

# SER AMERICA

SPRING 2025

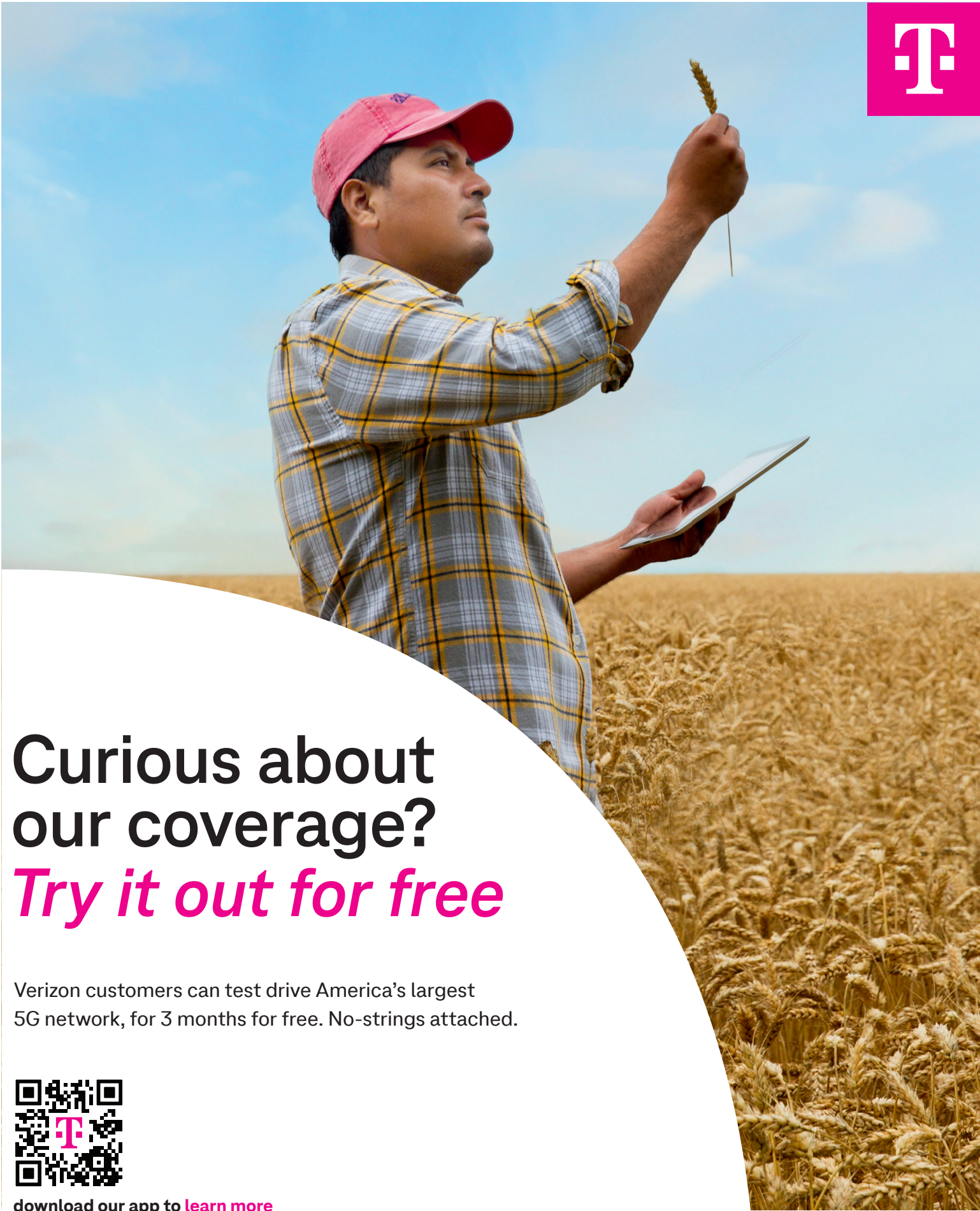


## Leaders of Tomorrow

## Bridging Innovation & Enterprise

SER NATIONAL





Curious about  
our coverage?  
*Try it out for free*

Verizon customers can test drive America's largest  
5G network, for 3 months for free. No-strings attached.



download our app to **learn more**

Network Pass: Eligible for users not already on the T-Mobile network; 1 trial per user. Compatible unlocked device required. Limited-time offer; subject to change. 5G device required to access 5G network. Data available for 3 monthly cycles for approximately 90 days. During congestion, customers on this plan using >50GB/mo. may notice reduced speeds until next monthly cycle due to data prioritization. Video typically streams on smartphone/tablet in SD quality. Tethering not available. Not for international use. Active non-T-Mobile service required; your carrier's terms also apply. You may need to upgrade when you switch to get full coverage. Coverage not available in some areas. See **Network Management Policies & Terms and Conditions (including arbitration provision)** at [www.T-Mobile.com](http://www.T-Mobile.com) for additional information. T-Mobile, the T logo, Magenta and the magenta color are registered trademarks of Deutsche Telekom AG. © 2025 T-Mobile USA, Inc.



# Table of Contents

- 3 Message from the Chairwoman of the Board
- 5 Message from the President and CEO
- 7 SER Welcomes New Leadership
- 8 SER Board of Directors
- 12 El Concilio of San Mateo County: Strengthening Communities, Elevating Voices: A Legacy of Service and Advocacy
- 15 Hope in Action: How Rocky Mountain SER is Changing Lives Across Colorado
- 19 Bridging Communities, Empowering Futures: The Inspiring Journey of the Hispanic League in North Carolina
- 23 The Suazo Business Center: Transforming Dreams into Reality and Building Generational Wealth in Utah
- 27 Creating New Horizons for Opportunity Through Initiative and Innovation: The Virginia Hispanic Foundation
- 33 Bridging Tomorrow: How SER National Is Forging the Future of America's Workforce
- 37 SER National Pillars
- 39 SER Network Directory



**SER America is a publication of SER Jobs for Progress National, Inc. (SER National) Direct all editorial and advertising inquiries and correspondence to:**

**SER America**  
c/o Raúl Santa  
100 E. Royal Lane, Suite 130,  
Irving, TX 75039

**Tel: 469-549-3600, Fax: 469-549-3687**

**RSanta@SER-National.org**

**Website: [www.ser-national.org](http://www.ser-national.org)**

**Reproduction of articles is permitted only if reprinted in its entirety with credit given to SER National and/or author. It is requested that a copy of the reprinted materials be sent to SER National.**

**SER National acknowledges the support of the U.S. Department of Labor and the advertisement support of corporations who made this publication possible.**

**Publisher**  
**SER Jobs for Progress National, Inc.**  
100 E. Royal Lane, Suite 130,  
Irving, TX 75039

**Tel: 469-549-3600, Fax: 469-549-3687**

**Website: [www.ser-national.org](http://www.ser-national.org)**

**SER National President & CEO**  
**Ignacio Salazar**

**SER America Managing Team**  
**Raúl Santa, Ileana Martinez**

**SER America Designer**  
**Ileana Martinez**

**SER America Writer**  
**David Cruz**



# Message from the Chairwoman of the Board

Welcome to this year's SER Annual Conference and STEM Day, where leaders, visionaries, and changemakers gather with a shared mission—to empower lives through education, employment, and economic opportunity.

It is an honor to address you as the Chair of SER National's Board of Directors, representing a dedicated team that stands firmly behind the organization's mission to uplift individuals and communities across the country.

