

CORE

El Centro

2021

Annual Report



Who we are



- **56%** of families have an annual household income below **\$23,000**.
- **70%** of clients are **Latinx**, 19% White, 8% African American.
- **87%** of clients are **female**; 13% male.
- **44%** of clients live in the **53215** or **53204** zip codes of Milwaukee.
- In 2021, CORE El Centro **partnered with 10 local agencies** to cross-refer clients and co-advocate for their healing and wellness needs.

Dear Friends,

Wow!!! This year 2021 has been incredibly challenging and transformative. Who would have ever thought that this global pandemic would still be wreaking havoc on the lives of so many people. There has been so much loss and pain. For many people CORE El Centro has been a support system and a beacon of hope.



CORE El Centro used 2021 to strengthen our processes and to gradually build back our in-person services so that those who were feeling isolated or unsafe could form community in a safe and familiar place. The call we received from the Milwaukee community was to consciously support the holistic healing of those struggling with mental health issues. The pandemic has shined a light on the shortage and need for mental health services especially in communities of color, and CORE El Centro stepped up.

Although this year has been challenging, it was thanks to our creativity, commitment, and deep belief in our mission of wellness that CORE El Centro was able to weather the storm and return to serving our community at a pace close to pre-covid times. CORE El Centro was transformed in ways that we could never have imagined. We continue to live into our new reality.

The support of you, our donors, has been breathtaking and genuinely inspiring. You continue to be incredibly generous with your time, talent, and financial resources. Your support has never waned, and if anything, it has only gotten stronger. Thank you for believing in us and choosing to partner with us in times of uncertainty and great need. We are grateful beyond words.

It has become clear to us that CORE El Centro is more than a non-profit. We are a community committed to transformational healing. As we move through 2022, CORE will continue to respond to those individuals and families who are most in need and vulnerable.

With deep gratitude and hope, we say thank you.

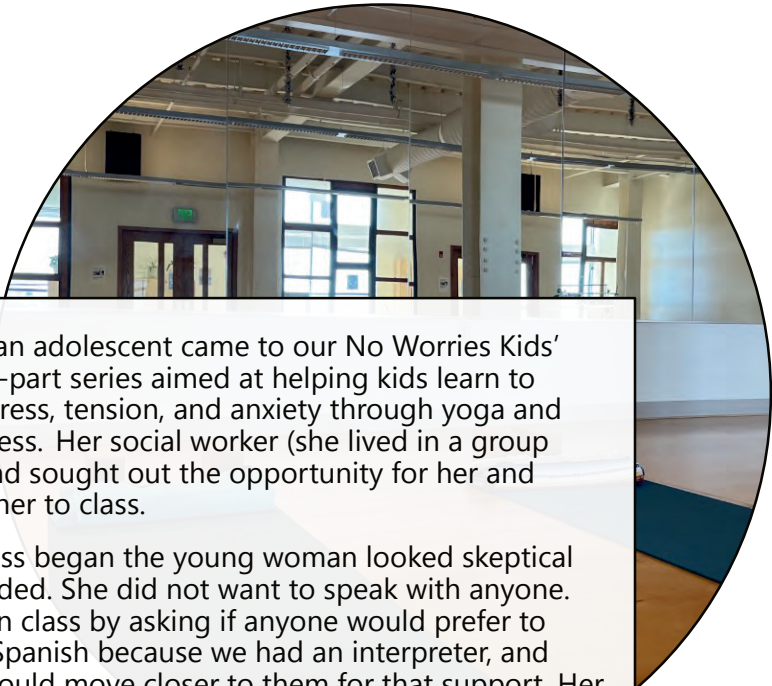
A handwritten signature in black ink that reads "Madeline Gianforte, CSA". The signature is written in a cursive, flowing style.

Madeline Gianforte, CSA
Executive Director

A handwritten signature in black ink that reads "Elizabeth Bruderle-Baran". The signature is written in a cursive, flowing style.

Elizabeth Bruderle-Baran
Board President





This fall, an adolescent came to our No Worries Kids' Yoga, a 3-part series aimed at helping kids learn to reduce stress, tension, and anxiety through yoga and mindfulness. Her social worker (she lived in a group home) had sought out the opportunity for her and brought her to class.

When class began the young woman looked skeptical and guarded. She did not want to speak with anyone. We began class by asking if anyone would prefer to listen in Spanish because we had an interpreter, and anyone could move closer to them for that support. Her eyes brightened in that instant, and she moved to be close to the interpreter and received one-on-one attention and connection.

After class she held herself differently, her face was bright, and she said that she felt at home! She participated in the series with an open heart and signed up for several more classes in our program after that. The social workers who brought her to us said she loved it here and that was rare! On the third Saturday in the No Worries Kids' Yoga series, she came in beaming and shared that she had found her forever family! I'm not sure whether the time spent at CORE El Centro had any influence on her future connections, but we were so glad for the time she spent here and the memories that were made. We hope she will think of us as here at CORE as her forever home too!

-Deb Selm, Children's Wellness Manager

In our community

CORE El Centro is proud to work with **Mujeres con Poder** (Women with Power) - a group of 8 Latina leaders and health promoters - who **impacted 4,396 neighbors in 2021** with their outreach, education, and activism on Milwaukee's Southside.

Mujeres con Poder participated in **62 community events** including walks with police, community meetings, neighborhood holiday celebrations, block parties, food pantries, school resource fairs, and open houses. **Key areas of focus in 2021: fostering communication and understanding between District 2 police and residents and combatting reckless driving.**



In 2021, CORE El Centro created its **first staff position dedicated to outreach** and raising awareness of our services in our community.


