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EDITORIAL

Message from the Chairwoman of the Board



Jane Garcia Chairwoman MGM Partner, Detroit MI AGIF Representative

e've had a rough year. We've lost jobs and loved ones during a global pandemic, all while facing growing disparities and historical division in our nation. And yet, we are blessed to be alive and still serving those who need us.

While several century-old nonprofit agencies were forced to close their doors permanently, SER National has not only survived but thrived. Let us acknowledge the importance of that fact: SER National is still here and going strong!

The past year has widened gaps to chasms, particularly in the Hispanic communities we serve. SER is a bridge to services over those chasms. Despite each 2020 obstacle trying to impede our success, we stayed strong and committed to our goals.

SER has been providing solutions that work for decades – solutions that stand the test of time and catastrophe. We're a trusted agency that more than 1 million people a year turn to for support, resources, and hope.

Our people and network are a differentiating factor. Dedicated volunteers give selflessly their time to meet people where they are. From more than 200 locations, we are a true part of the communities we serve, allowing them to understand changing needs and maneuver as needed. Our corporate and government partners have stood alongside us, understanding that flexibility to shift funding priorities was crucial during these very dark times.

People who were afraid to seek help because of a multitude of barriers and circumstances came to SER, and we lifted them up in a very bad time. Affiliates made sure technology and information devices were available for schoolwork, unemployment applications, and medical paperwork.

SER was not alone in this. We've had corporate, government, and community partners stand with us through thick and thin, and they deserve to be commended for that dedication. I'm grateful for partners that are willing to continue to come to the table and help us continue our mission – educate and employ as many of our people in this country as possible.

SER National is very fortunate to have a strong board of committed community, corporate, and government leaders. Strong leadership has ensured SER National remains a well-oiled machine that continues to move forward. Our virtual programs will continue. Our outreach to immigrants and veterans remains a top priority, as well as educating our children after they have lost more than a year of academic and social growth.

Let's celebrate our endurance and success, but also recognize the work is not over. The message of empowerment, hope, and education that SER provides as well as the outcomes of life-changing programs are what matter in the end. Please join me in supporting SER as we serve the communities, families, and individuals that rely on us so heavily to move beyond the obstacles that hold them back.

Thank you so much for your support of SER. Please enjoy the conference!

La diversidad, la equidad y la inclusión son nuestras bases para la innovación e impulsan nuestro negocio.

> They also inspire a deep connection to the Latino community, and to all the communities we serve.

Comcast NBCUniversal and Telemundo are proud to support the 57th SER National Annual Conference.





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Message from the President and CEO



Ignacio Salazar President & CEO SER Jobs for Progress National, Inc.

hank you for joining us during our 2021 SER National Conference and Community Day. Given the continued challenges and opportunities of our nation, this conference is an important convening of leaders and advocates that support the vision of SER National. Your support is greatly appreciated as we continue to help and elevate more than one million people across the country through innovative solutions and collaboration.

As a nation we need to focus on the inequality in America, particularly related to employment. Systemic inequities have brought our country to its current situation, where one-third of our working population does not earn a living wage. SER has solutions to these workforce issues - we simply need to broaden our impact and amplify our collective voice. We are talking with our affiliates about skills acquisition and job training, focusing on technological networking, programming, cybersecurity, and other fields where well-paying jobs are available. We are expanding our Cisco Network Academy program offerings across the country. Cisco's support has allowed us to teach these skills, and for that, we are extremely grateful. We know there are additional opportunities that can have an impact, and we are diligent about making them a reality.

Reducing the digital divide as well as providing high-quality early childhood education are crucial as we serve the most at-risk populations with extensive compounded barriers. Those who lack basic technology and pre-K education are at a huge disadvantage moving forward in their education and employment journeys. We have an excellent model through SER Early Head Start that we are sharing with several affiliate locations around the country for adoption and implementation.

