



CASA ALBA MELANIE

314 S. Madison Street | Green Bay, WI 54301

Phone: (920) 445-0104 | Web: casaalba.org

Hispanic Resource Center of Greater Green Bay

Monday through Friday: 10 AM to 4 PM

Casa ALBA Melanie has served the needs of Hispanic families in the greater Green Bay area since 2011.

WHAT'S GOING AND GROWING AT CASA ALBA MELANIE

PROGRAMS & ACTIVITIES

Casa ALBA offers many Programs and Activities that further our mission: to nurture the well-being and wholesome development of all members of the Hispanic community living in the greater Green Bay area. The activities that we provide include the following:

Educational Services: Spanish GED, Tutoring, Early Childhood Education, Spanish for Professionals, Diabetes Education, Drivers education, Promote higher education for all

Professional Services: Immigration Attorney, District Attorney, Green Bay City Attorney, DACA Support, Residency Renewal, Citizenship Application, Document Assistance, Insurance Counselling, Women's Support Group, Referral to appropriate community services

Community Liaison and Advocate: Safe site for crime victims, Police Liaison, Mobile Mexican Consulate, Advocacy for the Hispanic community, Educate community on cultural diversity

Socialization and Family Needs: A friendly, non-threatening environment to share ideas and talents, Senior Citizens Group, Youth Sports Training, Strong Women's Group, Sewing classes, Support families with special needs

General Services: Document Translation, Notary Public, Pastoral Services, Agency Referrals, Medical Dental Referrals, Financial Consulting, Employment Referrals, Housing Advocacy, Energy Assistance and Phone Consultations.

HELP US
HELP OTHERS



Join Us on Feb. 16 - 17, 2021
From Noon to Noon

WE'RE IN!

We are happy to announce that Casa ALBA Melanie has been selected to participate in Give Big Green Bay. Give BIG Green Bay takes place between noon on Feb. 16 and noon on Feb. 17. It is the third community-wide giving day in Brown County. Casa ALBA Melanie is one of 45 local non-profits chosen to participate in this year's event. Thanks to the Green Bay Packers Foundation, your donation will go further to support Casa ALBA Melanie. Thank you to the Packers and Greater Green Bay Community Foundation for development and support of this innovative Program.
#giveBIGgb #PackersGiveBack

HOW TO PARTICIPATE ...

Participation in Give BIG Green Bay is easy! Your online donations may be made at: www.giveBIGgreenbay.org on the day of the event. Casa ALBA is listed under Education, Health and Wellness & Community Advocacy.

BOARD RETIREMENT

A Casa ALBA Melanie Board of Directors member retired at our most recent meeting. We thank **Olga Santana** for her three years of service to the Board and the Hispanic community in the greater Green Bay area. She has generously supported Casa ALBA over the years. She has been an exceptional role model for Hispanic people and been a strong advocate for Casa ALBA Melanie. Thank you, Olga!

NEW BOARD MEMBERS

Dr. Yolo Diaz was elected to fill the open Board position. Dr. Diaz is a Pediatrician with Aurora and the NEW Community Clinic. Her husband is a Pulmonary Specialist, who works with COVID-19 cases in the area. Dr. Diaz will be an excellent healthcare anchor to the Casa ALBA Melanie Board. She will serve on the Programming Committee.

LOVE LIVES HERE!

¡El amor vive aquí!

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THANKS VOLUNTEERS

Year-end 2020 volunteer tracking showed 57 Casa Alba Melanie volunteers donated 4,031.1 hours at a value of \$155,591.73. In addition, 4 volunteers donated 138.3 hours valued at \$1,936.97, but are not included in the organization's Income Statement, due to GAAP accounting rules. Thank you to all our volunteers!

DIRECT ASSISTANCE

Casa ALBA Melanie received grants to help those suffering from the COVID 19 pandemic. We received \$5,000 from the **Emergency Response Fund of United Way of Brown County**. We have received a total of \$55,000 from the **Greater Green Bay Community Foundation Emergency Response Fund** and the **Packers Give Back Covid-19 Community Relief Fund**. Direct financial assistance has not been a service offered by Casa ALBA. But these are extremely difficult times, and the local community has been extremely gracious and concerned about those who are struggling. We have also received donations from so many generous people in the Green Bay area. Through the end of December, we paid over \$80,000 in our direct Emergency Response Effort.

Casa ALBA Melanie does not receive any state or federal tax support. We can only pay our expenses, through the generosity of our volunteers and donors. Thank you!

NEW PROGRAMS ARE BEING DESIGNED

We are designing some new Programs with the community:

Our **Latino Leadership Circle** is growing and designing the future direction of this promising group. This is a professional organization which allows Latinos to network with each other and create a visible presence in this community. A secondary and important role is to mentor and motivate youth to become their very best.

Spanish Health Navigator is in the final stages of the work to be included in the grant proposal. There is an excellent steering committee and an advisory board consisting of key individuals from the healthcare systems of Brown County. The grant proposal will be submitted early February and we will know by mid-2021 if Casa ALBA will be awarded the three-year grant to establish this position.

Eva Cruz continues to develop a **Latino Youth Support** group. Eva hosts bi-weekly meetings with several middle school Latina teens, who are very excited about the group. There is also another outreach program with Edison Middle School. Eva and Maria Plascencia are working with school counselors and Mary Harrison on this program, which is modeled on one they offered last year.

2020: BY THE NUMBERS

In 2020, Casa ALBA Melanie saw the following metrics for the services that we provided:

- 4,270 clients served,
- 8,843 phone calls supported,
- 180 Mobile Consulate clients,
- 94.1% Program-to-Expense ratio,
- 2,380 Facebook "likes", and
- +89 Net Promoter Score.

2020: YEAR IN REVIEW

2020 was a rough year! COVID-19 hit the Hispanic community early and hard. It caused layoffs, illness, deaths, and many economic and medical hardships. Our offices were used as a COVID-19 testing site. Many businesses, like ours, had to be closed to walk-in traffic. Yet so many found a way to help. We received so many unsolicited donations that allowed us to provide financial assistance to the hardest hit. We used new technologies to continuously serve our clients. Thank you to all that helped us through!

ADDITIONAL STAFF

Eva Cruz has been hired to work full-time with Casa ALBA Melanie clients. She had been working three days a week since the beginning of 2020.

OFFICERS ELECTED

Casa ALBA Melanie elected its officers at its most recent Board of Directors meeting. They are:

President: Gratzia Villarroel
Vice President: Patricia Agee-Aguayo
Treasurer: Tom Olejniczak
Secretary: Mike Welch

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