



SER

NATIONAL

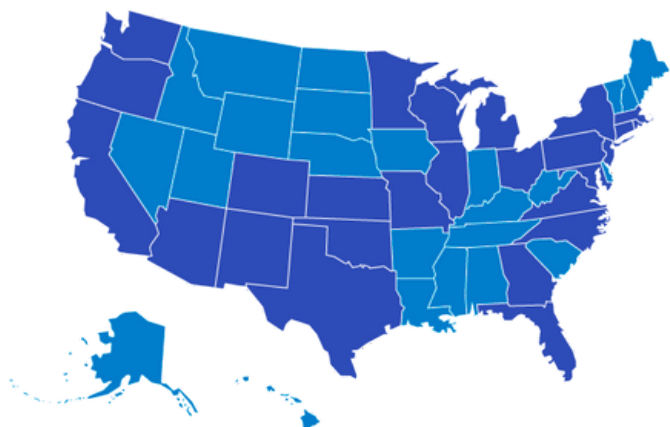
ANNUAL REPORT 2022

“SER National and the SER Network of Affiliates are committed to remaining focused on the mission of service within America’s local communities.

We are engaged in educational outreach, teaching job skills, and repurposing talent into new careers, trades, and professions. The best way to build a diverse and successful workforce is to cultivate America’s greatest resource, its people.”

- Ignacio Salazar, SER National’s
President & CEO

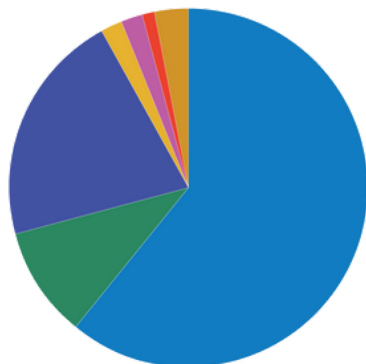
SER IMPACT



More than 1,000,000 Americans were served by “La Familia de SER.” The SER Network of Affiliates provided services from 200 locations across 26 states, the District of Columbia, and Puerto Rico.

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

DEMOGRAPHICS



61%	Hispanic, Latino or Spanish Origin
10%	White
21%	Black or African American
2%	American Indian or Alaska Native
2%	Asian
1%	Native Hawaiian or Pacific Islander
3%	Two or More Races

OUR MISSION

SER (Service, Employment, and Redevelopment) is a national network of Community-Based Organizations (CBOs) 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.



SER National Programs

Under three pillars—EDUCATION, EMPLOYMENT, and EMPOWERMENT—SER National provides services across America.

While SER Affiliates 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. With more significant support, SER National can help affiliates roll out these programs in their communities.



EDUCATION

SER Early Head Start

SER National's Early Head Start (SER EHS) - Child Care Partnership started in 2016 and is designed to collaborate with childcare partners within the Dallas County area in Texas. SER EHS provides 72 infants, toddlers, and their families with a safe and secure environment. The year-round school schedule (48 weeks) in partnership with the Grand Prairie Independent School District is hosted at two sites – Little Coyote Learning Center at Crosswinds High School and Little Dragons Learning Center at David Daniels Elementary School. SER EHS has maintained full enrollment for the last three years. During Program Year 2022, 15% of the children enrolled had identified disabilities.

In-person services were provided. Below are examples of services that we provide:

- Developmental Screenings (physical, social, emotional, and intellectual)
- Health Screenings
- Oral Health
- School Readiness
- Comprehensive Child Development (including health, nutritional, and behavioral)
- Family Services and Support (including a Mobile Food Pantry truck from Catholic Charities Dallas providing nutritional food once a month to more than 150 families)



We see this improvement:

- SER EHS children show significantly better social-emotional, language, and cognitive development.
- Children attending SER EHS and transitioning to Head Start are more ready for kindergarten.
- SER EHS children have better social skills, impulse control, and approaches to learning.

"SER made me feel super comfortable that my children would be in really good hands and that they would support and be there for us. With my children in the program, it provided the chance for me to figure out my next steps. I continued onto college and was also able to start my own business."

