



2023 Annual Report



Dear Friends and Supporters,

I am honored to serve as the new President and CEO of an organization that has been a beacon of hope for the eastern North Philadelphia community for the last 45 years. Periods of transition often come with uncertainty, and as interim, I pledged to demonstrate my unwavering commitment to lead the agency with integrity and compassion. I’m pleased to share that with those inherited values, the support of the Congreso board and leadership, and the amazing work of our employees, Congreso will continue to thrive!

We continue to strengthen our mission to impact (M2I) work by listening, evolving, and innovating to improve and offer impactful programs that better address client needs in their pursuit of economic self-sufficiency and well-being. We also continue to invest in our workforce - the backbone of the organization. Congreso’s “familia” culture is consistently being nurtured by supporting our employees’ development and well-being. This year we launched Congreso Academy, Congreso’s first learning management system designed to serve as a training and resource hub. We also implemented self-care days to further support mental health and encourage work-life balance.

2023 proved that when we work together for a common mission, we can make a difference. I am inspired by our donors, partners, and employees who continue to demonstrate their dedication to the community we serve. Please take a moment to read our annual report and learn more about our impact and how our organization thrived through transition.

Juntos Pa'lante!

Jannette Diaz
Congreso President & CEO



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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 focuses on a client centered, data driven, and culturally appreciative approach to service delivery, is the foundation for Congreso’s current “Mission 2 Impact.” Through our Mission 2 Impact (M2I), we have renewed our focus on integrating services for children and their families using human-centered design and innovative methods to enhance our impact and further our mission outcomes.

Core Services

Economic Self-Sufficiency: Education, Workforce Development

Well-being: Health, Housing, Parenting

Our Community

73.9%

Identified as Hispanic/Latinx

72.8%

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

66.9%

of clients reported living in a North Philadelphia zip code

25+

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

11,880

Unduplicated clients served in FY 23



4

Obtained an associate’s degree



26

Obtained high school degree



17

Obtained a GED



231

Obtained industry-recognized certification



168

Placed in a job



39

Prevented foreclosures



582

Avoided homelessness



27

Purchased a home



271

Accessed pre-natal care



104

Achieved good adherence to HIV treatment



Tatyana with her peers



Congreso's new EMT course began in January 2022 and in partnership with All-State Career School, trains individuals to receive their National Registry of Emergency Medical Technicians certification (NREMT) throughout a full-time 12-week program. Upon completion of the classroom portion of training, students participate in a two-week externship to receive hands on training.

Tatyana

Overcoming Eviction to Pursue her Dreams

In the Fall of 2022, Tatyana Washington enrolled in Congreso's Emergency Medical Training (EMT) program with the desire to become a nurse. Tatyana was working full-time and had just begun the course when she received an eviction notice from her landlord.

With the help of Congreso's support services, Ms. Washington was able to connect with Congreso's housing program and received \$4,000 in back rent to avert eviction and stabilize her housing situation.

As a result of the rental assistance, Tatyana remained in Congreso's EMT program and successfully graduated in December 2022! With the program completed, she then tested for her credential, successfully passing on the first attempt, and was awarded her National Registry of Emergency Medical Technicians credential in February of 2023.

Soon after, Ms. Washington applied for a full-time role as a Critical Care Technician in the Intensive Care Unit at Jefferson University Hospital, where she is currently working and thriving today!

As of September 2023, Tatyana is in Licensed Practical Nursing school working toward her goal of obtaining her Bachelor of Science in Nursing degree.

"Congreso's EMT Program changed my life tremendously. I was able to get my EMT license and begin working for the largest hospital network in the tri-state area alongside some of the best doctors and nurses in the country. I was worried that housing insecurity would prevent me from finishing the program, but Congreso alleviated that burden by offering housing stability for me. My experience with Congreso has been nothing short of amazing and I am forever grateful to have been a part of this program," shared Tatyana.



Marlene

From Darkness to Determination

Marlene Seamon enrolled in our EMT program with her eyes set on becoming a nurse. Once classes started, Congreso staff learned that the electricity in her apartment had been shut off.