Additionally, the demand for affordable housing continues to grow as the housing market becomes more and more competitive. Over the next 12 years, ten million people will be added to the population here in Texas. This increase will fuel the trend where home prices and demand rises, and sadly, those who can't participate in that market are left without options. SER National is finding avenues for those we serve to develop equity and assets while reducing the financial wealth gap. We envision creating a manufacturing facility through our

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CDC to create low-cost housing using 3D technology, and as a result, reduce housing construction costs by up to 50 percent.

SER entrepreneurship programs such as SER MUJER remain imperative after so many small businesses were forced to close during the pandemic. We foresee an increased need for reliable information and guidance to help our entrepreneurs get back on their feet and grow their businesses. It is critical for a resurgence in the economy.

Today, we see so many young people crippled by student loan debt, so financial literacy is at the top of the list to help younger generations avoid financial barriers as they grow older. Choosing to go to college and receive financial aid should not prevent students from purchasing a car or home one day.

We remain committed to offering free training webinars every week for anyone able to join. Our online webinars have covered topics such as financial literacy, early childhood development, entrepreneurship, and STEM.

Our affiliate network has done outstanding work during the pandemic and continues to do so in addressing the needs of so many who lack the resources that we take for granted. Without our boots-on-theground affiliates, so many community needs would not have been addressed across the country.

We are excited to virtually host 1,500 students during the SER STEM Community Day as they hear from dynamic speakers and participate in competitions. The optimism about this event aligns with where SER stands as an overall organization – everything is moving forward.

We must extend a special thank you to the Ford Fund, our 2021 SER National Conference presenting sponsor. The continued support we have received from Ford over the years is greatly appreciated. In the past year, they also provided us with nearly 1 million masks during the pandemic and included SER in a national PSA with impactful leaders encouraging our communities to get COVID-19 vaccinations. Thank you to all our conference sponsors, attendees, staff, board members, and speakers. Without each of you, SER could not live out our mission every day, as we have for more than five decades. We hope you find relevant information and inspiration not just in the next few days but also as we move forward in 2021 Together!

You are perseverant. You are resilient. You are a leader. You are empowerful

Wells Fargo proudly celebrates Hispanic culture and heritage. We recognize the contributions made by millions of Latinos that rise above every day and lead the way in developing our communities for generations to come. That is the empowerful spirit.

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Honoring Legacy and Showing Up for Community CENTRO LATINO

eginning as a nutrition project called Los Mayores de Centro Latino, Centro Latino de San Francisco was the product of Ernest "Chuck" Ayala's and Gloria Bonilla's desire to address the critical needs of the elderly more responsibly. Through the generous support of partner organizations and strategic partnerships in both the nonprofit and government sector, Centro Latino has been able to survive and thrive since it was incorporated in 1986.

In Centro Latino's initial years, providing meals for seniors was the main focus. However, the center has grown to offer more comprehensive services, such as naturalization classes, supportive services for those with disabilities and socialization

programs for seniors. Adapting to the changing needs of their community is what Director Gloria Bonilla is determined to do.

For so many, COVID-19 brought new challenges and led to hardships many had never faced before. When the effects of the pandemic became more visible and understood, Bonilla knew what they had to do – continue serving their community in whatever capacity they needed. Centro Latino expanded their services to families impacted by the pandemic, as well as to the homeless populations of San Francisco.

Centro Latino increased daily production of meals to roughly 700 during the last year. As long as the need continues, Bonilla will do whatever she can to meet the need. Shifting meal

services from congregate dining at Centro Latino's headquarters to take-home meals and meal delivery services is how they continued serving those around them during the shelter-in-place mandate.

In addition to fighting food insecurity for decades, Centro Latino has provided naturalization classes for the LatinX community since the 1990s. Centro Latino prepares individuals undergoing the citizenship process in a comprehensive manner – covering the citizenship test and interview, along with touring the immigration offices together to ensure they are comfortable with the process.

Through it all, Centro Latino has remained devoted to meeting community needs, not limiting themselves to specific







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populations or methods of service, but adapting to whatever circumstances or situations they find themselves in. Bonilla has promised to honor the late Ayala's legacy and continue to serve those around them.