-Priscilla Concepcion

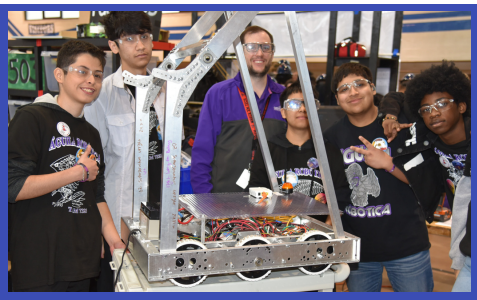
"I am pursuing a career in nursing, and SER will help me achieve that goal because it has given my son a safe place to be while I am in school."

-Jesse Cadena



SER STEM

STEM-based education teaches more than science and mathematics concepts. The opportunity to learn hands-on with real-world applications helps develop various skill sets, including creativity and teamwork. Today's youth are tomorrow's leaders, requiring STEM skills and problem-solving abilities to advance into higher education and fruitful careers. The program targets disadvantaged middle and high school students, with an emphasis on girls, to experience a hands-on approach style of learning of college STEM courses that integrates with an academically rigorous program. Participants learn about the scientific process to address problems, receive STEM careers information and financial advice, and are encouraged to pursue STEM degrees and careers.



"I absolutely hated math and science, but once I started to do more robotics and look at the applicability of science and math things, it got more interesting."

– Elijah Macias, Dallas



"Thank you, Thank you, Thank you!! My students CHEERED when they realized we now have enough of the motor long shafts to implement their design. This is a big deal... and, once again... THANK YOU!!"

-Paul Laux, James Martin High School, Arlington

Technology

SER continues to succeed because of its state-of-the-art technology and 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 communities.

- The SER Cisco Networking Academy
- Cisco powers SER Training Centers in California (Watsonville), Colorado (Lakewood & Loveland), Kansas (Kansas City, Pittsburg, Topeka), Texas (Beaumont, Fort Worth, Grand Prairie, Houston, & Irving), and Wisconsin (Milwaukee).
- Salesforce implementation
- SER's transition to a paperless organization



EMPLOYMENT

Senior Community Service Employment Program (SCSEP)

Since 2003, SER National has been funded by the U.S. Department of Labor (DOL) to operate the Senior Community Service Employment Program (SCSEP), focusing on mature workers' training and employment needs. SER serves over 3,000 participants in over 225 counties in California, Colorado, Kansas, Missouri, Texas, and Wisconsin. Collaborating with host agencies (local non-profit organizations 501(c)(3) and government agencies), SCSEP provides participants with training opportunities to update their skills to be successfully placed in full- and part-time jobs that benefit them economically and socially.



"SER helped me tremendously, not just to find a job but with a place to stay and transition back into the world. SER helped me find the training that I needed to get back on my feet to find a job; they also offered me emotional and mental assistance, and guidance to regain the confidence I had lost in myself and my abilities."

