



SER Jobs for Progress National, Inc.®
Cultivating America's Greatest Resource: People™

2020 Annual Report

ser-national.org

SER Impact

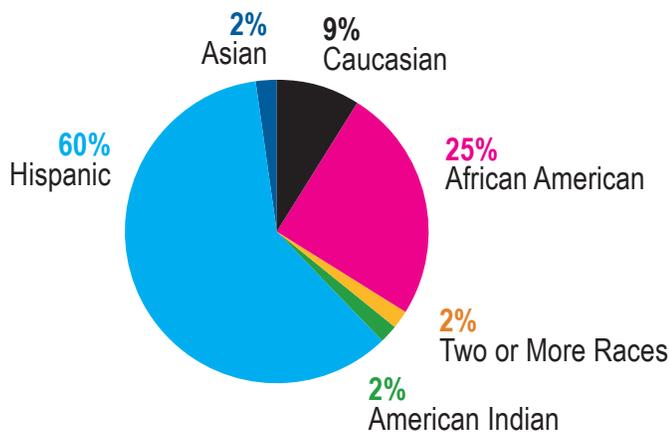


More than 1,000,000 served

by the SER Network of Affiliates, with 200 locations across 24 states and the District of Columbia

Arizona	Maryland	Oklahoma
California	Massachusetts	Oregon
Colorado	Michigan	Pennsylvania
Connecticut	Missouri	Rhode Island
Florida	New Jersey	Texas
Georgia	New Mexico	Virginia
Illinois	New York	Washington
Kansas	Ohio	Wisconsin

Community Served



SER National Highlights

- SCSEP serves more than 10,000 disadvantaged participants in six states
- FULL enrollment of all programs
- Met ALL performance benchmarks

Our Mission

SER (Service, Employment, and Redevelopment) is a national network of Community Based Organizations (CBO's) that formulates and advocates initiatives resulting in the increased development and utilization of America's human resources, with special emphasis on the needs of Hispanics, in the areas of education, training, employment, business and economic opportunity.

SER National aims to develop the capacity of the SER network through the provision of technical assistance, research and planning, program and policy development, and fundraising.

Our Vision

To enable the Hispanic community and other underserved populations, to fully participate in the socio-economic mainstream, achieving equal access and parity in all aspects of American society.

Thanks to our committed partners and staff, SER National was ready to pivot quickly during this tumultuous year and help thousands with programs we already had in place. SER has the solutions for the needs and disparities upon which 2020 has shined a light. The work we do is even more relevant and critical than ever before.

Ignacio Salazar, SER President & CEO

SER National Programs

- SER National programs focus on education, employment, empowerment, entrepreneurship, financial literacy, and STEM.
- Programs are implemented by SER staff members in six states.
- Programs receive public, corporate, foundation, and individual financial support.
- All SER National programs met their performance benchmarks for 2019.



SER Senior Community Service Employment Program (SCSEP)

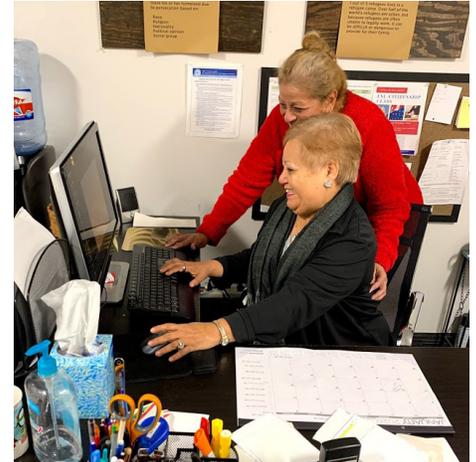
We can never forget our seniors as we work to educate, employ and empower the Latino community and other underserved communities. Through SER SCSEP, SER National gives those 55 and over a second chance at employment through training partnerships with local nonprofits. Many have outdated skills or have had to leave a profession because they could no longer physically do that work. Participants are paid as they train, and we have a high success rate of matching our clients with new jobs that bring them a paycheck, confidence and often times a new sense of purpose.

“If there is ever a senior that needs or wants a job, they should look at SER and it will help them get a job.”

