

IMPACT IN ACTION

20

ANNUAL REPORT

19

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WHAT WE DO

25+

programs offered agency wide related to Education, Workforce Development, Housing, Health, and Parenting

—

15,039

unduplicated individuals served in FY19

BIENVENIDO | WELCOME

Our Mission

Congreso's mission is to enable individuals and families in predominantly Latino neighborhoods to achieve economic self-sufficiency and well-being.



WHO WE ARE

Founded in 1977, Congreso de Latinos Unidos is a leading provider of high-quality programs in Philadelphia. Its Primary Client Model (PCM™), which ensures a client-centered, data-driven, and culturally-appreciative approach to service delivery, is the foundation for Congreso's current "Mission 2 Impact," a renewed focus on integrating our services for children and their families to provide holistic support and enhance our impact.

LETTER FROM OUR CEO



“
Transformative change takes courage, patience, and perseverance.

Congreso is a special place with rich history, traditions, and extraordinary people. When you arrive on our campus, you're greeted by warm smiles, a passion for service, and a mosaic reading "mi casa es tu casa." We are honored to serve a community of children, individuals, and families striving for a better quality of life and a future of economic self-sufficiency and well-being. We are also honored to be supported by so many that believe in and contribute to our mission.

I hope you'll take a moment to review our Annual Report and appreciate all that we have accomplished together over the past year. We recognize that we cannot do it alone and are forever grateful to you – our partners, donors, supporters, and stakeholders. I am proud of the work that we've done to date through our Mission 2 Impact, laying out the road ahead to ensure that our agency's programs and administrative departments are equipped to support and operate an impactful multi-service agency.

Transformative change takes courage, patience, and perseverance. **Through our Mission 2 Impact, we are advocating for our clients, our staff, our sector, and most importantly, our community. We are holding the Agency to its own standards, guided by our trademarked service delivery model (PCM) and our agency values, to exceed what is requested and commit to what is required – whatever it takes.**

I invite you to read about how we are raising the bar and innovatively incorporating human-centered design, Lean methods, and intentional performance management tools into our day-to-day work to maximize our impact and transform lives. I am proud to lead Congreso alongside our board of directors and leadership team, all committed to ensuring that everyone has the opportunity to thrive in our community. We thank you for your ongoing partnership and welcome new supporters who have graciously joined the Congreso Familia on our Mission 2 Impact!

CAROLINA DIGIORGIO
PRESIDENT & CEO

WHO WE SERVE

67%

of clients identified as Hispanic

77%

of clients reported an annual income of \$15,000 or less

74%

of clients reported living in a North Philadelphia zipcode



MISSION 2 IMPACT

WHAT IS IT?

Through Mission 2 Impact (M2I), we are implementing Congreso's theory of change – that providing integrated quality programming in the areas of education, workforce development, housing, health, and parenting will enable youth and their families to achieve economic self-sufficiency and well-being. Congreso's vision is to facilitate generations of positive outcomes by developing lifelong partnerships with children and their families, starting from the womb through the achievement of economic self-sufficiency and well-being, celebrating all of the milestones along the way.

Congreso is using innovative strategies to enhance our impact and existing trademarked service delivery model (PCM) that focuses on being client-centered, data-informed, and culturally appreciative. Through thoughtful and ongoing program design, intentional data analysis, and performance management, Congreso is implementing its Mission 2 Impact.

HOW?

Human-Centered Design

Congreso brought on a human-centered design (HCD) consultant in the summer of 2018 to help build Congreso's capacity for implementing HCD and to consider ways to enhance our programs to better meet the needs of our clients. A "Congreso Design Toolkit" is being developed which will include key design concepts relevant to Congreso's work as a provider of human services. The consultant has also lead program teams through "design labs" where they learn design skills, like journey mapping or running a focus group, and actively apply them to their work. Our staff are encouraged to apply these skills to continuously explore challenges, gain insights, and design solutions to make their programs more effective.

Lean Methods

Lean methods, which involve testing specific ideas for value, impact, and scale to get rapid feedback and determine effectiveness, are a key element of Congreso's commitment to continuous improvement through M2I. Inspired by reading *The Lean Startup* and *Lean Impact*, Congreso's leadership team determined that Lean methods could be usefully applied to implementing our Mission 2 Impact. Congreso has now hired an expert consultant in Lean methodology to support us in learning and putting the lean methods into practice at Congreso - identifying a problem, measurable goals, and possible solutions to rapidly test for value, growth, and impact. The goal is to maximize the impact of our efforts on all scales in order to improve the long-term outcomes of our clients.

