

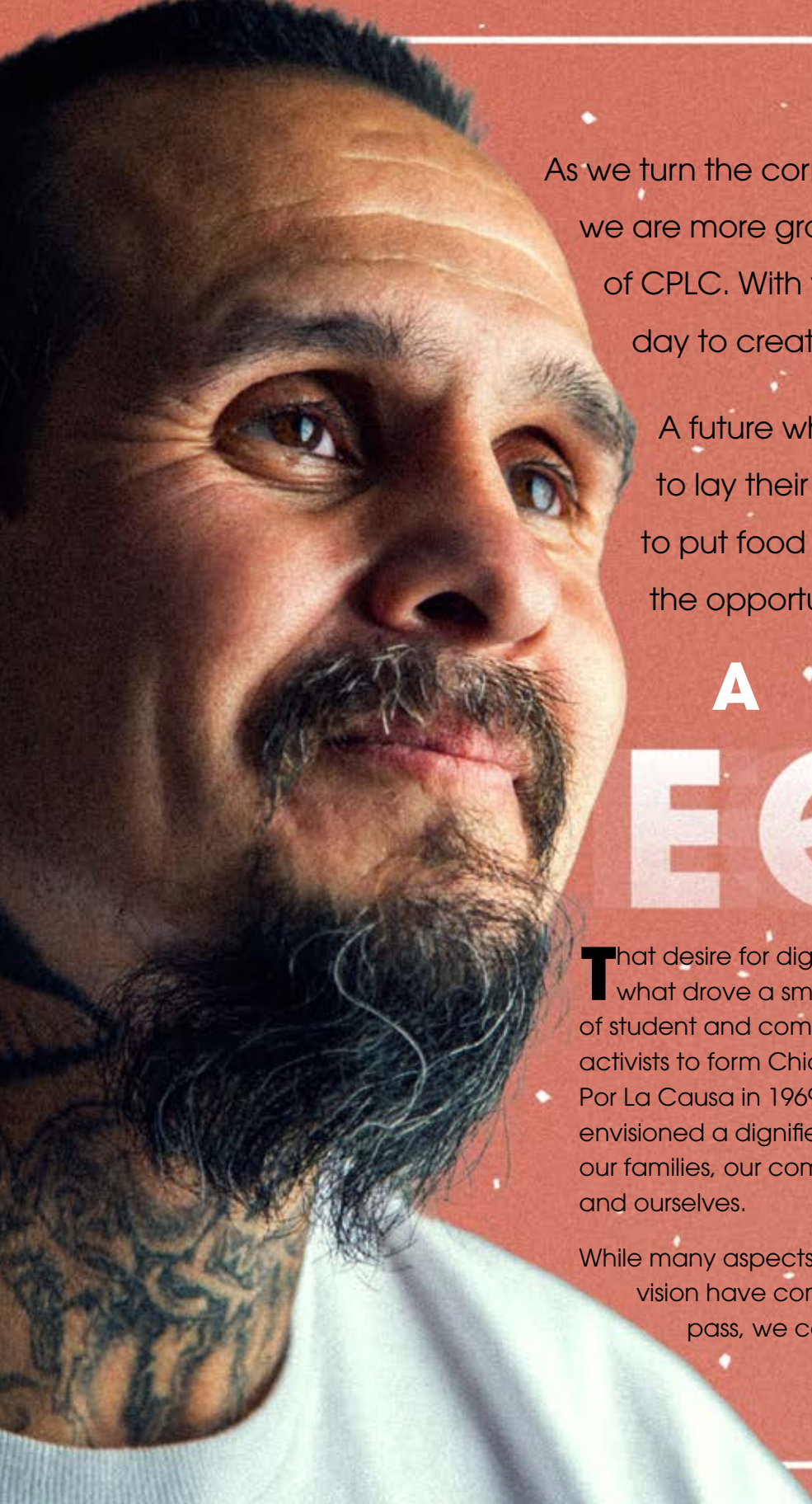
ANNUAL REPORT 2021

VISIONS

FOR TOMORROW



CHICANOS
POR LA CAUSA



As we turn the corner on another challenging year, we are more grateful than ever for your support of CPLC. With your help, we are working every day to create a more **EQUITABLE** future.

A future where every child has a safe place to lay their head, every parent the means to put food on the table, and every person the opportunity to live a life of **DIGNITY**.

A MORE EQUITABLE FUTURE

That desire for dignity is what drove a small group of student and community activists to form Chicanos Por La Causa in 1969. We envisioned a dignified life for our families, our communities, and ourselves.