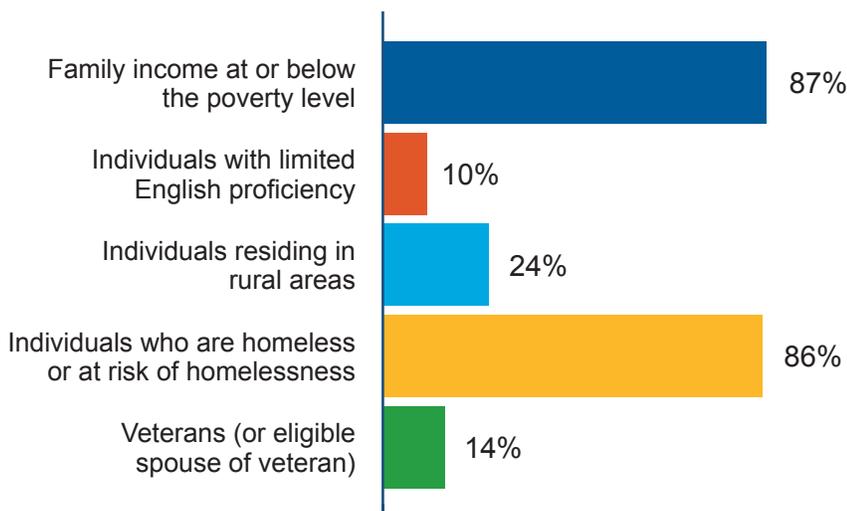
Dorothy Cunningham, PST at SER Johnson County Office

“We all need somebody- we need each other.”

Greg Kauffman, Chief of Operations at Kauffman Leadership Academy



Year to Date % National



38% of seniors served are individuals with disabilities




 A SER National Program
Mastering and Understanding Jobs and Entrepreneurship Relationships

More than 10,000 minority women served over the past 5 years
 Helped women start their businesses in the Dallas-Fort Worth area
 Entrepreneurship is the lifeblood of the United States. SER National is dedicated to supporting Latina entrepreneurs as the start and grow their own businesses. Workshops, conferences, one-on-one mentoring and providing resources are some of the ways SER MUJER is empowering the women they serve.

“SER MUJER is a good opportunity for Latinas to start a new business. They give you the support and tools you need.”

Iris, SER MUJER participant

Projected	Completed
250 Classroom	375 Classroom
1000 Online	1075 Online
20 Start Business	21 Start Business

SER has not only met but exceeded our goals for SER MUJER for the past four years!


SER STEM

STEM is the future but also the present. Young people should be graduating with STEM skills and problem-solving abilities to move forward into higher education and fruitful careers. SER STEM has stepped in.

300 Students at 10 high schools build unique robots and compete against other school teams

Majority of enrolled teens graduate from high school and enroll in college to pursue STEM careers

Thousands of students attended STEM Community Days in DFW and New Mexico

“I think that if FIRST Robotics wasn’t a thing, I would still have a very closed mindset on what could be accomplished through subjects like math and science. I’ve really been able to see that the world isn’t as little a place as you see in school. FIRST Robotics has definitely helped me broaden my thoughts on what I could become.”

Edwin Gallegos, Sophomore at L.G. Pinkston High School



“Through SER FIRST Robotics, we are creating an active learning environment where students are excited and engaged to design and build with machine parts and utilize coding.”

Eric Smith, Physics Teacher at L.G. Pinkston High School



SER Early Head Start

SER Early Head Start (EHS) supports:

- School readiness of infants and toddlers from low-income families
- Mental, social and emotional development of children from birth to age three
- Healthy children – 100% of children had immunizations and dental, hearing and vision screening



SER EHS dads who had previously volunteered in their children’s classrooms were invited to join the Fatherhood Initiative, a joint program with SER EHS and Catholic Charities to provide food and nourishment to families in need during the pandemic. The program began on March 9 by serving food to about 600 people and has grown to serving more than 1,000 in some months.

Throughout the school closures, a committed group of SER EHS dads have given 3 hours of their time once a month to help feed families. Wearing their Fatherhood initiative t-shirts, they unload boxes of groceries from Catholic Charities, and then fill up and load boxes for families as they drive through.

Initially, these dads were a little embarrassed to ask for help feeding their families. But the eight men now welcome the one day a month they can wave to neighbors and other SER EHS families they are no longer able to see regularly. When their own wives and children drive to the head of the line, kids get to see their dad helping their own family and helping others.

When I drop my granddaughter off in the mornings, there’s just a peace I feel. I know she is going to be well taken care of, I know she is going to be learning in the time that she’s there. She’s just done great, and the program has helped in so many ways.”

