

2019-2020 ANNUAL REPORT



Con Mi MADRE
Mothers And Daughters Raising Expectations

PURPOSE

Con Mi MADRE was founded and incubated in 1992 by The Junior League of Austin's Hispanic Mother-Daughter Program. The founding impetus was statistical information that indicated that in the early 1990's in Austin, a Latina baby had a less than a 1% chance of securing a college education. Fast-forward a few decades, High School graduation and college enrollment rates have increased, but they still remain the lowest compared to other ethnic/racial female groups. These numbers decrease even more further along the educational pipeline. Social, economic, political, cultural, and environmental factors experienced at such a young age have been shown to have a significant effect in Latinas' educational attainment and mental health. However, with appropriate access to resources and consistent academic and emotional support, Latinas can obtain a postsecondary degree and reach all of their endeavors.



By 2022, the majority of all women in Texas will be Latina.

By 2060, 1/3 of the female population in the USA will be Latina.



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LETTER FROM OUR EXECUTIVE DIRECTOR



After 28 years of empowering girls to draft and seek lofty education goals, we have learned so much about what makes Con Mi MADRE's programs successful. We have confirmed time and again that by uplifting and guiding mothers to help their daughters on their journey to higher education and by walking with the girls on that path, it is possible to break cycles of poverty and rewrite the history of a family for generations to come. The year 2020 brought unforeseen challenges with a global pandemic that has disproportionately impacted the Latinx community. Con Mi MADRE quickly pivoted to address basic needs and conduct virtual programming. The strong relationship that we have formed over the years with our mother-daughter teams allowed us to offer the necessary support to help build the resilience that we all need to manage this complex historical moment.

Our many stories of success have come about because a village of individuals work together year after year to make it a reality. The support of our dedicated staff, our community partners, a visionary board, and loyal donors and sponsors convey to our participants that we are invested in their success. As the fastest growing consumer group of our country, Latinas are shaping our economy. I am extremely proud to know that those who fund our work understand that investing in our program is investing in our society's future. Thank you for giving us the opportunity to transform lives and to change history!

Johanna Moya-Fabregas, Ph.D.

Board of Directors

Rosie Mendoza
Chair

Fiesta Tortillas, Chief Financial Officer

Veronica Rosas Fernandez
Chair Elect
American Express, Business Planning Manager

Ashley Aoshima
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Member at Large

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Texas Disposal Systems,
Director of Marketing and Communications

Javier Valdez
Oracle, Senior Sales Consultant

Claudia Willars
Samsung Austin Semiconductor, Consultant (Learning & Development)
Burnnet Tutoring, President

Dr. Lauren Gulbas
University of Texas at Austin School of Social Work,
Assistant Professor



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WHO WE ARE

OUR MISSION

is to empower young Latinas and their mothers through education and support services that increase preparedness, participation, and success in post-secondary education.

OUR VISION

is to see Latina students rewrite the narrative of her family and her community.



Our Pillars

Parental Engagement

At CMM we believe that creating opportunities for parents to engage in their child's education will lead to postsecondary success.

Educate Holistically

We provide mothers and daughters the social-emotional skills they need to advocate for themselves and overcome emotional and physical obstacles.

Empowerment

At CMM, we equip mothers and daughters with the knowledge and advocacy skills to succeed in spite of systemic barriers.

Cultural Relevance

We have a passionate team whose experience mirrors that of the students we serve, which helps build trust with families and demystify the process of seeking a postsecondary education.

Community-Centered

We unite with local organizations and individuals to better meet the needs of the community.

Programming Goals

College Readiness & Persistence

Financial Knowledge & Awareness

Emotional Intelligence

CMM PROGRAMMING

Preparation **6th-10th Grade**

We start early to prepare students for academic, social, and emotional success. We host meetings throughout the school year where our coordinators deliver our social-emotional education curriculum on campuses.

Participation **11th-12th Grade**

Participants continue to receive social-emotional sessions while commencing the process to fulfill the requirements to submit their college application.

