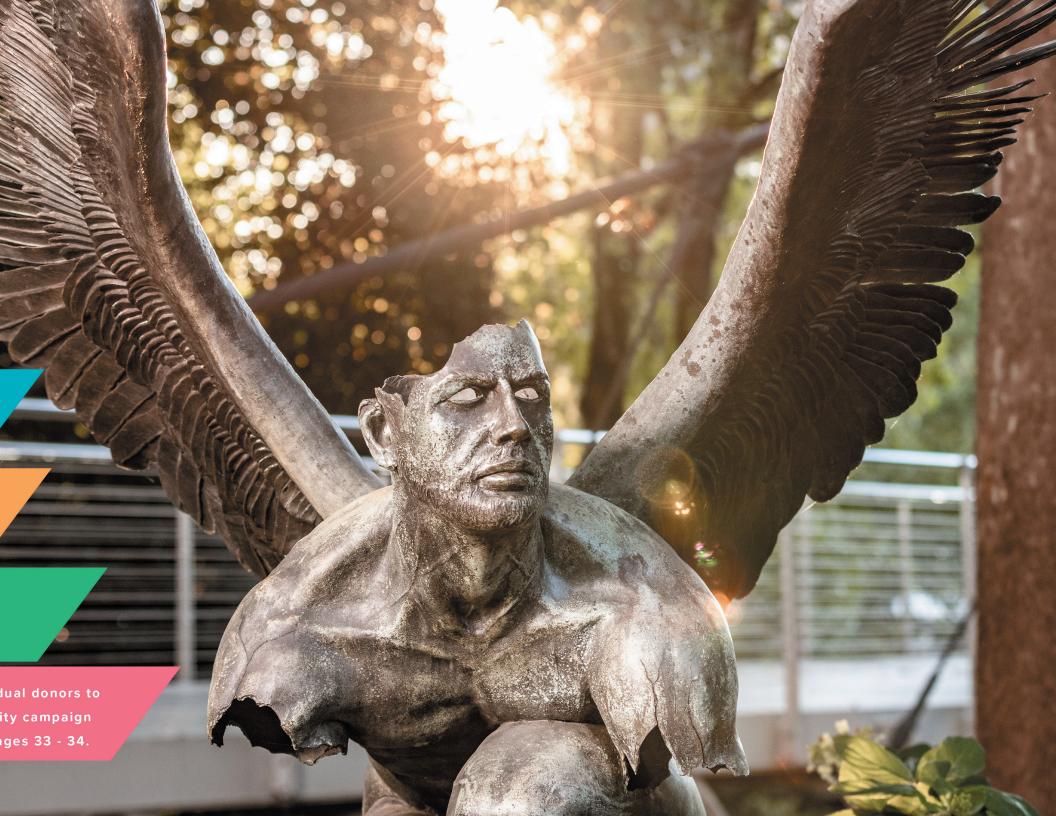








A full list of individently the Wings of the C can be found on page 1.



## HISPANIC ALLIANCE PROGRAMS



As the pandemic continued, our community teams evolved to serve the Hispanic community however they needed it most.

A number of our programs were able to return to in-person, while selected programs remained online to prioritize safety as the pandemic continued.

We stay steadfast in our commitment to evolving with the needs of our community and providing valuable resources to members of our community.

## REQUESTS FOR ASSISTANCE IN 2021

For the Hispanic community, our bilingual call line continued to serve as a beacon of hope and connection amidst pandemic isolation and language barriers. Pandemic-related assistance continued to be amongst our highest priorities, as our RFA line bridged gaps in services and connected individuals with relief amidst isolation and despair. With over 700 requests for assistance, we served and connected our community to the resources they needed most.

## OVER 700 TOTAL RFA'S



600
MEMBERS
CONNECTED
IN NETWORK
MEETINGS



### THE HYBRID HA

Pandemic limitations on in-person gathering restricted our ability to meet in person during 2021; however, our virtual meetings flourished, and over 600 members connected to the meetings through the year. We were able to connect with new audiences and HA Network members across South Carolina. This hybrid platform has removed geographical boundaries for HA, allowing us to serve even greater numbers of the Hispanic population & setting the stage for potential state-wide growth.