*Connie Baca,
EHS Grandmother*

Online Program

When everything was closing down, SER National launched its live SER Webinar Series every Monday through Thursday at 2 p.m. Hundreds of students, teachers, Hispanic leaders and more have benefitted from the education, employment and empowerment experts and role models that SER features.

- Featured speakers from NASA, SBA, Rockwell Automation, Ford and many other corporations and government agencies.
- An average of 250 participants per webinar with several webinars bringing in more than 500 participants
- Pulling in viewers from ages six to over 55 from six countries and 27 states from Mexico to Puerto Rico and D.C.

Monday
Employment (SCSEP)

Tuesday
STEM Talk

Wednesday
Education

Thursday
Entrepreneurship (MUJER)

SER SCSEP Training

“Where is My Money Going?”

with Maria Sanchez
Founder & CEO of Project S.O.Y.

August 17, 2020 | 2:00pm CT



Sponsored by



ONLINE Q&A

with José Hernández
Retired Astronaut
May 5, 2020 | 3:00pm CT



VIRTUAL SER Education Session

“Navigating the College and Scholarship Application Processes”
with Dr. Rudy Jimenez

Sep 16 | 2:00pm CT



SERmujer VIRTUAL Q&A

with Dr. Madeleine Wallace
“Calmly Innovating in Uncertain Times”
August 27, 2020 | 2:00pm CT



Thanks to Cisco...

SER continues to find success because of the investments of its staff, volunteers, board and donors – all joining together to help thousands of individuals find education, employment, opportunity and the chance to give back to their own communities.

CISCO is a great example. With in-kind contributions of more than \$1.5 million, SER has received Cisco equipment like DX80, 55, Dual Screens and servers plus training. That gift is leaving the kind of impact that will last for generations through:

- Online webinars and trainings SER implemented immediately when COVID-19 hit
- Trainings from Cisco experts for SER staff and participants across the country
- SER's transition to a paperless organization
- Salesforce implementation
- Cisco Academies in five locations – Fresno, Dallas/Fort Worth, Rhode Island, Santa Fe, and San Diego. Future locations to come.
- SER Training Centers powered by Cisco in Texas (Tarrant County), Fresno and Wisconsin. Future locations to come.

SER Solutions

While SER Affiliates across the country educate, elevate and empower those they serve, SER National focuses on a select set of programs, refining and scaling them to later implement in more geographic areas. Implemented by SER staff members in six states, these programs are made possible through public, corporate, foundation and individual financial support.

Early
Childhood
Education

Employment

Empowerment

Entrepreneurship

Financial
Literacy

STEM

With greater support, SER National can help affiliates roll out these programs in their own communities.

Collaboration

SER National has hundreds of partners nationwide

Together, we can do more. That's why each year, SER National collaborates with other mission-driven organizations to maximize our impact. Many are bilingual, helping us reach even more Latinos with services.

SER Board Members

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GM

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LULAC Representative

Frank Casillas, Treasurer
AGIF Representative

Eva Garza Dewaelsche, Secretary
Affiliate Representative

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Mirtha Villarreal-Younger
AGIF Representative

SER Executive Staff



Ignacio Salazar
President & CEO



Rafaela Schwan
*Vice President
of Program Operations*

Andy Overton
Chief Financial Officer

Emma Trevino
National Director of SCSEP

Araceli Paniagua
Director of EHS

Julian Martinez
Director of Program Development

Antonio Morales
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James Parsons
Director of Business Development and Policy Administration

Raúl Santa
Director of Network Relations

Karen Brown
Assistant Director of SCSEP

SER Jobs for Progress National, Inc.

