



LEADERSHIP | COMPASSION | RESILIENCE



2020 ANNUAL REPORT

In 2020, three themes defined our work, and our community...

This was a transformative year for Hispanic Alliance — for our goals and programs, and for our perspective. We needed an innovative way to talk about our work during an unprecedented year.

We chose three themes that encompassed our efforts, and, most importantly, the spirit we saw rising up in our Hispanic community:

LEADERSHIP
COMPASSION
RESILIENCE



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HOW TO PREPARE FOR ANYTHING

In March of 2020, the Hispanic Alliance launched its celebration of 10 Years of Familia at our Annual Meeting. Three days later the world as we knew it changed. Dramatically. As I look back at this amazing and challenging year, I have nothing but admiration for our board, our staff, and our many volunteers for their ability to respond to this worldwide crisis with speed, creativity, and compassion.

How do you prepare for the unknown? For a crisis of this magnitude? My answer is that you build an organization that has strong and clear values, a clear vision of the future, and the willingness to do whatever it takes to succeed. For over 16 years now, the Hispanic Alliance has built that kind of organization - from its grassroots beginning to the vibrant organization it is today. This strong foundation is what made this the most challenging year, a year we can be extremely proud of.

The Hispanic Alliance has built trusting relationships with our partners and community for 15 years. We bring a diverse network of people together to better understand the needs in our community and build creative and collaborative solutions to the challenges identified.

Our Board of Directors has been strategically developed to represent all facets of our community, with a wide range of skill sets and a common passion for our mission. Their response to the crisis was to help the staff look at the big picture, provide encouragement, offer expertise when needed, and to always stay strategic in our focus.

Our staff has grown in number and maturity over the past 10 years and was ready to do a total 180 to respond to the abrupt changes in our operations. They used the systems we have in place – our network and community teams – to quickly reassess our priorities, create new resources for our community, and realign our resources to meet the needs of the pandemic.

As you read this year's report, you will see how these strengths helped us achieve so much. Our culture of collaboration and the relationships we have built over the last 16 years have proved to be the essential ingredient for our success in this crisis and will serve us for many years to come.

This year we are closing our report with a reflection and forward-looking message from our extraordinary Executive Director. As we rebuild, we are using the lessons learned to prepare for the next decade and nurture a brighter, more compassionate future.

Ellen Stevenson,
Hispanic Alliance Board Chair,
Leadership & Organizational Development Consultant



Hispanic Alliance Familia, Coming Together Before COVID



PROVIDING LEADERSHIP AND HOPE DESPITE CRISIS

How would Hispanic Alliance lead during the pandemic? How could we keep the community together when WE could not be together? Our Board of Directors and Staff were able to consistently provide leadership and hope in 2020 thanks to the trust, unity, and friendships we have built over time. Our diverse roles and perspectives were our greatest strength helping us navigate a path forward together!

2020 Board of Directors



Susan Henriquez Cinquemani
Nonprofit Consultant



Megan Early-Soppa
Attorney, Moseley
Marcinak Law Group



Alex Garvey
Senior VP of Missions,
Bon Secours St. Francis



Rodrigo Gutierrez
Supply Chain Director
Michelin North America



Julio Hernández
Assistant VP for Inclusive
Excellence/ Executive
Director for Hispanic
Outreach,
Clemson University



Michael Jennings
Chief Diversity Officer
Furman University



Ron Logan
Retired Michelin
Logistics and Supply
Chain Professional



Nathalie Morgan
Attorney,
Natalie Morgan, LLP



Francisco Sanchez
Retired Banker



Tiffany Santagati
Senior Vice President
Community First Bank



Russell Stall
Greenville City Council



Ellen Stevenson
CHAIR
Leadership & Organizational
Development Consultant,
Optimal Performance



Alecia Watt, Ed.D.
Educational Opportunity
Programs Director,
Greenville Technical
College



2020 Team Members



Debbra Alvarado
Operations & Network
Manager



Dina Estrada
Programs & Outreach
Coordinator



Susannah Lauber
Leadership Programs &
Sustainability Manager



Annie Maertens
Director of Development



Adela Mendoza
Executive Director



Sara Montero Buria
Director of Marketing &
Communications



Vanessa Rodriguez
Community Action
Coordinator



Lindsey Tabor
Communications & PR
Manager

2020 Ambassador & Intern



Pablo Pinzon
Hispanic Alliance Ambassador



Sidney Winter
Summer Intern

LEADERSHIP

liderazgo

*When the winds of change blow,
some people build walls...
others build windmills.*