While many aspects of that vision have come to pass, we continue

to grapple with a lack of representation.

In the 1960s and 1970s, CPLC protested discriminatory policies imposed on our community without our input.

Many of these policies were not explicitly racist. Some even claimed to be for our benefit. But what they all



had in common was the people who developed them did not understand our community and our day-to-day lived experience.

Today, Chicanos Por La Causa fights for disenfranchised people of all backgrounds. And we continue to battle this lack of representation in the seats of power.

This power imbalance is at the core of our mission: Empowered Lives.

Perhaps the most important way we promote empowerment is by **connecting individuals and communities with the sources of power** that impact their day-to-day lives.

UFWOC HUELGA FLAG

The huelga, or strike, was the primary source of power for Farm Workers. Inspired by César Chávez and Dolores Huerta, CPLC co-founder Gus Gutierrez led the farmworker movement in Arizona.

FOLKLORICO DANCERS

Every year since 1970, Chicano and Indigenous communities of the Santa Cruz River Valley have gathered to celebrate their culture and history at the Fiesta de Tumacácori, south of Tucson, AZ.

VISIONS FOR TOMORROW COMMUNITY

ACCOUNTABILITY & RESPONSIVENESS

361

Youth served
this year

6

Participating
schools

Rooted in ancestral knowledge, CPLC Nahui Ollín youth program connects youth with their history, identity, and community.

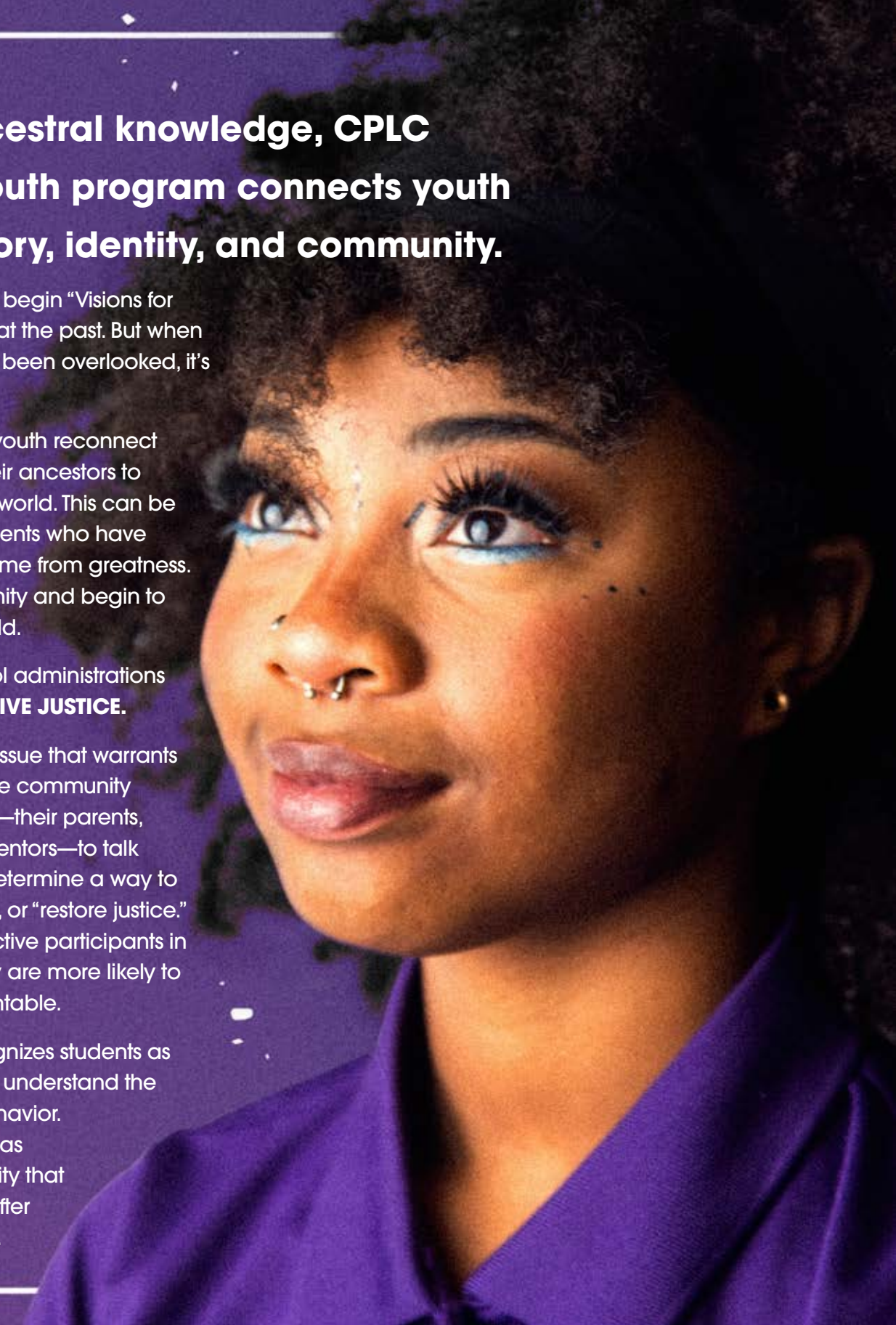
It may seem strange to begin “Visions for Tomorrow” by looking at the past. But when a community’s past has been overlooked, it’s the only place to begin.