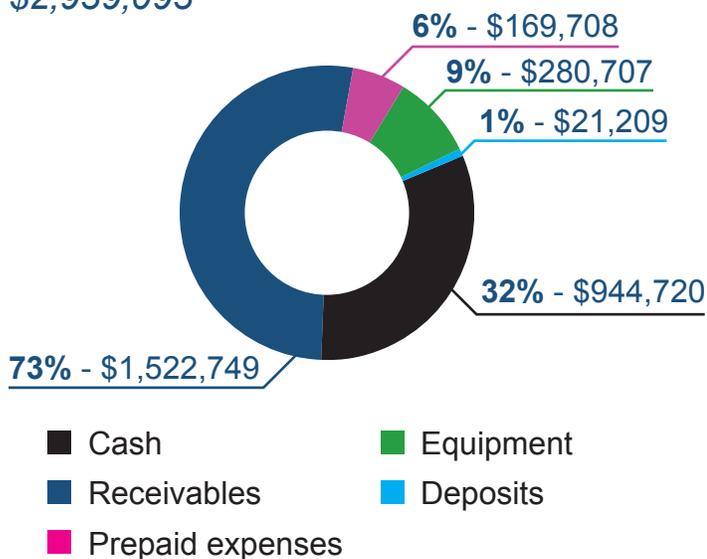
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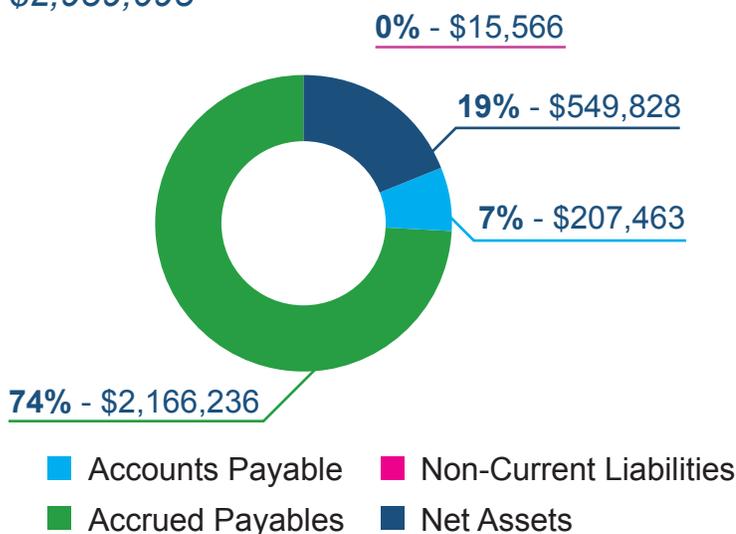
SER National Financial Statements

SER has a Financial and Compliance Report prepared annually by independent auditors in conformance with generally accepted auditing standards and government auditing standards. During the past seven years (since FYE 2014) SER has received an unmodified opinion with no Significant Deficiencies or Material Weaknesses. In addition, there have been no Financial or Compliance findings.

Assets as of June 30, 2020 \$2,939,093



Liabilities and Net Assets as of June 30, 2020 \$2,939,093



SER National Condensed Statement of Activities Year ended June 30, 2020

Revenue

Grants	\$24,824,275
Contributions	\$488,952
In-Kind	\$205,712
Other	\$60,064
Total Revenue	\$25,579,003

Expenses

Senior Community Service Employment Program	\$23,365,770
Early Head Start Program	\$1,560,522
Other Programs	\$719,662
Total Program Expense	\$24,645,954
Management and General Expenses	\$679,909
Total Expenses	\$25,325,863
Change in net assets	\$253,140
Net Assets 7/1/2019	\$296,688
Net Assets 6/30/2020	\$549,828

Thank you to our Sponsors



Louis J Zettler III, Inc.



Why do so many corporations see SER as a good investment?

- SER is filling their future pipeline of workers.
- SER is reaching Latinos. Hispanics will represent more than 75% of labor force growth in the next decade.
- SER has solutions. SER is the connection to the resources that can help an individual secure a steady income, and become a contributing member of society.
- As needs evolve, so does SER.
- SER brings value. Young people today can't stay on the same trajectory as their parents. The market is changing and we have to evolve as well.
- SER's mission is to go where others don't and do what others won't. We don't just refer – we provide services ourselves at a local level.
- SER meets the needs no one else is addressing. Education, training, opportunity and hope has changed millions of lives through SER's work.
- SER's work supports the goals of our entire country -- economic development, job security and stability. We are removing people from a hopeless situation to one where there are clear options.
- SER recognizes that people simply need hope, a relevant education and a human connection to pull themselves out of a dire situation.

Subscribe to keep up with News and Events

SER e-Newsletter

The monthly e-Newsletter is distributed throughout the year, and contains news, events, SER affiliate updates, and more.

SER America

The SER America magazine provides informative articles about SER affiliates, programs, issues, and resources.

Social Media

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Donate at this link:

<https://bit.ly/2YlpRaS>