At SER National, we take immense pride in the more than one million program participants we serve annually through the extensive SER Network of Affiliates. Each individual represents a story of perseverance, ambition, and transformation. As board members, we recognize that we have walked similar paths—overcoming challenges, seizing opportunities, and rising to leadership roles. It is in this shared experience that we find our strength and purpose. This conference is more than just an event; it is a moment to connect, learn, and grow. I encourage you to reach out, engage in meaningful conversations, and build relationships that extend beyond your time together here. The power of networking, mentorship, and shared knowledge cannot be underestimated. Within this room, you will find peers who inspire, collaborators who challenge you to think bigger, and allies who will support your journey.

As we navigate an era of economic expansion and technological advancement, let us embrace the opportunities ahead. The momentum is on our side, and together, we are forging a future of boundless potential. Our work as *La Familia de SER* is not just about today; it is about shaping a sustainable and inclusive tomorrow.

Thank you for being so dedicated to this mission. Your presence, your leadership, and your commitment make a difference. Let's take this time to strengthen our networks, celebrate our shared purpose, and move forward—together.

With appreciation and optimism,

**Eva Garza Dewaelsche**  
Chair, Board of Directors  
SER Jobs for Progress National, Inc.



Target is proud and humbled to support the SER National Annual Conference.

Learn more by visiting [Target.com/FutureAtHeart](https://www.target.com/FutureAtHeart)





# Message from the President & CEO



Across America and Puerto Rico, we are witnessing an era of dynamic growth, expanding labor markets, new technological frontiers, and unprecedented opportunities for innovation. For over 60 years, SER has been at the forefront of workforce and economic development, and today, our vision remains as steadfast as ever: to ensure that every individual has access to the education, training, and resources they need to thrive.

The continued success of SER National is a testament to the dedicated commitment of the SER Network of Affiliates, who tirelessly serve communities nationwide. Every program, every initiative, and every partnership reflects a deep dedication to economic empowerment, and I commend each of you for your role in making this

possible.

Our momentum is undeniable. From workforce training to entrepreneurial development, SER National continues to set the pace in preparing future leaders for a rapidly evolving economy. The trust and investment from our valued corporate sponsors and community partners fuel this progress, and we extend our deepest gratitude for their loyal belief in our mission. Their support is not just an investment in our programs—it is an investment in the future of America’s workforce.

Looking ahead, we stand at the edge of remarkable possibilities. Innovation, adaptability, and perseverance will define the next era of workforce development, such as self-paced, high-wage, high-demand IT occupations. SER has partnered with Cisco, Google, and Verizon to provide life-changing certifications. These IT and other certifications are cutting-edge, and the best part is that they are free to the learner. Together, we will embrace new challenges, explore emerging industries, and forge pathways that uplift individuals and strengthen communities. SER National is not only keeping pace with this transformation, we are leading it.

I invite you to join us in shaping the future. Your passion, expertise, and dedication are invaluable as we continue to champion progress and prosperity for all. Let us step forward confidently, united in purpose, and committed to excellence.

With great appreciation,

**Ignacio Salazar**  
President & Chief Executive Officer  
SER Jobs for Progress National, Inc.



A FUTURE  
SO  
BRIGHT  
YOU CAN ALMOST  
TASTE IT

FROM YOUTH DEVELOPMENT TO SKILLS-BASED LEARNING, COLLEGE SCHOLARSHIPS AND MORE, WE ARE PROUD TO SUPPORT EDUCATION BOTH INSIDE AND OUTSIDE THE CLASSROOM. BECAUSE EVERYONE WITH A THIRST TO LEARN SHOULD HAVE THE CHANCE TO PURSUE THEIR DREAMS.

THE *Coca-Cola* COMPANY



# Welcome to Our New Board Members!



## Jose L. Barrera

With over 14 years of service in LULAC, Jose “JB” Barrera began his community advocacy in high school and now serves as the National Vice President for the Far West of LULAC. An inspired dreamer born in Michoacán, Mexico, JB graduated from the University of California Davis and obtained a Bachelor’s degree in political science and Spanish. Jose has also worked on passing critical legislation in California and has led various coalitions through successful legislative campaigns. Jose’s commitment to advocacy for the underserved further deepens his passion to continue the work in LULAC in whatever capacity he may have.

## David R. Rodriguez

Served in combat as a Special Forces Green Beret in the United States Army. His remarkable service earned him numerous accolades, including Silver Stars, three Bronze Stars, three Purple Hearts, and various other awards. David received specialized training in foreign and domestic automatic weapons, becoming a skilled helicopter and small plane pilot. David epitomizes the values of resoluteness, responsibility, reliability, and diligence. His exceptional leadership and organizational skills, commitment to customer service, and meticulous nature have made him a collaborator and advocate of the highest order. David was elected multiple times as the National Commander of the American GI Forum.



## Lawrence G. Romo

High-performance Senior Chief Executive Officer, United States Selective Service System (SSS) Director for over seven years with highly versatile and adaptive experience leading the complex, multifunctional SSS Agency through major challenges and developing positive growth. Accountable for leading the National operations, planning, and program. Recognized for making positive changes to organizational culture, gaining support at all levels, and driving momentum toward goals. Previous TOP SECRET Clearance. Elected twice as American GI Forum National Commander, a Congressional Chartered Veterans Service Organization. Selected by Congress to serve on the Base Naming Commission.



# SER National Board of Directors



**Eva Garza Dewaelsche**  
Chairwoman  
Affiliate  
Representative



**Joanna Diaz Soffer**  
Vice Chair  
T-Mobile  
Corporate  
Representative



**Felicita Lugo**  
Treasurer  
Community  
Representative



**Juan Aurelio Lopez**  
Secretary  
Community  
Representative



**Frank J. Archuleta**  
Community  
Representative



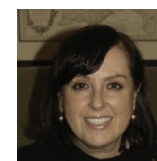
**Jose L. Barrera**  
Community  
Representative



**Manuel G. Escobar Jr.**  
Community  
Representative



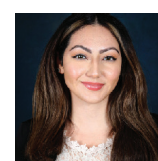
**Maria Garcia-Cacique**  
Community  
Representative



**Maria Ferreira-Bedard**  
Affiliate  
Representative



**Shameeka Marie Gonzalez-Gamboa**  
Community  
Representative



**Delma Gorostieta**  
Community  
Representative



**Oscar Moran**  
Community  
Representative



**Jesús Padrón**  
Affiliate  
Representative



**Patricia Reyes**  
GM  
Corporate  
Representative



**David R. Rodriguez**  
Community  
Representative



**Lawrence G. Romo**  
Community  
Representative



**Armando Saleh**  
PepsiCo  
Corporate  
Representative



**Jane C. Garcia**  
Community  
Representative  
Emeritus



**Jessica Quintana**  
Affiliate Representative  
Emeritus





# Shattering expectations. And glass ceilings.

At Comerica Bank, inclusion and equity define who we are.

That's why **63%** of our workforce is female, including **41%** of our leadership team and board of directors. And that's why we've been named one of **America's Best Employers for Women** by *Forbes*.



## Thank You to Our Sponsors!







# El Concilio of San Mateo County: Strengthening Communities, Elevating Voices: A Legacy of Service and Advocacy

Redwood City, CA – Along the bustling peninsula between San Francisco and San Jose, a powerful force for community empowerment thrives. El Concilio of San Mateo County (ECSMC) has stood as a pillar of support for underserved communities since its founding in 1980. Committed to equity, advocacy, and service, El Concilio continues to address education, employment, and health disparities affecting low-income, non-English-speaking residents. Through a multifaceted approach that includes direct services, coalition-building, and policy advocacy, the organization is a guiding light for many.