PAN AMERICAN ACADEMY CHARTER SCHOOL



Through Mission 2 Impact, Congreso has committed to working more closely with Pan American Academy, the K-8 bilingual charter school founded by Congreso and located on our campus, to comprehensively support students and their families.

Leadership staff from Congreso & Pan American Academy Charter School (PAACS) shared a 2-day retreat in June to discuss how we can work better together to serve students and families.

With the help of an expert consultant in Lean methodology, the teams have started putting Lean Impact methods into practice – identifying problems, measurable goals, and possible solutions to rapidly rest for value, growth, and impact. The team even tested a few ideas with a group of parents and students that generously volunteered their time to provide feedback.

Following the retreat, the collaborative team decided to start small by piloting new ideas and focusing efforts on the new kindergarten class (both students and their families). The pilots will offer these families additional resources including expanding and rethinking after-school support, providing a workshop series for parents/guardians, improving communication, and connecting them to a Congreso staff member that will help them navigate our many services.

We look forward to our continued partnership with PAACS and plan to learn from these experiences and improve our ability to holistically serve the students and families on our campus.

MI CASA

The Housing Team participated in a Design Lab last spring which resulted in an innovative project called Mi Casa. While sketching out client journey maps, the team realized that there was a need to design a “pre-housing workshop” for clients who, while interested in buying a home, were not equipped with the knowledge or tools to successfully complete the process and achieve their dream.

After interviews with staff, analysis of client data, and even interviewing lenders from financial institutions, the team designed Mi Casa as an interactive, culturally-appropriate pre-requisite course designed for these clients to improve the likelihood of successful outcomes in the home buying process. This multi-media, project-based learning course enhances the client’s home-buyer knowledge and financial literacy.

The team’s research yielded that while over 400 financial housing literacy curricula currently exist in the market, very few are concise and user friendly, and none are linguistically and culturally specific to the Latino community. Mi Casa seeks to solve this! Mi Casa is an engaging course that will use free online instructional videos blended with hands on workshops to help clients buy a home using digital tools and financial best practices.

This past March, the team took everything they learned in Design Lab and drew up a pitch deck to pitch their idea to one of our funders – UnidosUS and were awarded \$40,000 to get started, with the opportunity to get additional funds in January 2020! Mi Casa is a great example of how Design Lab can help teams explore their programs, identify areas of improvement and innovation, design creative solutions to problems, and pursue flexible funding in order to launch them.



“WHAT I MOST ENJOYED ABOUT THE PROCESS WAS BEING PART OF CREATING SOMETHING FOR THE COMMUNITY. UNDERSTANDING WHAT THEY NEED AND BEING ABLE TO SAY 'HERE YOU GO,' AND PROVIDE IT. WE KNOW WHAT OUR COMMUNITY NEEDED, AND NOW WE CAN PROVIDE IT BECAUSE WE BUILT IT.

BRENDI LOPEZ, HOUSING COUNSELING MANAGER



ELECT (Education Leading to Employment and Career Training)

The ELECT Teen Parenting Program Team was the first Congreso program to participate in Design Lab. After discussing challenges experienced by both students and staff, the team decided that the existing motivational interviewing tool used to develop SMART goals with teen parents could be improved to work better for everyone.

After advocating with their funder and proposing a design challenge for providers, the team got to work redesigning the tool – coming up with physical prototypes, gathering feedback from students and staff, and going back to continuously tweak them. The form evolved into a more visual tool that broke down goals and highlighted progress in a more dynamic and flexible way.

Ultimately, the ELECT Team successfully designed and pitched an improved motivational interviewing tool to their funder and won the design challenge! The improved tool is more client-centered and effective. The improved form will be introduced by the Congreso team to other providers and will be tested across various counties for implementation across Pennsylvania! This is what M2I is all about.

In addition to the motivational interviewing forms, the ELECT Team went above and beyond to supplement the form with a “retention game” that involves allowing students to pick cards with various needs and wants that the program can provide and prioritizing them. For example, diapers, academic support, etc. This was designed as a more client-centered and creative way to assess the student’s needs.