Without affiliates acting as "boots on the ground" like Centro Latino de San Francisco, SER National could not make the impact on 1.2 million people across the country. SER National thanks Centro Latino for their vital work in San Francisco. Without affiliates acting as "boots on the ground" like Centro Latino de San Francisco, SER National could not make the impact on 1.2 million people across the country.



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ENERGY for PROGRESS



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SER NATIONAL AFFILIATES

Protecting Families from Homelessness for Decades NAICA TEAM IS COMMITTED TO THE FIGHT

n any given day, 50-60 clients come through the doors of the Neighborhood Association for Inter-Cultural Affairs (NAICA) looking for any help they can get. For many, they have exhausted all other options and look to NAICA for even the smallest sliver of hope. Elvis Torres, executive director of housing services, has worked with these individuals for 20 years and has seen a lot of heartache and desperation in his tenure. However, what keeps him going is the knowledge that he is helping families keep roofs over their heads. The work is hard, but he knows it's worth it.

"Everyone takes part in the whole process of a case. Being part of this team and having the same goal – saving homes – that's what drives us every day," Torres said.

NAICA works towards the same goal since it was formed in 1974 - to protect

families and individuals from eviction in The Bronx. When they first began their vital work, the NAICA team served around 500 families a year. Now, that number has increased to 2,000, and it is continuing to grow.

Ricardo Cosme Ruiz, executive director of intergovernmental and community affairs, is dedicated to ensuring everyone in The Bronx knows NAICA is there for them and they are not alone. Many individuals and families may not know where to turn when their landlord increases rent rates by 20%, pricing them out of their own homes. They might lose a family member and can't afford rent without their income: Ruiz believes if they only knew about NAICA and their available services, these families wouldn't ever face homelessness.

While CDC guidelines and governmental mandates prevented the NAICA team from serving their clients in person, that did not stop their work. Shifting to entirely virtual services from intake to actual court proceedings, they continued reminding their neighbors they were there to help.

For those who have lost their homes and need a place to go, NAICA provides shelter housing services for almost a thousand single adult males and females at various transitional housing locations throughout the City of New York. Caseworkers are assigned to these individuals to help them get back on their feet, find housing, and in some cases, receive help and resources for issues related to mental illness or substance abuse.

Looking ahead, Ruiz and Torres know it will only become more costly





to live in The Bronx, the City of New York, and homeless numbers are likely to steadily increase. Confident in their team and partner organizations, they are not afraid of the challenge an influx of clients seeking services will bring.

The NAICA team will not be stopped – they will continue to fight for their clients in courtrooms, advocate for tenants, provide referrals to city agencies, provide rental assistance for those in need, and above all, remind those they serve that they are not alone in their struggles. When you knock on NAICA's door, you will be met with care and compassion by a team with a reputation of success and a drive for protecting families.



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A more connected community is a better community.

Charter is proud to be a part of SER National's 57th Annual Conference.



42 Years of Service and Counting– A SER AFILLIATE'S PROMISE TO SERVE



he dedicated team at Southeastern Massachusetts SER Jobs for Progress, Inc. has a front row seat to miraculous accomplishments every day. Their work allows families to get back on their feet and find employment; helps young parents thrive with their children while earning high school and college degrees; and guides individuals as they learn to speak English.

Since 1979, the organization has remained a constant provider for the community it serves through the ups and downs of the past 42 years. The mission is to raise the socioeconomic status of the people they serve through education, training and support services.

Maria Ferreira-Bedard joined Southeastern Massachusetts SER Jobs for Progress, Inc. in 1991 as the Young Parents Program director and she has served as executive director of the organization since 2016. Initially, the main populations the affiliate served were large Portuguese immigrant families coming en masse to Fall River, MA. Children were dropping out of school almost immediately to find a job and help provide for their families. While this work and income were vital to their survival, the organization knew these children must get an education. Southeastern Massachusetts SER Jobs for Progress, Inc. created a school-to-work program that both demonstrated to parents the importance of education and supported the students through their educational journeys, while working part-time jobs.

