



2020 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 staff and 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



In May, Casa ALBA Melanie and the Resch Center served as COVID-19 testing sites when the local community was hit hard by the virus.

COVID-19 Response. The COVID-19 pandemic hit Green Bay’s Hispanic community particularly hard. Local meat processing plants became COVID-19 hot spots and resulted a spike in local Hispanic virus cases and deaths. Many of our Hispanic neighbors work in the service sector. With the COVID-19 outbreak, many have lost their jobs. Some are immigrants and are easy scapegoats. They have borne a disproportionate burden of job losses, no stimulus check (despite paying taxes), virus infections and deaths. Many employees do not have insurance, so again bore a greater share of health risks and costs.

Safer-at-Home. The State’s “Safer-at-Home” order meant that our office was closed to walk-in traffic from March 18 to July 6. While our office was closed, we continued to serve the community.



Call Volumes Surge. While the office was closed to walk-in traffic, our call volumes surged from 600 calls per month to an equivalent of 2,200 calls in the month of May. Since reopening, we averaged 806 calls per month.

Website Activity Spikes. The Latino community was desperate for information in the early days of the pandemic. The **Green Bay Press Gazette** requested that we republish articles on our **multi-lingual site**. As a result, the number of visits and visitors to our site doubled in the early days of the pandemic.

KEY METRICS & MEASURES

Program-to-Expense Ratio. All monies donated to Casa ALBA Melanie stay local. In 2020, **94.1%** of donations made to Casa ALBA went to our Programs, not to Management or Fundraising. In 2020, one-time building renovation expenses are accounted for separately in building upgrades.

Market Research. For 2019, Casa ALBA’s clients gave us a +89 Net Promoter Score (NPS) score. Scores range from a +100 (best) from to -100 (worst) scale. The Upper Quartile cut-off is a +71.6 NPS score. The average NPS score is +32.

Our Volunteers. Our volunteers have worked remotely until the COVID-19 pandemic subsides. Yet, for 2021, 57 volunteers donated 4,031.1 hours at a value of \$155,591.73. Thank you!

Phone Support.

We **handled 8,843 calls in 2020**, up from 6,929 phone calls in 2019, a 27.6% increase. We provide our clients with our services, referrals, and general information.

FACEBOOK Year Likes

2015	404
2016	593
2017	1,093
2018	1,643
2019	2,073
2020	2,380

Social Media. We have grown our Facebook “friends”, which allows us to communicate with our clients more quickly and easily. Community partners used our Facebook page to communicate with our Hispanic neighbors on how to remain safe and reduce virus spread.

We served 3,933 People in 2019. Our office visitors declined in 2020 due to COVID-19 limits.



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2020 PROGRAM & SERVICE OFFERING DEVELOPMENTS

Our Neighbors are Providing Help. Casa ALBA Melanie has received grants to help those suffering from the COVID 19 pandemic. We have received \$5,000 from the **Emergency Response Fund of United Way of Brown County**. We have received a total of \$25,000 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 out over \$80,000 in our direct Emergency Response Effort.



We are thankful for all the First Responders, Health Care Workers, National Guard, and many others who risked their own health to support the COVID-19 testing at Casa ALBA.

Emergency Response Team. Casa ALBA Melanie formed an Emergency Response team comprised of 8 to 10 active members. These team members help area residents who call with rent, food, transportation, medical or other issues. The team members include Maria Plascencia, Pilar Campos, Luis Sanchez, Cruz Delia Hernandez, Juanita Fiscal, Maria Lara and Elizabeth Kostichka. Many other professionals in the community are also “on call” to help as needed.

Mobile Consulate Events.

Due to the COVID-19 outbreak, we canceled the May and October Mobile Consulate events. We held an August event which served fewer clients, but with enhanced measures to protect all parties.

Support Local Police. We continue to build positive, pro-active relationships between the local Hispanic community and with our local police, including: Green Bay, Brown County, Bellevue, Ashwaubenon, and DePere. Our goal is to further grow the mutual trust and understanding established between local Hispanics and the local Police Department.

New Staff Member.

Eva Cruz is our newest staff member at Casa ALBA Melanie. Eva is bi-lingual and computer systems proficient. She will provide full-time administrative support of our Programs. With COVID-19, she will provide support all our client concerns.

Wisconsin Partnership Program. One new and very important program is the cooperation with **WELLO** and the **Farmers’ Markets**. From August through October, Casa ALBA is given “**Double your Bucks**” coupons and boxes of fresh vegetables for up to 30 households who have food insecurity. This is a special program developed for families who may not qualify for food stamps but who would benefit from the addition of fresh vegetables. Pilar is the primary contact person for this Program.

Office Reopening.

Prior to reopening the Casa ALBA office, we conducted a thorough review of our practices to ensure the safety of our clients, staff, and volunteers. Until further notice, we will continue to handle most services via phone and online. People who need in-person help are required to: make an appointment, not have been recently exposed to the virus, wear a mask, use sanitizer, and not bring children or any extra persons to appointments.

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

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