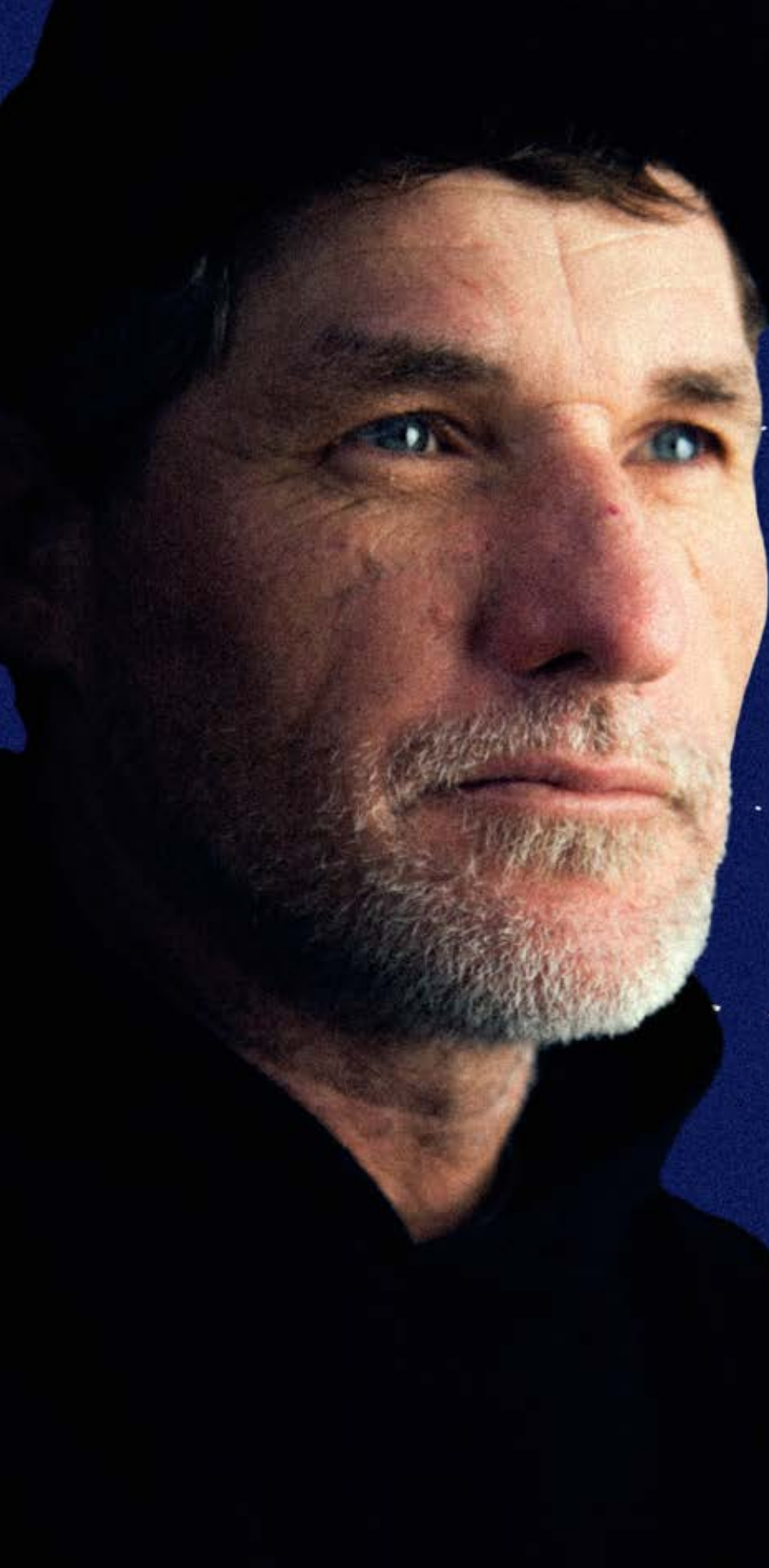
CPLC Nahui Ollin helps youth reconnect with the teachings of their ancestors to orient themselves in the world. This can be transformational for students who have never been told they come from greatness. They find a sense of dignity and begin to seek to improve the world.