– MJ Espinoza, Fort Worth

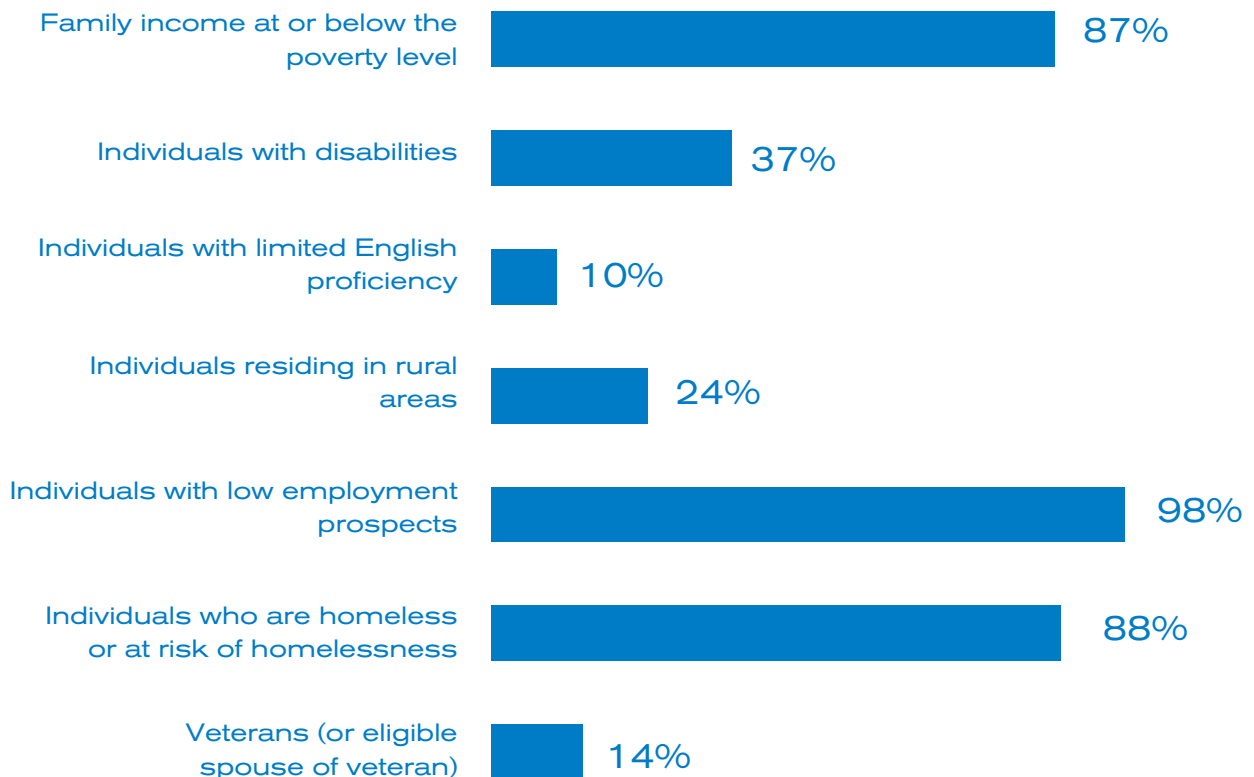


"As a woman of my age, the SER SCSEP Program makes me feel hopeful."

- Linder Gatterson, Houston

Year to Date %

National





SER National Farmworker Jobs Program (NFJP)

The US Department of Labor awarded a new program to SER National in April 2021, the National Farmworker Jobs Program (NFJP, also known as Farmworkers Program). The program provides services to migrant and seasonal farmworkers and their dependents to attain greater economic stability. SER NFJP has an allocation to serve 300 adults and youths in four California counties: Imperial, Santa Barbara, Santa Clara, and Santa Cruz. SER assists farmworkers and their dependents (adults and youths 14 years or older) in acquiring the necessary skills to stabilize or advance their agricultural jobs or obtain employment in new industries.

SER NFJP partners with the Monitor Advocate System to ensure farmworkers have equitable access to career services, skill development, and workforce protections offered by the American Job Centers to improve their living and working conditions.

SER NFJP provides the following services or referrals to those services:

- Career Services
- Training Services
- Youth Services
- Related Assistance Services
- Housing Assistance