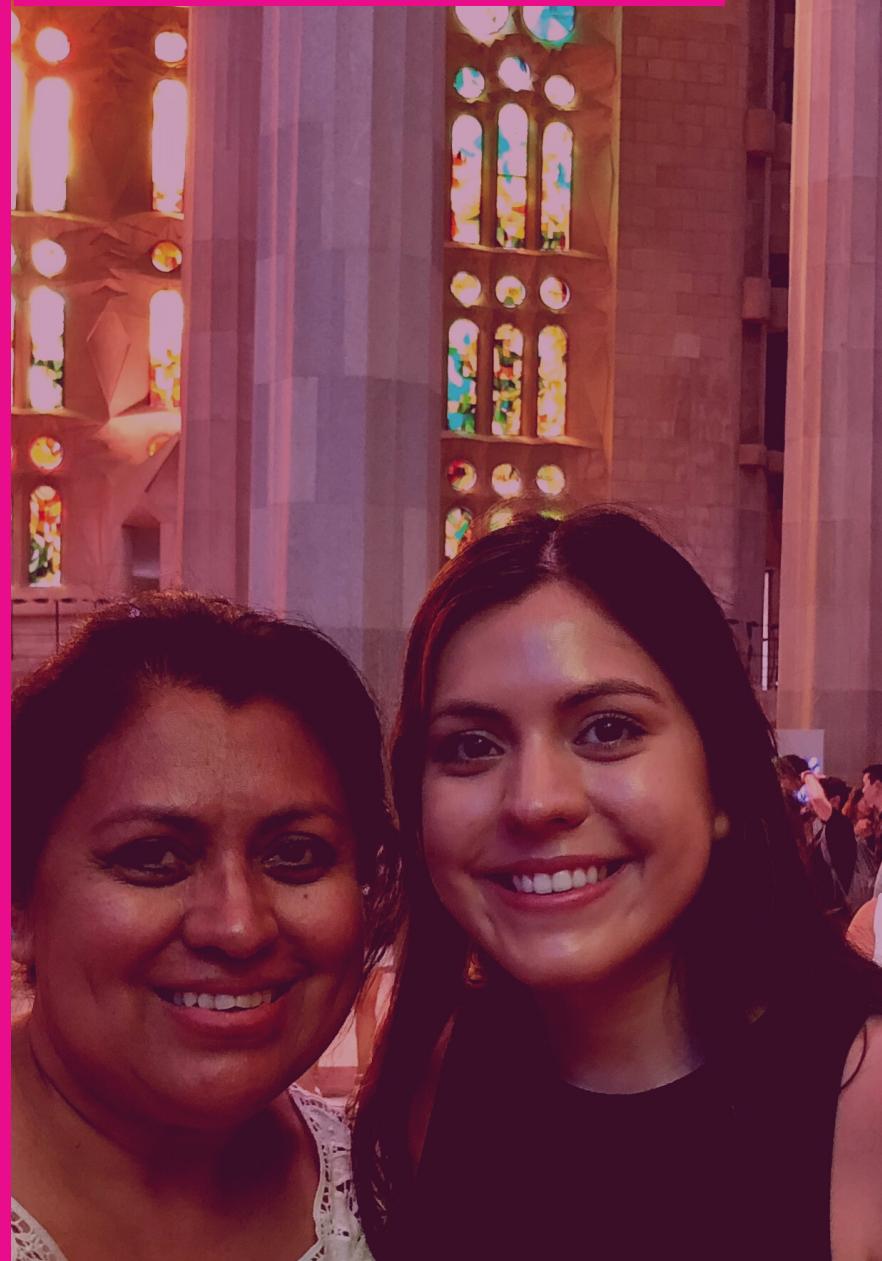
Success **Post-Secondary**

We continue to help Latinas reach their goal of a post-secondary degree by offering students supportive guidance and academic advising services.

Additional Services Offered Throughout the Year

- College Visits
- Balanced Living Conference
- College & Career Fair
- College Academies
- Leadership Summit
- Individual Coaching & Mentoring
- Con Mi Hermana Mentorship Program
- Volunteer events
- Scholarship Opportunities

WHO WE SERVE



900+
**Mother-Daughter
Teams Served!**



91% Students of Color



68% Qualify for Free or Reduced Lunch



54% 1st Generation College Students

OUR IMPACT



Degree/Areas of Study:

Business Management
Education
English/Literature
Health Professions and Related
Fitness Studies
Psychology
Social Sciences
Visual & Performing Arts

Graduating Institutions:

Concordia University at Texas
St. Edward's University
The University of Texas at Austin
The University of Texas at Dallas
The University of Texas at San Antonio

A YEAR IN REVIEW

Response to COVID-19

Con Mi MADRE created interactive curriculum content in the form of videos and PDFs. Also, coordinators reached out to all participants to check in and offer support. Through this outreach, we were able to connect 36% of households to resources and/or give them the support they needed.