Decades later, the agency is still serving immigrant families and prioritizing education. This is hard work, but Ferreira-Bedard has seen the rewards of their efforts with her own eyes. She and her staff have been with the organization for many years - most of the staff have been there for 15+ years. Their commitment is reaffirmed by witnessing those they serve begin to flourish and meet priceless milestones.

Like the rest of the world, the affiliate was forced to adapt their services

While this work and income were vital to their survival, the organization knew these children must get an education.



and how they offer their programs in March 2020. Transitioning in-person classes and programs to virtual opportunities definitely posed its own challenges, but Ferreira-Bedard believes they now have so many more tools in their toolbox to keep clients engaged and better serve their populations.

Ferreira-Bedard's team saw systemic disparities and issues magnified even more because of COVID-19, and they are doing everything in their power to fight for equity. They educate families on how to take advantage of all the resources available to them, hold vaccine clinics to ensure their families can access them, and have taken a closer look at how to make their services even more equitable.

Through it all, serving families in Southeastern Massachusetts has been Ferreira-Bedard's MO, and she has always led with that goal in mind. While last year brought too many challenges to list, Ferreira-Bedard knows her team learned how to be equipped and ready to provide vital services to these families in Southeastern Massachusetts despite any challenges they face. Through it all, serving families in Southeastern Massachusetts has been Ferreira-Bedard's MO.

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Pueblo y Salud: CIVIC ACTIVISTS AND ADVOCATES FOR L.A. LATINOS



or 15+ years, Ruben Rodriguez has been the i proud leader of Pueblo p y Salud in Los Angeles t County, California. Since f 1991, Pueblo y Salud has I been actively engaged in prevention F efforts in its community, specifically o related to underage tobacco and alcohol o consumption.

Civic activism is not new to Rodriguez. During his college years, he found his voice and became a student activist for various political and social issues. His dedication to immigrant rights and agricultural worker rights led him to participate in national boycotts of grapes and other efforts to lend his voice to those without one. Not only that, but Rodriguez and his friends also formed a musical group that played the anthems of these movements. At times in his young life, he would find himself in the middle of large marches playing music and raising the energy of his fellow activists.

Now at Pueblo y Salud, Rodriguez is actively working to address the overproliferation of alcohol and tobacco in the Los Angeles community. In addition, for restaurants and stores, obtaining liquor licenses in L.A. was far too easy. Rodriguez knew underage consumption of alcohol and tobacco could be decreased if access was more difficult.

Pueblo y Salud has fought for sound policy surrounding alcohol advertisements, smoking laws in parks, and liquor licensing in local jurisdictions. The organization will continue to adjust its ongoing efforts as the alcohol and tobacco landscape continues to change.

Rodriguez became an activist because he saw what was clearly wrong: "I knew this wasn't the will of God. It was the will of man. Policies weren't protecting people like they should be – they were protecting money."

When American youth are inundated with outside forces and advertisements



"I knew this wasn't the will of God. It was the will of man. Policies weren't protecting people like they should be - they were protecting money." telling them to drink and smoke, Rodriguez knew the narrative must be re-written. As a product of the L.A. community, he saw firsthand how these issues were affecting his neighbors and friends. Marginalized communities were being affected to a much higher degree than surrounding neighborhoods. Now, Rodriguez is using his position and voice to fight for those around him.

In addition, Pueblo y Salud is responsible for changing the political landscape in Los Angeles to better represent the populations residing there. In 1984, the city of San Fernando's city council members did not reflect the city's population itself. Since then, the organization has registered 50,000 people to vote, leading to a city council that is 100% Latino today. Without the Pueblo y Salud team engaging and educating community leaders on issues that matter, their success would not have been possible.

...Pueblo y Salud is responsible for changing the political landscape in Los Angeles to better represent the populations residing there.