The mission of Dr. Ana Angel Avendaño, Executive Director of El Concilio, is clear: "We are doing the good work, and people are seeing it. It gives us hope and affirmation that we're on the right path. Recognition like this reminds us that we are making a difference." El Concilio has always sought to elevate the voices of those often left unheard. Originally established to address economic development, education, health, workforce empowerment, and cultural

affairs, the organization has expanded its reach while staying true to its core values. Its impact is felt across San Mateo County, where it provides critical resources to families, advocates for systemic change, and fosters the leadership of future generations.

**Empowering Leaders, Building Capacity**  
One of El Concilio's core priorities is leadership development. The organization works to create a long-term impact by equipping community members, staff, and board members with the skills and knowledge to take on leadership roles.

"Our goal is to create pathways," Avendaño explains. "We want people to have opportunities to advance—to be the next executive directors and community leaders. Too often, talented individuals, particularly those from immigrant backgrounds, face barriers to upward mobility. We are working to change that."

Through strategic leadership programs and mentorship initiatives, El Concilio is nurturing a new generation

of changemakers. The organization's efforts extend beyond internal development, empowering community members to engage in civic processes and take on influential roles in public policy.

This investment in leadership is both an internal and external commitment. El Concilio recognizes the value of professional development among its team members and board, ensuring that those serving the community have the tools and training to maximize their impact.

**A Voice for Public Policy and Advocacy**  
Originally established as a public policy organization, El Concilio has deep roots in advocacy. The need for policy engagement has grown in recent years, with housing instability and immigration taking center stage. The COVID-19 pandemic further amplified these needs, exposing systemic inequities and reinforcing a trusted organization's need to champion vulnerable populations' rights. "Our community is looking for someone to bring people



together, to keep them informed about policies that impact them," says Avendaño. "They need the tools to advocate for themselves, and that's where we come in."

El Concilio's local and statewide advocacy efforts include forming coalitions with other organizations to drive meaningful policy change. From housing rights to environmental justice, the organization actively works so that marginalized voices are heard.

One recent initiative is

collective impact."

**A Lifeline for Families: Safety Net Navigation**

One of the most critical aspects of El Concilio's work is its safety net navigation program. With locations in East Palo Alto, North Fair Oaks, and satellite office hours with North County partners in South San Francisco and Daly City, the organization is a trusted

This program addresses immediate needs and fosters long-term stability by guiding individuals through complex systems with culturally relevant and accessible services. El Concilio strives to see that families are taught how to build pathways toward economic security and self-sufficiency. Strengthening Community Through Collaboration

El Concilio understands that real change happens

local leaders, El Concilio is creating a network of support that nurtures sustainable, long-term solutions for the community. One of the biggest challenges, Avendaño explains, is overcoming the perception that a wealthy region like Silicon Valley does not need social services.

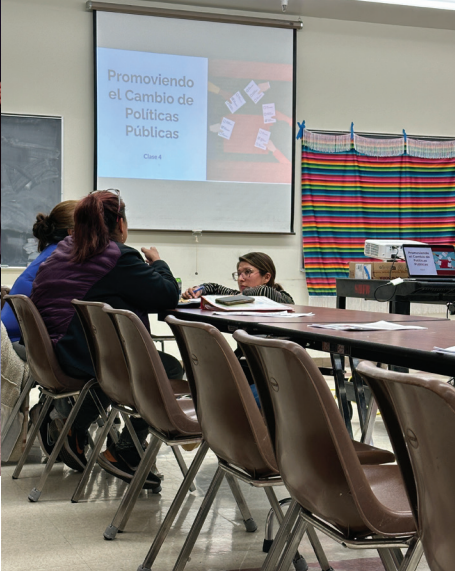
elders and community members with technology, teaching them how to navigate online services, use social media, and access essential resources.

"I love seeing that exchange," Avendaño says with

change. As the organization continues to evolve, it remains dedicated to elevating community voices, fostering leadership, and providing critical services to those in need.

"We have to continue to advocate, to keep showing up, and to keep fighting for our communities," Avendaño says. "This work is not easy, but it's necessary. And as long as we're making a difference, we'll keep pushing forward."

With a legacy of impact and a future full of promise,



the South San Francisco coalition-building effort. El Concilio has worked to unite various stakeholders, including nonprofit organizations, schools, and city officials. "At first, people were siloed, operating independently and unsure how to collaborate," Avendaño recalls. "But over time, through listening and relationship-building, we've created a space to come together and amplify our

resource for individuals and families seeking essential services.

"We hear from families who don't know where to turn," Avendaño shares. "Parents come to us asking where they can get vaccines for their kids, where they can access legal aid, or how to navigate public benefits. Our role is to connect them to the right resources and advocate for better support systems."

through partnerships. The organization has taken a leading role in coalition-building, particularly in South San Francisco, where a lack of rooted community organizations has posed challenges for residents seeking support.

"We can't do this work alone," Avendaño emphasizes. "When one voice speaks, it's powerful—but when five voices come together, we can move mountains. That's why coalition-building is so important."

By convening nonprofits, city officials, school districts, and

"People assume that resources are readily available because we're in an affluent area," she says. "But there are pockets of extreme need, and it's our job to advocate so that these communities are not overlooked."

**Bridging Generations Through Education and Digital Equity**

One of the organization's standout initiatives is its digital equity program, which fosters intergenerational learning. High school students assist

enthusiasm. "It's about education at every level—whether it's a young person teaching a senior how to use a smartphone or an experienced community member passing down wisdom about civic engagement." This commitment to education extends beyond technology, with programs designed to enhance financial literacy, climate justice awareness, and workforce development for all ages.

**A Bright Future Ahead**

El Concilio of San Mateo County is more than just a nonprofit—it is a lifeline, an advocate, and a force for

El Concilio is setting the standard for genuinely serving a community.



# Hope in Action: How Rocky Mountain SER is Changing Lives Across Colorado

*“We couldn’t just stand by and watch our community suffer...We knew we had to do more.”*

**- Christopher Hall,  
CEO of Rocky  
Mountain SER**

Denver, Colorado - In a small, bustling food pantry in Denver, a mother of three smiles with relief as she fills her cart with fresh produce and pantry staples. Across the state in Pueblo, a community leader speaks passionately about a new urban farm project that promises year-round nourishment for local families. These moments of hope are the heart of Rocky Mountain SER (Service, Employment, and Redevelopment) - a nonprofit founded in 1980, this 45-year-old organization has thrived, is weathering storms, and is emerging stronger, more resilient, and more dedicated than ever to serving Colorado's communities.



"I thank God first for allowing others to see our great work. I don't think we're doing anything extraordinary from where I sit. We're just trying to help those who need it and offer hope to those who need it," says Rocky Mountain SER's CEO, Christopher Hall, by humbly attributing to the organization's unwavering faith, resilience, and commitment to the people it serves.

### The Road to Resilience

Resilience is more than a buzzword at Rocky Mountain SER—it's the bedrock of the organization's identity. In 2020, the nonprofit faced a massive setback when it lost a \$20 million annual Head Start grant, a financial blow that left many wondering if the organization could survive. "Many thought we'd have to close up shop," Hall reflects. "But we didn't. We rolled up our sleeves,





reimagined our mission, and said, 'Let's keep going.'"