“WE WANT THIS PART OF THE PROGRAM TO UPLIFT OUR STUDENTS AND SUPPORT THEM IN MAKING PROGRESS TOWARDS THEIR PERSONAL GOALS. OUR NEW TOOL WILL BETTER INTEGRATE THEIR WANTS AND NEEDS INTO OUR CASE MANAGEMENT WORK.

KATIE BREINER, QUALITY ASSURANCE COORDINATOR

EAT TO LIVE

Medical providers at the Congreso Health Center had long recognized that nutrition and food access were barriers to controlling chronic conditions. The Eat to Live Program was designed last fall to improve these conditions through diet and exercise, in coordination with medications and mental health support. Patients are “prescribed” into the program by their medical provider and receive a monthly vegetable basket.

A total of 88 patients were reached, each one having attended at least one session. 45.2% of patients that attended two or more sessions lost weight and 35.6% of patients that attended two or more sessions showed a decrease in systolic and diastolic blood pressure. To gain additional insights on the impact of the program, a pre- and post- survey were shared with participating patients. In general, most respondents reported eating more vegetables, fruits and balanced meals in the post-survey than the pre-survey. Respondents also reported feeling more confident in their nutrition knowledge and ability to make healthy food choices.

Another great success of this this program was the establishment of a lasting sense of community between participants, instructors, and health center staff. Some have even joined the health center’s Community Advisory Board to give feedback and provide ongoing patient perspectives.

“IT FILLS ME WITH SO MUCH PRIDE THAT IN THIS COUNTRY, WHERE LIFE IS FAST, THERE ARE PEOPLE DEDICATED TO THIS KIND OF WORK. IT'S BEAUTIFUL.

PROGRAM PATIENT



AGENCY HIGHLIGHTS

**TOP
WORK
PLACES
2019**

The Inquirer

CONGRESO RECOGNIZED AS A 2019 TOP WORKPLACE

Congreso de Latinos Unidos was proud to be recognized as a 2019 Top Workplace by the Philadelphia Inquirer. A 2019 Top Workplace honor highlights our progress and commitment to creating a positive and welcoming place to work by providing a “mi casa es su casa” environment for all. This annual list is based on employee feedback gathered through a third-party research partner, Energage LLC. “To me, it’s an acknowledgement of our love and perseverance for the North Philly community. It’s important to be client-centered at all levels, and that includes our staff.” – Sofia Oleas, Data and Evaluation Analyst.

PSU ABINGTON PARTNERSHIP ADDS HS DUAL ENROLLMENT PROGRAM

Congreso’s ongoing partnership with Penn State Abington allows students to take college courses and taste college life while still in high school. In addition to ongoing courses throughout the school year, students participated in a special pilot program in June – a Summer Dual Enrollment Program. Offered to 11th and 12th graders, these students not only had the unique opportunity to acquire additional college credits toward a certificate within the rehabilitation and human services major, but also got to spend time on PSU Abington’s campus. Rising seniors took on subsidized internships with a residential living experience, while students attending PSU Abington as an incoming student were able to earn credits through coursework and attend leadership seminars. “Taking everything into account, the experience of transitioning from high school to college has shown me that it was worth making the sacrifice and taking this opportunity to see the bigger picture. I know it will be a great start to beginning my future.” – PSU Abington Dual Enrollment Student.



FAMILY EMPOWERMENT CENTER PROVIDES NEW SUPPORT FOR FAMILIES

In January, Philadelphia's Department of Human Services (DHS) awarded Congreso the Family Empowerment Center (FEC) after a rigorous selection process through the City of Philadelphia. The FEC will aim to be a "one-stop shop" for families, with the goal of diverting families from entering formal child welfare services and will include parenting and educational services supported by Philadelphia's DHS and future external partners. Congreso's Family and Empowerment Center officially opened its doors on April 15th, 2019 and is currently located on the first floor of our 216 W. Somerset St. building.





