



LEHIGH VALLEY

2022 2023



ANNUAL REPORT



thank you

HCLV would like to thank the following individuals for their commitment to HCLV and the leadership and expertise they contributed while on our Board of Directors: Olga Negrón, Dale Kochard, Deborah Carey, Elizabeth Vazquez, Lauren Loeffler, Raquel Ruiz-Castañeda, and Donna Taggart.

HCLV would like to express a special appreciation to Olga Negrón for her exceptional leadership and guidance during her tenure as Board President. She has been instrumental in supporting the Hispanic Center and the Lehigh Valley Latino community and we wish her the best of luck in her new position with the Office of Governor Josh Shapiro, where she will have opportunities to make an even larger impact and advocate on behalf of the entire state's Latino community.

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PRESIDENT'S LETTER



A Mis Amigos,

Having worked diligently to increase capacity through financial health and responsibility as well as formalizing agency programs and operations over the past several years, this year's successes demonstrate how hard work and persistence has led to consistent growth and numerous accomplishments. The transformations the Hispanic Center has made have led to increased capacity, allowing us to serve more people than ever across our various programs and services, and receiving national recognition.

Over the past year, we have continued to see the unwavering economic fallout from the COVID-19 pandemic in the form of steadily increasing food insecurity and housing insecurity, as well as a lack of supply of quality employment opportunities for south Bethlehem residents.

Despite many adversities, the Hispanic Center has increased consistency, efficiency, agency morale, and program success, which has led to consistent client satisfaction and trust from within the community. I am proud to share that we celebrated one of our most successful Fiesta fundraisers, raised a record amount of contributions through our Confianza Campaign – neither of which would have been possible without the continued support of our strategic partners. I am especially excited to announce that the Hispanic Center has been working diligently to plan and establish a new program to support our community's employment needs. This effort was recognized and supported through a special workforce development grant that Senator Patrick Browne assisted in securing through the Commonwealth of Pennsylvania. I would like to take the time to acknowledge our former Board President, Olga Negron, for the great work she did to support the Hispanic Center in securing the Workforce Development grant and for her leadership and commitment to the agency's mission and constituents throughout her tenure as Board President. I would also like to express a huge appreciation for Victoria Montero and her leadership, dedication, and expertise, during the five years she served as the Hispanic Center's Executive Director. Victoria's vision enabled the agency to strengthen its operations and programming while bringing in record amounts of funding and support, which has resulted in a healthy and thriving organization.

Through this report, you will have the opportunity to see the vast and impressive work accomplished throughout our many programs, in partnership with you, our dedicated amigos. I am proud to show you how we have continued to meet the ever-changing and emerging needs of our community. With the transformative year we had brings with it many transitions in the upcoming year, including the hiring a full-time executive director, onboarding a new program, and completing the final renovation of our administrative building.

Thank you for your commitment to our agency and the many community members we serve. While the community continues to heal from the many traumas surrounding the COVID-19 pandemic, there is still much work to do in the way of social and economic justice. Together, we can continue to build a more resilient and socially and economically just community.

A handwritten signature in black ink that reads "Adrienne McNeil". The signature is written in a cursive, flowing style.

Adrienne McNeil
President, Board of Directors

OUR IMPACT

605

HOUSEHOLDS SERVED
and 6,116 encounters at
our food pantry

137,124

PEOPLE REACHED

through a comprehensive bilingual social media campaign, radio segments, and radio commercials to provide COVID-19 vaccine education and advocacy

11

VACCINATIONS CLINICS

in collaboration with local partners

133,158

POUNDS OF FOOD

distributed to families in need

Social Service Program served individuals through

156

ENCOUNTERS

14,582

WIC

intakes completed

46

SENIORS

participating in socialization, educational, enrichment, and entertainment activities





Interim Executive Director to Transition out in early FY23-24

Throughout the past decade, St. Luke's University Health Network has been the Hispanic Center Lehigh Valley's (HCLV) most committed and valuable partner in advancing health equity and economic opportunity throughout the Lehigh Valley. During this time, St. Luke's has committed to stabilizing and building capacity at HCLV, while allowing the organization to remain independent

and more effectively serve low-income individuals throughout the community. Approximately ten years ago, HCLV was facing numerous challenges – limited visibility; limited capacity building processes; lack of financial stability, losing \$20,000 - \$30,000 monthly; in need of major capital expenditures and building repairs; and staffing and volunteer challenges – and was in danger of having to close its doors, despite demand for services increasing in the community. HCLV approached St. Luke's to help launch the agency's first capital campaign, Vision for Renaissance, with the goal of raising \$2 million to renovate an existing building to be used as a center for community-based, integrated health and wellness services. Thanks to the leadership of Richard Anderson, who served as the Chair of the Campaign, St. Luke's surpassed this goal and secured nearly \$3 million for HCLV. This initial project, which St. Luke's took the lead on, assisted to connect HCLV with numerous high-profile donors and partners, who would continue to partner with HCLV for years to come.