Marlene, a single mother of a 3-year-old, had been layering clothes and blankets at night to try and stay warm for weeks.

Congreso staff immediately connected Ms. Seamon to Congreso's housing team for support. Marlene was then moved into a hotel room for three nights while the utilities were reconnected in her home. With the support from Congreso, Marlene was able to complete the 12-week program without worrying about basic needs for herself and her child.

She successfully completed training in December 2022 and was the first of her cohort to obtain her NREMT credential in January 2023. Marlene is now working as a full-time Critical Care Technician at Jefferson University Hospital and is returning to nursing school to complete her bachelor's degree. Furthermore, her son is doing well and is enrolled in pre-school.

"Our goal goes beyond program completion and credential attainment because we want to see graduates in long-term outcomes, like obtaining housing security and increasing their economic mobility, so that, ultimately, they can access those post-secondary options that may not have been an option prior to participating in our program," said Caroline Haeffner, Congreso's Training & Post-Secondary Education Manager



EMT graduates with Congreso program staff



Anita ready with donations for her clients

After learning that Anita worked at Congreso, she discovered Anita was the Breastfeeding Counselor who supports pregnant and post-partum women.

When Elida became pregnant and was struggling without the support of her partner, she immediately contacted Anita. She turned to her for her expertise, “I didn’t have the slightest idea how to breastfeed a child; I didn’t even breastfeed my other 4 children. I worked in Honduras and there wasn’t the possibility to have a child attached like that. I always had to leave my child to be taken care of by someone else and with milk or formula. I had no idea about any of it.”

Anita helped her with counseling, baby items, how to breastfeed, and even how to change a diaper! “For me, learning to breastfeed was a very beautiful and unforgettable experience,” said Elida. The supportive relationship continued through Elida’s child’s youth - Elida’s son is now 8 years old and calls Anita “abuela”.

Elida also became connected to Congreso’s domestic violence services when her husband ripped apart their home and she needed a new place to stay. She received additional support including counseling, gift cards for small necessities, and backpacks with school supplies for her children through Congreso’s Latina Domestic Violence program.

Even though Elida is no longer in Anita’s program, she stays in touch. Now, Elida is an active advocate of Congreso. She tells everyone she knows about the services available and connects any expectant mother she sees with Anita. Elida feels the Breastfeeding Program, as well as Congreso’s other services, are necessary to provide stability for many people. “Your services are especially helpful for people that don’t have a social security number,” Elida said as she described the safety she feels here at Congreso. “I’ve connected with other organizations that offer different support and I haven’t found another place like this.” Now, Elida gives back to the community which supported her when she needed help.

“Congreso has given me the opportunity to help people and give just a grain of support to the community where moms that have just arrived or immigrants that are here and have many problems, we could at least be a guide for resources and support some of their daily struggles. These women can now face life, with a new future and confidence – that’s what I love about this program,” shared Anita.



Stephanie (left) with Adelaida (middle) and the rest of the team

Adelaida & Stephanie

A Special Team Makes Homeownership Dreams a Reality

Adelaida Gutierrez came to Congreso in January of 2023 interested in purchasing her first home for herself and children. She had participated in Congreso’s education and workforce programs in the past and returned to the agency for support with her next goal. Adelaida was excited to start her homeownership journey but did not know the process. She then attended a first-time homebuyer workshop at Congreso. During her individual counseling sessions, she covered subjects such as the realtor’s role, the pre-approval process, and even devised a budget.

Adelaida worked closely with a team that came together through her participation in Congreso’s housing program. Congreso’s housing counselors guided her to address all of the factors involved in the first-time homebuying process. She also met her lender through her participation in the first-time homeownership workshop.

Finally, Adelaida was introduced to Stephanie, a former Congreso client, as her realtor to help make her homeownership goal a reality.