CONGRESO LEADERSHIP HONORED BY PHILADELPHIA BUSINESS JOURNAL

President & CEO, Carolina DiGiorgio (pictured left), was honored as a 2019 Philadelphia Business Journal Most Admired CEO. Carolina became the President & CEO in 2016 after serving as the Board Chair for eight years. Currently, she serves on the board of Covenant Bank and the Nelson Foundation, in addition to serving as a member of the Bryn Mawr Trust Multicultural Advisory Board and the Forum for Executive Women. Chief Operations Officer, Sybille Damas (pictured right), was also honored as a 2019 Philadelphia Business Journal Woman of Distinction. Sybille has been a member of the Congreso Familia for 16 years and has overseen HR, facilities, and IT since 2014. She was recently appointed as a board member of the Pennsylvania Assistive Technology Foundation (PATF).



GALA LATINA SUCCESS

Every year we look forward to the annual Congreso Gala Latina and this year we were thrilled to celebrate the sights, sounds and tastes of Sevilla, Spain which filled the historic Bellevue Hotel. Attendees were dazzled by a Flamenco performance from Pan American Academy Charter School students and welcomed by our Gala Co-Chairs, Dr. Stephen K. Klasko, CEO of Jefferson, and his wife, Colleen Wyse. At the conclusion of the night, a record dollar amount was raised. Thanks to all that generously contributed to making this year our most successful Gala Latina to date. We're already looking forward to next year's Gala Latina that will showcase Panama City, Panama on March 21, 2020.

CORPORATE PARTNERS GIVE BACK THROUGH VOLUNTEER DAYS

Throughout the year, Congreso welcomes corporate partners onto our campus to give back and support our community in Eastern North Philadelphia. We were honored to host Aramark, Independence Blue Cross, Comcast NBC Universal, Deloitte, and TMNA Services for various corporate volunteer days, each bringing dozens of volunteers who dedicated their time and efforts to a variety of projects across Congreso's campus. Their amazing work will inspire staff and clients for years to come and we are thankful for their continued support and partnership.