The leadership team knew that their mission was bigger than any one grant. They transformed their facilities into empowerment centers—community hubs providing food, job training, and social services under one roof. Each center features a client-choice food pantry, where individuals can select needed items instead of receiving a pre-packed box. It's a small detail that preserves the dignity of everyone who walks through the door.

The pandemic's impact on historically underserved communities in Colorado was particularly harsh. According to data from the Colorado Health Institute, Latino and Black households were disproportionately affected by job losses and food insecurity. Many families faced unprecedented economic challenges, with unemployment in some communities exceeding 12%. For Rocky Mountain SER, these statistics weren't just numbers; they represented neighbors, friends, and families in need. "We couldn't just stand by and watch our community suffer," Hall says. "We knew we had to do more."

**Food as a Foundation for Community**

The pandemic laid bare the fragility of food security for thousands of Colorado families. In response, Rocky Mountain SER (RMSEr) pivoted quickly. Mobile food distributions evolved into permanent food pantries across the state. Today, these pantries don't just hand out groceries; they build community.

"We realized we weren't addressing food insecurity by just handing out boxes," Hall explains. "We wanted to create sustainable solutions, so we repurposed our facilities into food pantries where people can

shop with dignity. We don't ask for income verification. If you're here, we assume you need it."

This approach has made all the difference. In 2021, RMSEr launched two food pantries, expanding to four by 2022. Together, these pantries - located in Denver, Pueblo, Alamosa, and San Luis - form RMSEr Food Pantry Network, serving both suburban and rural communities. The success of these pantries inspired an even bigger project: creating an urban farm recognized by the USDA. Plans are already underway to build a greenhouse in Pueblo that will provide year-round produce to local communities.

The economic impact of food insecurity in Colorado has been significant. Feeding America reported that in 2021, nearly 600,000 Coloradans faced food insecurity, with children making up over 200,000 of that total. RMSEr responded by distributing more than 1 million pounds of food across its four pantries in the past two years alone.

**Empowering the Underserved**

The food programs are just the beginning. RMSEr has broadened its mission by turning its facilities into empowerment centers where partner organizations collaborate to offer educational programs, workforce development, and wrap-around services. "We call it a community center on steroids," Hall says with a laugh. "It's all about partnering instead of competing. We join forces with other nonprofits to go after grants together. It's not about us; it's about the people we serve."

Dr. Dawn Riley Duval, the organization's development and communications director, sees these centers as vital to the community's well-being.



"What stands out to me is how relational the services are," she says. "It's not transactional. Staff members know people by name. They check in on them and share in their joys and struggles. People come here for food but leave with a sense of hope."

In 2024, RMSEr realized another unimaginable but well-deserved achievement, receiving the renewal of the only National Farmworker Jobs Program (NFJP) grant in Colorado—a grant from the U.S. Department of Labor. The project empowers migrant and seasonal farmworkers with the skills, training, and support needed to break barriers and build a stable future. NFJP is a movement toward equity, economic mobility, and a brighter future for historically underserved communities across Colorado. Indeed, every worker deserves the dignity of a good job and the promise of a better life.

People also go to RMSEr for hope, programs, and services relating to employment stability. Ever since the organization's founding 45 years ago, RMSEr has provided efficient and impactful employment programs for the general public and for agricultural workers. Since 1980 the U.S. Department of Labor has awarded RMSEr 1.8 million in annual funding to serve as the sole administrator of the NFPJ in Colorado.

The significant need for RMSEr's workforce development programs and services became most apparent during the pandemic. Data from the Colorado Department of Labor and Employment showed that job losses disproportionately impacted

workers in low-wage sectors, particularly those in hospitality and retail. Rocky Mountain SER stepped in to help by offering skills training programs that have since placed hundreds of individuals in more stable, higher-paying jobs.

**Faith as a Guiding Light**

For Hall, faith has been a constant compass. The loss of the Head Start grant in 2020 hit hard. To keep the organization afloat, he took extraordinary personal steps: mortgaging his house, cashing out his 401(k), and going three years without a salary. His belief in the mission never wavered.

"I cried many nights," he admits. "But God kept telling me, 'You're not done yet.' So we kept going. We knew the community needed us." That perseverance paid off. Today, the organization is financially stable, with clean audits, active programs, and a growing footprint in communities across Colorado.

**Innovation for the Future**

Innovation continues to drive Rocky Mountain SER's growth. In Pueblo, plans are underway to build a grocery store in a food desert, ensuring access to fresh, affordable produce for thousands of residents. Additionally, a 100-unit affordable housing project is being developed to provide stable homes for families in need.

"We have no experience in housing development," Hall admits with a chuckle. "But we have the vision and the will. God said, 'Make the vision plain,' and we did. We hired a development team and secured funding, and now it's happening."

Dr. Duval sees these projects as a testament to the organization's innovative spirit. "There's a scarcity narrative out there," she says. "But Rocky Mountain SER operates from a place of abundance. We're showing the community that we can build, grow, and thrive, even in tough times."

**Why Recognition Matters**

"It's a moment to pause and say, 'Look what we've accomplished,'" Hall says. "But more importantly, it's a chance to share what we've learned. If we can do this, others can, too."

Dr. Duval adds, "Recognition puts a spotlight on the community—on the strength, resilience, and hope that defines the people we serve. It's not about Rocky Mountain SER as an organization; it's about the spirit of the community we belong to."

**The Heartbeat of Hope**

Back in the Denver food pantry, that mother of three leaves with more than groceries. She leaves with dignity, hope, and a sense of belonging. That's what makes Rocky Mountain SER so special. "We're here for the long haul," Hall says. "Because when the community is strong, we're all strong. And when hope takes root, it can change everything."

As the organization steps into 2025 with renewed strength and vision, one thing is clear: Rocky Mountain SER isn't just serving the community; it's empowering it to thrive.





# Bridging Communities, Empowering Futures: The Inspiring Journey of the Hispanic League in North Carolina

Winston-Salem, North Carolina – In America’s southeast, a powerful movement is shaping the future for Hispanic and Latino communities through education, entrepreneurship, and cultural unity. For over three decades, the Hispanic League has stood as a symbol of hope, advocating for inclusion, providing educational opportunities, and fostering multicultural understanding in a region experiencing a dynamic demographic transformation. “The Hispanic League was

founded in 1992 with a vision to improve the quality of life for Hispanics and Latinos in our community,” says Diane Massas, interim executive director. “What started as a grassroots effort has grown into an impactful organization that continues to open doors and change lives.”

From academic scholarships and youth mentorship to business development and cultural celebrations, the Hispanic League’s mission is

to connect communities while empowering individuals to reach their full potential. Today, the organization’s influence extends beyond Forsyth County, reaching neighboring areas and resonating nationally.

**A Legacy of Educational Empowerment**

Education is one of the Hispanic League’s most enduring pillars. Since 2000, the organization has awarded nearly 700 scholarships totaling approximately \$1.7 million to

Hispanic and Latino students. These scholarships have funded academic pursuits and fostered a culture of giving back.

“We have seen recipients come full circle,” Massas explains. “Take Liz Romo Kelly, for example. She was among our first scholarship recipients. After completing her education, she remained engaged with the League, serving on committees and eventually becoming our board president. Her story is a testament to the power of education and the spirit of community service.”

Another compelling example is Maria Paula Ochoa, who transitioned from scholarship recipient to scholarship committee member. In 2023, she and her husband funded three scholarships, demonstrating the program’s

profound impact. “The ripple effect is incredible,” Massas reflects. “These students, once helped by others, now help the next generation. It’s a cycle of hope and achievement.”