70 volunteers contributed talents to make CORE El Centro's programs thrive in 2021!



In our wellness programs

We provided **2,639 hours** of movement and mindfulness for **332 people** of all ages:

- Adult, child, and family yoga
 - Kids' Mexican folk dance
 - Kids' capoeira
 - Kids' ballet
 - Latin Cardio
 - Meditation
 - Nia
 - Parent support
 - Sound healing
- and much more...



82 people took part in adult nutrition education (Food as Medicine, herbalism, and Taking Off Pounds Sensibly)



34 kids danced, gardened, drummed, and cooked up healthy meals in our 2021 Summer Kids Camp.

By mid-2021 we transitioned back to in-person and hybrid classes and workshops after 16 months of fully virtual programming! It was a joy to cook, dance, and play together in our movement studio and rooftop once again!

In our clinics

In 2021, our clinics carried out a combined **4,996 hours** of clinical treatments to **924 individuals**.

Modalities in our Bruce Street clinic:

- Acupuncture
- CORE Synchronism
- Cupping/GuaSha
- Life Coaching
- Myofascial Release
- NADA
- Reiki
- Spiritual Accompaniment

Health Navigators at both clinics provided one-on-one support to **674** people.

Modalities at our Sojourner Family Peace Center clinic (for survivors of domestic violence):

- Massage
- NADA
- Reiki

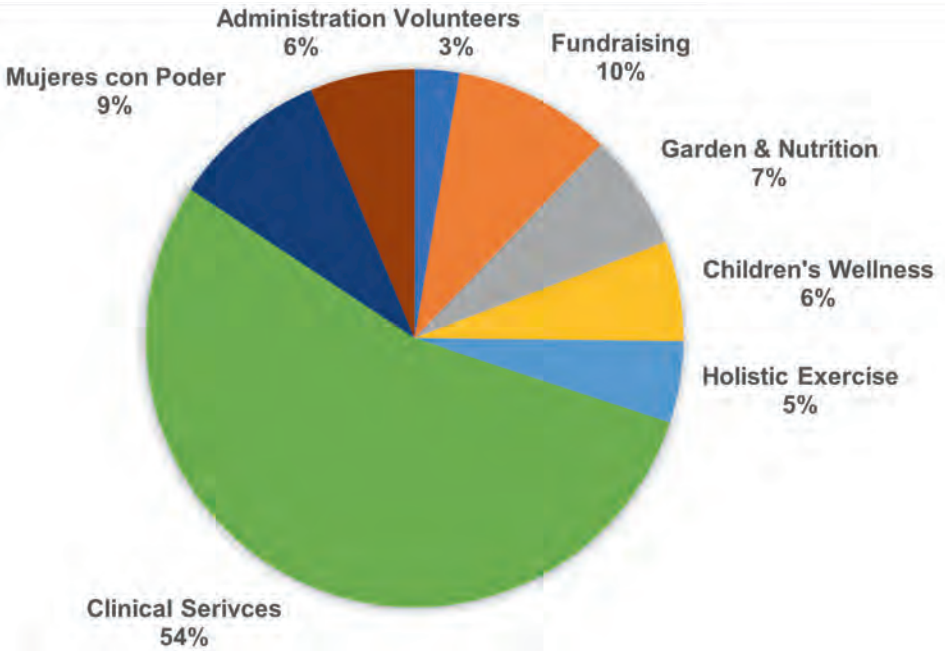
Approximately **60% of clients received their treatments at no cost** thanks to supporters like The EverydayGood Foundation, The Office of Crime Victim Services, and donors supporting our Thriving with Cancer program and general funds to cover the costs of clients qualifying for the maximum discount on services.

The remaining 40% of clients used our sliding scale fee structure based on income and dependents and paid an **average of just \$20.33 per treatment**.

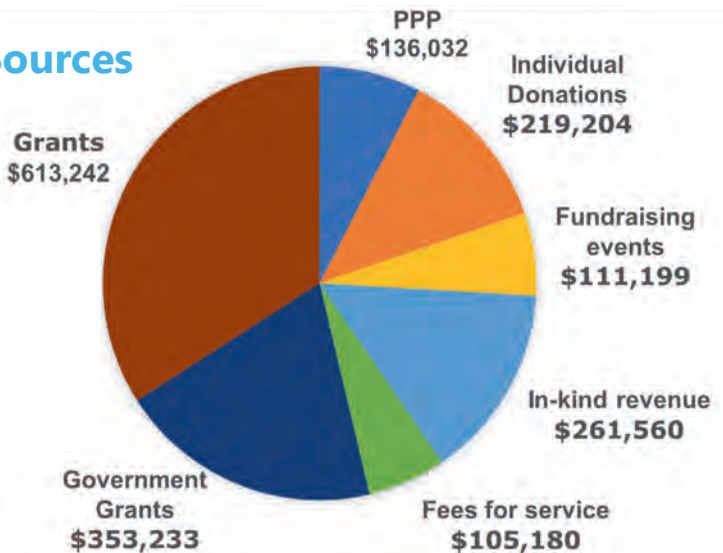


Financials

Expenses



Income Sources



2021 Fundraising highlights

433 individuals and
businesses donated to
CORE El Centro in 2021.

We received grants from **30 foundations, ministries, and government funds.**

2021 marked Samantha Sanchez' **first year** bringing her gifts, creativity, and passion to the role of Development Director.



CORE El Centro held a **NEW! Fundraiser** in the fall of 2021 - the Step to the Beat of Healing Block Party - to raise money for movement and mindfulness activities.