ANCIENT CHINESE PROVERB

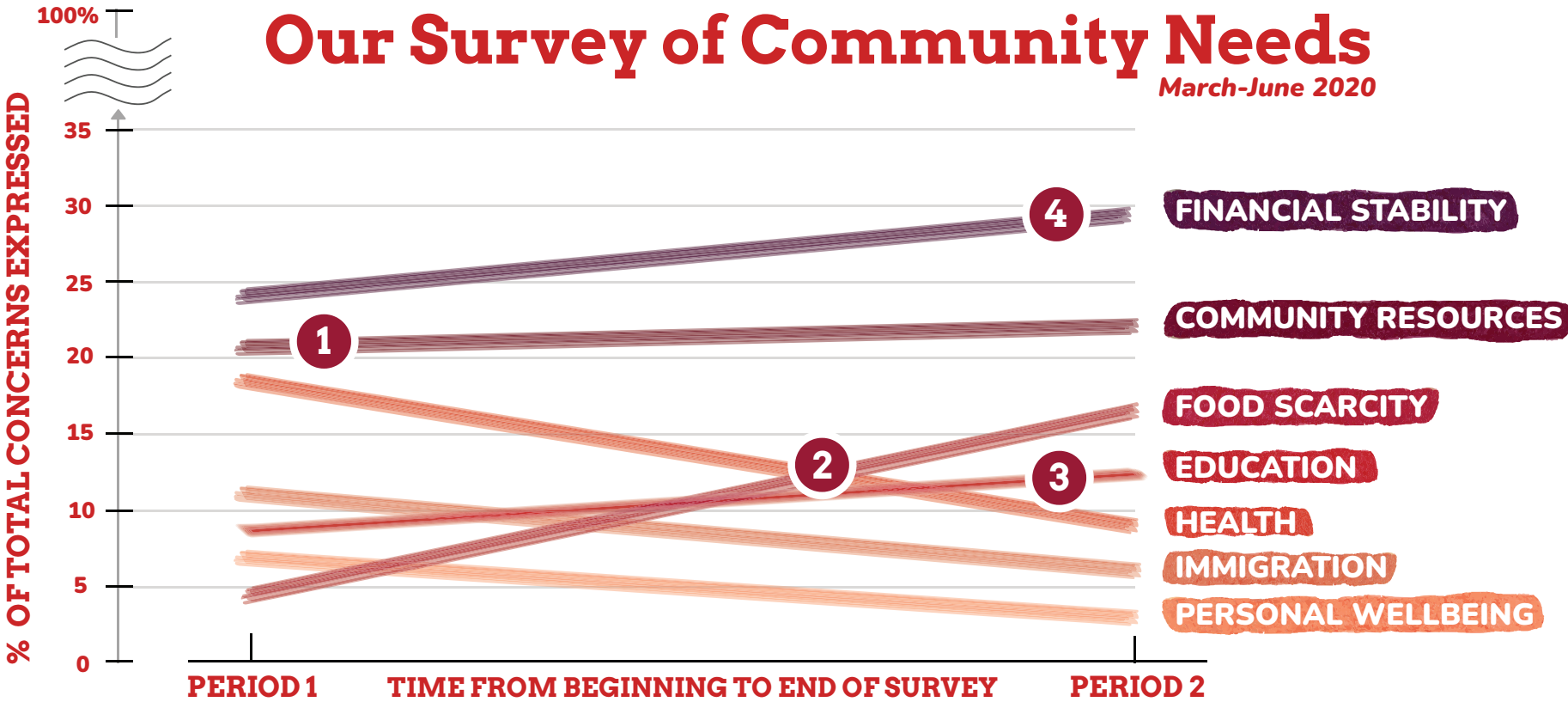
LEADING WITH LISTENING

When COVID-19 arrived, Hispanic Alliance was well positioned to provide inclusive leadership. Our service model is designed to listen and lift the voices of our community to guide our work. Concerns from our Hispanic families reach our staff through Network members, Community Teams, and our resource line. At the onset of the pandemic, we engaged this feedback loop to understand people’s most pressing needs and ensure that those with the means to help were aware of real-time disadvantages impacting Hispanic families, in order to redirect resources for a more equitable recovery.



Our Bilingual COVID-19 Community Needs Survey was completed by community members, business owners, and service providers across several months. Demonstrating how early needs were changing over time in the Hispanic community helped us make a case to funders for resources to direct towards these issues.

- 1 Accurate information and resource navigation in Spanish remained top concerns.** In response, we added staff and volunteer capacity to our bilingual phone line and developed *Línea Directa* on Facebook.
- Hispanics continued to need **health access** and COVID-19 information, but **difficulty feeding their families** began to take precedence. This led us to develop Canasta Básica to ease hunger.
- Hispanic families fell behind with virtual education** due to difficulties with childcare, internet access, and understanding the school system. We began mentoring each of our Class IV Student DREAMers by phone to keep them on the path to higher education.
- Financial needs** were by far the greatest concern, and only compounded as the pandemic continued. We shared information from experts on the PPP and CARES Act, and empowered our Financial Stability team to produce two virtual seminars in Spanish.



LEADING IN 2020

Whether in their profession, organization or neighborhood, our Community Team members are leaders in their own right. During the pandemic, they protected and served others in their individual roles, yet still made time to convene, creating a collective knowledge base that guided our Hispanic community through 2020.



Financial Stability Team Roster

Chair & Vice Chair:
Ramona Farrell & Elisa Lopez

John Bruno
Carlos Camargo
Sara Carter
Jed Cridland-Hughes
Osvaldo Custodio
Bryant Davis
Jafet De Los Santos

Virginia Feliciano
Thomas Freeman
Betania Freire
Raquel Gonick
Kostas Ioannidis
Dylan Lingerfelt
Nestor Marulanda

Terry McKenney
Manuel Mendoza
Asha Nash
Adriana Pizarro
William Quirion
Adriana Ramsey
Rocio Salazar

Francisco Sanchez
Natalia Suarez
Edris Tucker
Wilson White



Legal Team Roster

Chair & Vice Chair:
Jessica Wallace & Brittany Arsiniega

Lauren Barnwell
Lucila Beaton
Maria Beltran
Ana Karen Castellanos
Cindy Chavez
Monica Verde

Ana Garcia
Aylin Gomez
Vanessa Gongora
Manuel Izquierdo
Adrienne Johnson
Dylan Lingerfelt

Julie Linton
Laura Martin
Manuel Mendoza
Nathalie Morgan
Carmen Ogles
Charlotte Osmer

Louise Pocock
Adriana Ramsey
Tricia Ravenhorst
Rut Rivera
Stephen Sutherland
John Swift

Diana Tapp
Lawson Wetli



Education Team Roster

Chair & Vice Chair:
Eduardo Roman & TJ Rumler

Heidy Arroyave
Sarah Barton
Lucila Beaton
Tonya Benjamin
Gina Bridges
Allyson Brown

William Cameron
Maria Castillo
Virginia Czaplá
Keith Groce
Steve Hairston
Julio Hernandez

Adrienne Johnson
Farris Johnson
Christopher Kabali
Staci Koonce
Julie Linton
Patricia McDaniel

Cindy McGrath
Robyn Miller
Johnnette Nesbitt
Dina Peterson
Mayiber Quintana
Ashley Silvey

Carolina Van De Voorde
Hao Wu



Health Team Roster

Chair:
Rut Rivera Soto

Inese Alvarez
Lucila Beaton
Jennie Beaudine
Ben Brown
Antonia Camacho
Ana Karen Castellanos
Dennisse Channel

Sandi Coan
Martha Lucia Cohen
Nicole Cooper
Sara Covington-Kolb
Lorraine Cragan-Sullivan
Joseph Dabel
Tiffany Davison-Parker

Sam Davis
Nora Farrell
Jean Fontaine
Susan Frantz
Maria Gray
Kristina Harris
Leah Higgins

Norma Jean Huertas
Manuel Izquierdo
Samuel Johansen
Julie Linton
Beatriz Navarro
Carmen Ogles
Louise Pocock

Lizett Ramirez
Yeelys Ramos
Lori Rose
Faith Rosenberger
Arturo Salcedo
Tobin Simpson
Erwin Soto

Margaret Stephens
Sebastian Villacis

COMMUNITY TEAM INNOVATION

2020 was a year of firsts for our Community Teams - they didn't miss a beat as meetings went digital and previous plans were reimagined for an evolving situation. While new HA programs sustained Hispanic families in crisis, our Community Teams built on existing strengths to enhance stability and education, financial skills and freedom, and promote self-care during a stressful year.



Buying Your First Home Seminar

If families were fortunate enough to maintain financial stability, 2020 offered a very favorable situation for homebuyers. This seminar in Spanish made sure families weren't left out of the American Dream due to language barriers.



Talking About Healthy Eating

Staying home to avoid illness offered frequent opportunities for families to cook healthy meals together. Since we could not present our Healthy Cooking Class in person, we brought the knowledge to our community in a format they can view again and again.



The Importance of Estate Planning

Estate planning is especially important for immigrant families, but our data shows that few local Hispanics have protective legal documents. Our volunteers shared expert information in Spanish on legal measures to secure personal wealth and create custody plans to protect families in crisis situations.