Beyond scholarships, the Middle School Achievers Program nurtures younger students, fostering ambition and academic success from an early age. The League ensures that education remains a family and community priority by engaging parents, teachers, and community mentors.

**Catalyzing Latino Entrepreneurship**

The Hispanic League’s commitment to community prosperity goes beyond education. Recognizing the growing presence of Latino-owned businesses, the organization launched the

PyMEs initiative—Pequeñas y Medianas Empresas (Small and Medium Enterprises) and the Emprendedores (Entrepreneurs) program.

“In 2021, we saw a gap in resources and information available to Latino small business owners,” Massas recalls. “We brought together over 30 collaborating organizations to assess these needs and develop solutions.”

The League partnered with the Winston-Salem Foundation, Truist, and Twin City Development, among others, to conduct a comprehensive survey of Latino-owned businesses. The results highlighted key challenges such as language barriers, lack of access to insurance, and limited marketing expertise.





Armed with these insights, the League launched a series of workshops and seminars designed to equip entrepreneurs with essential skills and resources. This initiative culminated in the first annual Business Summit, FERIA de Negocios, in 2024. The event drew over 200 participants, providing networking opportunities, educational panels, and direct access to business support services.

“Seeing our local business owners engage, learn, and grow was incredibly rewarding,” Massas shares. “The enthusiasm for this event confirmed the demand for culturally relevant, Spanish-language business resources. We are already planning our next summit, and the excitement is palpable.”

### **Fiesta: A Celebration of Unity**

Cultural connection is central to the Hispanic League’s mission, and nothing embodies this more than Fiesta, the region’s largest one-day Hispanic street festival. Held annually in downtown Winston-Salem, Fiesta attracts over 20,000 attendees who come to experience the vibrant tapestry of Hispanic heritage.

“Fiesta is more than a festival,” says Massas. “It’s a celebration of who we are, an opportunity for people of all backgrounds to come together, learn, and enjoy the richness of Hispanic and Latino cultures.”

Attendees savor authentic cuisine, dance to live music and participate in family-

friendly activities that highlight traditions from across Latin America. The event also features an arts and crafts market, health and wellness booths, and nonprofit exhibitors providing resources to the community.

The success of Fiesta underscores the League’s belief in the power of cultural exchange to build understanding and



unity. As the region’s Hispanic population continues to grow, this celebration serves as a vital bridge between communities.

### **Adapting to New Challenges**

The Hispanic League’s ability to adapt to changing community needs was evident during the COVID-19 pandemic. The organization quickly became a trusted source of information and assistance, conducting weekly Facebook Live sessions in Spanish to disseminate health updates and available resources.

“We had viewers from as far away as Venezuela, Puerto Rico, and Spain,” Massas recalls. “The pandemic highlighted the importance of timely, accessible information in a language that people understand.”

The League also partnered with the Red Cross, local churches, and health organizations to provide essential supplies and support to affected families. This crisis response solidified its role as a community anchor in times of need.

### **Building for the Future**

As the Hispanic League looks to the future, it remains committed to addressing evolving community needs.

In 2023, the organization moved into the Intergenerational Center for Arts and Wellness, increasing its visibility and accessibility.

“Our new location is more than an office; it’s a community hub,” Massas explains. “Here, we can connect with individuals, families, and businesses more meaningfully.”

Looking ahead, the League is focusing on three primary initiatives: education, cultural awareness, and community services. One key development is its partnership with Faith Action International to provide community IDs to residents lacking government-issued identification. “These IDs offer a sense of dignity and security,” Massas says. “They help individuals access essential services and engage more fully in community life.”

The organization also enhances its social media presence, recognizing the platform’s power in reaching younger audiences and disseminating critical information. With a dedicated marketing specialist, Mayra Ramirez, now on staff, the League is poised to amplify its message across digital channels.

### **A Personal Journey of Passion**

For Massas, leading the Hispanic League is both a professional and personal calling. Originally from Puerto Rico, she moved to North Carolina in 2018 with her family, seeking new opportunities and a brighter future.

“When I first learned about the Hispanic League, I was immediately drawn to its mission,” she shares. “Being part of an organization that uplifts others and builds community resonates deeply with me.”

Massas began her journey with the League as Administrative Assistant, steadily



taking on more responsibilities until she was appointed interim executive director. Her story reflects the League’s broader resilience, dedication, and growth narrative.

### **The Road Ahead**

As the Hispanic League approaches its 33rd anniversary, its leadership is crafting a strategic plan that envisions expanded services, deeper partnerships, and broader community impact. The region’s Latino population is growing exponentially, estimated at 17% according to U.S. Census data. However, a more accurate picture comes from public school enrollment that shows Latino families comprise 37% of the community.

“Our community is resilient, driven, and full of potential,” Massas says. “With the continued support of our partners and the dedication of our team, we will keep breaking down barriers and building bridges. Our mission is to ensure that every Hispanic and Latino resident feels included, empowered, and inspired.”

The Hispanic League’s story is one of hope, hard work, and unyielding belief in the power of community. As it continues to grow, it serves as a compelling example of how one organization’s vision can transform lives, one scholarship, one business, and one celebration at a time.





# The Suazo Business Center: Transforming Dreams into Reality and Building Generational Wealth in Utah

Salt Lake City, Utah - In the heart of Utah, where entrepreneurial dreams often collide with economic challenges, the Suazo Business Center stands as a beacon of hope and empowerment. Established in 2002 to honor the late Senator Pete Suazo, the Center has become the state's leading resource for minority-owned businesses. Its mission is to cultivate success and create wealth within underserved communities.

"It's humbling, honestly," says Silvia Castro Bennett, President and CEO of the Suazo Business Center. "We're here to empower our clients, not to give them a handout but a hand up. They already have resilience and determination; we help unlock their potential."

### A Legacy of Empowerment

The Center's origin story is one of community, mentorship, and the determination to



overcome obstacles. Founded by Gladys Gonzalez, an immigrant from Colombia, the Suazo Business Center was born out of her own struggles. Despite her experience as a tenured banking executive in Colombia, Gonzalez faced barriers to finding employment in the U.S. After being rejected by several regional and national banking institutions, she ultimately ended up settling for a job at a company where she cleaned banks. After being introduced to Senator Pete Suazo, she successfully built her own business and later channeled her gratitude into establishing the Center.

"Pete believed in me when others didn't," Gonzalez once said. "His mentorship was a lifeline. I wanted to create a space where others could find that same support."

The Center was named in Senator Suazo's honor after his untimely passing in a tragic ATV accident in 2001. Today, his legacy of advocacy and empowerment lives on through the Center's programs.

### Programs That Drive Success

The Suazo Business Center's business development approach is comprehensive and personalized. Four core programs guide their work:

**Advising and Mentoring:** Entrepreneurs receive one-on-one guidance from bilingual consultants who assist with business planning, financial analysis, marketing strategies, and operational challenges. "It's more than just advising," Castro Bennett explains. "It's about seeing the potential that clients sometimes don't see in themselves and helping them break free from limitations."

**Education and Workshops:** The Center offers classes at various levels, from basic financial literacy to advanced business strategies. Workshops are available in Spanish and address timely topics like using artificial intelligence for business growth.

**Capital Access:** In 2023, the Center achieved Community Development Financial Institution (CDFI) certification, enabling it to provide loans directly to clients who may not qualify for traditional financing. "Capital is often the missing piece," Castro Bennett says. "We help entrepreneurs understand how to use credit wisely so they can grow faster and more sustainably."