We also work with school administrations to implement **RESTORATIVE JUSTICE**.

When a student has an issue that warrants discipline, we bring in the community surrounding the student—their parents, extended family, and mentors—to talk through the issue and determine a way to rectify the circumstance, or “restore justice.” Because students are active participants in their own discipline, they are more likely to hold themselves accountable.

Restorative Justice recognizes students as individuals and seeks to understand the reasons behind their behavior. Further, it positions them as members of a community that will support them long after they leave our program.





CPLC Supportive Housing Services help individuals find a home—and voice—amidst a housing crisis.

Our nation continues to grapple with a worsening housing shortage. Yet, an important voice is being left out of policy debate—the individuals and families most impacted by housing policy.

To counter this imbalance, CPLC Supportive Housing Services just hosted our first-ever **POLICY AND ADVOCACY INSTITUTE** for individuals with lived experience in health and housing programs.

The Policy and Advocacy institute is a crash-course in community advocacy. Through this program, individuals provide insight into the barriers they experienced in their journey from homelessness to housing stability. Their valuable feedback and recommendations help CPLC provide better services.

Participants in this program also developed a series of policy recommendations to share with the broader health and housing systems, other institutions, and emergency homeless shelters dealing with Housing Stability & Eviction Prevention, Property Management & Landlord Engagement, and Housing Services.

Our goal is to create systems-level change informed by the lived experience of the individuals in the system.

AZ STATE CAPITOL

From the beginning, CPLC has provided a means for individuals to advocate for themselves and their community. In the early 1970s, we helped the Chicano community engage in the political process to advocate for better working conditions for farmworkers.



VISIONS FOR TOMORROW
INDIVIDUALS
AS THEIR OWN ADVOCATES

653
Supportive
Housing Clients

9
Policy & Advocacy
Participants

VISIONS FOR TOMORROW ELECTORATE

REPRESENTING THE PEOPLE

GOVERNOR RAUL CASTRO

The election of Raúl Castro in 1974 as Arizona's first Governor of Mexican descent exemplifies the shift in political representation inspired by CPLC's organizing efforts.

\$10M

Get-Out-The-Vote
Campaign

5

States with political
operations

As our democracy is put to the test, CPLC seeks to level the playing field.

Our democracy only works if it represents the people. Unfortunately, a series of strategies from gerrymandering to voter suppression have eroded the people's access to power. CPLC is working to combat these efforts.

For the past few years, CPLC's Advocacy team has worked for a fair and accurate **2020 CENSUS** count in the face of tactics that stifled the Latino count—and as a result our representation in congress. While we were not able to prevent an undercount of rural and Latino communities in AZ, we minimized the damage and are now working directly with the census bureau on the 2020 census audit.

CPLC also helped organize a coalition in AZ to advocate for Latinos is the **REDIS-TRICTING** process—prioritizing representation of the communities our legislature serves. Our influence helped preserve 4 Latino districts in the state.

Currently, we are undertaking a \$10 million dollar **VOTER REGISTRATION** campaign to encourage Latino voter participation, which has historically been underrepresented. Only through participation in the system will our community be able to ensure that our voices are heard and represented.



IMPACT TODAY TO SHAPE TOMORROW

OFFICES IN FIVE STATES & MEXICO

CPLC impacts lives across the country, with a specific emphasis on developing and nurturing programs in the Southwest. This map highlights the states with physical CPLC offices providing direct services to the community.

ARIZONA

Offices in 15 of 15 Counties

CALIFORNIA

Offices in 2 of 58 Counties
(Los Angeles and Alameda)

NEW MEXICO

Offices in 33 of 33 Counties

NEVADA

Offices in 6 of 17 Counties
(Carson City, Clark, Douglas,
Elko, Mineral, & Washoe)

TEXAS

Offices in 15 of 254 Counties
(Bailey, Dimmit, El Paso,
Floyd, Frio, Hale, Harris,
Hidalgo, Jim Wells, Lubbock,
Maverick, San Patricio,
Uvalde, Webb, Zavala)

Map 1.

Map of states with
CPLC operations FY20/21.

Map 2.
Map of counties
participating in PPP &
equity investments FY20/21.