Virtual College Fair

Technology was put to excellent use to bring college representatives and admissions specialists to Hispanic students preparing for higher education. Each of eight colleges had their own virtual meeting room full of diverse faces, and conversation specifically tailored to overcoming educational barriers faced by the Hispanic community in 2020.

Special Thanks to Participating Institutions:

Clemson University

Furman University

Greenville Technical College

Limestone College

Spartanburg Methodist College

TriCounty Technical College

USC Upstate

Wofford College

Virtual Yoga in Spanish

Yoga Instructor Cesar Salas, and our Health Team, gifted the community with a free hour of yoga instruction via our Facebook page. Yoga combines mindfulness, breathing exercises, and physical fitness in one activity - a perfect combination to improve mental and physical health.



Community Teams Virtual Impact



Combined, our 2020 Community Team Virtual Initiatives were watched by **1,548 people** and shared with others on **Facebook 198 times.**



In 2020, **354 hours of meeting time** was logged by 161 team members to evaluate developing needs and plan programming.

In-Person Programs



Personal Finance Class

33 Participants learned budgeting, saving, and credit building skills in March.



One-on-One Citizenship Application Assistance

Our Citizenship Workshop was converted to safe, in-person support for naturalization applications. Pro bono advice from our Legal Team volunteer attorneys **saved our community over \$22,000 in LEGAL FEES.**

BUILD TRUST, BUILD HEALTH

Build Trust, Build Health is a research and community health initiative in its first year, spearheaded by Hispanic Alliance and LiveWell Greenville. Our coalition applied for, and was awarded the BUILD Health Challenge, a national grant which will support our investigation and action on systemic obesity in our Hispanic children



In Greenville County, Hispanic children live at unhealthy weights at a far greater rate than children as a whole. Stakeholders say there have been no local initiatives to specifically address Hispanic youth obesity. That is why we convened unprecedented cross-sector expertise from our coalition partners, and a very special Community Action Coordinator.

Vanessa Rodriguez, our Community Action Coordinator
executes the research model of Build Trust Build Health.



She is a co-employee of Hispanic Alliance and LiveWell Greenville, and vital liaison between coalition partners:



WHERE? WHO? & HOW?

The White Horse Road Corridor (WHRC) is home to 35% of the county's Hispanic community, but it is also considered a food desert, and has high levels of family poverty. The coalition selected the WHRC for its project's focus area.



To connect stakeholders and the Hispanic community, Hispanic Alliance used our programs, such as Canasta Básica and the Student DREAMers Alliance to recruit and engage Hispanic participants. Through **FOCUS GROUPS**, we listened as everyone from middle schoolers to parents shared their perspectives on what helps and hinders healthy eating and active living in the WHRC. **INTERVIEWS WITH STAKEHOLDERS** also revealed community-level factors that are contributing to higher obesity in Hispanic youth.

Both groups were asked to reflect on what **"TRUST"** means to them, and what steps can be taken to build trust between the Hispanic community and those providing health resources.

LIFESTYLE INFLUENCES IN THE HISPANIC COMMUNITY

Our focus groups and interviews mentioned the following as influential factors in the health of the Hispanic community in the WHRC. These will be analyzed to discover pathways to support healthy lifestyles.

TECH ADDICTION
immigration policies
family pressure to overeat

BARRIERS TO HEALTH INSURANCE
Perceiving an overweight child as healthy.
Depression & Trauma

abundant & cheap fast food
Drink Soda
COVID-19 limits access to healthy food, activities, & school.

EXPENSIVE PRODUCE

crowded housing

Cost of sports

ALCOHOLISM

HECTIC SCHEDULE

LACK OF HEALTH INFO IN SPANISH

MACHISMO

Hindered Healthy Eating & Activity

Supported Healthy Eating & Activity

FRIENDSHIPS BUILT with healthy living

PRIMARY CARE DOCTOR
DRINK WATER

Healthy Recipes on Social Media

multi-use open space

schools promoting health

PARK SIGNS IN SPANISH

& Better Wages Work Benefits

local free produce programs

ADEQUATE PUBLIC safety

Integrating Health Ed & Hispanic Culture

COVID-19 increases cooking at home

public courts, gyms, and parks

BUILDING HEALTH - A COMMUNITY ACTION PLAN

Based on the complex factors identified by the community, partners from a variety of health specialties are developing a community action plan to reduce Hispanic youth obesity.

Some of the action items we may focus on in the future include:

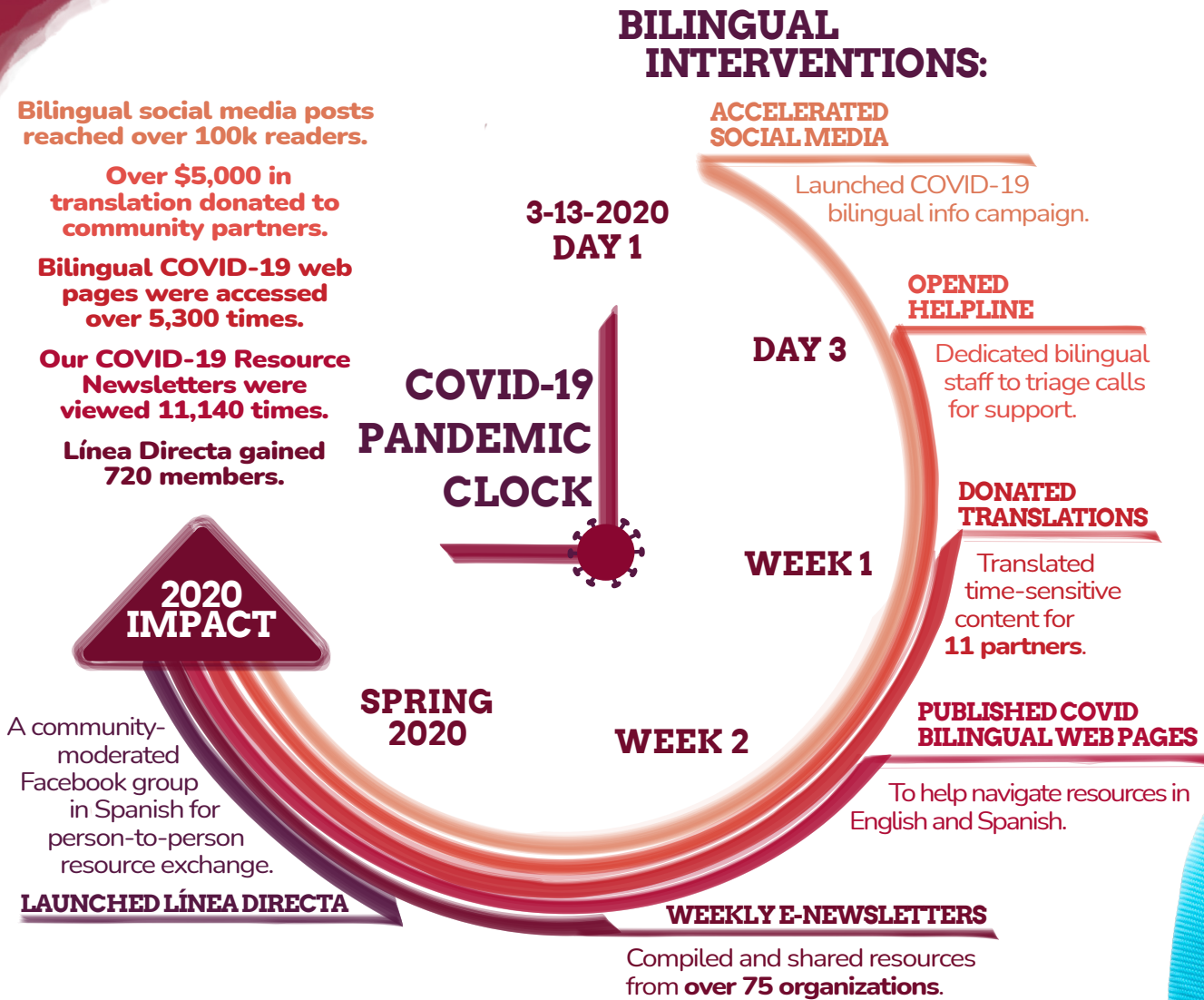
- 1. MIRROR** community behaviors and culture by centering family, faith, and low-cost options.
- 2. EDUCATE** parents, service providers, and policy makers on pathways to a healthy Hispanic community.
- 3. REPAIR** the WHRC environment to support health, such as renovating green spaces for active play.
- 4. BUILD TRUST AND HOPE** between the Hispanic community and health providers through listening and