Resources/support offered included:

- Emotional support
- Answering questions about COVID-19
- Connection to financial support
- Connection to basic needs (food, tech, clothes, etc.)
- Connection to medical help
- Support with school issues

Impact of COVID-19 *266 households surveyed

- **59%** Students expressed they were emotionally impacted by the pandemic (stress, anxiety, etc.)
- **37%** Households were having issues at school (grades, course work, graduation requirements, etc.)

Financials

Revenue Total: \$1,376,843

- Fee for Service & Government 59%
- Foundations & Corporate 25%
- Individuals 16%



Expense Total: \$1,619,172

- Program Expenses 76%
- Fundraising & Administrative Expenses 24%



*Based on Unaudited Financials



Our Annual Corazon Awards went virtual through Facebook Live. We were able to raise over \$120k!

This year our chapters visited Texas A&M University-Corpus Christi, Texas A&M University-Kingsville, Baylor University, Texas State Technical College, Abilene Christian University, McMurry University, and Western New Mexico University.

We made the difficult decision to dissolve our El Paso Chapter.

SUPPORTERS

MANY THANKS TO OUR PARTNERS AND CONTRIBUTORS!

Foundations

ACF Women's Fund
Annie E. Casey Foundation
Applied Materials Foundation
Bill & Rhonda Paver Family Foundation
Dan and Lynn Holland Charitable Fund
Fiesta de Independencia Foundation
GAHCC Foundation
Giselle and Stephen Rohleder Foundation
Hispanic Impact Fund
Hispanic Wome's Network of Texas
L'Aiglon Foundation
Lola Wright Foundation
Mr. and Mrs. Nelson Rusche Foundation
North Texas Community Foundation
Shield-Ayres Foundation
The Junior League of Austin
The Long Foundation
Thomas M., Helen McKee & John P. Ryan Foundation
Tides Foundation
 Unidos US (NCLR)
United Way for Greater Austin
Wells Fargo Foundation

Government

City of Austin

Corporate

ABC Bank
Ascension (Seton)
Bank of America, N.A.
Bumble
Central Health
H-E-B
IBC Bank
Kendra Scott
Network for Good
RBFCU
Texas Capital Bank
Texas Disposal Systems
Texas Mutual Insurance Co
The Atlantic
United Way Tarrant County

Individuals

Denise Hernandez
Dr. Lauren Gulbas
Janis W Pinnelli
Jerry Morgan
Juany Castilla
Lillian Gray
Lorraine Martinez
Manuel Zuniga
Michael & Carol Williamson
Nelson Puett
Paula Herd
Rosie Mendoza
Scott Brutocao
Sergio Rodriguez
Rudy Colmenero

School Districts/Institutions

Austin Community College District
Austin Independent School District
El Paso Independent School District
Fort Worth Independent School District
Hays Consolidated Independent School District
Taylor Independent School District
University of Texas at Austin

OUR TEAM



Executive Director

Johanna Moya Fabregas,
Ph.D

Chief Program Officer

Karen Gonzalez

Director of Finance

Marcie Cast

Development Associate

Heaven Guerrero Wilbanks

Data Manager

Alicia Guerrero

Administrative Assistant

Valerie Villareal

Central Texas Chapter

Central TX Program Director
Priscella Maldonado-Moezzi

Success Program Coordinator

Mariana Zamora

Parent Program Coordinator

Miriam Gutierrez

Clinical Program Coordinator

Katherine Guillory

Central TX Program Coordinators

America Ambriz
Avi Villegas
Erika Padron-Salazar
Jessenia Balderas
Lorena Sierra

Fort Worth Chapter

Fort Worth Program Director
Evelyn Jackson

Fort Worth Program Coordinators

Carla Gonzalez
Illiana Montoya

El Paso Chapter

El Paso Program Director
Alejandra Gaytan

El Paso Program Coordinators

Cynthia Gutierrez
Katheryne Taylor
Marissa Delgado



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