EMPOWERMENT

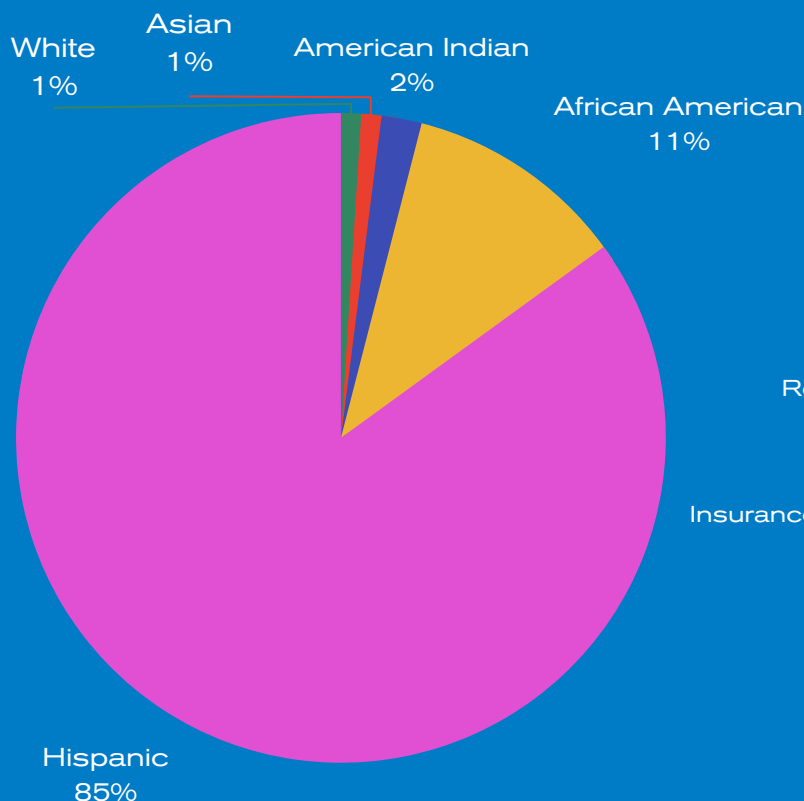
Entrepreneurship – SER MUJER

(Mastering and Understanding Jobs and Entrepreneur Relationships)

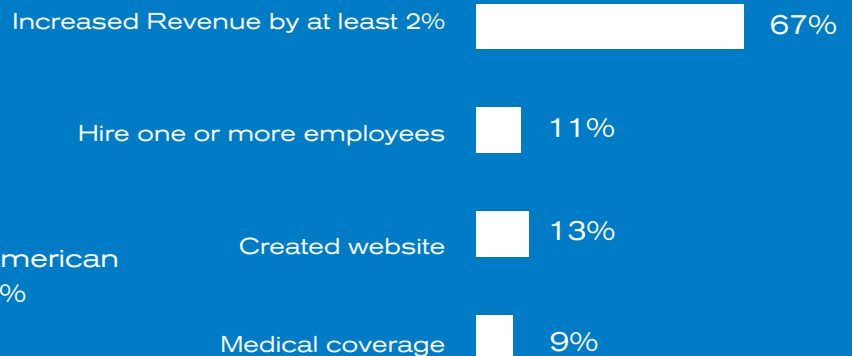
Since 2014, SER National has supported and provided opportunities for minority females to empower themselves via entrepreneurship training and development as they start and grow their businesses. Over the eight years that SER has implemented the SER MUJER program, it has provided services to over 15,000 women, and over 2000 have opened a small business. Workshops, conferences, and one-on-one mentoring are some ways SER MUJER empowers the women we serve to ensure they have every opportunity to participate successfully in today's business economy.



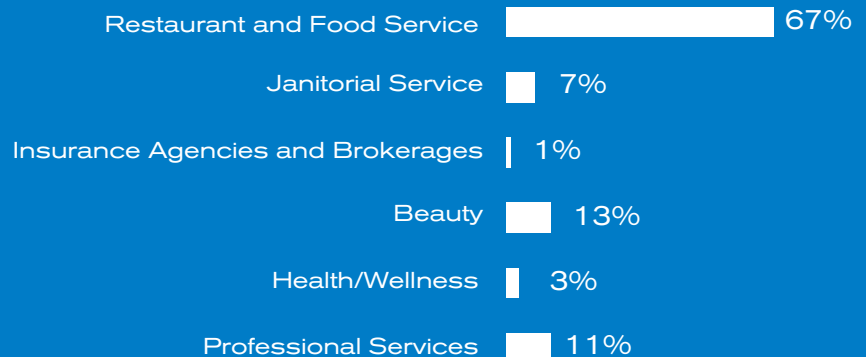
SER MUJER Demographics



Financial Impact



Industries



SER NETWORK OF AFFILIATES

Arizona

HERO Life Network

Goodyear, AZ

California

American GI Forum Education Foundation of Santa Maria

Santa Maria, CA

Barrio Station

San Diego, CA (3)

Campesinos Unidos

Brawley, CA

San Diego, CA

Centro CHA Inc.

Long Beach, CA

Centro Latino de San Francisco

San Francisco, CA

El Sol Neighborhood Educational Center

Riverside, CA

San Bernardino, CA

Latino Educational Fund

Pomona, CA

Project SOY

Inglewood, CA

Pueblo y Salud, Inc.

