

2013 Annual Report



www.hispanicleague.org
info@hispanicleague.org
336.770.1228

690 Coliseum Drive
Winston-Salem, NC 27106



Spanish Nite

The Spanish Nite Gala on April 20th was a huge success with over 475 guests attending to celebrate the accomplishments of our scholarship recipients. A record 34 scholarships valued at \$67,000 were awarded to Hispanic/Latino undergraduate students. To date we have provided 214 scholarships valued at \$412,000 to academically outstanding and deserving recipients.



W.K. "Ike" Keener, Jr., former President and CEO of Allegacy Federal Credit Union received the Hanes-brands Inc. Hispanic Leadership Award. Felicia Arriaga, Latino Student Success Project, was the keynote speaker and we danced all night with Ricardo Diazquez & Tropic Orchestra and DJ Edgar Menendez. Save the date: Spanish Nite is on April 26th, 2014.

Fiesta Celebrates 21st Anniversary

The 21st Annual Fiesta sponsored by Wells Fargo was Saturday, September 14th and a superb success. The estimated 28,000 people attending this multicultural street festival benefitted from our new footprint using the Loewy Building parking area and Winston Square Park for entertainment. The music, dance contest and diverse food were rated the best ever! A special "Thank You" to all our Sponsors and Vendors who made this event possible! Each year Fiesta is amazing because of our fabulous Fiesta Planning Committee and 300+ marvelous volunteers who helped throughout the day. Next Fiesta – Saturday, September 13, 2014!



2013 Board of Directors

Guillermo Alvarez, President
Spearhead Insights Inc.

Paola Miranda, Secretary
Wildfire Ideas

Allison Norton-Rimron, Treasurer
Hanesbrands, Inc

Maria Aristizábal
YMCA USA

Cris Avila

Norsan Multimedia

Michael Cottingham

Northwest Community Care Network

Mary Dickinson

Community Volunteer

Sarah Fedele

American Heart Association

Matias Ferrario

Kilpatrick Townsend Stockton LLC

Yessi Galvez

Carolina Placement, Inc.

Ray Gardea

Volvo Trucks of North America

Diana Santos Johnson

Legal Aid of North Carolina

Norman Justice

Interstate Hotels/Twin City Quarter

Eric Korn

Reynolds American

Gloria Laureano

Winston Salem State University

Jennifer Mladineo

Syngenta

Pauline Morris

Forsyth Tech Community College

Xiomarra Parra

Carolina Placement, Inc.

Brenda Washam

City of Winston Salem

Staff: Mari Jo Turner

Hispanic League Executive Director

Lighting the Path Towards Multicultural Understanding!

2013 Highlights

- Received the 2013 ECHO Award
- Awarded 34 Scholarships totaling \$67,000
- For 2nd year full scholarship provided by a former recipient
- Gave over \$16,000 in support to community organizations and initiatives
- Savored a multicultural evening at our International Wine Tasting
- Participated in Winston Salem Centennial Parade
- Awarded 56 Gift Cards to ESL Middle School Achiever Students
- Brought author Diana Lopez to BookMARKS Festival
- New footprint at 21st Fiesta raised over \$30,000 with 28,000 attendees
- New partnerships with RiverRun FILMS WITH CLASS and Arts Council WS/FC
- Held 3rd Annual Zumbathon with over 75 attending
- Scholarship recipients played at 3rd Annual Golf Tournament
- Received funding for new staff position from Woody Clinard

Executive Message

The Hispanic League thanks you for your very loyal support in 2013. Together, with the assistance of an amazing Board of Directors and numerous volunteers, we have achieved many outstanding accomplishments during our 21st year. We are most grateful for the extraordinary generosity of the many Sponsors and Community Partners that collaborate with the Hispanic League to empower our work within the community.



Mari Jo

Looking forward to 2014, we will celebrate the 15th Anniversary of Spanish Nite, strengthen the Hispanic Leadership in our community, and due the generosity of Woody Clinard, will add a new Community Engagement and Resource Coordinator to our staff!

Did you know?

The Hispanic League is a 501(c)3 nonprofit organization (Tax ID # 56-1791215) and your donations help us continue our diverse programs. We can accept designations through United Way and all donations received are tax-deductible as provided by law.

One of the great resources we offer the community is the monthly posting of job openings on our website at: hispanicleague.org. Over 20 businesses listed positions with us in 2013.