PPP IMPACT

HELPING SMALL BUSINESSES
SURVIVE THE PANDEMIC

In FY 20/21, CPLC Prestamos, our small business loan program, provided 433,000 Paycheck Protection Program (PPP) loans valued at \$6.6B.

By leveraging and scaling technology, Prestamos was able to reach all 50 states and 4 territories with an emphasis on traditionally underserved small businesses, including sole proprietors, that had been largely overlooked for PPP funding by traditional banks.

50

U.S. States Served

4

U.S. Territories Served
(U.S. Virgin Islands, Puerto Rico, District of Columbia, and Guam)

92%

of total loans given to
**Sole Proprietor and
Independent Contractors**

TOP 5 STATES

Georgia, California, Texas,
Florida, Illinois

TOP 5
COUNTIES

Cook County, IL; Los Angeles,
CA; Harris, TX; Wayne, MI;
Fulton, GA

91%

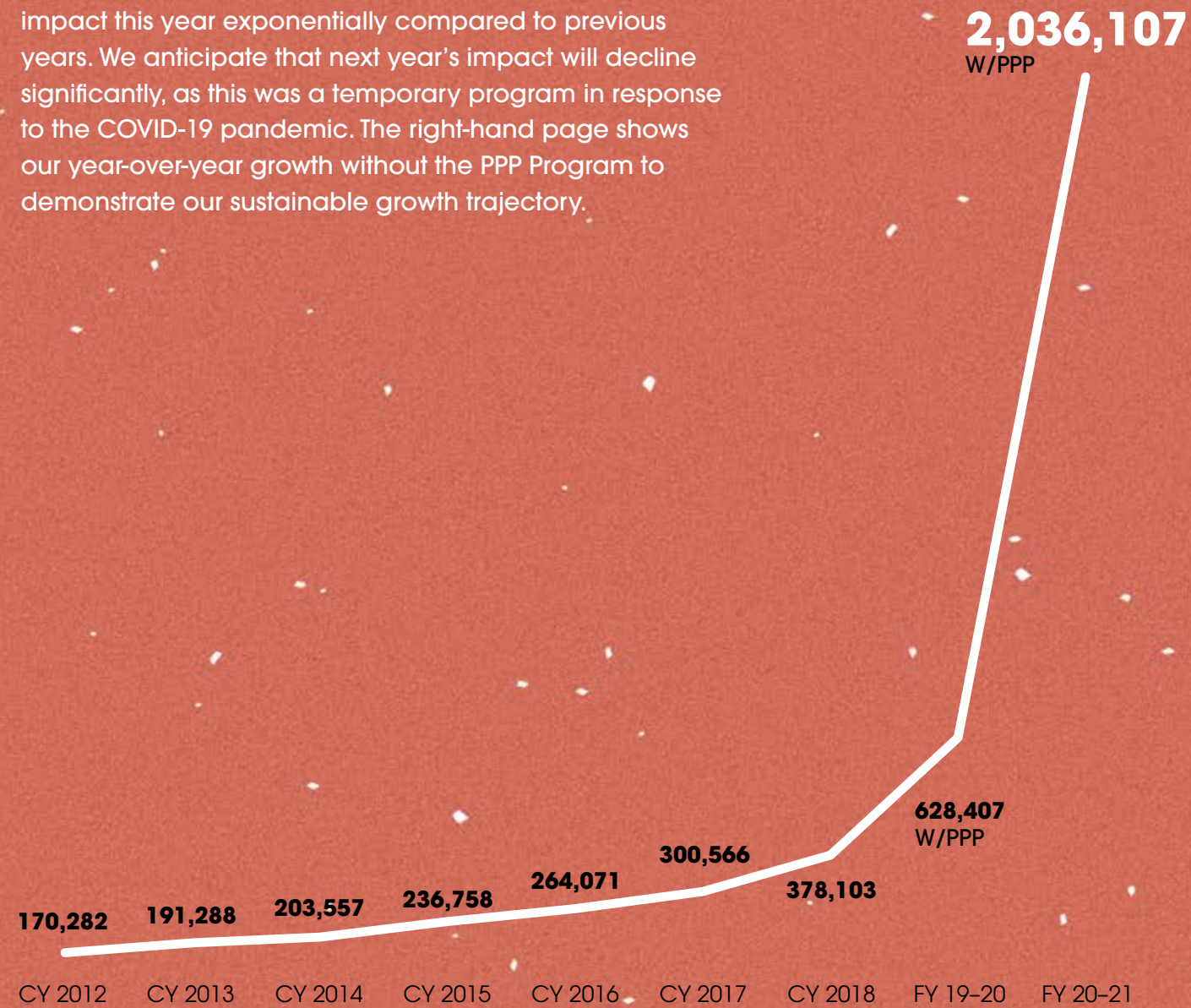
of loans went to
Sun & Rust Belt states.*

*Sun & Rust Belt states make up 51% of states & territories represented.