After this successful capital campaign, Richard Anderson and St. Luke's continued the network's commitment to HCLV, offering HCLV the services of Victoria Montero, MPH, a staff member with St. Luke's Community Health Department. Over the last five years, Victoria served as HCLV's Executive Director with the assistance and guidance of St. Luke's Department of Community Health.

Under Victoria's leadership, HCLV has increasingly focused its efforts on providing programming that addresses health equity due to the target population's historically inequitable health outcomes. This strategy has ensured all programming and services are comprehensive, viewed through a public health lens, and positively impacting the target population's social determinants of health. Victoria's countless hours of hard work and persistence has led to increased growth, numerous accomplishments, and recognition for such accomplishments.

Over the past five years, Victoria was instrumental in providing strategic direction for the agency through **increasing HCLV's capacity, financial health, and fiscal responsibility as well as formalizing agency programs and operations.**

Additionally, through Victoria's leadership, HCLV's finances have stabilized through the increased management of revenue and expenses, which has been possible thanks to purchasing new accounting software, hiring an experienced

full-time senior accountant, and putting in place additional processes and systems. These processes and systems assist in planning for future capital expenditures, increasing operating reserves, raising funds to ensure a balanced budget, ensuring monthly financial reporting and forecasting, and developing new fundraising strategies.

Due to agency relations being strained and challenges with marketing/development, as well as a lack of agency visibility, new marketing strategies were developed, the number of local and government grants were increased, number of individual and corporate donors and amount of donations increased, quality and quantity of community partnerships increased, and number of volunteers and volunteer hours increased. During this time, HCLV also received its first-ever national grant from the CDC Foundation, which, over the past three years, has afforded HCLV the opportunity to create culturally and linguistically appropriate materials to educate the community on COVID-19 vaccination and increase the rate of COVID-19 vaccinations, specifically amongst Hispanic/Latino community members. All the strategies have assisted HCLV to increase revenue and financial stability, as well as build trust and visibility within the community.

HCLV's visibility has greatly increased through the aforementioned efforts. HCLV has received numerous recognitions, including receiving the 2022 PBS Good Neighbor of the Year Award; presenting HCLV's COVID-19 efforts at the 2022 American Public Health Association Annual Conference, which was the first time in agency history that HCLV presented at a national conference; presenting HCLV's partnership with St. Luke's and the collaborative model utilized for improving health equity at the Pennsylvania Latino Convention; receiving the 2023 Bethlehem Chamber of Commerce Strategic Partner Award; and having been highlighted by WFMZ in September 2022 through their Spanish Edition Latino Representation Series, which was one of the most watched segments.

Victoria's vision, hard work, and persistence have been unmatched and HCLV's Board of Directors, staff, and clientele would like to sincerely thank Victoria for her commitment to HCLV and her willingness to provide support and compassion for our neighbors.



ABOUT US

Since being founded in 1968, Hispanic Center Lehigh Valley (HCLV) has worked to empower low-income individuals living in South Bethlehem and throughout Northampton County, Pennsylvania.

Our mission is to improve the quality of lives of families (Hispanic and non-Hispanic) by empowering them to become more self-sufficient, while promoting an intercultural understanding in the Lehigh Valley.

At HCLV, we believe in a community that embraces economic opportunity for all and sees its cultural diversity as a foundation for building a stronger society and a more vibrant economy. We also believe at the heart of change is the individual's desire and willingness to pursue a path toward their own independence and self-sufficiency.

**FOR OUR
COMMUNITY
Get Vaccinated!**

**HISPANIC CENTER
LEHIGH VALLEY**

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HCLV RESPONSE TO COVID-19

HCLV has continued efforts started in fiscal year 2021-2022 to address pandemic-related disparities amongst people of color and those with low incomes, such as increasing vaccine education and vaccine rates.

In fiscal year 2022-2023, HCLV received a second year of funding through the CDC Foundation's Partnering for Vaccine Equity grant to implement efforts related to vaccination outreach and reduction of health inequities among communities at higher risk due of being affected by the COVID-19 pandemic. This funding has allowed HCLV to increase community partnerships and strengthen close ties built during Year One with local health bureaus, pharmacies, and healthcare facilities. HCLV has connected with hundreds of thousands of community members through culturally and linguistically relevant communication strategies – including television, radio, postcards, and social media – and through mobile vaccination clinics. HCLV also overcame and learned from challenges, including vaccine hesitancy, misinformation, and coordination of clinics when working with community partners.