**Community Engagement:** The Center fosters a sense of community among its clients, encouraging successful business owners to mentor newcomers. The results speak for themselves: last year alone,

the Center helped create 411 businesses generating \$59 million in revenue.

### Resilience in Action

The entrepreneurs who walk through the Center's doors often bring with them a spirit of determination forged through life's challenges. Approximately half of the Center's clients are immigrants, many of whom come with business experience from their home countries but lack familiarity with U.S. regulations and systems.

"Immigrants are natural entrepreneurs," Castro Bennett notes. "They're already risk-takers. They've left their homeland to start anew. All we do is provide them with the tools to navigate the American business landscape."

One such success story is Maria, who launched a catering business after attending the Center's

workshops. With guidance on business planning and access to a microloan, she expanded her operations and now employs five staff members. "The Suazo Center didn't just help me start a business; they helped me believe in myself," Maria shares.

### Generational Impact

The Suazo Business Center's influence extends beyond individual success stories. Many second-generation entrepreneurs are now stepping into leadership roles within family businesses. "We've seen kids who grew up watching their parents build something from the ground up," says Castro Bennett. "Now, they're coming to us with fresh ideas and innovative approaches to growth."

The Latino population in Utah has experienced significant growth over the past two decades, now making up nearly 15% of the state's residents. This vibrant community has become an essential driver of the state's economy, contributing substantially to sectors like construction, hospitality, and small business entrepreneurship. Latino-owned businesses create jobs, generate tax revenue, and enrich Utah's cultural and economic fabric. The success of these businesses, supported by organizations like



the Suazo Business Center, underscores the importance of inclusive economic development for the state's future prosperity.

The Center's holistic approach to tracking success goes beyond business metrics. Staff members also monitor clients' personal milestones, from homeownership to improved access to healthcare. "It's not just about the bottom line," Castro Bennett explains. "It's about building a future where these families are secure and self-sufficient."

**Breaking Barriers, Shattering Stereotypes**

Utah's demographic landscape is evolving, with Latinos comprising a growing portion of the population. Yet, challenges persist, from access to resources to cultural misconceptions about entrepreneurship.

According to Ms. Castro Bennett, "Sometimes, our clients just need to hear that they belong here, They're not charity cases; they're innovators and job creators. Our role is to remind them of that and to equip them for success."

The Center's impact reaches beyond the Latino community. It has become a model for inclusive economic development, showcasing how minority-owned businesses can drive broader community prosperity. In the last fiscal year, Suazo-supported companies contributed \$57 million to the state economy.

**The Power of Partnership**

Joining the SER Network of Affiliates has opened new avenues for growth and collaboration. "Being part of SER feels like finding a long-lost family," Castro Bennett says with a smile. "The networking, the shared knowledge, and the sense of collective purpose are invaluable."

Looking ahead, Ms. Castro Bennett envisions the Suazo Business Center expanding its footprint and deepening its impact. The Center is exploring new partnerships and innovative programs to meet the evolving needs of Utah's entrepreneurial community.

"The American Dream is alive," she concludes. "It's here, in the courage of our clients, the businesses they've built, and the communities they've strengthened. Our job is to keep that dream within reach for everyone."

**Conclusion: A Legacy of Hope and Prosperity**

The Suazo Business Center is more than a nonprofit; it is a movement rooted in the belief that economic opportunity should be accessible to all. As it continues to foster entrepreneurship and financial independence, the Center stands as a testament to the power of mentorship, education, and resilience.

And as Utah's entrepreneurial spirit flourishes, so does the legacy of Senator Pete Suazo and the vision of Gladys Gonzalez - a vision brought to life by the passionate leadership of Silvia Castro Bennett and her dedicated team. In Ms. Castro Bennett's words, "When our clients succeed, our entire community rises with them. That's the magic of what we do."



Smart planning sparks success

You’ve got a lot to think about as a small business owner — managing cash flow, marketing your services, and transition planning. Find guidance and solutions that may help you plan for ongoing success at [smallbusinessresources.wf.com](https://smallbusinessresources.wf.com).



# Creating New Horizons for Opportunity Through Initiative and Innovation: The Virginia Hispanic Foundation

Richmond, Virginia - When you enter the heart of Virginia's vibrant Hispanic community, you'll find the Virginia Hispanic Foundation (VHF) at the center of life-changing initiatives. The foundation has become a center for realizing new possibilities through learning and mentoring for Hispanic families across the state. However, the story of the Virginia Hispanic Foundation is one of growth, collaboration, and heartfelt dedication—rooted in the pioneering efforts of the Virginia Hispanic Chamber of Commerce (VHCC).

## A Vision Born from Community Need

Before the foundation existed, the Virginia Hispanic Chamber of Commerce laid the groundwork for Hispanic-owned businesses to thrive in Virginia. The chamber was established 25 years ago and focused on empowering entrepreneurs through resources, networking, and advocacy. However, its founder, Michel Zajur, quickly realized the need went beyond business support.



"When I started the chamber, it was about helping businesses grow and develop," Zajur said. "But I quickly realized that most of the population wasn't even at that level yet. We needed to help people climb the ladder with resources beyond business, and that's when we started the Virginia Hispanic Foundation."

The foundation, created in 2003, became the nonprofit sister organization to the chamber. Its mission is to address educational and social needs in the community, ensuring individuals and families have the tools to thrive personally, academically, and economically.

The synergy between the chamber and the foundation reflects a deep understanding of the interconnectedness between business success and community well-being. "We recognized that education, workforce development, and access to resources were foundational to economic prosperity," Michel said. "It wasn't enough to create business opportunities; we needed to equip individuals with the skills and confidence to seize them."

## Programs that Empower and Inspire

The Virginia Hispanic Foundation has since developed a range of programs to uplift the community. Under the leadership of



Lisa Zajur, Executive Director of Educational Programs, these initiatives have become vital for many Hispanic residents in the state.

said. "It connects participants with role models who have navigated similar challenges and can offer practical advice and emotional support."



"We build our programs with much care, from creation to full implementation," Lisa explained. "We design them based on the community's needs and focus on practical, interactive learning that people enjoy."

One of the cornerstone programs is the Bilingual Business Development Center. This initiative offers aspiring entrepreneurs bilingual counseling, workshops, and strategic planning courses. The flagship program, Impacto Latino, guides participants through creating a complete strategic plan, from marketing goals to financial strategies.

"Risk management is a big focus," Lisa said. "It can be a tough concept to grasp, but it's crucial for business growth. We've seen incredible success stories, like Chikis Pancakes, which started with one food truck. After completing the Impacto Latino program, they expanded with a second truck and a food kiosk in a local mall, hiring more staff and growing their business." Another critical component of the foundation's programming is the mentorship initiative. Local business leaders volunteer to provide guidance, sharing their experiences and lessons learned. "Mentorship is invaluable," Lisa

## Fueling Dreams with Financial Support

Access to capital has long been a barrier for Latino entrepreneurs. The foundation partnered with the Local Initiatives Support Corporation (LISC) and corporate sponsors like Altria to establish a loan fund specifically for Hispanic-owned businesses to address this. These microloans, ranging from \$15,000 to \$75,000, come with no interest or fees and require no collateral.

"These businesses can't always go to a bank," Michel said. "But they make enough money to pay back the loans, and when they do, the funds go right back into









"These festivals are more than just fun events," Michel said. "They're platforms for local businesses to gain exposure and for the broader community to experience the richness of Latino culture."