Stephanie was a victim of domestic violence, and after being referred by police officers following the incident, worked closely with advocates in Congreso’s East Division Crime Victims Services Program for support. After receiving case management, counseling, and advocacy services through Congreso, Stephanie is now thriving as a real estate agent.

“Now in 2023, I’m a real estate agent with Springer Realty Group. My main focus as a real estate agent right now is to give back to the community... the same way other people like Congreso were able to help me, I want to help other people,” said Stephanie.

Together, the team worked to get Adelaida in her home, which she purchased in June 2023. Adelaida is now a happy homeowner and Stephanie continues to help others in their homebuying journey.

Congreso’s housing services offers bilingual housing counseling, financial literacy, first time home buyer workshops, and rental assistance when available. In 2023, 27 clients were able to purchase a home with Congreso’s support.



Congreso is also working on an internal referral mobile application that will be launched in the future in order to give case managers and families easier access in navigating Congreso's many services.

A \$3 Million Boost to Transform Lives and Academic Success

In 2023, Congreso received over \$3 million from the William Penn Foundation to implement a new K-3 literacy strategy over the next 4 years at two local elementary schools: Pan American Academy Charter School and Julia de Burgos Elementary School.

The purpose of this new Éxito K-3 Literacy strategy program is to follow the 2023-2024 kindergarten cohorts in both schools with literacy support, case management, and family support services, with the goal to ensure these groups can read proficiently by 4th grade. A third-party evaluator, Research for Action, will be measuring the impact and effectiveness of the program.

"We are extremely grateful to the William Penn Foundation for embarking on this learning opportunity with Congreso and our partners to identify and implement academic and family engagement strategies in our community. This grant allows us to go deeper within our partner schools and engage in new and innovative ways to uncover what it takes to make long term impact on academic scores and family outcomes," shared Brendan Conlin, Congreso's Chief Program Officer.

As the 2023-2024 school year kicks off, Congreso's Éxito team is seeking to build engaging and trusting relationships.



Mission 2 Impact

This project, part of the agency's Mission 2 Impact strategy, is unique in that it provides both in-school and afterschool academic interventions to implement literacy activities and closely monitor student progress, as well as family and parent engagement strategies and targeted referrals to Congreso's 25+ programs to ensure families have the tools they need to support their students.

Foundation for Success

While Congreso has a long history of working with Pan American Academy and Julia de Burgos Elementary in the afterschool space, Congreso believes that additional academic and family engagement interventions that were proven effective in the Éxito High School model, also funded by the William Penn Foundation, can be successfully adapted to the K-3 environment and will allow youth and their families to thrive and successfully achieve key milestones.

"This grant allows us to go deeper within our partner schools and engage in new and innovative ways to uncover what it takes to make long term impact on academic scores and family outcomes," shared Brendan Conlin, Congreso's Chief Program Officer.





Empowering Voices in Eastern North Philadelphia



At the end of 2022, Congreso joined Lenfest Institute's Every Voice, Every Vote citywide coalition.

As part of this coalition, Congreso committed to encourage and foster civic and community engagement through community conversations, forums, surveys, and social media content.

Congreso's "Activate!" project also enlisted four Community Ambassadors as trusted members of Philadelphia to drive outreach efforts by using their expertise and connections to support in centering the voices from the predominantly Latino eastern North Philadelphia community.

Nicole Guerrero

When describing why she was interested in working as a community ambassador, Nicole shared that she is "deeply passionate about social justice and creating healthier communities." She believes through civic engagement she can accomplish her goals. "We hold such power with our vote, and it is unfortunate how many people don't come out and use it."

She was born in Colombia but has lived in Philly her whole life. "I love how passionate Philadelphians are and I think there is a lot of potential here to make an impact through our vote."

What has your experience been so far?

"As part of my role, I have had the opportunity to attend different community events and interact with members of our community. These interactions have been super helpful in understanding some of the reasons why our community members are disinterested in voting as well as getting to hear the issues affecting our community. I've also enjoyed connecting people to the many different services offered by Congreso so that more people can take advantage of the services available."

What do you hope this experience will accomplish?