Much of HCLV's success in Year Two can be contributed to our strong partnership with St. Luke's University Health Network. St. Luke's Community Health Department has been instrumental in assisting with this project as well as Star Community Health and St. Luke's Marketing Department. During Year Two, HCLV was most successful in reaching the community through social media engagement and radio segments hosted by Dr. Leonardo Claros (St. Luke's University Health Network) on La Mega Radio. Dr. Claros is a well-connected, trusted, and familiar face within the Hispanic/Latino community, which has proven to be of significant impact to HCLV's COVID-19 and influenza vaccine efforts.



PROJECT STRATEGIES:

Vaccination clinics were held in collaboration with local pharmacies, healthcare facilities, and social advocacy groups. During fiscal year 2022-2023, eleven (11) vaccine clinics were held throughout Allentown, Bethlehem, and Easton.

HCLV oversaw the continuation of a **comprehensive, bilingual social media campaign**, which was created in collaboration with The Production Pocketknife, LLC and reached over 10,524 people. Social media platforms highlighted the campaign videos, images, and resources to provide advocacy for COVID-19 vaccination and to relay vital vaccine and health education.

In collaboration with WFMZ, HCLV also organized and hosted a bilingual **television town hall** to educate the community on the value of the COVID-19 vaccination. On February 17, HCLV hosted a television town hall which centered a discussion surrounding myths surrounding COVID-19 in the Hispanic/Latino community. Victor Martinez hosted the town hall with the following individuals serving as panelists:

- George Fernandez (Latino Connection)
- Dr. Leonardo Claros (St. Luke's University Health Network)
- Dr. Manuela Rosario (Star Community Health)

In addition to social media and television platforms, HCLV partnered with local Spanish-language radio station, La Mega, to produce five (5) **radio segments** and two (2) **radio commercials**.

Both the radio segments and radio commercials focused on the signs and symptoms of COVID-19 and the flu, as well as traveling and restrictions and how both affect the 65+ community. Dr. Claros (St. Luke's University Health Network), Victor Martinez (La Mega Radio), and Dr. Rajika Reed (St. Luke's University Health Network) participated in the radio segments and radio commercials. The radio segments that ran in July, October, January, and February, were broadcasted in Spanish and reached over 126,600 listeners while the radio commercials that ran in October and January were broadcasted in Spanish and English, reaching over 54,600 listeners.

Due to the many accomplishments in Years One and Two, HCLV successfully applied for and received funding for Year 3 in the amount of

\$97,303.

BASILIO HUERTAS SENIOR CENTER

The Basilio Huertas Senior Center promotes healthy aging, with a focus on culturally appropriate communications and supports, through bilingual case management, food access/nutrition, and socialization and recreation. HCLV has made a concerted effort to formalize the program, which includes categorizing the program's offerings and services into three components: bilingual case management, food access/nutrition, and socialization and recreation.



This past fiscal year, a total of 46 seniors, age 60 and older, benefitted from the services provided, and the comradery of their peers, at the Senior Center. Improved morale and mental health amongst the senior participants continue to be defining features of the program, as many of our seniors would not have access to the majority of program activities if not for the Senior Center.

During fiscal year 2022-2023, the Senior Center provided approximately 13,348 breakfasts and lunches to our senior clients. Over 24 social events were held, 287 educational activities conducted, and 115 health screenings provided. Services and activities included, but were not limited to, the following:

- Assistance navigating health and human services, such as applying for residential housing, SNAP benefits, bill and rent payment, medication management, amongst others
- Games and activities to promote socialization, including bingo, dominoes, and board games
- Holiday and Cultural Heritage Day celebrations
- Physical activities, including Zumba and St. Luke's Walk with a Doc program, in which seniors walked along the Southside Greenway while receiving health education
- Wellness Fairs and Visits from the St. Luke's School of Nursing, in which nursing students assessed blood glucose levels, checked blood pressure, calculated BMIs, and provided vaccination clinics
- Home care and wellness workshops
- Informational/educational sessions with health plans/health service providers and pharmacies
- Cooking classes with a nutritional coach
- Art, music, and dance workshops held by Bethlehem Area School District teachers

Additionally, our senior clients designed and launched "Talento Local," which is meant to bridge cultural and generational barriers by teaching and sharing Hispanic/Latino culture through performances that encompass the culture's distinctive choreography, music, dance, food, language, and costumes.

As demand increases for the Senior Center's services, over 25 prospective seniors are now on the program's wait list.