## STEADFAST IN OUR COMMITMENT TO SERVE

Our community teams strived to meet individuals at their point of need throughout the year. As the pandemic conditions threatened community well-being, we connected remotely to answer the call of service to fellow Hispanic community members.



#### **BUSINESS RESOURCES EN ESPAÑOL**

27 individuals attended our collaborative seminar which provided resources for new and existing business owners. The event was a collaboration with Community Works, Piedmont SCORE, Small Business Development Center, and Greenville County Library System.



### KNOW YOUR RIGHTS PRESENTATION

Over 600 people viewed this Facebook live session and learned about notario fraud, resources for victims of crime, and the rights of immigrants.





### CONNECTING ON FACEBOOK LIVE!

NEARLY 4,000
PEOPLE REACHED
& 2,000 MINUTES
OF VIDEO VIEWS

## SAFELY TRANSITIONING TO IN-PERSON CONNECTIONS

When conditions allowed, we enjoyed the warmth and connection of hosting our community programs in person. While recognizing familiar faces and meeting new members of the HA Familia, we helped our community continue to thrive and overcome systemic challenges and adversity.



## COVID & THE HISPANIC COMMUNITY

Even as the pandemic started to subside, our community's health remained a priority. Through Hispanic Alliance's connection to the community, **500 community members** were provided with resources at four different Prisma Health & Bon Secours St. Francis vaccination events.



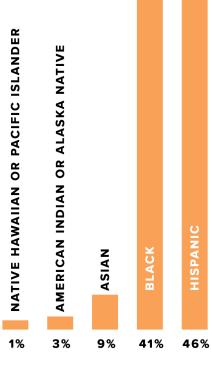
#### **GET VACCINATED!**

**338 individuals** got fully vaccinated at 4 community events in partnership with Bon Secours St. Francis & Prisma Health/PASOs.





DEATHS DUE TO COVID-19 BY MINORITY POPULATION:



HOW COVID HAS AFFECTED THE HISPANIC COMMUNITY:

18.7%

24.2%

OF TOTAL U.S. POPULATION IS HISPANIC

OF ALL COVID CASES WERE HISPANIC PEOPLES



#### PREPPED FOR SUCCESS

130 students returned to our Lunch & Learn sessions when they resumed in Fall 2021. These short-form seminars prepare our students for post-high school success in secondary education or in the workforce.





#### **CITIZENSHIP WORKSHOP**

Over \$42,000 in pro-bono legal assistance was provided to 21 people preparing to become US Citizens.



#### CANASTA BÁSICA

Started in response to increased food scarcity due to COVID19, Canasta Básica continued to be a vital source of stability to the Upstate Hispanic population throughout 2021. This food distribution program provides culturally-matched foods and resource navigation through collaborations between Hispanic Alliance, local Latin supermarkets, and community partners.





HA PROGRAMS

### BUILD TRUST, **BUILD HEALTH**



In 2020, the National BUILD Health Challenge awarded funds to our Greenville Coalition to discover the roots of Hispanic childhood obesity in Greenville. With LiveWell Greenville, we have come together with the support of 10 community partners to create an action plan focused on the needs of the community and the ways we can collaborate to advocate for health equity.

#### A PROBLEM OF DISPARITY



35% of the documented Hispanic population live in a 2.5 mile buffer around the White Horse Road Corridor (WHRC), just 3 miles west of Downtown Greenville.

44% > 32%



Hispanic Youth are classified as overweight or obese

**Total Youth Population** are classified as overweight or obese

Contributing factors for increased obesity rates in Hispanic children:



FOOD

LOWER TO HEALTHY LEVELS OF





POVERTY EDUCATION **ATTAINMENT** 

SEGREGATION

"Our team is working to build a trusting and inclusive community where WHRC residents not only have equitable access to health and health-promoting resources, such as healthy eating and active living, but are comfortable in utilizing them."

Leading this initiative is Vanessa Rodríguez, a joint employee with the Hispanic Alliance and LiveWell Greenville. In addition to coordinating the efforts of Build Trust, Build Health, and its partners, Vanessa is charged with developing meaningful relationships that discover how we can work together to address this critical health disparity.

#### **HOW WE BUILT HEALTH**

#### **VIVA LA SALUD**

**20 individuals** learned about diet, fitness, and the importance of rest and stress management. Viva La Salud was created by Dr. Manuel Izquierdo, a steadfast partner of the BUILD Trust, BUILD Health project. It was presented to the community by Casa Cultura.