RACING AGAINST THE CLOCK

As COVID-19 crept forward, the passage of time meant that Spanish speakers fell increasingly behind English speakers in their knowledge of pandemic health information and resources. We led efforts to close this gap through a multi-pronged approach to creating language access throughout 2020.

NEARLY
80%
OF OUR CALLS
IN 2020 WERE
IN SPANISH,
COMPARED TO
38%
IN 2019.



TEACHING, & LEADING, BY EXAMPLE

Lilia Medina's Story

Amidst a terrifying pandemic, leadership was most valuable when it was a lived-reality that others could see and emulate. Lilia Medina, a 4th grade teacher at Hollis Elementary, is this type of leader. Ms. Medina's students are mostly minorities, and her Hispanic students face unique challenges such as low English proficiency and previous trauma. Lilia counters the pain and uncertainty in her student's lives with greater amounts of love, building a family out of a classroom. "I tell my students: 'We are a family!' I remind them that if they ever need anything, reach out!"

She also counters fear through conversation and plenty of research. When COVID-19 spread towards South Carolina, she led her class in tracking its progress, reassuring each other, and practicing good hygiene. "We've talked about how it's important for everyone to do their part; how we are not only keeping ourselves safe, but also our families. My students know what symptoms to look for, but also how to ask for emotional support."

To meet her students needs, she was already taking one basic assignment for 4th grade, and creating five different variations to fit the needs in her class. When Hollis closed, she continued this consistent academic and emotional support through a daily, structured learning schedule and follow-up phone calls. Her class reached 100% work participation even though some of them did not have internet access!

When the decision was made to not return to school in the spring, Lilia called each of her kids individually so that she could remind them that, even beyond 4th grade, they will always be family. "It was heartbreaking," she admits.

In the fall of 2020, schools opened with a schedule that was part in-person with plenty of new protections, and part eLearning. It has been incredibly difficult to adjust to the necessary barriers and still build her students into a loving classroom family. "I miss giving my students hugs! This year has been a challenge because I do feel that the plexiglass and social distance really has an effect on making connections. Not only with me but with each other."

But she hasn't shied away from helping her students to challenge their fears. "We have also discussed racism." Her students share things they overhear and attitudes towards their own communities. "We talked about how those things made us feel. How we shouldn't judge people, and how to research instead of believing everything we hear."

Lilia Medina is one of the most effective and influential leaders of 2020, because she provided tomorrow's leaders with brave conversations, a loving family, accurate information, and a teacher that fought for each one of them, as she would fight for herself. "Knowing that you have someone to count on during this time...that's what everyone needs to know."

"What makes me the most proud is knowing that I tried to make a difference in my students' lives. I tried to motivate them in a year full of unknowns and wonder. I tried to help them physically and emotionally. I did what I could so they could have the best fourth grade year and move on to fifth grade."

Lilia,
4th Grade Teacher
Hollis Elementary

COMPASSION

compasión

UBUNTU

My humanity is intertwined with yours.

I "am" because you "are".

I cannot be sated, if you are hungry.

I can't be rich, while you are poor.

I can't be safe, while you are in danger.

I can't be happy, while you are in pain.

- UNKNOWN AUTHOR

PRACTICING COMPASSION IN 2020

742

Hispanic participants recieved COVID-19, Census, & additional resource information from HA at these events.

Early in the pandemic, Hispanic Alliance partnered with PASOs to bring the Hispanic community to 2 large Prisma Health COVID-19 testing clinics.



These early screenings were key to discovering a spike in COVID-19 cases in our Hispanic neighbors, and responding with successful interventions during the summer.

Our Community Mask Train protected volunteers and hard-hit populations from COVID-19:

1

BMW GROUP PLANT
SPARTANBURG DONATED

32,000

face coverings to...



2

HISPANIC ALLIANCE
mobilized our Network
and distributed face
coverings through...



3

25
health organizations
communities of faith,
local leaders &
educators.



Partners in Our Community Mask Train:

- AHAM
- Allen Temple
- Beech Spring Church
- Bethlehem Baptist
- Bibleway Full Gospel-Missionary Baptist Church
- Church Without Walls
- Fourth Presbyterian
- Grace Church
- Israel Metropolitan CME
- Jesus El Rey Assembly of God
- Lincoln Street MBC
- Long Branch Baptist Church
- Martha Lucia
- Mosaic Arts & Education
- Neighborhood Focus
- Parroquia Nuestro Salvador
- Phoenix Center
- Rosa Gonzales
- Rosy Bedoya
- Shady Grove Baptist
- Springfield Baptist
- St. Mary Magdalene
- Unity Health
- Vachy's Enterprises
- YouthBase

ANSWERING THE CALL

For the Hispanic community, COVID-19 was both devastating and isolating. By providing empathy and guidance in their own language, our bilingual call line and presence at events provided a sense of comfort, hope, and family for strong people in desperate situations. Compared to previous years, requests were more complex and urgent, requiring long conversations, relationship-building and follow-up.

See how the **needs of the Hispanic community** shifted in our Request For Assistance (RFA) data below.