We are a membership organization and offer individual, family, senior citizen, student, non-profit and business memberships with benefits. Join today!

We host Hispanic Services Coalition Meetings that educate on topics that address the Hispanic community. Everyone in the community is invited to participate in the FREE meetings.

Visionary Leader Invests in League

The first time you meet D. Elwood Clinard, you are welcomed by his warm smile and caring heart. “Woody” is a philanthropist known to many as a visionary leader who is responding to our changing community. His recent generous donation to the Hispanic League is an affirmation of our mission and reflective of his passion to support Hispanic/Latino families. By choosing to partner with the Hispanic League, Woody is investing in both the current and future of the Hispanic community.

Woody has graciously provided substantial support to make it possible to hire a new Community Engagement and Resource Coordinator in 2014, to enable us to broaden our support to the community; to establish a scholarship in memory of his wife, Helen Clinard, to ensure a deserving student can attend college; and to provide funding to energize a new Hispanic Leadership Program, to educate Hispanic/Latinos about the benefits of volunteering in our community and increase participation on local boards and committees.

There is only one Woody but there are many of you who can also respond to our changing community. If you know of anyone interested in investing in the Hispanic League or providing a named scholarship please contact Mari Jo Turner today.



Middle School Achievers

This year’s ESL (English as Second Language) Middle School Achievers Program touched the lives of nearly 800 students in seven Forsyth County Middle Schools. For 16 years small business leaders, community members and college students have volunteered to share personal, inspirational stories. Each participating ESL student had two teachers complete an evaluation at the beginning and end of the year assessing their academics, behavior, effort, attendance, punctuality and class participation. In May, an awards ceremony was held for the top 8 students at each school. Each of the 56 students received incentive awards through the generosity of Reynolds American. All received a “Be Your Own Super Hero” themed t-shirt.

Support for Community Programs

Each year we collaborate with community organizations to provide assistance to the Hispanic community. This year the Forsyth County Public Library, International Center of Forsyth Tech, YMCA, BOOKMARKS Festival, Community Care Center and local churches received \$16,000 of support. Benefits included cultural events, GED classes in Spanish, after school tutoring programs, and Camp High Hopes. We also partnered with the Arts Council of Winston-Salem Forsyth County, Piedmont Craftsmen Inc., RiverRun FILMS WITH CLASS, Piedmont Opera and the Winston Salem Symphony.