Looking ahead, Rodriguez hopes for greater sustainability for Pueblo y Salud, and he hopes to remain relevant in the fight for good policy and helpful laws. He knows their work and success over the years could not be done without their dedicated staff and engaged community volunteers. There is much to be done, but he and his team are prepared to stay in the fight as long as change is needed.







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Seeing the Unseen THE PROMISE OF MI CENTRO

director of Mi Centro (formerly Centro Latino) in Tacoma, Washington, leads this SER affiliate's efforts focusing on seeing

the unseen and caring for those that need help, no matter who they are or where they come from.

Dr. Baca's ancestor, Don Felipe de Jesus Baca was actually one of the founding citizens and a settler in Trinidad, Colorado, in the early 1800's. The Baca family ancestry can be traced back to the 1500's. While Dr. Baca lost the language of his ancestors, he did not lose his culture or his heart for his mestizo roots.

Mi Centro cares for the Latino and Indigenous families in Pierce County, Washington, teaching ESL classes, offering family support services, support for DACA students and providing resources for victims of domestic violence and sexual assault. Documentation is never a requirement to receive these services and support - Dr. Baca and his team are committed to helping anyone that needs their help.

Throughout 2020, the affiliate shifted their programming to meet immediate needs, providing food baskets to over 10,000 people throughout the pandemic and giving thousands of masks to the agricultural community. The unique challenges of 2020 did not stop Dr. Baca from achieving his goals and bringing a dream to fruition.

Last year marked the inaugural year

r. Bernal Baca, executive of Mi Centro's Institute of Public Policy Education & Training, a program created to engage high school and college students who were struggling in school. Dr. Baca believed the Institute could excite students about something meaningful. Throughout the summer, they learned how a bill becomes a law, the role of a lobbyist, and how different levels of elected officials operate on a daily basis. Many students who struggled to maintain an average GPA successfully managed to complete the course. Three of the students got motivated enough to become student lobbyists and helped pass a law at the state level. HB 1237 replaced the statue representing the State of Washington in the National Statuary Hall in Washington D.C. with a statue of Billy Frank Jr., a Native American activist. These students are unstoppable if only given a chance, and Dr. Baca willingly extended that chance.

> He is committed to doing his part to see the unseen and hear the unheard. Dr. Baca serves as chair of the Washington State Hispanic Affairs Commission, as well as the Chair of the Washington State Racial Equity Team, a collaborative group of lobbyists serving the legislative needs of the communities of Color. He is engaged in public policy work, helping pass bills that benefit migrant and undocumented families as well as farm workers and other essential workers. He believes in comprehensive support for these populations, meeting basic needs like providing food and rental assistance while also working toward change at the legislative level so systemic issues affecting these populations would be eradicated once and for all.



Throughout the summer, [students] learned how a bill becomes a law, the role of a lobbyist, and how different levels of elected officials operate on a daily basis.



Together, we can raise expectations.

Let's expect more of ourselves. Let's expect more of one another. Let's come together to accomplish more, together.

At Comerica Bank, we applaud you for raising expectations of our diverse community.





After surviving a heart attack in March 2019, Dr. Baca knew he must live every day to help others. As he looks ahead at Mi Centro's future, he hopes to expand services, specifically the Institute. His dream is to eventually bring Institute students to the state capitol to see legislative processes and democracy at play. He is confident they will get there, and he trusts these students will leave their mark and change the world.

Dr. Baca is excited for the continued opportunities provided by SER National as an affiliate and is grateful for the partnership that began in the 1990s.

Thank you, Dr. Baca and the rest of the Mi Centro team, for all that you do to serve Latino and Indigenous Native families in Tacoma. Without your on-theground support, the individuals you see and care for may be missed, and that is something we cannot afford to do.



[Dr. Baca]'s dream is to eventually bring Institute students to the state capitol to see legislative processes and democracy at play.

Thank you, Dr. Baca and the rest of the Mi Centro team, for all that you do to serve Latino and Indigenous Native families in Tacoma.