BY THE NUMBERS

A SELECTION OF OUR IMPACT OUTCOMES FROM FISCAL YEAR 2019

EDUCATION



15 Obtained an Associate's Degree



28 Obtained GED



145 Increased Financial Management Knowledge

EMPLOYMENT



145 Obtained Industry-recognized Certification

HEALTH



234 Accessed Pre-natal Care



3,574 Served at Congreso's Health Center

HOUSING



57 Homes Purchased

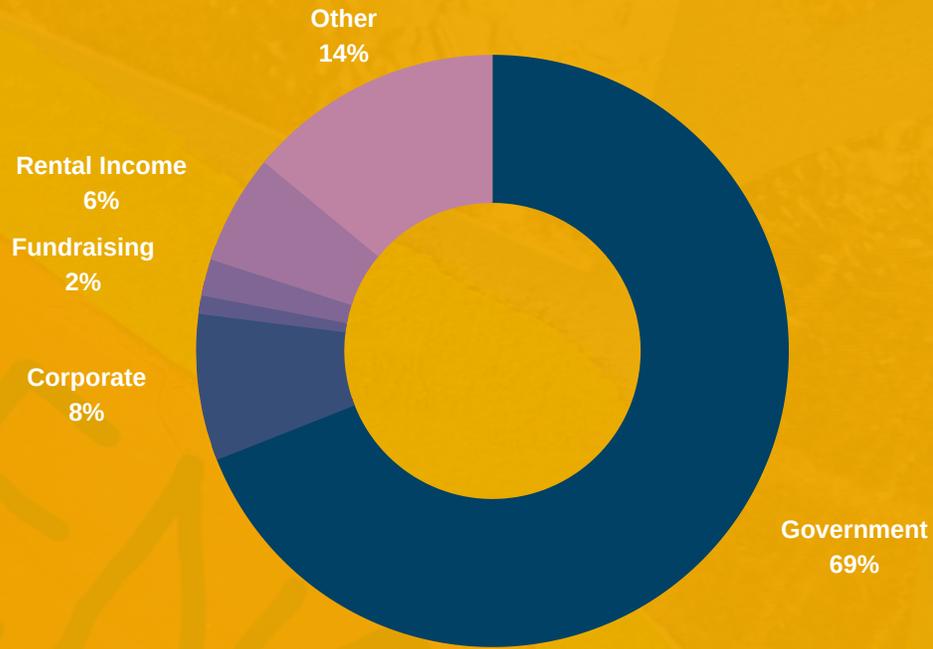


135 Foreclosures Prevented

FISCAL YEAR 2019 FINANCIAL OVERVIEW

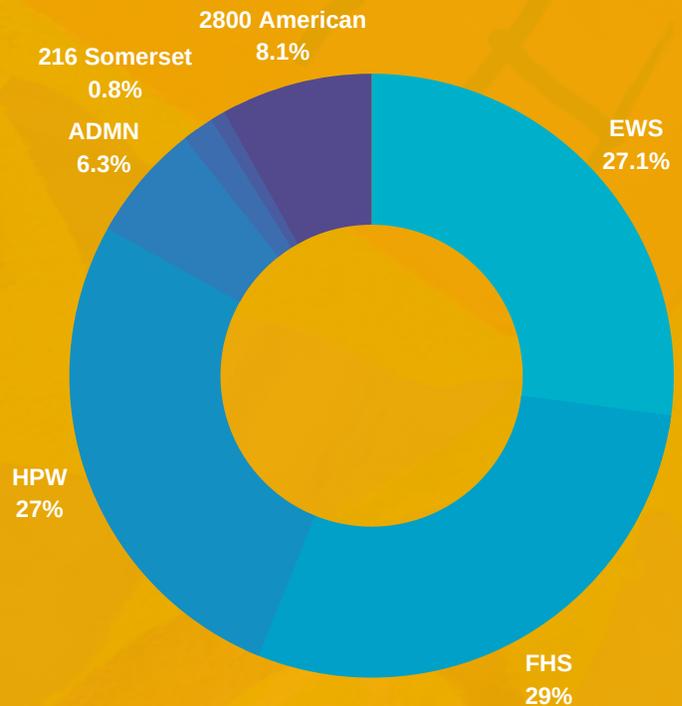
REVENUE

\$13,569,039	Government Grants & Contracts
\$1,690,999	Corporate & Foundation Contributions
\$274,457	Fees & Services
\$377,484	Fundraising Revenue
\$1,105,274	Rental Income & Fees
\$2,739,949	Other
.....	
\$19,757,202	TOTAL REVENUES



EXPENSES

\$4,816,981	Education & Workforce Services
\$5,159,151	Family & Housing Services
\$4,802,446	Health Promotion & Wellness
\$1,120,087	General and Administrative
\$302,610	Fundraising
\$147,871	216 Somerset Company
\$1,448,244	2800 American Street Company
.....	
\$17,797,390	TOTAL EXPENSES



OUR LEADERSHIP

Executive Cabinet

- Carolina Cabrera DiGiorgio
President & CEO
- Lisa Auerbach
Chief Financial Officer
- Brendan Conlin
Chief Programs Officer
- Sybille Damas
Chief Operations Officer
- Rafael Arismendi
VP, Education and Workforce Services
- Daisy Rosa
VP, Family and Housing Services
- Jannette Diaz
VP, Health Promotion and Wellness Services
- Juan DeAngulo
VP, Quality Assurance
- Traquillia Kennedy
VP, Human Resources
- Elizabeth Dawes
Grants Manager
- Andrea Martinez
Executive Administrator & Board Liaison
- Julia Rivera
External Affairs Director
- Jaime Hughes
Director of Programmatic Development

Board of Directors

- Esperanza Martinez Neu, Board Chair
Neu Foundation
- Julio A. Correa, Board Vice Chair
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- Robert Ahrens, Board Treasurer
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- Andreina Hein, Board Secretary
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- Teddy Joyce
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President, The Hispanic Approach*
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Chief Executive Officer, General Counsel and Director, Escalon Medical Corp.
- Jose Aguirre
Government and External Affairs Manager, PECO
- Abelardo Lechter
President, LEFA International
- Anthony Rosado
Area President - Montgomery County and Senior Vice President, Greater Philadelphia Delaware Region, Wells Fargo
- Paula Sunshine
Senior Vice President and Chief Marketing Officer, IBX

Corporate Advisory Council



THANK YOU | GRACIAS

We know that our success depends on the support of our Congreso Familia. We'd like to acknowledge those that have financially contributed to our mission over the past year.

Please note that the list below reflects donors who have made a general contribution of \$100 or more to the Agency between November 1, 2018 and October 31, 2019. If you made a gift after that date, your contribution will be acknowledged in next year's annual report. Every effort was made to ensure the accuracy of the list below.