FOOD PANTRY

A total of
133,158
POUNDS OF
FOOD

were distributed through the
Food Pantry Program, an
increase from 100,296
pounds distributed
last fiscal year.

According to the United States Department of Agriculture (USDA), grocery store food prices have increased 10.2% from February 2022 to February 2023, leading to increases in food insecurity and significant increases in demand for emergency food. Additionally, SNAP's emergency allotments (EAS) – temporary benefit increases that Congress enacted to address rising food insecurity and provide economic stimulus during the COVID-19 pandemic – ended after February 2023, leading to additional food insecurity and lack of access.

The food pantry concluded fiscal year 2022-2023 having served 605 households, including 546 first-time visits, for a total of 6,116 encounters and 133,158 pounds of food distributed to families in need. This is nearly double the number of households served and encounters seen last year. Thanks to partnerships with Sam's Club and Giant, and a large volume of volunteers, the food pantry has been able to maintain a high level of fresh food distribution. Most of the canned food is received from Second Harvest Food Bank while Sam's Club and Giant provide fresh fruits, vegetables, dairy, and meats. During this past fiscal year, 397 volunteers provided 2,292 hours of service to the food pantry, equivalent to a monetary value of \$72,871. A wide range of volunteers – including high school students, college interns, retirees, Northampton County juvenile probation, and corporate partners – assisted by sorting donated food, cleaning the Food Pantry, and more. Groups have volunteered from Access Services, Air Products, Allentown Central Catholic, Amazon, B. Braun Medical Inc, BDA Architects, Bethlehem Parking Authority, Bethlehem Police Department, Broughal Middle School, Café the Lodge, Fidelity Bank, Kutztown University, Lehigh University, Lehigh University Police Department, Liberty High School, Life Church Bethlehem, PPL, Members First Federal Credit Union, Moravian Academy, Northampton Community College, Pennsylvania State Troopers, Ryno Strategic Solutions, SLUHN, Vertical Church, Wind Creek Bethlehem, in addition to other individual community volunteers.

HCLV's food pantry continues to be recognized for its exemplary program structure. Clients have expressed satisfaction with the structure of appointment; organization; cleanliness; and wide array of culturally appropriate food offerings, important household items, and baby products, which are normally not available through food pantries in the area.

Last, HCLV would like to make a special acknowledgement to Air Products for their donation in honor of United Way 2021 Campaign Chair, Laurie Hackett. Through this donation, during this past fiscal year, HCLV was able to purchase a new vehicle to pick up donations for the food pantry, which has allowed us to serve more community members in need.



■ SOCIAL SERVICE PROGRAM

Staff continue to provide broad, bilingual case management that focuses on personal growth and financial independence, such as providing basic navigational services, including translation, interpretation, and correspondence with public assistance as well as referrals to WIC for women and children's nutrition and New Bethany for housing assistance. During fiscal year 2022-2023, the Social Service Program served clients through a total of 156 encounters. Staff have seen a drastic increase in food insecurity as well as housing insecurity, including evictions, lack of affordability, lack of available housing, and poor-quality housing. Staff also report challenges with a lack of supply of quality employment opportunities for south Bethlehem residents.

HCLV's social service program provided
OVER
400 SERVICES
to
150 COMMUNITY MEMBERS

HCLV's Social Service Program is transitioning toward a more evidence-based model, which will include formalizing processes and organizing the program into four vital components to best meet our clients' varying degrees of need and more adequately communicate the continuum of services provided. Over the next few months, the Social Service Program will restructure itself to incorporate the following elements: navigation assistance, referral services, wrap around case management, and employment services. Services will vary based on the individual needs of the client.



■ Cultural and Linguistic Workforce DEVELOPMENT CENTER



HCLV is excited to announce our Cultural and Linguistic Workforce Development Center, a joint venture with St. Luke's University Health Network. HCLV and St. Luke's University Health Network will collaborate with Northampton Community College, Lehigh Carbon Community College, and The Literacy Center to address unmet needs for local workers and their families while diversifying the Lehigh Valley's workforce and strengthening the local economy. The Cultural and Linguistic Workforce Development Center will assist workers train for and access employment opportunities that meet the demands of local employers while earning a living wage. Participants will identify career goals and barriers to employment and have the opportunity to partake in English as a Second Language (ESL) and General Education Diploma (GED) courses, skills-based trainings, employment services, and bilingual case management.