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Southside United Housing Development Fund Corporation Brooklyn, NY (7)

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<u>Ohio</u>

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WELCOME TO THE BOARD BRIGADIER GENERAL (R) SYLVIA RUBALCABA CROCKETT

ylvia is a native of Sacramento, California and the youngest of six children. She holds a Bachelor of Science in Criminal Justice from California State University, Sacramento and a Master of Science in National Security Strategy from the National Defense University – War College, Washington, DC. She is also a graduate of several executive seminars, including Initiatives in Conflict Management - John F. Kennedy School of Government, Harvard University; Executive Seminar - George C. Marshall Center; and National Security Studies Management Course - Syracuse University.

Sylvia began her professional career working for the State of California at the Department of Motor Vehicles. After two years she transferred to the California Military Department and also joined the California Army National Guard where she went on to build a prestigious career with both organizations. During her time with the California State Military Department, she held several positions of increasing responsibility, including Deputy Chief of Staff for Personnel; Director, Joint Operations; Chief of Staff; Deputy Director - Youth Programs and culminating her State Active Duty career as the Director of Strategic Communications.

While building her civilian career she simultaneously went on to break many glass ceilings in the California National Guard. She is the first and only Latina to be promoted to Brigadier General in the history of the California Army National Guard. She held several key positions such as Commander, 223rd Infantry Training Regiment; Deputy Commander for Support, 40th Infantry Division; and Land Component Commander for the California Army National Guard. Sylvia paved the way in many respects for women and people of color as she was the first Latina to hold several of these positions. She spent 34 years as a traditional National Guardsman and also served on active duty with the United States Army.

Throughout her civilian and military career Sylvia remained committed to the empowerment of women and people of color. She never took her responsibilities or professional success for granted and always strived to set the example for those who would follow her. She mentored several civilians and Soldiers throughout her career and has delighted in their success today. She is often sought out to speak at schools and military organizations to share her story of success and lessons learned.

She is a past member of the California Mexican-American Veterans Memorial Beautification and Enhancement Committee. This committee ensured that the only monument on government land committed to Latinos is standing today on the West side of the California State Capital and serves as a proud testament to all Latinos who served in the Armed Services. She is a current member of the American GI Forum, Cesar Chavez Chapter, The Women Veterans Alliance, and Disable Veterans Association.



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57th SER National Annual Conference

Agenda - May 20, 2021

Opening / Welcome Remarks 11:00 am CT



Ignacio Salazar President and CEO, SER Jobs for Progress National, Inc.

A Conversation about Diversity, Equity and Inclusion



Dr. Merary Simeon Vice President, Diversity, Equity & Inclusion, PepsiCo

Ignacio Salazar President and CEO, SER Jobs for Progress National, Inc.



Motivational Speaker 12:00 pm CT

Maria Marín

Conversation about Women and Empowerment 1:00 pm CT



Anna Escobedo Cabral 42nd Treasurer of the United States

Ignacio Salazar President and CEO, SER Jobs for Progress National, Inc.



Entrepreneurship: Government Programs to Start or Grow a Business 2:00 pm CT

Nancy Alvarez

US Small Business Administration

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Agenda - May 21, 2021



STEM Presentation 11:00 am CT

Dr. Alicia Abella Google



Motivational Speaker 12:00 pm CT

José Hernández, Astronaut (retired)



STEM Presentation 1:00 pm CT

Dr. Calvin Mackie CEO/Founder of STEM NOLA



STEM Activity and Competition 2:00 pm CT STEM NOLA Staff











Since 1949, Ford Fund has invested more than \$2 billion to strengthen communities and make people's lives better in over 50 countries around the world. Whether we are feeding the hungry, mentoring social entrepreneurs, supporting multicultural initiatives or helping communities rebuild in the wake of natural disasters, we personally connect at a grassroots level with Ford dealers and other partners to help people in need.







Ford Motor Company Fund salutes SER-Jobs for Progress National on its 57 years of service! Thank you for your continued dedication to the Hispanic Community.