Palmdale, CA

San Fernando, CA

SER-Jobs for Progress of San Joaquin Valley

Bakersfield, CA

Brawley, CA

Calexico, CA

Chowchilla, CA

Chula Vista, CA

El Cajon, CA

El Centro, CA

Escondido, CA

Fresno, CA (6)

Guadalupe, CA

Hayward, CA

Inglewood, CA

Kerman, CA (2)

Lompoc, CA

Madera, CA (2)

Mendota, CA

Merced, CA

Modesto, CA

Moreno Valley, CA

Oceanside, CA (2)

Orange Cove, CA

Oxnard, CA

Parlier, CA

Pasadena, CA

Pomona, CA

Raisin City, CA

San Diego, CA

San Rafael, CA

Santa Ana, CA

Santa Maria, CA (2)

Santa Rosa, CA

Stockton, CA

Sun Valley, CA

Vallejo, CA

Visalia, CA

SER NFJP

Gilroy, CA

Watsonville, CA

Colorado

SER SCSEP

Lakewood (Denver area), CO

Loveland, CO

Grand Junction, CO

Pueblo, CO

Trinidad, CO

Connecticut

Casa Otoñal

New Haven, CT (3)

District of Columbia

Multicultural Career

Intern Program

Washington, DC

SER Jobs for Progress National, Inc.

Washington, DC

Florida

Bridge for Hope Inc.

Doral, FL

Georgia

LaAmistad, Inc.

Atlanta, GA (9)

Brookhaven, GA

Chamblee, GA

Decatur, GA

Doraville, GA

Sandy Springs, GA (2)

Smyrna, GA

Illinois

Central States SER

Aurora, IL

Chicago, IL (7)

SERCO, Inc.

North Riverside, IL

Kansas

SER SCSEP

Dodge City, KS

Kansas City, KS

Pittsburg, KS

Topeka, KS

Wichita, KS

Maryland

Missions of Love Charities

Capitol Heights, MD

Massachusetts

La Alianza Hispana

Boston, MA

Southeastern

Massachusetts SER-Jobs for Progress, Inc.

Fall River, MA

Taunton, MA

Spanish American Center

Leominster, MA

Michigan

SER Metro-Detroit, Jobs for Progress, Inc.

Dearborn, MI

Detroit, MI (6)

SER NETWORK OF AFFILIATES

Minnesota

La Oportunidad, Inc.
Minneapolis, MN

Missouri

SER SCSEP
Columbia, MO
Saint Joseph, MO

New Jersey

Puerto Rican Unity for Progress
Camden, NJ

New Mexico

SER-Jobs for Progress, Inc.
Santa Fe, NM

SER National

Albuquerque, NM

New York

Neighborhood Association for Inter Cultural Affairs, Inc.
Bronx, NY (12)
Brooklyn, NY
Elmhurst, NY

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

SER of Westchester, Inc.
White Plains, NY

North Carolina

Hispanic League
Winston-Salem, NC

Ohio

Esperanza Inc.
Cleveland, OH

Oklahoma

Latino Community Development Agency
Oklahoma City, OK (2)

Oregon

Consejo Hispano
Astoria, OR

Pennsylvania

Casa San Jose
Pittsburgh, PA (2)
Washington, PA

Hispanic American Organization
Allentown, PA (3)

Puerto Rico

NAICA
San Juan, PR

Rhode Island

SER-Jobs for Progress, Inc.
Pawtucket, RI
Providence, RI
Warwick, RI

Texas

Our Casas Resident Council, Inc.
San Antonio, TX

SER EHS

Grand Prairie, TX (2)

SER Jobs for Progress National, Inc.
Irving, TX

SER SCSEP

Beaumont, TX
Cleburne, TX
Fort Worth, TX
Houston, TX
Texas City, TX

SERCO Workforce Solutions

Alice, TX
Bandera, TX
Beeville, TX
Boerne, TX
Brenham, TX
Bryan, TX
Caldwell, TX
Centerville, TX
Corpus Christi, TX (3)
Falfurrias, TX