The festivals also serve an educational purpose, introducing attendees to the diverse cultural backgrounds within the Hispanic community. "It's a time for learning and connection," Lisa said. "People leave with a greater appreciation for our traditions and contributions."

**A Network of Collaboration**

The foundation's success is rooted in strong partnerships. Collaborations with local governments, educational institutions, and other nonprofits have amplified its impact. "No organization can do this work alone," Michel said. "We're proud to work alongside so many dedicated partners who share our commitment to community development."

**Looking Ahead: A Future of Possibility**

"We're servant leaders dedicated to fostering education, economic independence, and strong community ties," Lisa said.

Michel echoed that sentiment, emphasizing the ongoing mission to integrate Latino businesses into Virginia's broader economic landscape. "We want these businesses at the table, not just surviving but thriving," he said. "We're working with partners, hosting legislative receptions, and engaging with decision-makers to make sure Hispanic businesses are seen and heard."

Looking forward, the foundation plans to expand its reach by leveraging

technology, developing new educational tools, and fostering additional partnerships. "We're constantly exploring new ways to connect with and support the community," Lisa said. "Our dream is to create a future where every Hispanic family in Virginia has the resources to succeed."

With a vision to expand educational programs, broaden financial support, and continue celebrating Hispanic culture, the Virginia Hispanic Foundation remains a beacon of opportunity for generations to come.

"This isn't just a job for us," Lisa said with a smile. "It's a calling—a commitment to our community and to a future where everyone has the tools to succeed."



# We Empower Futures. Join Us.

For over 60 years, SER National has been changing lives – providing education, training, and support for communities across the nation.

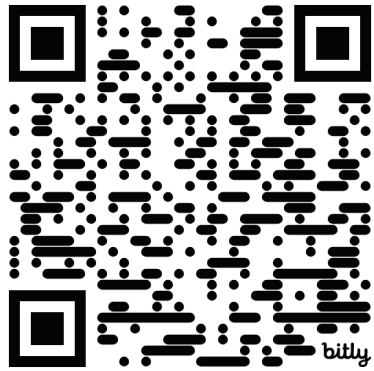
Your donation today fuels scholarships, career programs, youth leadership initiatives, and so much more.

**Every dollar you give helps create a future filled with hope, opportunity, and success.**

**Make a Difference Today.**



Scan the QR code to donate and be part of the change!





# Bridging Tomorrow:

## How SER National Is Forging the Future of America's Workforce

In a time defined by breathtaking technological advances, the evolution of work, and boundless economic opportunity, SER National is working daily to light the path to America's future prosperity. Across industries and throughout communities, a new generation of leaders is stepping forward—individuals who can see beyond today's challenges and build the bridges that will carry our nation to a vibrant, competitive tomorrow.

At the center of this movement is SER National, whose legacy of service and innovation stretches back more than six decades. At its helm, Ignacio Salazar, President and Chief Executive Officer, is leading with a vision rooted deeply in history but aimed squarely at the limitless potential of the future.

"From the beginning, SER National has been about unlocking human potential," says Salazar. "Our founders believed that the real

wealth of our nation lies in its people, their curiosity, creativity, and courage to dream beyond the present. That belief continues to guide us today as we help millions of Americans access the tools they need to thrive in an ever-changing world."

### **A Legacy of Innovation, A Future of Possibility**

Founded in 1964 at the height of America's civil rights and social justice movement, SER National ("Service, Employment, Redevelopment") has long understood that economic empowerment is central to a stronger society. What began as a pioneering effort to bridge communities to job opportunities has blossomed into the dynamic SER Network of Affiliates spanning the United States and Puerto Rico, preparing a diverse workforce for the challenges and opportunities of a digital, interconnected economy.

"Our success has always been our ability to tap into the reservoir of talent across

every community," Salazar notes. "From new entrants to the workforce to seasoned workers seeking to retrain, we recognize the power in every individual to adapt, grow, and lead."

Today, adaptability is more critical than ever. Artificial intelligence, automation, cloud computing, cybersecurity, and new digital learning platforms redefine the skills required to compete. Recent data from the World Economic Forum projects that by 2030, 50% of all employees worldwide will need reskilling due to the adoption of new technologies. Meanwhile, the U.S. Bureau of Labor Statistics estimates that tech-related occupations will grow faster than the average for all other fields, adding millions of new jobs in areas many Americans are only beginning to explore.

SER National, alongside major partners like Cisco, Google, and Verizon, is ensuring that America's workforce is ready for today's jobs and tomorrow's industries.

"We are building more than careers—we are building confidence, communities, and catalysts for change," Salazar proudly says. "Our affiliates across the country are the spark plugs, igniting dreams into action and action into achievement."

### **Imagining What Is Beyond the Horizon**

What distinguishes SER National in this pivotal era is its unique ability to see workforce development not as isolated training programs but as dynamic ecosystems where innovation, adaptability, and lifelong learning thrive.

Through initiatives focused on digital literacy, remote learning, STEM education, and entrepreneurial mentorship, the organization is creating on-ramps to opportunity for a wide array of workers. From youth just starting their educational journeys to





# FOCUS ON WHAT MATTERS

DON'T LET THE WORLD CHANGE YOU.  
CHANGE THE WORLD.

MGM Resorts International is proud to sponsor  
SER Jobs for Progress National, Inc.



seasoned professionals retooling for second careers, SER sees no boundaries—only potential.

"We are proud to be part of a national movement where today's dreamers, builders, and doers are preparing the landscape for the pioneers of tomorrow," Salazar affirms. "Innovation does not happen by chance. We can empower communities, when we nurture talent, and pathways to success are made clear and accessible to all."

Indeed, SER National's programs have led to tangible outcomes: increased employment rates, higher rates of tech certifications, and stronger representation in emerging industries like AI, cybersecurity, and green energy.

At the core of these achievements is a fundamental belief—that with the proper training, support, and opportunities, anyone can become a leader, an innovator, and a contributor to America's ongoing story of resilience and reinvention.

## Igniting a National Movement

As America races into an era shaped

by artificial intelligence, biotech, and the global digital economy, the need for adaptable, highly skilled workers has never been more urgent. Yet, this future is not something to fear but an opportunity to embrace.

"The possibilities are truly endless," Salazar says. "We are standing on the threshold of discoveries and applications that will transform how we live, work, and relate to one another. SER National is not only prepared for this future—we are helping to build it."

That optimism radiates throughout the SER Network of Affiliates, where more than one million individuals receive skills training, career counseling, and life-changing education each year. It pulses through partnerships with industry leaders who understand that investing in people is investing in progress. And it propels a movement that continues to lift entire communities toward greater prosperity and achievement.