"I hope that we can encourage at least one person to register to vote and show up on Election Day. I also hope that through this experience, more people are aware of the

process and know where to get the information they need to make an informed vote. I'm happy if this experience helped at least one person in our community."

Yesenia Rodriguez

When Yesenia applied to be a Community Ambassador, she mentioned that she was born and raised in North Philadelphia. She's always loved helping the community - from Girl Scouts in elementary school, working with Aspira in middle school, to working with a grassroots organization Youth United for Change in high school and college.

When asked recently why she signed up to be an Ambassador, Yesenia said, "I was born and raised in North Philadelphia, so I value engaging with other community members and helping my neighborhood grow toward a better future."

What has your experience been so far?

"It has been extremely fulfilling connecting people to the right resources for themselves and their families while also getting out the vote so that our community is heard during this election season and the change we want to see in this city is accurately represented."

What do you hope this experience will accomplish?

"I am hoping by the end of this experience there will be an increase in voter participation in Philadelphia, especially in the Latino community, and that more people get connected with Congreso's many services!"

Every Voice, Every Vote is a city-wide coalition of more than 50 media and community organizations working to put Philadelphia voters and key issues at the center of the 2023 elections for mayor and city council.



Pan American Academy Celebrates 15 Years of Service

This year, Pan American Academy Charter School celebrated 15 years of serving students and families in Fairhill. Congreso is proud to be part of the school's past, present, and future.



Congreso Awarded Top Workplace 2023 Honors

For the fifth year running, Congreso was recognized as a 2023 Top Workplace by the Philadelphia Inquirer. In addition, Congreso also received the following awards: 2023 Top Workplace USA, 2023 Top Workplace in Nonprofit Industry, 2023 Cultural Excellence Awards: Innovation, Purpose & Values, Work-Life Flexibility. This annual list is based on employee feedback through a third-party research partner, Energage LLC.



Congreso Awarded 2023 Helen Rodriguez Trias Award

At this year's UnidosUS Annual Conference Latina Luncheon in Chicago, President & CEO Jannette Diaz accepted the '23 Helen Rodriguez Award for Congreso's efforts in addressing health equity in North Philadelphia along with a 20K cash prize. Congreso is a proud UnidosUs affiliate.



Jannette Diaz Sworn in to Governor's Advisory Commission on Women

In August, the Governor's Advisory Commission on Women hosted a swearing-in ceremony in Harrisburg for 27 new members including Congreso's President & CEO Jannette Diaz. The Commission will work closely with Governor Josh Shapiro to address the needs of women and girls in Pennsylvania.



4th Annual Congreso Celebra

The 4th annual Congreso Celebra fundraising event took place during Hispanic Heritage Month at Pan American Academy Charter school. This event recognizes extraordinary organizations and individuals of Philadelphia's Hispanic/Latinx community.



Corporate Champion: TD Bank
Community Champion: Centro Musical
Employee Champions: Ana Tapia, Caroline Haeffner, Aracelis Perez, Mayra Rodriguez

Executive Cabinet

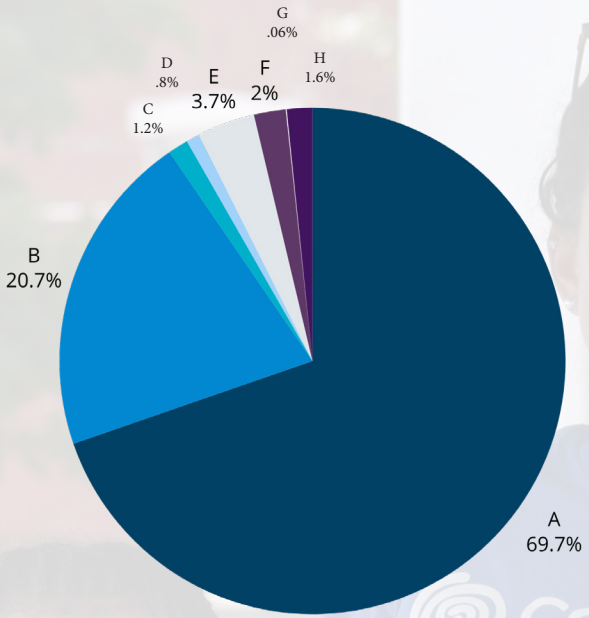
Jannette Diaz President and CEO	Rafael Arismendi VP, Education and Workforce Services	Judith Emmons VP, Healthcare Services
Mary Lynn Alvarino Chief Financial Officer	Denise Bernheim VP, Fiscal Operations	Jamie Hughes VP, Programmatic Development
Brendan Conlin Chief Programs Officer	Juan DeAngulo VP, Strategy and Analytics	
Julia Rivera Chief External Affairs Officer	Daisy Rosa VP, Family and Housing Services	