CLIENT IMPACT

TOTAL IMPACT (WITH PPP IMPACT)

The Paycheck Protection Program (PPP) increased CPLC's impact this year exponentially compared to previous years. We anticipate that next year's impact will decline significantly, as this was a temporary program in response to the COVID-19 pandemic. The right-hand page shows our year-over-year growth without the PPP Program to demonstrate our sustainable growth trajectory.



YEAR-OVER-YEAR GROWTH (WITHOUT PPP IMPACT)

TOTAL IMPACT 701,914

13% increase from FY19/20

OUTREACH IMPACT 496,089

32% increase from FY19/20

INDIRECT IMPACT 132,857

17% decrease from FY19/20

DIRECT SERVICE 72,020

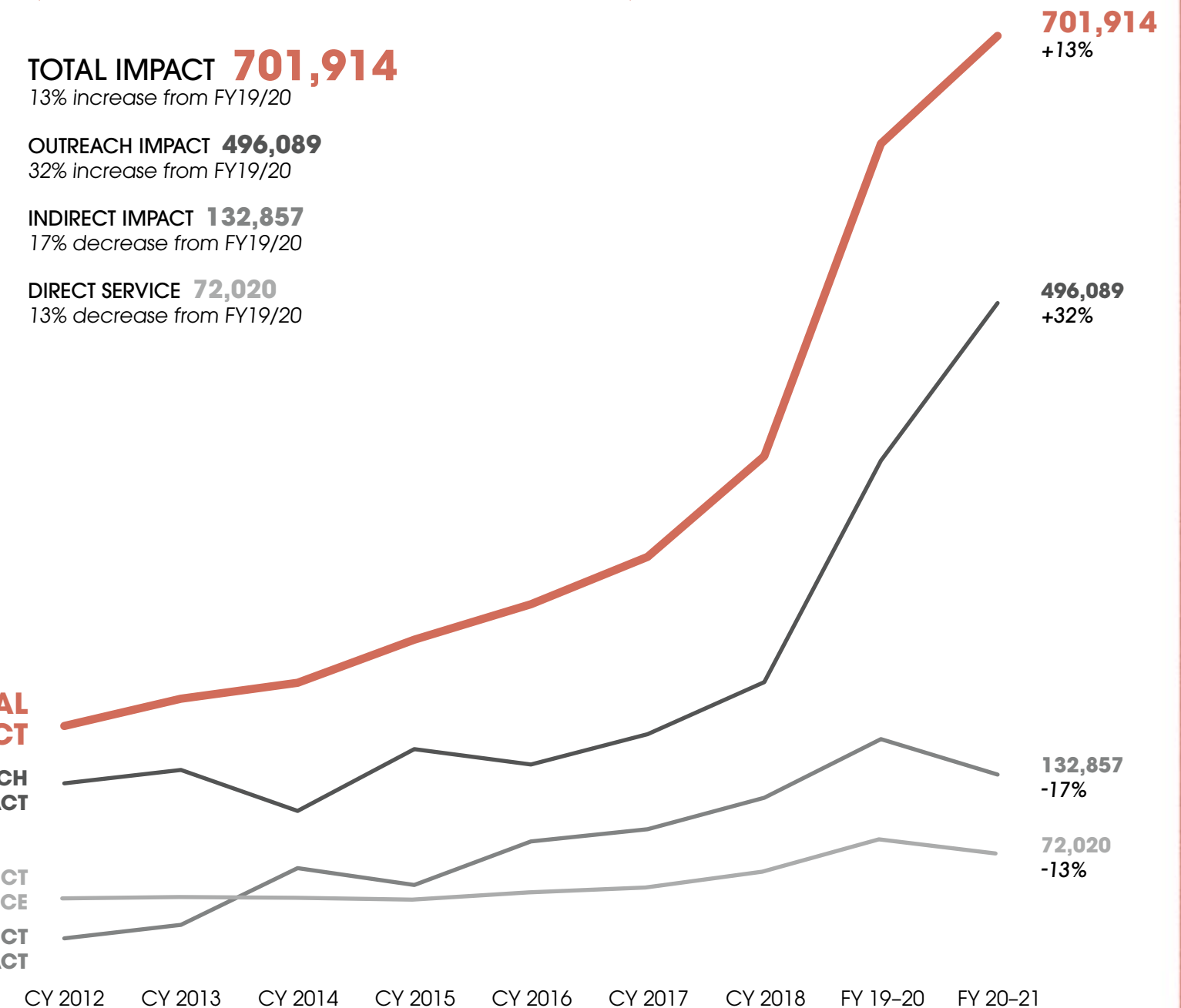
13% decrease from FY19/20

TOTAL IMPACT

OUTREACH IMPACT

DIRECT SERVICE

INDIRECT IMPACT



CLIENT DEMOGRAPHICS
AT A GLANCE



Native American representation increased significantly.
In FY20/21, CPLC acquired large programs in New Mexico that serve mostly Native American individuals.



One in ten clients report a disabling condition.
10% of CPLC clients in FY20/21 reported a disabling condition. This percentage increased from last year due to the population at the Courtyard Homeless Resource Center.



2% of CPLC clients are veterans.
Nevada has the highest percentage of veterans of any region due to the high population of veterans at the Courtyard Homeless Resource Center.



Less than one in four clients have any higher education.
More than three quarters of clients had a high school diploma or less, and less than 10% have a higher education degree of any kind.



Most clients rented or did not have a home.