On September 24, Senator Patrick Browne awarded HCLV \$450,000 in Commonwealth of Pennsylvania funding to support this new initiative, which will assist HCLV to launch the program. During fiscal year 2022-2023, HCLV worked with St. Luke's Community Health Department to develop the program model and establish formal relationships with partners. With construction underway to accommodate the additional capacity required to administer the Cultural and Linguistic Workforce Development Center's HCLV branch, **the program will launch in the beginning of fiscal year 2023-2024.**





FOWLER COMMUNITY WELLNESS CENTER

FOWLER COMMUNITY WELLNESS CENTER

Since opening in June 2018, the Fowler Community Wellness Center has provided space for various community agencies that deliver integrated social services and physical/healthcare services to low- to moderate-income individuals and families. The co-location of various services allows for efficiency and expands access to help improve the self-sufficiency and quality of life for those we serve.

In addition to the Social Service Program, the Fowler Community Wellness Center houses:

MATERNAL AND FAMILY HEALTH SERVICES, INC.: BETHLEHEM (WIC) CENTER

As part of the Fowler Community Wellness Center, HCLV is home to the only WIC office in Bethlehem. The WIC program supports low-income families, including pregnant women, new caretakers, and children up to the age of five. The program provides individualized nutritional services to pregnant women and parents and other caretakers of infants and children from conception to age five. Effective this fiscal year, the WIC program is now operated by Maternal and Family Health Services (MFHS). MFHS manages the program, which remains a tenant of the Fowler Community Wellness Center.

The WIC program continues to see an increase in clients as normal operations have resumed, with an average of 1,153 appointments per month for benefits pick up for a total of 14,582 appointments conducted this past fiscal year.

H.O.P.E. AT ST. LUKE'S HOSPITAL BETHLEHEM

St. Luke's H.O.P.E. (Health, Outreach, Prevention and Education) Clinic Program provides clinical care, case management, and prevention services to persons who are HIV+ or at high-risk of contracting HIV/AIDS. Supported by Ryan White Act federal funding, the center aims to maintain viral load suppression, reduce stigma, and address socio-economic barriers and chronic health co-morbidities.

For fiscal year 2022-2023, the HOPE Bethlehem clinic served the following encounters: 227 in HIV Care, 186 in Primary Care, 227 in Nutrition, 206 in Behavioral Health, 99 in Pastoral Care, and 237 in Medical Case Management. In addition, a large portion of HOPE's medical case management patients received housing, health insurance premium assistance, transportation, oral healthcare, utility payment assistance, and Meals on Wheels. HOPE also provided emergency food and cooking supply boxes, emergency gift cards, hotel stays, support groups, and educational classes.

ADVOCACY FOR HEALTH EQUITY & SOCIAL JUSTICE



As an agency dedicated to addressing social determinants of health and improving health outcomes for the Lehigh Valley's Hispanic community, advocating for health equity and social justice are critical pieces toward realizing these goals. Vital to this work is engaging our local community in dialogue surrounding topics that impact communities of color in the Lehigh Valley, as well as nationally and globally. HCLV's annual Health Equity Summit is meant to ensure voices in our community are heard, important conversations had, and the region can learn and grow to promote intercultural understanding and mutual respect while ensuring everyone is given the opportunity to meet their goals.

HCLV's virtual summit held November 2022 engaged community members in discussion surrounding the current housing crisis and its effects on our community in the Lehigh Valley. Panelists included Dr. Rajika Reed, Vice President of Community Health at St. Luke's University Health Network; Marc Rittle, Executive Director at New Bethany Ministries; Veronne Demesyieux, Associate Executive Director at New Bethany Ministries; Anna Smith, Interim Director at Community Action Development Bethlehem; and Norman Bristol Colon, Director of Diversity, Equity & Inclusion at the Pennsylvania Department of Community and Economic Development.



FIESTA 2023: ECUADOR

HCLV's Annual Fiesta was held on Friday, June 23, at Wind Creek's newly completed Foundry Ballroom. HCLV honored the culture of Ecuador through a night of Latin music, food, dancing, a silent auction, awards, and more.

This year's event honored the following partners for their outstanding work on behalf of HCLV:

✿ **Mr. Michael J. Perrucci and Mrs. Christine Hurst Perrucci** were awarded with the **President's Award** for their significant, lasting impact on the Hispanic Center and the south Bethlehem community. As one of the first major donors through our Vision for Renaissance campaign, the Perucci's have been supporting HCLV for nearly a decade. Their contributions helped renovate the Fowler Community Wellness Center and their most recent contributions, through the Confianza Campaign, assisted HCLV to renovate the administrative building, which has been expanded to house the new Cultural and Linguistic Workforce Development Center. Their belief in HCLV ten years ago helped set the foundation for the agency's current and future success.

