

# 2019 Year-end 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



**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.

**Non-Profit Leadership Recognition.** Thank you to the Brown County United Way, who recognized Sr. Melanie Maczka for its 2019 Excellence in Non-Profit Leadership award. Sr. Melanie was recognized for her Leadership, Initiative and Management Skills in the formation of Casa ALBA Melanie. Congratulations to Sister Melanie on this wonderful recognition!



**Building Renovation.** Our Building Renovation was completed in 2019. Completed work included: a new kitchenette, a new ADA-compliant bathroom, new windows, a new vestibule, roof repairs, a high-efficiency air conditioner, energy efficient LED lighting, and masonry siding that replaced our badly deteriorated EIFS siding system. An Open House was held on Oct. 10, 2019. Work was completed safely, on-time and under-budget. Thank you to all that contributed.

## KEY METRICS & MEASURES

**Program-to-Expense Ratio.** All monies donated to Casa ALBA Melanie stay local. In 2019, **94.2%** of donations made to Casa ALBA went to our Programs, not to Management or Fundraising. In 2019, one-time building renovation expenses are accounted for separately due to a capital campaign.

**Market Research.** Casa ALBA uses Market Research surveys to better understand our client's needs and our performance. One source of feedback is the Net Promoter Score (NPS). Our clients give us an **+89 NPS score**, on a +100 (best) to -100 (worst) scale. The Upper Quartile cut-off is a +71.6 NPS score. The average NPS score is +32.

## Social Media.

We are growing our Facebook "friends" to more quickly and easily communicate with our Hispanic clients. We are now evaluating other social media alternatives as well.

FACEBOOK Year Likes	
2015	404
2016	593
2017	1,093
2018	1,643
2019	2,073

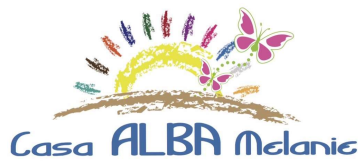
## Our Volunteers.

In 2019, Casa ALBA Melanie had 127 volunteers donate **4,461 hours of labor**, valued at \$188,881. We are grateful to all volunteers that support our Latino neighbors.

## Phone Support.

Casa ALBA Melanie supported **6,930 phone calls** in 2019. We provide our clients with translation services, referrals and general information.

**We served 3,933 People** in 2019. Plus, we welcome over 300 visitors per month.



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## 2019 PROGRAM & SERVICE OFFERING DEVELOPMENTS

**6 Mobile Consulate Events.** The number of Mobile Consulate events held in Green Bay doubled in 2019, from three to six dates! In 2019, 707 people and their families were provided with critical documents. This compares to 367 people served in 2018, and 382 served in 2017. In addition, Casa ALBA Melanie helped to support and publicize other Mobile Consulate events in the region, to our clients.

**Enhance Communication. Support Local Police.** We have met with the The Brown County Sheriff attended the May 12 Mobile Consulate event to observe the rigor of the Mexican Consulate’s process and answer any mutual questions. The Green Bay and DePere Police Chiefs attended the August 24-25 events. Police Chiefs of Brown County, Ashwaubenon and DePere as well as Bellevue to further grow the mutual trust and understanding established between local Hispanics and the Green Bay Police Department. We participate in new officer training for Green Bay recruits to familiarize them with cultural issues.



**Strategic Philanthropy Award.** The University of Wisconsin-Green Bay’s Strategic Philanthropy Class announced that Casa ALBA Melanie would be the recipient of a \$10,000 grant. The funds for this award were granted by The Learning by Giving Foundation, founded by Doris Buffett. Funds will be used to increase health screening outreach to families in partnership with the Brown County Health Department, and expansion of its early childhood program, Escuelita, which serves three- and four-year-olds and their parents.

**Diabetes Education.** Casa ALBA has begun to offer a diabetes education program in conjunction with the Brown County Health Dept. Spanish speaking area residents may not have had the opportunity to learn how to manage the disease. Eight-week classes offered at 9 AM on Sunday mornings provide essential information to these clients.

**Piano Lessons.** Pablo Vazquez has volunteered his time on Saturday mornings to teach piano lessons to Hispanic youth. The one-hour sessions are the first opportunity for many young Hispanics to learn to play musical instruments.

**Computer Lab.** Casa ALBA received a gift of five gently used computers from NWTC. The computers have been used to create a Computer Lab for our clients at our office. Three NWTC students volunteered their labor to create the Computer Lab.

**Brunch with Friends.** Casa ALBA Melanie’s third annual “Brunch with Friends” event was held on Sunday June 23 on our grounds at 314 S. Madison Street, Green Bay. We shared the wonderful Hispanic culture with our neighbors, offering food, beverages, face-painting, games and raffles. The event is co-sponsored by Catholic Financial Life, St. Willebrord Parish, and the support of the Police Department, Sheriff Department and Health Department.

2019-2020 Casa ALBA Melanie Board of Directors - Sister Melanie Maczka – Executive Director		
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