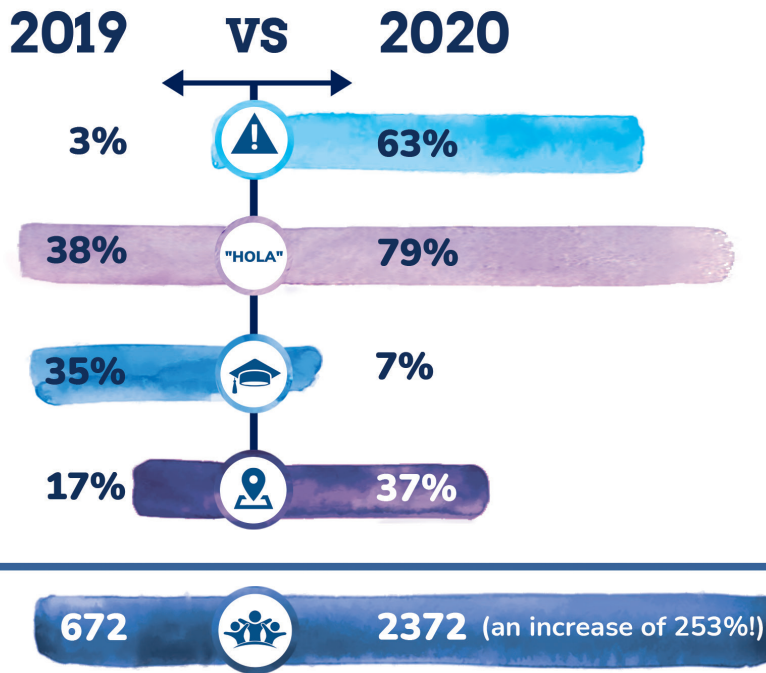
Requests For Assistance:

CRISIS NEEDS
Includes food, shelter, or bill payment.

PRIMARY LANGUAGE: SPANISH
Often require additional help with language access

EDUCATION REQUESTS
Education was our #1 RFA topic in 2019, in contrast with 2020.

REQUESTERS FROM WHITE HORSE ROAD CORRIDOR
Requests more than doubled from this impoverished Hispanic areas.



Top Functions of Our RFA Response Team in 2020:

SUPPORT, NAVIGATION & REFERRALS FOR:

Food scarcity
Financial resources
Rent, mortgage & eviction
Bill & utility payment

CANASTA BÁSICA REGISTRATION

EVALUATING RESOURCE QUALITY FOR SPANISH SPEAKERS

COLLABORATING WITH HA NETWORK TO MEET NEEDS

FOLLOWING UP ON OUR REFERRALS

CREATE AUTHENTIC RELATIONSHIPS WITH EACH COMMUNITY MEMBER

THE POWER OF “HOLA!” REAL RELATIONSHIPS AND RESULTS

“
Our phone line is not just a phone line! For many, it is a safe space where anyone can call, feel comfortable, trust us with their problems, and know that we are listening... We truly (and deeply) care. It has been heartbreaking assisting our community members who, due to the pandemic, have lost everything.

Debbra Alvarado,
Network & Operations Manager



“Ana” was referred to us by a friend of hers who we had helped in the past. She explained that she had been having problems with her landlord, that her children needed tutoring to supplement virtual school, and that her husband had been recently injured.

I shared how the Financial Empowerment Center could assist her with finances. We also called her children’s school counselor, who didn’t know that Ana was limited by language barriers. Ana became a consistent participant in our Canasta Básica food program. One time she used some of the items from her Canasta Básica to make tamales, and brought them to us to express her gratitude for the help we had given her. We are thankful for Ana and people like her who share their happiness and blessings with others!

Dina Estrada,
Programs & Outreach Coordinator



An elderly lady lost her job because of COVID, yet she always wanted to help others. She invited other people to join Canasta Básica but she never wanted to receive one. One day, I called and asked her why she didn’t accept our help herself. She lives with her daughter and grandson, and said she knows that other people need it more than her. I admired her humility. I shared her story with my supervisor, and for the next Canasta Básica, when the lady arrived to support other people, we gave her a basket too! She was so happy and blessed.

Vanessa Rodriguez,
Community Action Coordinator

“Thanks for supporting us in our language. You understand our needs. Thank you for bringing my family the resources that we need during this pandemic. God bless the HA Team!”

Anonymous Caller

FOOD FOR THE SOUL

Hunger hit Greenville hard in 2020. For Hispanic residents, relying on food programs often meant getting unfamiliar foods, and putting themselves in situations where immigrants may feel exposed (not to mention the fear of contracting COVID-19). Hispanic Alliance understood these anxieties and the potential for Canasta Básica to provide empowerment by grounding hurting families in their cultural identity. But we also needed to create a model that integrated and strengthened the entire community in the process. The result created economic stimulus for local businesses and enhanced cross-cultural partnerships – while maintaining the dignity of all participants. Canasta Básica created a circle of compassionate understanding that will continue to sustain and benefit our community.



Canasta Básica /ka.'nas.ta/ /'βa.si.ka/
• noun, English: **basic basket**

[Latin = from canistrum, see CANISTER]

1. An established set of primary whole ingredients which form the basis of Latin domestic meals.
2. A food distribution and micro-economic stimulus initiative, serving the Upstate Hispanic community with culturally-matched foods and resource navigation through collaborations between Hispanic Alliance, local Latin supermarkets, and community partners.

what goes
INTO
the basket...



Dignity
Recipients use the voucher to shop for their choice of fresh additions, such as luxury items like meat.



Resilience
Partnering with local Hispanic businesses stimulates the economy of impoverished areas.



Caring Community
Participants spread the word about the program, and volunteered to deliver boxes to neighbors without a car.



Family Stability
Because community members register by phone with Hispanic Alliance, we can provide follow-up for additional complex needs.



Food Voucher
Included in each box for recipients to use at the host store.



Business Partnerships
Latin grocers host events & supply ingredients for Canasta Básica, often at a discount.



Partners & Produce
Local organizations contribute extra fresh produce and wellness information.



Network of Resources
HA volunteers & staff distribute boxes, & information in Spanish, listening for needs that our Network can address.



what comes
OUT OF
the basket...

THROUGH COMPASSIONATE EYES

No one understands the daily devastation the pandemic caused Hispanic families quite like the owners of the Latin supermarkets that partnered with Canasta Básica. As the crisis stretched throughout the year, their observations about community needs continued to echo in the data that we accumulated from our recipients: Hispanic families that already lacked resources struggled to feed their children. But it was also those who had suffered loss who were the first to reach out and help others. This struggle provided everyone, nonprofits, businesses, and neighbors, with the opportunity to see others through compassionate eyes.