✿ **Wind Creek Bethlehem** was awarded the **Community Partnership Award** for their continued, unwavering commitment to HCLV that was started by the Sands Casino over ten years ago. That partnership has continued, not only with annual monetary donations, but also food drives, sponsorships, and auction packages for Fiesta, as well as hygiene kits that are assembled annually and distributed to local organizations. When the food pantry was established, Wind Creek's facilities team built and installed all the required shelving then, when the food pantry moved to another location, Wind Creek staff reassembled the shelving in the new location and helped restock the shelves. They have provided lunches to the health care workers administering vaccinations in our clinics during the COVID-19 pandemic and hosted job fairs at HCLV to offer much-needed jobs to our community.

✿ **Officer William Rodriguez** of the **City of Bethlehem Police Department** was awarded the **Friend of HCLV Award** for the countless hours he has spent immersing himself in the community and supporting HCLV's food pantry as well as the trust and respect he has earned from clients and the agency, alike. Officer Rodriguez has helped to organize groups of officers to unload shipments from Second Harvest Food Bank and weekly donations of fresh fruits and vegetables from Sam's Club, which totals thousands of pounds of food each month. Often, Officer Rodriguez can be found at the Senior Center, enjoying activities with the seniors, or simply joining them for lunch.

This year's Fiesta raised a record \$101,166 in sponsorships and ticket sales. These funds were used for operations to continue bringing advocacy, education, resources, and care to our community. HCLV kindly thanks all donors throughout the year, including at Fiesta, for your support and contribution.



SPONSORS:

TITLE SPONSOR

Air Products

SILVER SPONSORS

Capital Blue Cross
St. Luke's University Health Network
Star Community Health
QVC Bethlehem

BRONZE SPONSORS

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CMG of Easton

Highmark
NM Morris, McLaughlin Inc., Attorneys at Law
PPL Electric Utilities

HCLV PROGRAM SPONSORS

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Lehigh Valley Health Network
Members First Federal Credit Union

Moravian Academy
Olympus Corporation of the Americas
Taggart Associates
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Univest Bank and Trust Co.

CLIENT SUPPORT SPONSORS

HGSK Law Firm
Just Born Quality Confections

RECEPTION SPONSORS

Apex Management

Holy Infancy Church
Latinos at Amazon
Lehigh Valley IronPigs
Stuart Benefits Consulting
United Way of the Greater Lehigh Valley
Villa Restaurant

FRIENDS OF HCLV SPONSORS

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SS77 Hair Studio

IN-KIND SPONSORS

Adams Outdoor Advertising
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The Production Pocketknife, LLC
St. Luke's University Health Network
Taggart Associates
Wind Creek Bethlehem
Working Dog Press



CONFIANZA CAMPAIGN

Confianza is Spanish for confidence, faith, trust and reliance – qualities families in-need have come to expect from HCLV after over fifty years of faithful service to the community. Yet, the cost of keeping our doors open continue rising and, despite the threat of COVID receding, demand for services has never been higher as the regional housing crisis worsens, along with challenging securing and keeping living-wage jobs. Knowing that trust is vital to HCLV’s work, it is the agency’s duty to sustain and strengthen our programs and services to ensure we are continuing to build and maintain trust within the community we serve.

In response to the a forementioned challenges, and in keeping our promise of providing faithful service to the community, HCLV’s Board of Directors set an ambitious goal of securing an additional \$1 million in charitable support to strengthen and enhance the agency’s capacity to serve those in need today, and years ahead.

Funding received through the Confianza Campaign has allowed HCLV to build capacity to establish a Cultural and Linguistic Workforce Development Center, establish a well-financed capital fund to enable HCLV to navigate inevitable capital improvements more easily, retire the debt on HCLV’s property immediately adjacent to our headquarters building, and establish an organizational reserve fund to help HCLV weather difficult times while maintaining services.

Thanks to the generous support of the following donors, HCLV has secured \$1.5 million through the Confianza Campaign, which will benefit HCLV and our constituents for years to come:

- Commonwealth of Pennsylvania – Department of Community and Economic Development
- St. Luke’s University Health Network
- St. Luke’s Medical Staff
- Michael and Christine Perrucci
- Lehigh University
- Dr. W. Beall Fowler
- PPL Foundation
- Vincent Sorgi

From all of us at the Hispanic Center, thank you to St. Luke’s and especially to Mr. Richard Anderson for your leadership and support to expand our capacity and presence in the community – your guidance has been instrumental in helping us meet the growing needs of our community.

*confidence
faith
trust
and
reliance*

RECOGNITIONS AWARDS

BETHLEHEM CHAMBER OF COMMERCE STRATEGIC PARTNER AWARD

This past fiscal year, the Bethlehem Chamber of Commerce awarded HCLV the Strategic Partner Award. This award is presented to a business or individual who has enhanced the Bethlehem Chamber with a spirit of volunteerism and/or support in multiple areas.