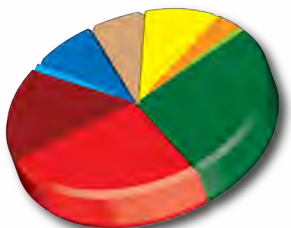
Donors/Sponsors

A-1 Insurance/ Nationwide • A Taste of Latin • A Daisy A Day Florist • Advancement Project • Allegacy Federal Credit Union
 Allegra Print & Imaging • Alex Morea • Allison & Pat Norton-Rimron • Angel Salcedo • A/perture • Ariel Perez Photography Arts
 Council of Winston Salem Forsyth County • Atlas Soccer Club • BB&T • BFG Communications • Blue Rhino Corporation
 Brave Inc. • Brittain Chiropractic Center • Cancer Services • Carlos Bocanegra • Carlos & Leticia Iruela • Carlos Patino Effio
 Cash To Go • Cesar Rojas • Charles King • ChristmannLegal • Cirque Italia • City of Winston-Salem • Compare Foods
 Costco • Crimestoppers of Winston Salem • Curtis Media Group • Darlene Rodriguez • Darrell Jones • Daisy Rodriguez
 David Hough • D.E.Clinard • Design Edge by Adriana Granados • Deuteran Law Group • DHHS for the Blind • Diana Santos Johnson
 Donna Jones • Doris Paez • State Farm • DuMexique • Dummit Fradin Law • ECHO Award • Eddie & Dawn Herandez
 El Buen Pastor • Elias Arellano • Elisa Lucarelli • El Maguey Restaurante Mexicano • Enriqueta Estrada-Costello • Eric & Josefina Korn
 Eudulio Solis • Fairway Outdoor Signs • Fermin & Margaret Bocanegra • Fleet Feet • Florence Livingston • Food Lion
 Foothills Brewing • Forsyth County Health Dept. • Forsyth County Hispanic American Democrats • Forsyth County Public Library
 Forsyth Technical Community College • Four Horsemen Consulting • Francisca Zamora • Gray Chiropractic & Sports
 Greenlight Leasing Inc. • Guillermo & Luisa Elena Alvarez • H&R Block • Habitat for Humanity of Forsyth County • Hanesbrands, Inc.
 Hauser Rental • Hayluri Beckles • Heather Hehl • Hispanics in Philanthropy • Helen Parsonage • Home Depot • Hospice
 & Palliative CareCenter • Hugh Quinn • Hugo Ramos • Iglesia La Luz Del Mundo • International Center of Forsyth Tech • James
 & Dianne Iseman • James B. Wilson • Javier & Yngrid Chacon • Jennifer Mladineo • Jose Capilla • Jose Castillo
 Joseph Crocker • Juana Garcia-Lopez • Judith Davis • Kelly Rupocinski • Kevin Cheter • Kilpatrick Townsend & Stockton LLC
 Kris Balloons • Language Links Inc. • Laura Meredith • Latinas Por La Cura • Law Office of Alan Doorasamy, Sr. • La Quinta Washington
 La Noticia • Larry Vellani • Le Ceiba • Liringis Chiropractic • Liz & Mark Kelly • Lorena Ortega • Louis Torres • Lowes Foods
 Lucia Chiropractic Clinic • Magdiyel Brito • Maria Aristizabal & Scott Keefe • Maria Riess Stonestreet • Mark Bachman
 Mark Atkinson Law • Martin Mata • Mary Bolton • Mary Lea Bradford • Matias Ferrario • Mauricio Cote • McDonalds/MOROCH
 Members Credit Union • Mia Magazine • Mickey & Susan Caroon • Miguel Patricio • Mike Lewis Attorneys • Millennium Fund
 Mi Casa • Michael Cottingham • Mi Pueblo Mexican Restaurant • Modern Automotive Network • Modern Nissan
 Museum of Anthropology at WFU • Nationwide Insurance • NC Eye Bank • Norman & Maria Justice • Novant Health
 Nut Ivory • Old Salem Museum & Gardens • Oscar Oviedo Oscar's Grille • Paola Miranda • Paul & Addy Jeffrey • Paula
 Henao • Pauline Morris • PepsiCo • Phil & Mary Dickinson • Photo Biz • Piedad Dulcey • Piedmont Craftsmen Inc.
 Piedmont Opera • Pink Culture Fashion • Precision Overhead Garage Door Service • Que Pasa • Quitos • Ray & Pat Gardea • Red Cross
 ofNWNC Rene Rodriguez • Reynolds American • RH Barringer • River Birch Lodge • Rob & Bonnie Fowler • Roland
 Gentry • Salem Academy and College • Salem College Fleer Center • Salem Glen Golf & Country Club • Savers Marketing
 Sawtooth School for Visual Art • Shirley Fly • Sonia Torres • Smart Start Forsyth County • South Arts Federation • Spring House
 Street Feat Productions • State Farm Insurance • Teresa Biggerstaff • The Adam Foundation • Therapeutiks, Inc. • Thomas Moore
 Thomas Shown • Time Warner Cable • TRIAD TV 20 & Estrella TV • Truliant Federal Credit Union • Twin City Quarter
 Village Inn Event Center • Wayne & Mari Jo Turner • Wells Fargo • West Fowler • WFDD • WFU Medical Center
 Whole Foods Inc. • Wildfire Ideas • Wines for Humanity • Winston-Salem DASH • Winston Salem Forsyth County Schools
 Winston-Salem Journal • Winston-Salem Symphony • Winston Salem Transit Authority • WS Human Relations
 WSNC 90.5 • WS Prime • Xiomara Parra • Yessi Galvez & Alex Wong • YMCA of NWNC

Income - \$298,614.34



Expenses - \$255,172.20



Income in 2013 was primarily raised from Spanish Nite and Fiesta, with Fiesta generating over \$30,000 in net income to support programming for future years. Most membership revenues are a result of our partnerships with Truliant FCU, Members CU and Allegacy FCU. The restricted donation of \$37,500 from D.E. Clinard will fund the new staff position, a scholarship & leadership program, and is not reflected as an expense in 2013. Continued funding from Hispanics In Philanthropy (HIP) supported our ongoing capacity building efforts. Over 85% of our expense were dedicated to our educational & cultural programs, community partners & events in our community. Almost 30% of the expenses went toward our scholarship programs, awarding a record number of scholarships (34) in 2013, thanks to our generous sponsors.

2013 Top Sponsors



Winston Salem