Floresville, TX
Hearne, TX
Hebbronville, TX
Hondo, TX
Kennedy, TX
Kerrville, TX
Kingsville, TX
Laredo, TX
Madisonville, TX
Navasota, TX
New Braunfels, TX
Pearsall, TX
Pleasanton, TX
Seguin, TX
Sinton, TX
Zapata, TX

SERJobs

Houston, TX

Tejano Center for Community Concerns
Brownsville, TX
Houston, TX

Virginia

Kitchen of Purpose
Arlington, VA

Virginia Hispanic Foundation

Richmond, VA
Tysons, VA
Virginia Beach, VA

Washington

Mi Centro
Tacoma, WA

Wisconsin

SER SCSEP

Delavan, WI
Fond du Lac, WI
Kenosha, WI
La Crosse, WI
Madison, WI
Milwaukee, WI
Racine, WI
Rhineland, WI
Spooner, WI
Waukesha, WI

COLLABORATION

Together, we can do more. That is why SER National collaborates with other mission-driven organizations yearly to maximize our impact. Many are bilingual, helping us reach even more underserved individuals to provide needed services. We are proud to partner with organizations such as Goodwill Industries, Catholic Charities, Hispanic Federation, and American Job Centers to elevate our participant's experiences.



21-22 SER BOARD MEMBERS

Jane C. Garcia, Chair
AGIF Representative

Hector Flores, Vice Chair
LULAC Representative

Eva Garza Dewaelsche, Treasurer
Affiliate Representative

Jackie Puente, Secretary
Comcast

Frank J. Archuleta
Affiliate Representative

Ruben Barrales
Wells Fargo

Ralina Cardona
LULAC Representative

Manuel G. Escobar, Jr
LULAC Representative

Maria Ferreira-Bedard
Affiliate Representative

Maria Garcia-Cacique
AGIF Representative

Delma Gorostieta
LULAC Representative

Juan Aurelio Lopez
LULAC Representative

Felicita Lugo
AGIF Representative

Jesús Padrón
Affiliate Representative

Laura Quintana
Cisco Systems, Inc.

Jeff Rios
General Motors

Sylvia Rubalcaba-Crockett, Brigadier General (Ret.)
AGIF Representative

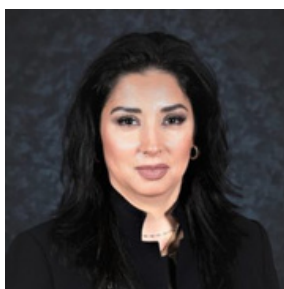
Angel Uruchima
Chevron

Mirtha Villarreal-Younger, MAJ (Ret.), COL (CA)
AGIF Representative

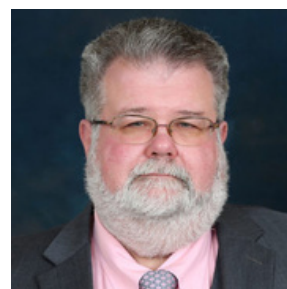
SER EXECUTIVE STAFF



Ignacio Salazar
President and CEO



Emma Treviño
Vice President of
Program Operations



Andy Overton
Chief Financial Officer

Araceli Paniagua
Director of Early
Head Start

James Parsons
Director of Business Development
and Policy Administration

Tony Morales
Director of Human
Resources

Julian Martinez
Director of Program
Development

Raúl Santa
Sr. Director of Development,
Technology & Strategy

Karen Brown
Sr. Assistant Director
of SCSEP

SER Jobs for Progress National, Inc.

