



2018 Annual Report

Casa ALBA Melanie is the Hispanic Resource Center of the greater Green Bay area. Our mission is to nurture the well-being and wholesome development of all members of the Hispanic community living in the greater Green Bay area. Our services include: Educational Services, Professional Services, General Services, Community Liaison and Socialization and Family Needs. Casa ALBA Melanie services are provided through the work of our volunteers and are funded through the generosity of supporters. We are incorporated as a 501(c)3, non-profit entity. We do not receive any state, federal, or local tax support. We do not duplicate services available elsewhere in the community.

GENERAL PROGRAM ADMINISTRATION & FACILITIES



1,643 Facebook "likes", up from 404 in 1/16, 593 in 1/17 and 1,093 in 1/18, which allows us to more quickly and easily communicate with our Hispanic clients.

Your Net Promoter® Score



SurveyMonkey Global Benchmark ▼



Non-profits ▼



Market Research. In 2018, Casa ALBA Melanie began to gather client feedback on the services that we provide. Market Research Survey responses are used to calculate a Net Promoter Score (NPS) that compare client feedback. Client feedback is very encouraging, yielding an NPS Score of 90. (A 100 score is perfect!)

93 volunteers, from all walks of life, donated 4,473 hours of their time valued at \$192,641, in 2018. Our volunteers achieved 122% of our annual financial goal.

74 Circle of Compassion Collaborators. We work with 74 area agencies to form a circle of compassion to serve our Hispanic clients in Brown County and optimize services in the community.



Give Big Green Bay. Casa ALBA participated in the 2018 Give Big Green Bay campaign, where donations were matched by the Green Bay Packers. Casa ALBA received 136 donations for a total of \$49,217.10. It was the 2nd largest financial contribution among the area's non-profits and the 5th highest number of contributions.

Program-to-Expense Ratio = 95.8%. All monies donated to Casa ALBA Melanie stay local. In 2018, 95.8% of donations made to Casa ALBA went to our Programs, not to Management or Fundraising.

Person-of-the-Year. The Green Bay Press-Gazette honored Casa ALBA Melanie as one of its 2018 Persons of the Year. We are humbled by their recognition of our work with Spanish GED classes, immigration attorneys, and Spanish language classes; as well as our work to bridge cultural divides with local police departments and school systems. It also cited our work in response to immigration raids and voter registration.



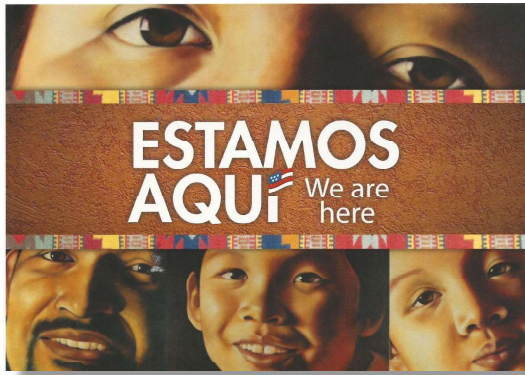
COMMUNITY LIAISON SERVICES

Meet with area politicians, to advocate for sensible reforms to our immigration laws. In Wisconsin, we strongly advocate drivers card legislation.

3 Mobile Mexican Consulate

events were held in Green Bay, providing 367 people & their families with crucial documents. In 2019, we expect to double the number of Mobile Consulate events in Green Bay.

COMMUNITY LIAISON SERVICES



335 Days! **Estamos Aquí: Celebrating Latino Identity in NE WI.**

The year-long Estamos Aquí (“We are Here”) exhibit at the Neville Public Museum closed in April 2018. It featured artifacts and personal stories of many Latino families in NE WI. In 2018, the exhibit and Neville Museum staff were recognized for a National Merit Award by the American Association of State and Local History, as well as a Curators Choice Award from the Wisconsin Historical Society.

Support Local Police. Casa ALBA hosts local police meetings to develop mutual respect and trust between the Hispanic community and police. New Green Bay police recruits have lunch with local Latino residents to describe their life’s journey as an immigrant and share their worries, fears, hopes & joys.

PROFESSIONAL SERVICES

Legal Assistance. Casa

ALBA hosts Sesini Law Office attorneys one day per week to handle immigration issues. In addition, the District Attorney and City Attorney visit our office to resolve any legal issues. Dennis Rader visits to translate documents for our Spanish speakers.

425 Dreamers have been helped to obtain and maintain their DACA certification by Casa ALBA staff support. There continues to be substantial uncertainty in the Program due to federal administration and subsequent judicial decisions. We will continue to process DACA renewals and provide support to our Dreamers, based on legal guidance.

Power of Attorney Forms. Many local Hispanic families are afraid, even terrified, that their families may be torn apart by deportation. We help them prepare a “Power of Attorney: Delegating Parental Authority” form. The document also instructs the court system on how a minor should be cared for, should a family member be deported.

Health insurance counseling is available at Casa ALBA every Tuesday from Elizabeth Kostichka.

FAMILY NEEDS AND SOCIALIZATION

Church Updates. We distribute monthly church bulletin updates on the challenges faced by the area’s Hispanic community to local churches. The articles are intended to relate to Christian Social Teaching. We hope to increase awareness of the immigration process and issues facing the local Hispanic community.

“Tercera Edad” (Senior Citizens)

is a vibrant, and growing, group of seniors who meet each Tuesday for exercise, enrichment talks, and shared food. Summer months include some outings to become more familiar with the community.

Sewing classes take place every Friday morning with 3 talented instructors and a growing number of women. They often model the clothing they learn to sew and are excited about the things they can make for their children.

3,182 People Served by Casa ALBA services in 2018. Plus, we welcome over 300 visitors and handle an average of 563 phone calls each month.

EDUCATIONAL SERVICES

Early Childhood Classes

are offered at Grace Lutheran Church. Plans are underway to expand the program in the fall.

GED Classes. Casa ALBA offers classes in Spanish in: Language Arts, Math, Science and Social Science. Students ultimately earn a GED degree.

Green Bay Youth Training

is a sports and activity-based program for Latino children. About 50 kids & their parents were part of the Cellcom and Bellin Runs...now for the 5th year.



2018-2019 Casa ALBA Melanie Board of Directors - Sister Melanie Maczka – Executive Director

Eileen Littig – Board President

Patricia Agee-Aguayo – Board Vice President

Dennis Rader – Second Vice President

Kathryn Dykes – Secretary

Veronica Sanchez Dominguez – Treasurer

Father Paul Demuth

Bob Gagan

Keith Kolb

Elizabeth Kostichka

Maria Plascencia

Liliana Ramirez

Olga Santana

Natalia Sidon

Gratzia Villarroel

Mike Welch