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2012 Annual Report



Spanish Nite

The Spanish Nite Gala on April 28th was a huge success with over 400 guests attending to celebrate the accomplishments of our scholarship recipients. A record 31 scholarships valued at \$60,000 were awarded to Hispanic/Latino undergraduate students. To date we have provided 180 scholarships valued at \$335,000 to academically outstanding and deserving recipients.



Karla Pereira of Forsyth Medical Center received the Hanesbrands Inc. Hispanic Leadership Award. Paul Jeffrey, President of Wesley Long Hospital/Cone Health was the inspirational key note speaker and West End Mambo helped us dance all night long. Save the date for Spanish Nite 2013 - Saturday, April 20th!



Fiesta Celebrates 20 Years!

The 20th Anniversary of Fiesta was held on Saturday, September 15 and was an amazing success. An estimated 20,000 people attended this multi-cultural street festival. A special Thank You to all our Sponsors and Vendors who made this event possible! We could not have done Fiesta without our fabulous Fiesta Committee and 300+ marvelous volunteers who did all the planning, behind the scenes setup and helped throughout the day. Fiesta should already be on your calendar for 2013 – Saturday, September 14th!

2012 Board of Directors

Maria Aristizábal, President
YMCA USA

Guillermo Alvarez, Vice President
Spearhead Insights Inc.

Mary Dickinson, Secretary
Community Volunteer

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Eric Korn
Reynolds American

George Lucia
Lucia Chiropractic Clinic

Paola Miranda
Wildfire Ideas

Jennifer Mladineo
Syngenta

Allison Norton-Rimron
Hanesbrands, Inc.

Jorge Vidal
State Farm Agent

Lighting the Path Towards Multicultural Understanding!

2012 Highlights

- Awarded 31 Scholarships totaling \$60,000
- Raised over \$20,000 at the 20th Anniversary Fiesta
- Awarded 56 Gift Cards to Middle School Students
- Gave over \$16,000 in support to community organizations and initiatives
- Awarded first scholarship provided by a former recipient
- Received first Named Scholarship for Fermin Bocanegra
- Scholarship recipients played at Golf Tournament for first time
- Celebrated the Olympics Opening Ceremony with fabulous food
- Held 2nd Annual Zumbathon with more than 75 participants
- Savored a multicultural evening with international wines, food, music and art

Executive Message

It is a honor and privilege to serve as the Hispanic League's executive director, and I thank you for your very loyal support in 2012. Together, with the assistance of an energetic Board of Directors and amazing volunteers, we have achieved many outstanding accomplishments during our 20th Anniversary year.

As we look forward to 2013, we are grateful for the extraordinary generosity of the many sponsors and partners that collaborate with the Hispanic League to empower our work within the community that inspires our mission:

Improving the quality of life for Hispanics/Latinos by facilitating their inclusion, education and health while promoting multicultural understanding, dignity and respect.

Our 2013 goals include a comprehensive assessment of our programs; the revitalization of our Membership Committee; the strengthening of Hispanic leadership in our community; and increasing funding to continue being a success. For more information on how you can be involved, email Mari Jo at marijo@hispanicleague.org.

Mari Jo Turner
Executive Director

Did you know?

- The Hispanic League is a 501(c)3 nonprofit organization (Tax Id No. 56-1791215) and your donations help us continue our diverse programs. 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 jobs.hispanicleague.org. Over 20 businesses listed positions with us in 2012.
- We are a membership organization and offer individual, family, senior citizen, student, non-profit and business memberships with valuable benefits. Join today!
- We host the monthly Hispanic Services Coalition Meetings on the 3rd Tuesday of each month at 12:00 pm-1:30 pm at Allegacy Federal Credit Union. Topics focus on needs of the Hispanic community and vary month to month. Individuals, businesses, nonprofits and everyone in the community are invited to participate in this FREE meeting.

Culture • Education • Community

Middle School Achievers

The year 2012 marked the 15th year our ESL (English as Second Language) Middle School Achievers Program has touched the lives of nearly 700 students in seven Forsyth County Middle Schools. This year several college students volunteered to share personal 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 at each school with the top 56 students receiving incentive awards through the generosity of Reynolds American.



Support for Community Programs

Each year we partner with community organizations to provide assistance to the Hispanic community. This year the Forsyth County Public Library, International Center of Forsyth Tech, YMCA Programs, BOOKMARKS Festival, Community Care Center and local churches received \$16,000 of support from the Hispanic League. Benefits included cultural events for children, GED classes in Spanish, after school tutoring programs, Camp High Hopes and more. We also partnered with Piedmont Opera (Carmen at Fiesta) and the Winston Salem Symphony (free concert tickets).

Paying It Forward

For the first time we had a former scholarship recipient, Liz Romo Kelly (2005-2006), and her company, Greenlight Leasing Inc., fund a scholarship for another student. Liz briefly shared her journey to success and how she is now offering an opportunity for someone else to succeed. The recipient, Sandra Castro Cortes, is a junior at Winston-Salem State University working on her degree in Early Childhood Education.



Fermin Bocanegra Scholarship

The Hispanic League's first Named Scholarship of \$25,000 was donated by the Kate B. Reynolds Charitable Trust in honor of Fermin Bocanegra for his work in the Hispanic community. The scholarship is designated to be given to someone studying in the medical field. This year's scholarship was awarded to Carlos Gonzalez, a freshman at UNC Chapel Hill. If you know of anyone interested in providing a named scholarship please contact Mari Jo Turner.

Donors/Sponsors

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Winston Salem



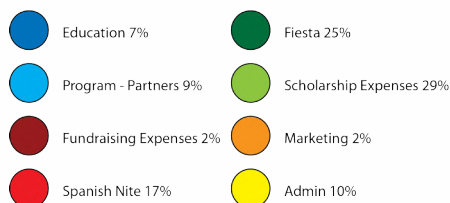
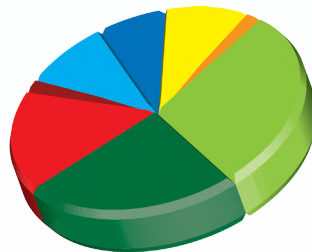
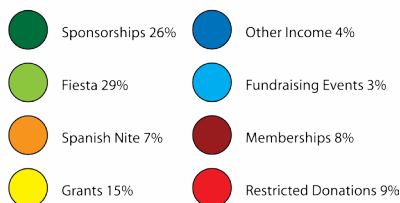
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DISFRUTA AÚN MÁS



Income - \$248,725 | Expenses - \$212,623



Income in 2012 was primarily raised from Spanish Nite & Fiesta, with Fiesta generating over \$20,000 in net income to support programming in future years. Membership revenues continued to be strong, thanks to our partnerships with Truliant FCU, Members CU & Allegacy FCU. The restricted donation of \$25,000 from K.B. Reynolds Charitable Trust on behalf of Fermin Bocanegra will fund scholarships for multiple years and is not reflected as an expense in 2012. Continued funding from Hispanics in Philanthropy (HIP) will support ongoing capacity building efforts. Over 85% of our expenses were dedicated to our educational & cultural programs, community partners & events in our community. Almost 30% of the expenses went toward our scholarship program, awarding a record number of scholarships (31) in 2012, thanks to our generous sponsors.