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Robert Ahrens, Board Treasurer Senior Vice President – Commercial Banking Team Leader Univest Financial Corporation	Mustafa Rashed, Board Member President & CEO Bellevue Strategies
Maribel Hernández MD, FACC, Board Secretary Cardiology and Arrhythmias, Clinical Cardiac Electrophysiology, Main Line HealthCare, Lankenau Heart Pavilion	Lisette Agosto Cintron, Board Member School Principal School District of Philadelphia
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Fernando J. Torres, Board Member Vice President – Operations Greene, Tweed & Co.	

Revenue

- A) Government Grants & Contracts \$17,199,980
- B) Corporate & Foundation Contributions \$5,123,841
- C) Fee-for-Service \$320,318
- D) Fundraising \$211,993
- E) Rental Income & Fees \$913,309
- F) Employee Retention Credit Contributions \$502,469
- G) Contributions & Gifts In-Kind \$15,095
- H) Other \$404,090

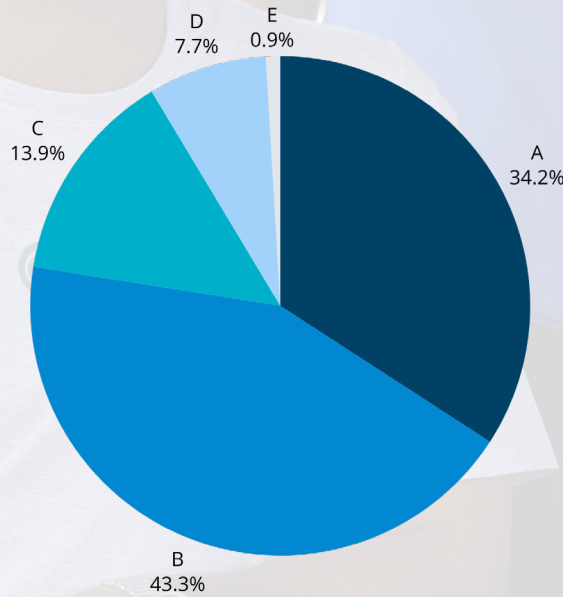


Total Revenue \$24,831,625

*Our 2023 financials reflect expenses exceeding revenue due to a large grant received in 2021, intended to be spent over five years. As we spend these funds over the duration of the grant, expenses will likely exceed revenue.

Expenses

- A) Education & Workforce Services \$7,455,732
- B) Family & Housing Services \$9,629,131
- C) Health Promotion & Wellness Services \$3,035,593
- D) General Administrative \$1,675,510
- E) Fundraising \$203,912



Total Expenses \$21,999,878

*Depreciation \$210,118

We know that our success depends on the support of our extended Congreso Familia. We'd like to acknowledge those that have financially contributed to our mission through general operating donations or programmatic funding over the past year.

Please note that the list below reflects supporters who have made a general contribution of \$100 or more to the agency or funded programs operating between December 1st, 2022 and October 31st, 2023.

If you made a contribution after that date, you will be acknowledged in next year's annual report. Every effort was made to ensure the accuracy of the list below.