Samuel Castro & Judith Castejón
SUPERMERCADO EL SOL

"What is the use of having extra to spare, if you cannot share with those who need it? The Hispanic Alliance helped us to reach those who need it. Give what is within your reach no matter your economic level." - **Samuel**



Maria Melendez
TIENDA GUATEMEX

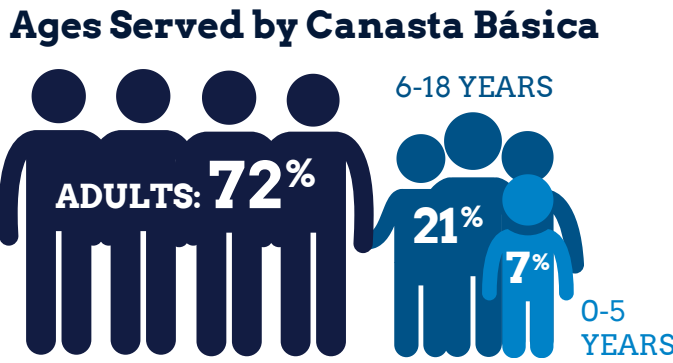
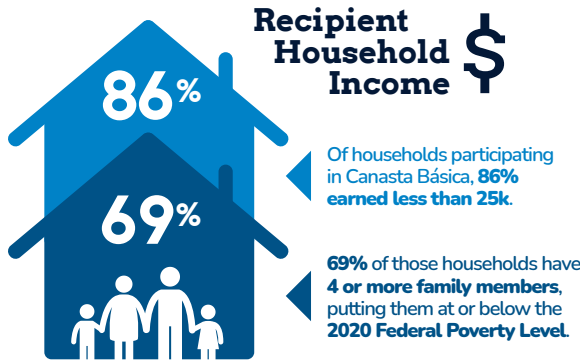
"We are each a medium to bring support to each other. Partnering with Hispanic Alliance speeds up the process, more than just reaching out to individual people. We are doing more than just giving food; we are redistributing the support." - **Maria**



Jorge & Maite Cellis
SUPERMERCADO LOS ARCOS

"In this time of pandemic, many people are unemployed. They have problems paying utilities, and do not have food, even to feed their children. Imagine that every person in need who arrived at the supermarket and received a Basic Basket. I wish we could do it more often." - **Jorge**

PAYING IT 87 "pick ups" from community members on behalf of others. FORWARD



"My family had to adjust housing accommodations because we are not working. I was able to provide them with a family dinner with Canasta Básica without stressing about going into debt..."

Rosana



Canasta Básica
IMPACT BY THE NUMBERS

\$31,220
DONATED IN
FOOD VOUCHERS
TO FAMILIES

7,428
HISPANIC
NEIGHBORS
WERE FED

2,313
CANASTAS
BÁSICAS
(FOOD BASKET)

5 PARTNER
SUPERMARKETS

19 COMMUNITY
DISTRIBUTION EVENTS

58 HISPANIC ALLIANCE
VOLUNTEERS

\$157,320
INVESTED IN
FOOD ACCESS
FOR FAMILIES

Canasta Básica VOLUNTEERS

CONTRIBUTING
334 hours & \$9,250 TO SERVE
of labor FAMILIES
IN NEED.

Arleth Angeles-Mendoza*	Emily Martinez-Villalobos*
Marlene Aguilar*	Karen Mee
Maria Balderas*	Diego Meneses
María Belén Beltran	Antonio Moreno
James Campbell*	Katie Moreno
Emilson Castillo*	Rubi Olivares Cisneros*
Virginia Czapla*	Dina Petersen
Lauren Depace	Pablo Pfnzon
Nely Diaz	Cristi Privado
Eliel Estrada	Nayibe Riddle
Mariam Estrada	Jose Daniel Rodriguez*
Sismai Estrada	Dariella Romero
Malena Flores	Maria Ruiz
Nohemí Fonseca	Jashara Carolina Romero
Susan Frantz	Karla Sánchez
Elizabeth Gomez-Balon*	Miguel Teos
Leah Guevara	Daniel Trejo
Diana Hoyos *	Cynthia Valentin
Angelique Jarvis	John Valentin
Joe Kyle	Lorenzo Vega
Martin López	Sydney Winter
Sara López	
Elizabeth Mercedes	
Estefany Martinez	

*Student DREAMers
Alliance



COMPASSION COMES FULL CIRCLE

Maria Angela's Story

Through talking with regular Canasta Básica participant, Maria Angela, we discovered that we were not only feeding families, but creating collective impact by empowering regular neighbors to become conduits of gratitude and compassion. At least a third of Canasta Básica participants said a friend or family member recommended it, and that's how Maria found us. "My church did a class for people who live alone about how to take care of yourself and plan ahead," she explained. "They told us about Canasta Básica and one of the ladies in the class encouraged me to sign up. I joked with her about whether the basket had oil, rice and beans, because a lot of times you don't get beans, but she said "Yes!"

Mainstream food pantries are not able to offer many of the staples of Latin diets, but our baskets are built with cultural needs in mind. "The baskets are fabulous!" Maria exclaimed. "They have what we need the most. I use a lot of lentils...and I always get rice and beans and oil. I love sardines, and sometimes I can't afford them. You may have enough to pay rent but, then you don't have enough to buy meat," she shared.

Maria said work had been scarce since the start of the pandemic. Recipients are suffering more than three times the pre-pandemic rate of unemployment for local Hispanics—up to 30%. The number working full-time shrunk by about half, and part-time work increased - 68% of the participants are employed, but without enough hours or income to survive. This seemed to be Maria's situation. The high level of poverty among participants makes providing choice through store vouchers even more important and affirming. "Thank God for the voucher! You can buy a little bit of meat - just some beef," she shared. "I make soup or stew with it, and I make it go a long way."

Maria was so satisfied that she wanted others to experience Canasta Básica as well.

"I spread the word, and told some of the women who I know need it. The problem is that they don't have a car, so they are stuck at home," she explained. "So, I take the baskets to the ones who live in Simpsonville and Taylors. I have now 5 ladies that I deliver to. Even if they live really far, I don't care, I do it with love!"

Maria Angela,
Program Ambassador

Maria understood that her car was a resource to be used to help others. These acts of service for, and from those in the toughest situations, multiplied into a chain of compassion. Many participants shared about the program, and delivered regularly to those who could not get to the event. Our Upstate Hispanic community is young, and people remember the hardships of their home countries and of immigration. There is no need for divisions like "provider" and "client." Here, everyone does what they can for the good of all.

Maria had very sweet words for the many volunteers and partners who made Canasta Básica possible: "It's just a great blessing from the Lord. Thank God for you guys, because God has provided. I hope you get paid back in return!"

Through Maria's service, we have been paid in full!

RESILIENCE

perseverancia

"They tried to bury us...
They didn't know we were *seeds*."

**21ST CENTURY RALLYING CRY OF
HISPANIC & IMMIGRANT EMPOWERMENT**

A CULTURE OF STRENGTH AND HOPE

In 2020, both hope and exemplary people abounded in our local Hispanic community. It was our privilege to share and elevate some of these stories with the broader community, thanks to new media partnerships. These collaborations transformed Hispanic Heritage Month into a vibrant exposition of Hispanic culture, reaching many more with our messages of optimism and pride – and building a more inclusive and resilient community in the process.