In FY20/21, half of CPLC clients reported renting their living space. Another one in four reported experiencing homelessness, due to CPLC's increased focus on homelessness programs, such as the Courtyard Homeless Resource Center in Nevada.



More than half of clients sought additional employment.
In FY20/21, 51% of CPLC clients reported being unemployed, and one in five clients were employed full time.

PROGRAMS & SERVICES

HEALTH & HUMAN SERVICES

BEHAVIORAL HEALTH
DOMESTIC VIOLENCE
HEALTH INSURANCE
HIV SERVICES
HUMAN TRAFFICKING
IMMIGRATION
PARENTING
SENIOR SERVICES
SUBSTANCE ABUSE

HOUSING

HOMELESSNESS
HOUSING COUNSELING
NEIGHBORHOOD STABILIZATION
RURAL HOUSING
SINGLE- & MULTI-FAMILY HOUSING
UTILITY ASSISTANCE

EDUCATION

EARLY CHILDHOOD DEVELOPMENT
YOUTH ENRICHMENT
COMMUNITY SCHOOLS
SCHOLARSHIPS
ADULT EDUCATION
TEACHER APPRECIATION

ECONOMIC DEVELOPMENT

SMALL BUSINESS LENDING
WORKFORCE SOLUTIONS
COMMERCIAL DEVELOPMENT

ADVOCACY

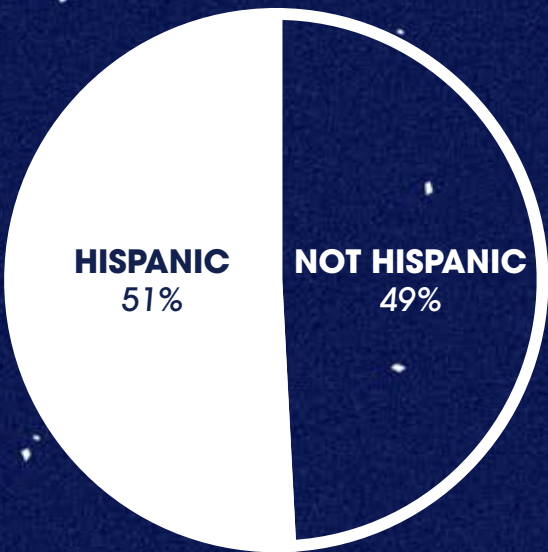
GET OUT THE VOTE
LEGISLATIVE ACTION

CLIENT DEMOGRAPHICS
RACE & ETHNICITY

The percentage of CPLC clients who do not identify as Hispanic increased significantly this year—from 25% in FY19/20 to 49% in FY 20/21. This shift is the result of new programs in Nevada and New Mexico which predominantly serve non-Hispanic individuals.

The percentage of CPLC clients who identify as Black/African American increased to 15% this year as a result of outreach to this population in the De Colores Domestic Violence Shelter, Courtyard Homeless Resource Center, and Housing Counseling programs.

Native American representation increased to 15% as well as a result of the acquisition of large programs serving predominantly Native Americans in New Mexico.