Champions (\$25,000+)

Aramark
Cigna
Comcast NBCUniversal
Jefferson
PECO

Advocates (\$5,000+)

AmerisourceBergen Corporation
Aqua Pennsylvania
Thaddeus Bartkowski
Bryn Mawr Trust
Liz Bywater
Catalyst Outdoor Advertising
Exude Benefits Group, Inc.
Greater Philadelphia Chamber of Commerce
Independence Blue Cross
Esperanza & David Neu
Nova Services Group
Philadelphia Pharmacy
Alexis Rose
Stradley Ronon Stevens & Young LLP
Paula Sunshine
The Coca-Cola Company
Vanguard Group Foundation
Wells Fargo

Supporters (\$100+)

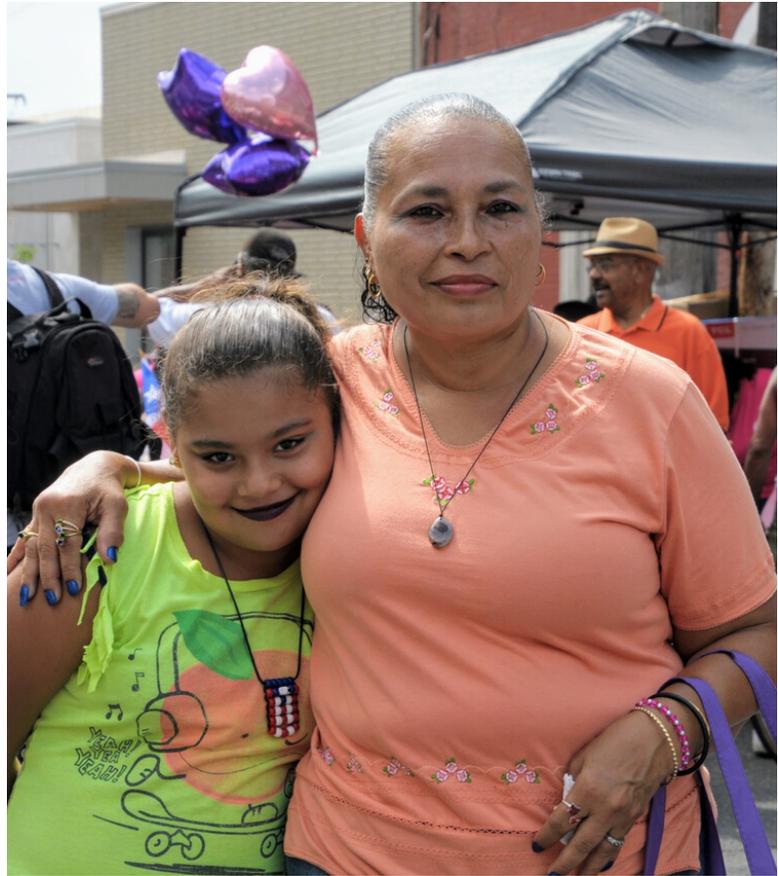
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Ilan Fernandes
Fulton Mortgage Company
Victor Garrido
Gateway Health Plan, Inc.
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Ana Gonzales
Seth Gorman
Eric Hall
Andreina Hein
Maribel Hernandez
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Frank Killian
Steven Klasko
Sharon Larson
Abelardo Lechter
David Lenowitz
Liberty Mutual Group
Bilma Ludmir
Michael MacFarland
Main Line Health
Hilda Marin
Maria McColgan
Lisa McGrath
Dan McNichol
Darlene Meier

Fernando Mendez
Andrew Miqueli
Montage Marketing Group, LLC
Odell Studner
Pan American Academy Charter School
Peirce College
PFM
Philadelphia Freedom Valley YMCA
Philadelphia Phillies
Le Phillip
PNC Bank
Public Health Management Corporation
Sylvia Purnell
Maria Quinones-Sanchez
Fernando Ramirez
Jaclyn Reinertsen
Daniel Reyes
Dionely Reyes
Becky Rivera
Hubert Rivera
Ismael Rivera
Jesse Roman
Julia Rusenko
Darcy Russotto
Nabila Sajid
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Andrew Wheeler
Rob Wilson
Your Part-Time Controller
Micheal Zulawski

GRACIAS FOR A GREAT 2019, CONGRESO FAMILIA! ¡PA'LANTE!







For more information about making a contribution or visiting our campus, contact us at info@congreso.net



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