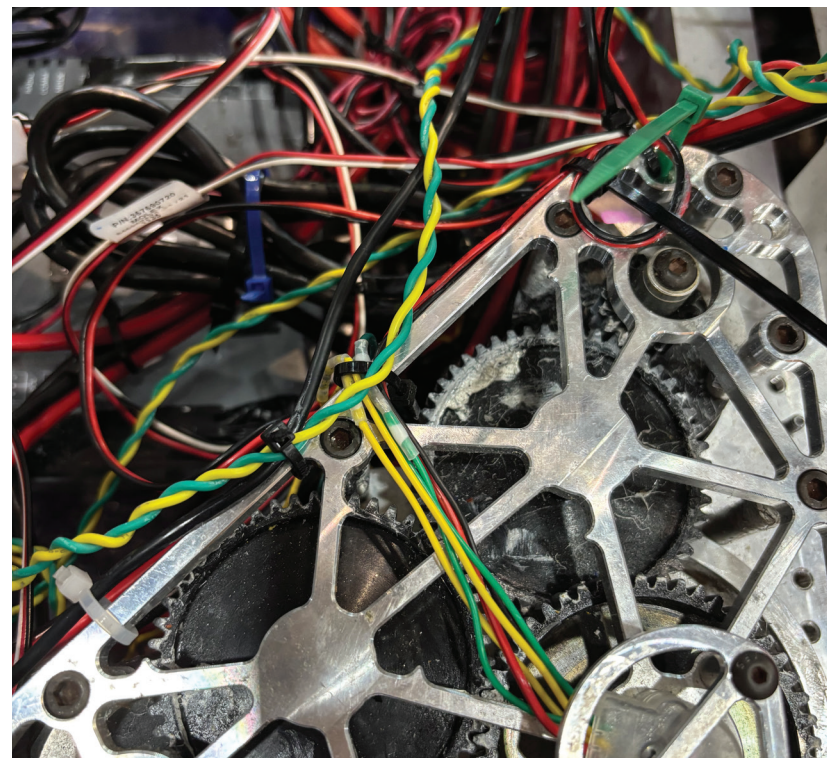
"At SER, we believe in dreaming big, working smart, and moving forward—always forward," Salazar concludes.

"Because the future of America is being written today by those who dare to see beyond the horizon. And together, we are building the bridges that will take us there."

## The Road Ahead

In a time when other nations are investing heavily in education, innovation, and workforce development, America must continue to lead. Organizations like SER National ensure that leadership does not falter—it grows stronger, more inclusive, and more visionary.

The call is clear: Innovate. Adapt. Empower. Build. The bridge to tomorrow is already underway, and with organizations like SER National leading the way, the best chapters of America's workforce story are still to come.





# SER National Pillars

## Education

### Cisco & Google Certifications

We provide individuals the opportunity to develop essential tech skills through self-paced, on-demand, and online programs from our corporate partners. Designed to meet the needs of today's ever-evolving job market, these courses empower learners to gain certifications that enhance their career opportunities and make them competitive in the IT world.



### SER Early Head Start

The SER National Early Head Start - Child Care Partnership program is provided in partnership with the Grand Prairie Independent School District in Dallas County, TX. The bilingual program provides high quality and innovative educational instruction in a safe environment to low-income infants and toddlers, as well as comprehensive family services.



## Employment

### YouthBuild

YouthBuild is a free program for youth ages 16–24 living in the Oak Cliff area of Dallas. Participants can earn their GED, gain hands-on construction training, and receive job-ready certifications while giving back through community service. It's a chance to build skills, confidence, and a stronger future.



### SER SCSEP

SCSEP is a community service and work-based training program for older workers. Authorized by the Older Americans Act, the program provides subsidized, service-based training for low-income (not more than 125% of the established federal poverty guidelines) persons at least 55 years of age who are unemployed and have poor employment prospects. Participants in the SER SCSEP come from all walks of life, have diverse work experiences, and possess various levels of education.



### SER Robotics

We support robotics teams in South Florida, New Mexico, and the Dallas/Fort Worth area. SER Robotics engages underrepresented students in robotics competitions. Students are exposed to new areas of learning, such as computer-aided design, electrical wiring, component fabrication and assembly, robot programming, web design, 3D animation, and photo/video documentation.



## Empowerment

### SER MUJER

In 2014, SER implemented a national women's entrepreneurship program entitled SER Mastering and Understanding Jobs and Entrepreneurship Relationships (SER MUJER) to encourage and support aspiring women entrepreneurs in Dallas/Fort Worth and through its Affiliates nationwide. The SER MUJER program provides financial literacy, entrepreneurship and business development training to women. The program's trainings are offered in traditional workshop settings and online.



### SER Negocios

SER Negocios is a bilingual/multicultural nationwide entrepreneurship development program. The program provides entrepreneurship, financial literacy, and business development instruction, information, and resources. SER Negocios is available in Spanish and English. The program is delivered on an online learning platform and in-person workshops.







# SER Network Directory

California

**American GI Forum Education Foundation**  
Santa Maria, CA

**Barrio Station**  
San Diego, CA (3)

**Campesinos Unidos**  
Brawley, CA  
San Diego, CA

**Centro CHA Inc.**  
Long Beach, CA (2)

**Centro Latino de San Francisco**  
San Francisco, CA

**El Concilio of San Mateo County**  
Redwood, CA

**El Sol Neighborhood Educational Center**  
Riverside, CA  
San Bernardino, CA

**Project SOY**  
Inglewood, CA

**Pueblo y Salud, Inc.**  
Palmdale, CA  
San Fernando, CA

**SER-Jobs for Progress - 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

Colorado

**Rocky Mountain SER**  
Denver, CO  
Pueblo, CO

**SER SCSEP**  
Lakewood, 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**  
Garden 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**  
Fall River, MA  
Taunton, MA  
**Spanish American Center**  
Leominster, MA

Michigan

**SER Metro-Detroit/ SERCO, Inc.**  
Dearborn, MI  
Detroit, MI (6)

Minnesota

**La Oportunidad, Inc.**  
Minneapolis, MN

New Jersey

**Puerto Rican Unity for Progress**  
Camden, NJ

New Mexico

**SER Robotics**  
Alamogordo, NM (2)

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**  
White Plains, NY

Nevada

**Puentes**  
Las Vegas, NV

Ohio

**Esperanza Inc.**  
Cleveland, OH

Oklahoma

**Latino Community Development Agency**  
Oklahoma City, OK (2)

Pennsylvania

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

**Hispanic American Organization**  
Allentown, PA (3)

Puerto Rico

**NAICA-PR**  
San Juan, PR

Rhode Island

**SER-Jobs for Progress**  
Pawtucket, RI  
Providence, RI  
Warwick, RI

Texas

**Latinitas**  
Austin, TX

**Our Casas Resident Council, Inc.**  
San Antonio, TX

**SER EHS**  
Grand Prairie, TX (2)

**SER National HQ**  
Irving, TX

**SER SCSEP**  
Beaumont, TX  
Fort Worth, TX  
Houston, TX  
Texas City, TX

**SER YouthBuild**  
Dallas, TX

**SERCO of Texas/ 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

Utah

**Sauzo Business Center**  
Salt Lake City, UT

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 (West Allis), WI  
Racine, WI  
Rhineland, WI  
Superior, WI





# Ford Philanthropy is proud to support SER National.



## About Ford Philanthropy

Ford Philanthropy champions equitable access to essential services, education for the future of work and entrepreneurship opportunities by harnessing Ford's scale, resources and mobility expertise. With a 75-year legacy and \$2.3 billion in contributions since 1949, Ford Philanthropy, alongside Ford Motor Company, collaborates with nonprofit partners and community organizations to invest and co-create solutions to meet unique community needs, supporting people to move forward and upward. Through impactful grantmaking, Ford Community Centers and employee volunteerism, Ford Philanthropy drives positive change in communities worldwide. For more information, visit [fordphilanthropy.org](https://fordphilanthropy.org) or join us at @FordPhilanthropy on Facebook, Instagram and LinkedIn.



[fordphilanthropy.org](https://fordphilanthropy.org) | [@fordphilanthropy](https://www.instagram.com/fordphilanthropy)