	AZ	NV	NM	TX	CPLC FY20/21	CPLC FY19/20
	11,424	5,267	23,424	2,854	42,969	16,068
	38%	59%	91%	57%	60%	30%

Hispanic	69%	16%	45%	81%	51%	75%
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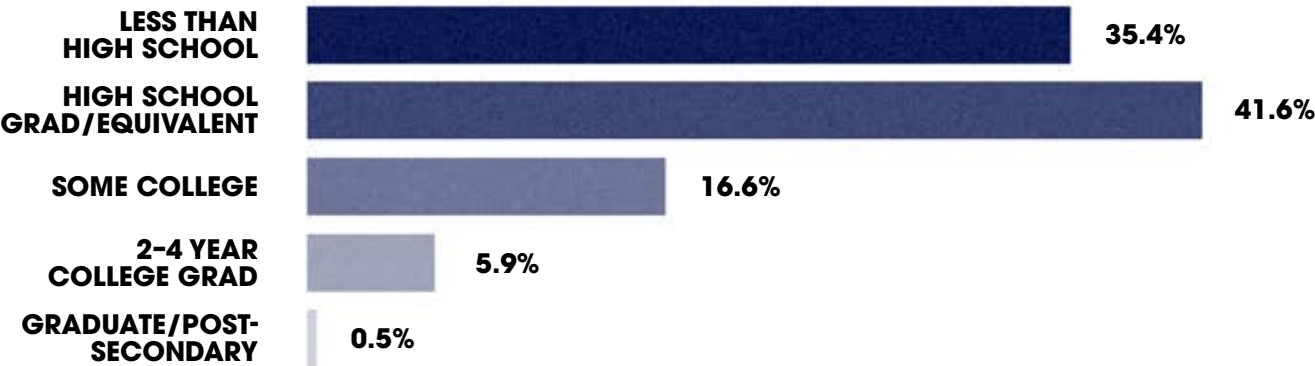
GENDER

	AZ	NV	NM	TX	CPLC FY 20/21	CPLC FY 19/20
	13,070	5,298	25,617	2,906	46,891	20,816
	44%	60%	100%	58%	65%	39%

Female	63%	31%	52%	17%	50%^	58%
Male	37%	68%	40%	83%	45%^	42%
Other Gender	-	-	9%	-	5%	-
Transgender	<0.5%	<1%	0%	0%	<0.5%	<.05%

EDUCATION LEVEL

In FY20/21, educational attainment levels have remained low, with over three-quarters of clients having a high school diploma or less. There was a significant decrease in individuals who have a 2 or 4 year degree from the previous year.



AGE

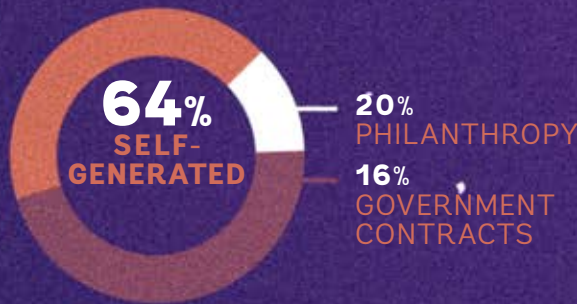
In FY 20/21, the average age of CPLC clients was 36 (versus 32 in FY19/20). An increase could be attributed to Nevada’s older average (due to Courtyard) and/or a higher set of records available to report in Arizona programs.

Note: Average age is at parity for all states represented below based on the General Population in the US Census (37-38).



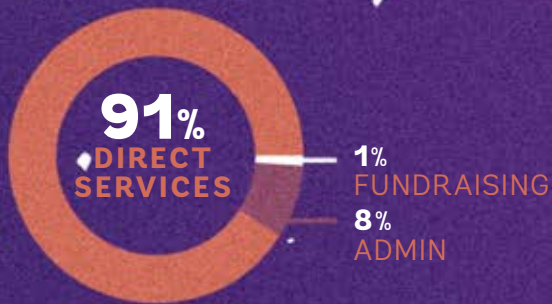
APPENDIX
FINANCIALS

REVENUE MIX



REVENUE	\$220,452,430
EXPENSES	\$177,687,616
TOTAL ASSETS	\$7,992,413,745
NET ASSETS	\$104,035,719

USE OF RESOURCES



100%
of donations from individuals support our nonprofit services—in other words, no funds donated to CPLC support administrative costs, which are covered by our self-generated revenue.

LEADERSHIP

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David Adame	President & CEO
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Andrés L. Contreras	Integrated Health, Social Services & Education
Max Gonzáles	Strategy & Relationship Management
José Martínez	Economic Development
Alicia Nuñez	Chief Financial Officer
María Spelleri	General Counsel

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APPENDIX

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CHICANOS
POR LA CAUSA

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