#### **HOW WE BUILT TRUST**

#### LANGUAGE JUSTICE TRAINING

Over 100 service providers learned about language access. This event sought to create equitable spaces to build inclusive and sustainable communities. All meetings had live interpretation available to ensure maximum language accessibility.



#### LINEA DIRECTA

1,124 members of this
Facebook group are directly
connected with resources in
the community.

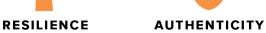


## STUDENT DREAMERS ALLIANCE FOSTERS EXCEPTIONAL, VALUES-BASED LEADERS

## AFTER A YEAR OFF DUE TO THE PANDEMIC, WE RESUMED OUR LEADERSHIP ACCELERATOR PROGRAM!

The Student DREAMers Alliance serves Juniors and Seniors from Berea & Carolina High Schools, giving them the tools to grow and develop leadership abilities to make our future brighter.













LEADERSHIP

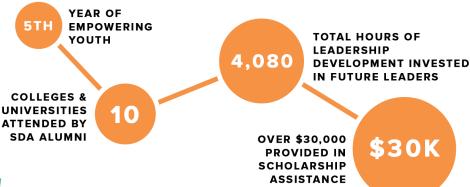




## A JOURNEY OF GUIDED SELF-DISCOVERY

The SDA program is designed to empower and magnify voices of DREAMers, to increase awareness of education inequity, and to advocate for changes in state legislation to achieve equal access to public, post-secondary education for all youth.

SDA is the first strategy towards a broader goal of addressing a critical need for diverse leadership able to accelerate access to opportunity for the growing Hispanic population in South Carolina.

























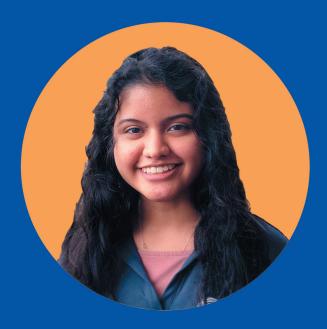






#### SHAPING THE FUTURE TO BE MORE INCLUSIVE

The majority of our SDA students are the first in their families to graduate high school and attend college. Many of them help support their households financially, often having to choose between college and work, or an unpaid internship and a minimum wage job. In an effort to support SDA alumni after their completion of the program, we piloted a paid internship program for our college-aged students who are figuring out their career paths.



Amy Cantarero Romero participated in Class III of SDA in the 2018-2019 school year. Amy graduated from Carolina High School in 2020 and is currently studying nursing at USC-Upstate. She has remained in contact with Hispanic Alliance and shared that she was looking for an internship for the summer of 2021. We were able to connect her with Bon Secours St. Francis and she completed a paid internship there, exposing her to the inner workings of the nursing department and being mentored by the chief nursing executive at BSSF. Amy said, "It was a very good experience because I was able to build relationships with people in my desired field of study." The knowledge and connections that Amy gained from this internship have already set her up for success in her future career.

HA PROGRAMS 30

## **COMMUNITY TEAM LEADERSHIP, ROSTERS & VOLUNTEERS**





**ED ROMAN** 



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### GIVING BACK TO MAKE A DIFFERENCE

Hispanic Alliance began as a grassroots organization of collective volunteer endeavor. Today, volunteers remain the center of our community, driving the Upstate forward to a bright & inclusive future.

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#### **2021 FINANCIAL STATEMENT**

REVENUE ASSETS

**Direct Public Grants** \$390,449.55 **Current Assets** \$484,121.07 Individual & Public Support \$241,518.83 **Fixed Assets** \$15,995.20 **Scholarships** \$45,879.58 \$4,250.00 Other Assets **Special Events Income** \$66,000.00 \$504,366.27 **Total Assets Total Revenue** \$743,847.96

#### **EXPENDITURES**

#### LIABILITIES & EQUITY

Net Income	\$175,066.55		
Total Expenditures	\$568,781.41	<b>Total Liabilites &amp; Equity</b>	\$403,773.20
Operations	\$101,482.32	Retained Earnings	\$369,430.20
Community Programs	\$467,299.09	Total Liabilites	<b>\$</b> 0