LATINO LEADERSHIP ALLIANCE OF THE LEHIGH VALLEY DISTINGUISHED ALUMNI AWARD

HCLV's former Executive Director, Victoria Montero, was honored by the Latino Leadership Alliance of the Lehigh Valley (LLALV) with the LLALV Distinguished Alumni Award during their annual scholarship celebration.

PRESENTATION AT THE AMERICAN PUBLIC HEALTH ASSOCIATION ANNUAL CONFERENCE

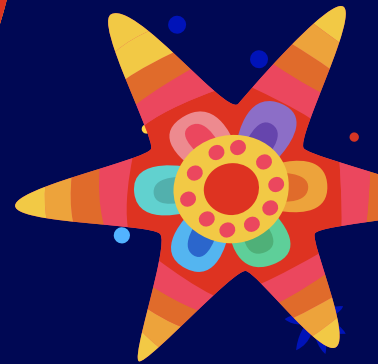
For the first time in agency history, this past fiscal year, HCLV presented a project at a national conference. In November 2022, at the American Public Health Association annual conference in Boston, Massachusetts, HCLV's former Executive Director, Victoria Montero, presented the project "Providing culturally appropriate, Spanish-language services and support to Hispanic communities during the COVID-19 pandemic." The poster presentation highlighted HCLV's COVID-19 efforts made possible through the CDC Foundation Partnering for Vaccine Equity grant.

PRESENTATION AT PENNSYLVANIA LATINO CONVENTION

HCLV and St. Luke's Community Health Department presented "A collaborative model for improving health equity through resource sharing and systemic change" at the Pennsylvania Latino Convention. The presentation discussed our partnership, as well as skills utilized to incorporate equity and self-efficacy into a systems transformation model. HCLV's former Executive Director, Victoria Montero, also served as a panelist on the Workforce Development Panel.

WFMZ – SPANISH EDITION LATINO REPRESENTATION SERIES

In September 2022, during Hispanic Heritage Month, WFMZ – Spanish Edition released a series highlighting the Latino representation in the Lehigh Valley and Berks regions. HCLV was highlighted in the series and our segment was one of the most watched. As a result of the coverage through the Latino Representation Series, the reporter from WFMZ has received an Emmy nomination.





STAFF SPOTLIGHT

MATTHEW DE MENA



Matthew de Mena's commitment to HCLV and the community began in January 2014 when he joined our Board of Directors as the treasurer. At the time, HCLV only had a part-time accountant and minimal capacity to maintain proper financials. After his full-time job, Matthew would regularly come to the office in the evening to support HCLV and the part-time accountant in maintaining the financial reports and reporting monthly to the board. Matthew was also instrumental in HCLV's first capital campaign, the Renaissance Campaign, as well as each campaign following. During his tenure as board treasurer, he would often provide anywhere from 30 to 40 hours a month of support, at no cost to the agency.

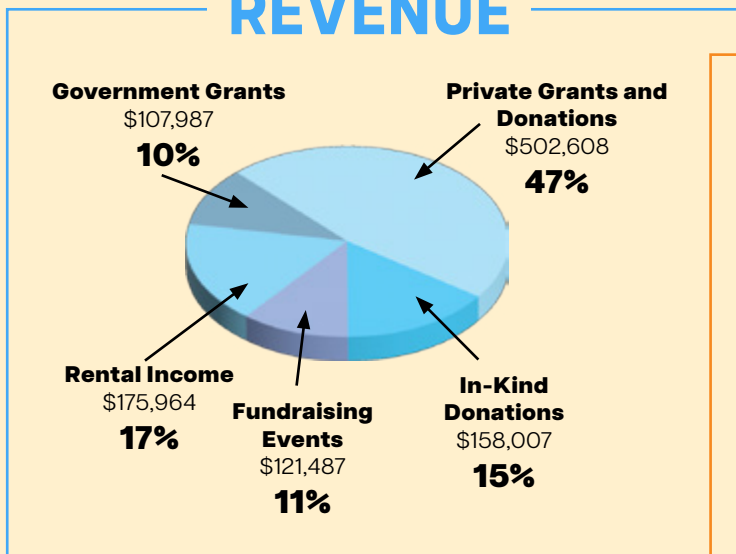
In November 2021, after HCLV was having difficulty filling the position of Senior Accountant, Matthew stepped in to assume the role, due to his extensive knowledge of the agency's finances. Since joining the HCLV staff, Matthew has tightened up the financial reporting – ensuring reporting is accurate and timely. Thanks to Matthew, the current board of directors can rely on the organization's ability to manage the daily functions of finance and accounting processes, allowing the Treasurer and other board members to act in a more advisory capacity. Furthermore, due to HCLV having a small administrative team, Matthew often fills multiple roles, including assisting staff with IT challenges, resolving maintenance issues, and, more recently, working with construction contractors while the HCLV administrative building was being renovated.