100 East Royal Lane,
Suite 130
Irving, TX 75039

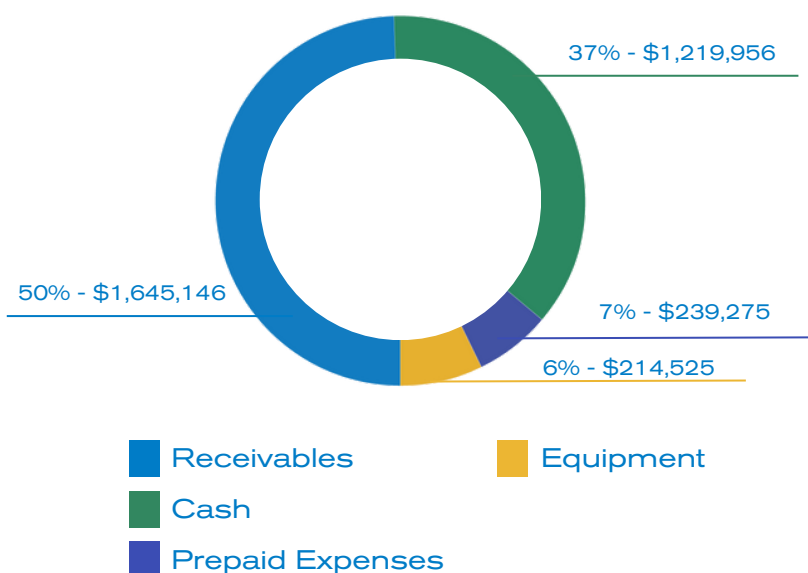
Phone: (469) 549-3600
Email: info@ser-national.org
Website: ser-national.org

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 ten years (since FYE 2013), 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, 2022

\$3,318,902



SER National Condensed Statement of Activities

Year ended June 30, 2022

Revenue

Grants	\$27,952,434
Contributions	\$539,313
In-Kind	\$413,985
Other	\$1,775

Total Revenue	\$28,907,507
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Expenses

Senior Community Employment Program	\$22,705,229
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Early Head Start Program	\$1,707,078
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NFJP	\$1,451,281
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Other Programs	\$1,600,207
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Total Program Expense	\$27,463,795
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Management and General Expenses	\$1,141,698
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Total Expense	\$28,605,493
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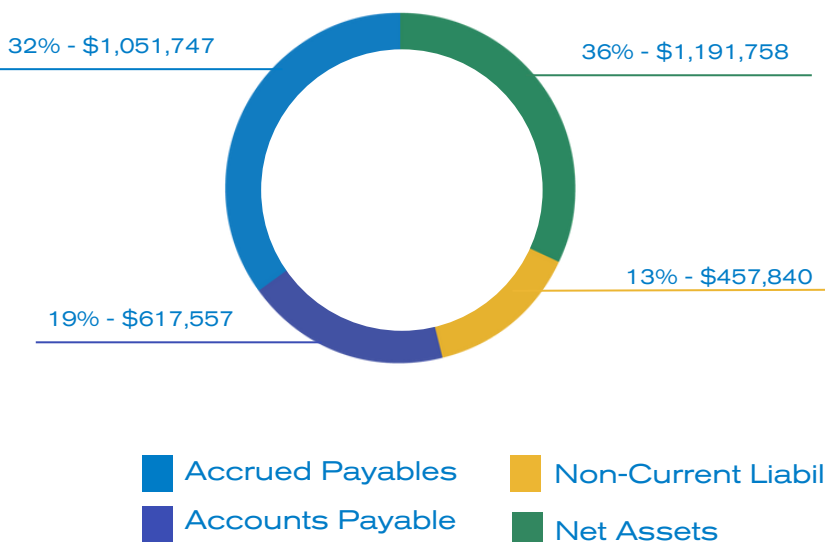
Change in Net Assets	\$302,014
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Net Assets 7/1/2021	\$889,744
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Net Assets 6/30/2022	\$1,191,758
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Liabilities and Net Assets as of June 30, 2022

\$3,318,902



THANK YOU TO OUR SPONSORS



Why Do So Many Corporations See SER as a Good Investment?

- SER is reaching Latinos. Hispanics will represent more than 75% of the 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 cannot 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 do not and do what others will not. We do not just refer – we directly provide services at the local level.
- SER meets the needs no one else is addressing. SER National's and the SER Network of Affiliates' work, education, training, opportunity, and hope have changed millions of lives.
- SER's work supports the goals of our entire country -- economic development, job security, and stability. We are moving people from a hopeless situation to one with clear options.
- SER recognizes that people need hope, relevant education, and a human connection to succeed.

Subscribe to keep up with News and Events

SER e-Newsletter

The weekly e-Newsletter is distributed nationwide and contains news, events, and affiliates' updates.

SER America

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

Follow us!



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ECONOMIC
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