A Year of Partnerships

We owe a debt of gratitude to the media partners who shared our data, our perspectives, and our stories with a desire to raise awareness and empower others.



Click Magazine
Fête Magazine
Fox Carolina
Greenville Business Magazine
Greenville Journal
GVLToday
InSouth Magazine
Latino Newspaper
Liberty Fellowship
Nonprofit Forums
SC Greenville Digital
Senior Living
Ten At The Top
The Greenville News
The Hub
Univision
Upstate Parent
WYFF News 4



Closing the COVID-19 Gap

In the spring, we raised awareness on social media of gaps in pandemic services and support particular to the Hispanic community. We featured a Hispanic pastor, teacher and nurse who bravely stood in the middle of those gaps to help others across. Ilse is a long-time DACA advocate, who moved out of state to become a nurse when SC law would not permit her to get a professional license. Despite a new and terrifying pandemic, she continued to serve the Hispanic community just outside Charlotte, NC.

The Business of Building Bridges with Greenville Business Magazine

To build bridges fit for business, we must first build them in our hearts! Hispanic businesses have a wealth of experiences and unique challenges that can inspire all of us. In this monthly series, we collaborate with Greenville Business Magazine to share stories of grit, optimism and love from Hispanic business owners.



Unlocked Coffee Roasters



Supermercado El Sol



Tienda Guatemex



Supermercado Los Arcos

Diverse in Culture, United in Love

Hispanic Heritage Month 2020



In Latin cultures, it is traditional to wake your beloved in the middle of the night and sing a serenade to demonstrate your love. Latin Serenatas was our way of sending a love song to the entire community. For Hispanic Heritage Month, we partnered with the Greenville Jazz Collective to produce 5 mini-concerts of Latin Jazz favorites, and sent them out to the world, for free.



Hispanic-American Women's Association



PASOs Greenville

Jesus El Rey Assembly

So many Hispanic heroes emerged that we took to writing about entire organizations for HHM! These three stood out for their passion, teamwork, and ability to shoulder incredible burdens for the sake of others.



Orgullo Hispano Building Pride in Our People

Our popular Instagram campaign created connection during a socially distant HHM. Neighbors, coworkers, bosses, teachers and students nominated the people who served others and met the needs of the community during the pandemic. Orgullo Hispano means "Pride of the Hispanic People" and we've never been prouder than in 2020!



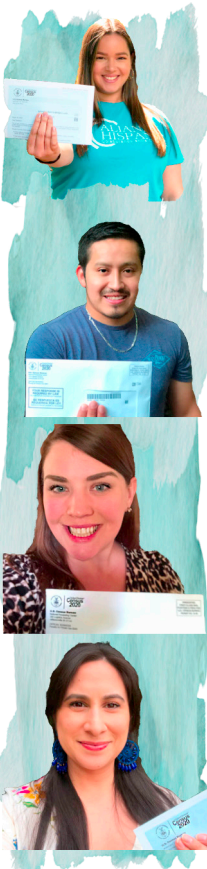
"What makes me proud to serve our Hispanic community is being able to empower our people to come out of their comfort zone, by showing them that we too, are deserving of all the opportunities available in this country. I believe Orgullo Hispano encourages our community by promoting possibility, especially in times of uncertainty. There is always light at the end of the tunnel even when we may not see it right away."

Cesar Salas,
2020 Orgullo Hispano
Buena Vida Yoga Studio



BUILDING TOMORROW, TODAY

Hispanic Alliance helped our community build resilience decades into the future by engaging with the 2020 Census, voting registration, and education for our youth.



United States
**Census
2020**

To Get Our
Community Counted...
3,360

people received printed
Census resources at
outreach & testing events.

27,000

reached by our social media
and online Census messages.

215,000

views (aprox.) of our
Spanish Census billboard
in the Berea area.

**HA staff were excited to share
100% Census participation!**

2020 VOTING

Hispanic Alliance invited voting activists to our Network Meetings, and shared vital bilingual info on voting rights and poll schedules. But voting is still a privilege that divides our community in thought-provoking ways.

Here are three perspectives on voting during the 2020 Election:



"To be able to vote would mean that I have gained access to a new platform that empowers me and allows me to lift the voices of those that are in my community. It could take years to allow the DACAmented community to vote, or it could be resolved in 2021. I am not waiting for that day! I am standing up, and picking up the right tools to create more access for myself and others."

Dina,
Advocate &
DACA Recipient



"Several of my friends have lunch periods so short that they did not have enough time to wait in line to vote. I drove to poll sites in Piedmont, Simpsonville, Mauldin and Greer, and stood in line for them to buy them time. I felt thankful that Hispanic Alliance let us have the day off to cast our vote, exercise our rights, and volunteer our personal capacity."

Debbra,
Crushing Voting
Barriers for Others



"Because of the limitations on Puerto Ricans, people who live on the Island do not have the right to vote, even though we are US citizens! After I moved to South Carolina, my first national election was an expression of liberty and justice - a reflection of my identity as a Puerto Rican."

Vanessa,
US Citizen, First
Presidential Election

Student DREAMers Alliance Alumni Network

Student DREAMers Alliance was built upon the principle that participants belong to an ever expanding family of young leaders the moment they join the program. While health concerns separated us, Hispanic Alliance focused on providing personal mentoring and support to students and their families to maintain their trajectory of success. We also engaged our young leaders in strengthening their skills through service, advocacy and public speaking opportunities.



**143 Mentoring
Conversations**

with HA staff about family,
education, needs and dreams
kept our SDA family on track
and resourced.



Jose Daniel (Class I)
was a feature speaker
at our Annual Meeting
and a friendly bilingual
ambassador for the Census.

Martin Comes Home

"I remember the opportunities SDA had to offer with scholarships, and the people who were amazing like Julio. I reconnected with Dina because I really didn't know what to expect when I started college. It helped me build more confidence, being around people who shared similar stories."

The Hispanic Alliance has helped me continue to pursue my degree... from receiving good advice, to financial support. A "thank you" wouldn't be enough for everything they have done for me. I am grateful for being in the Hispanic Alliance and meeting great people that care for students like me."

**Martin
Santamaria,**
Class 1 Alumnus



Now THAT is RESILIENCE!

Despite unimaginable upheaval in their Senior years,
100% graduated high school and pursued higher education.
of SDA Class IV Seniors

Special Recognition:

Two of our Class III superstars took top graduation honors at their high schools in 2020!



Celeste Alcantar
Carolina High School
2020 Valedictorian



Maria Ventura-Morales
Berea High School
2020 Salutatorian

Our SDA Alumni packed boxes, distributed food, and connected with the community as Canasta Básica volunteers.