100+

- Jeremy Acosta

Elizabeth Sabrina Acosta

Mary Alban

Lizette Alecia

Stephanie Alfaro

Rafael Arismendi

Francisco Arroyo

Lisa Auerbach

Denise Bernheim

Teresa Boricua

Rick Carrion

David Castro

Nancy Castro

Joe Chiarantona

Brendan Conlin

Elizabeth Dawes

Donald Delmonte

Cecilia M Denning

Jon DeTemple

Janette Diaz

Valentino DiGiorgio

Tom Earle

Judith Emmons

Hildaliz Escalante

Carmen Febo-San Miguel

Deana Gamble

Suzanne Ghee

Carlos Giraldo

Dona Gonzalez

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Joy Huertas

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Frank Killian

Juan Lopez

Antoinette Lynch

Sharon Manker

Alba Martinez

Lorett Matus

Argentina McKay

Nelson Mena

Tomasa Igdalida Mendoza

Jimmy Mo

Anabel Morales

Bob Murken
- Richard Negrin

Grecia Ojeda

Richard Ost

Luis Enrique Otero Calderon

Rosie Pagan

Adriana Perez

Aracelis Perez

Sarah Plowman

Lohanny Ramos

Wanda Rios

Ismael Rivera

Julia Rivera

Aida Rivera

Luis J Rosado

Aida Rosado

Bill Ryan

Diani Safdeye

Victoria Schmidt

Elena Shields

Sylvia Silberman

Fabian Soto

Maria M. Ulloa

Colin Walsh

Raul Zentlapal
- Daisy Rosa

Victoria Schmidt

Elena Shields

Alexander Uribe
- Comcast

Customers Bank

Door Dash

EisnerAmper

Escalon

Essential

Exude

Greene Tweed

Harcum College

Health Transportation Inc

Highmark Wholecare

Independence Blue Cross

Independence Foundation

Jefferson

KDI

Leo Niessen Charitable Trust

Lincoln Financial Foundation

Mutual Of America

M&T Bank

Odell Studner

PECO

Rivers Casino

Santander

Scattergood Foundation

Smith & Soloman

Somerset Pharamacy

Sovereign Insurance Group

Stradley Ronon

TD Bank

The McLean Contributionship

The Phillies

Tito's Vodka

UMPC

Univest

500+

- Lisa Auerbach

Bobby Calloway

Brendan Conlin

Julio Correa

Leslie Dennis

Rich DePiano

Carolina DiGiorgio

Suzanne Ghee

Greg Grimm

Regina Irizarry

Dr Jack Ludmir

Antoinette Lynch

Lorina Marshall-Blake

Sumanya Narra

Natalia Ortiz

Krys Perrea

Daniel Reyes

1,000+

- Lisette Agosto Cintron

Bobby Calloway

Jannette Diaz

Maria Gonzalez

Dr. Maribel Hernandez

Sayuri Lio

Santos Ramos

Mustafa Rashed

2,500+

- Jose & Maria Aguirre

Geoff Brandon

Richard Depiano

Alejandro Fernandez

Maria Gordiany

Carolina Rodriguez

Hector Serrano

5,000+

- Thaddeus Bartkowski

Corporations & Foundations

- AAA Trucking

Aramark

Catalyst Experiential

CHOP

Color & Culture

Explore Ways to Give

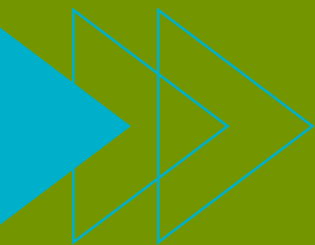
Help the Congreso Familia enable individuals and families in predominantly Latino neighborhoods of Philadelphia achieve economic self-sufficiency and well-being!

Your support enables us to maintain our commitment to creative and effective programming, expanding our reach and impact on the quality of life of the clients and community we are passionately dedicated to serving.

For questions about contributions, please contact Yorleni Mayorga at mayorgay@congreso.net.

Congreso is an IRS approved 501(c)3 tax-exempt organization. All donations are tax deductible to the extent provided by law.





Stay Connected

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