Prior to HCLV, Matthew worked as an Accounting Manager and Controller within the skilled nursing care sector of the health care industry then as a Certified Public Accountant. While Matthew is passionate about all HCLV's programs, he is particularly excited about the new Cultural and Linguistic Workforce Development Center. In his opinion, "it a win-win program that helps low-income people improve their careers and, at the same time, helps our economy fill the unfilled jobs out there."

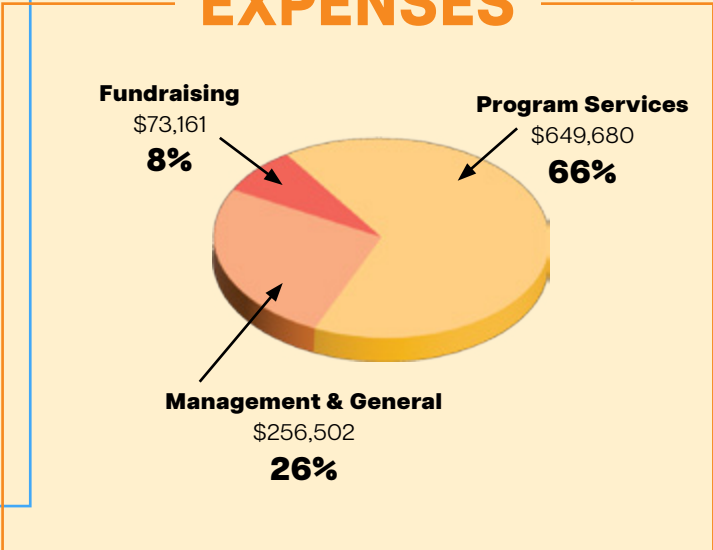
Matthew's passion for, and dedication to, HCLV's mission and our constituents demonstrates how you do not necessarily need to identify as Latino to recognize the population's needs and to work toward increasing equity for the betterment of our entire community. Often, it is the direct service staff who we associate with the good work being done in the community, as their faces are the ones our clients get to know, whereas administrative staff tend to play a supportive role and are not forward facing. However, if not for Matthew ensuring bills are paid, grants invoiced, financial reports accurate, and taking care of other functions related to agency operations, there would be no programs to serve our constituents.

We thank Matthew for his long-time commitment to HCLV and for his leadership in assisting to transition the agency while surpassing all expectations for a board treasurer turned staff member.

REVENUE



EXPENSES



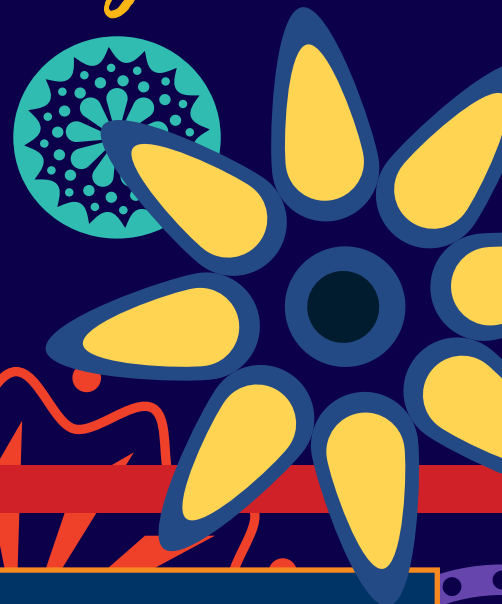
Fiscal Year Ending June 30, 2023

gracias thank you

We hope this report highlights the many accomplishments of HCLV this past year and displays the passion and dedication the agency has for enhancing our programs and services to best assist the Hispanic/Latino community.

On behalf of the Board of Directors and staff, we extend our sincere gratitude and appreciation for the trust imparted on us by the community. Without this rapport, the agency's programming and services would be less than impactful, as we look to the community to inform the services provided.

As HCLV's new Executive Director, Raymond Santiago, leads us into the upcoming fiscal year, we look forward to continuing the agency's mission and vision as we remain committed to the community we serve, above all else.



If you would like to support Hispanic Center Lehigh Valley, please consider an annual contribution and/or volunteering the time of yourself, a group, or company. For instance, HCLV's food pantry is looking to increase the number of food drives conducted by community partners. For more information on how you can support the Hispanic Center, please visit our website, www.hclv.org/donate.



LEHIGH VALLEY

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