THE KEYS TO OUR RESILIENCE IN 2020

Legacy Givers

William & Karen Brown **Perry Gilreath** **Sue Priester**

Community Builders

Susan & Michael Cinquemani **Nathalie Morgan** **Neil & Joy Grayson**
Matt Cotner **Ellen & Keith Stevenson**

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Alex & Tricia Garvey	Adela Mendoza & John McHugh	Judy Verhoeven
Julio & Melissa Hernandez	Mahler & Yadira Nuñez	Benny Walker

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Angelique Jarvis-Simmons	Debbra Alvarado	Keith Groce
Annie & Jason Maertens	Michael & Santino Ciacchia-Tedesco	
Adam Ochylski		

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Susan Yeres



*A HUGE thank you to all who invested in the work of Hispanic Alliance. During a pandemic and challenging time for all, **TOGETHER**, we were able to provide support, strength, and empower so many families in our communities. **TOGETHER**, we made **EQUITY** a priority. We are very grateful to be part of such a giving and resilient community. **Muchisimas Gracias!!***

Julio Hernandez,
Hispanic Alliance Board Member
Assistant VP for Inclusive Excellence
Clemson University

Please note that we are not notified of everyone who donates through a United Way Campaign. We make every effort to ensure the accuracy of our donor lists. If we have omitted your name, please contact Executive Director, Adela Mendoza, at (864) 906-0031.

2020 STRATEGIC INVESTORS



2020 DONORS



In-Kind Contributors



STRATEGIC PARTNERS



FALL SEVEN TIMES, STAND UP EIGHT

Bobby's Story of Resilience

When Bobby Rodriguez joined the Student DREAMers Alliance (SDA) in 2016, he knew what he was up against as an immigrant student. On his SDA application he shares: "The biggest barriers to college for people in our community are money and self-doubt. It's hard actually believing that I'll be attending college, because I'll be one of the few people in my family who has." SDA was conceived to equip Hispanic students to face the systematic and systemic barriers to higher education. In SDA, Bobby came to understand that many of his friends had even fewer opportunities than he did, and it renewed his resolve to go as far as he could with his resources. This perseverance pushed him to innovate and network to pay for his degree in Mechatronics at Greenville Technical College.

Already working in landscaping and construction as a teen, he became a self-taught concierge barber, sold formal wear, and modeled on the side to make ends meet for school. When all this fell short, Hispanic Alliance engaged our Network to provide him with a much-needed laptop. In April 2020, two months from finishing his degree, Bobby faced his toughest fight yet...and it wasn't COVID-19. While driving home from getting ice cream with a friend, their car was caught in the middle of a drive by shooting, and Bobby's knee was shattered by a bullet. He was rushed to the hospital where he spent a painful and sleepless week without any visitors due to the pandemic.

"I'm very thankful to be alive and breathing."

Bobby,
Student DREAMers Alliance Alum

In addition to support from family and friends, Bobby was also equipped with an attitude of incredible maturity and tenacity. "I saw life how it is," he states. "I accepted in my head, 'I just got shot, and it's perfectly fine to be sad and depressed, but that's just a state of mind. Don't stay there for long.' "

A surprising bright spot of the pandemic restrictions was that all of Bobby's classes were online, allowing him to stay on track toward his degree, which otherwise could have been delayed for months. Despite nearly losing his life, and enduring a grueling recovery, Bobby graduated from Greenville Tech in December, and is working in Mechatronics at Michelin. This type of resilience is extraordinary, but Bobby will tell you about a multitude of similar stories from our Hispanic youth, relying on grit and faith, and doing whatever it takes to succeed.

"I want to be able to put my message out there so they can see that it's possible, ...so I can have an amazing story for other Hispanic students who have been in my shoes, or endured something worse than me."

We're helping him do just that.

2020 Financial Statement

REVENUE

Direct Public Grants	\$ 496,550.81
Individual & Public Support	\$ 125,381.37
Special Events Income	\$ 21,410.42
Crisis Response Donations	\$ 123,087.36
Paycheck Protection Program	\$ 69,343.00
Total Revenue	\$ 835,772.96

EXPENDITURES

Community Programs	\$ 115,632.08
COVID-19 Crisis Response	\$ 426,128.99
Operations	\$ 87,965.55
Total Expenditures	\$ 629,726.62
Increase in Net Assets	\$ 206,046.34

ASSETS

Current Assets	\$ 383,746.93
Fixed Assets	\$ 14,526.77
Other Assets	\$ 4,250.00
Total Assets	\$ 402,523.70

LIABILITIES & EQUITY

Total Liabilities	\$ 0
Retained Earnings	\$ 197,726.85
Net Income	\$ 206,046.35
Total Liabilities & Equity	\$ 403,773.20

Hispanic Alliance Familia, Leading Together During COVID



WHERE DO WE GO FROM HERE?

We are reentering a changed world, and it will take time and reflection to understand how 2020 has impacted each one of us individually and all of us as one global community. The memories of the unthinkable reality we experienced will linger, and some wounds will be slow to heal. However, they will with the right amount of empathy, kindness, and compassion.

As we take inventory of the lessons learned about ourselves and our communities across the world, it's hard not to wonder what else we could have done. We can't ignore the fact that the systemic cracks through which too many slipped were visible **before** the pandemic.

For the Hispanic Alliance family, our measure of leadership and success has always been the well-being of our community - its sense of belonging, the freedom to live a full life, and the opportunity to pursue yet unimagined dreams. In 2020 all these aspirations were put on hold. It's hard to dream when survival is at risk.

We feared that this crisis would shatter the work of decades, but instead, we were reminded of the unbreakable bond of our humanity. In times of scarcity, abundant love can create miracles, and the stories contained in this report are an example of that. The extraordinary compassion, grace, and generosity of the many faces and names in this report carried us and our community through the hardest time in our 16 year history. Your encouragement and support showed us a way forward and gave us the strength and resources to build a movement of hope.

We have learned so much, and we have been reminded of what truly matters. Our community realized its infinite capacity to heal and reinvent itself. Our young people learned that leadership is service. We rediscovered that human ingenuity can navigate the darkest of times, and that societies thrive when our quest for knowledge is guided by our need for connection.

The question is, how will we use this knowledge? Where do we go from here? The answer depends on our ability to hold onto the lessons of the past year. We know what needs to be done. We know it will take all of us. We know we can't leave people behind.

As we look towards the future, we are inspired and driven by the limitless possibilities to redesign and rebuild broken systems. We'll further embrace our people-centric model and invest ourselves in developing and fostering leadership rooted in service and integrity.

Please join us. Invest in our dreams and help us rebuild a path towards a more caring, connected, and kinder world.

Adela Mendoza,
Hispanic Alliance Executive Director
Named to Greenville Business Magazine's Most Influential Hall of Fame in 2020



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your community through
Hispanic Alliance.

www.HispanicAllianceSC.com

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