

BUILDING THE ROAD TO WELLNESS & ECONOMIC OPPORTUNITIES

IMPACT REPORT 2024

CLUES mission is to advance social and economic equity and wellbeing for Latinos in Minnesota. We build upon the strengths of our cultures and communities to uplift individuals and families and enable leadership for systemic change.



COMUNIDADES LATINAS
UNIDAS EN SERVICIO



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TODAY**



www.clues.org

ADVANCING COMMUNITY HEALTH & HEALING



Canasta Familiar volunteers & staff

FOOD SECURITY AND NUTRITION

143k+ individuals and families received healthy food through Canasta Familiar weekly in Saint Paul, Minneapolis, and Austin. **30%** increase from 2023.

1M+ pounds of culturally relevant and healthy food were distributed through Canasta Familiar.

1k+ SNAP screenings and **804 SNAP** applicants enrolled.

COMMUNITY HEALTH AND WELLNESS

380K+ people received information about Quit Partner MN and COVID-19 through community events, media outlets, partner organizations and social media platforms.

400+ individuals were immunized against COVID-19 and the flu.

Close to **15K COVID-19 tests** distributed.

1k+ teens reached through sexual health education programs in schools.

42 Latino elders served with dementia-prevention, nutrition, physical and mental health and financial wellbeing.



Abriendo Caminos clinicians

BEHAVIORAL HEALTH

CLUES was **Certified as a Community Behavioral Health Clinic (CCBHC)**. Abriendo Caminos is one of a few culturally-specific clinics in the country.

680 clients received **3.9K+** hours of mental health and **1.5K hours** of substance use disorder therapy.

Launched the **only MI/SUD teen program in Minnesota** that focuses services on **Latino teens** and their families.



Mayores Mejores participant

ADVANCING ECONOMIC PROSPERITY



CDL student driver in training

HOUSING STABILITY

920 families supported through housing stabilization programs.

Prevented eviction for **850 families**.

\$5 million distributed in rental assistance.

44 individuals completed our Rental Readiness and Homebuyer Education and Pre-Purchase program.

Our counseling efforts led to **30 successful home purchases**.

ECONOMIC PROSPERITY

Close to **1.5K participants** were trained in workforce, employment, and financial education.

460 individuals gained employment skills, and **96 students** graduated from our Career training programs, earning an average of **\$23+ /hr**.

Established **30 new businesses** and served a total of **350 entrepreneurs** and small businesses.

540 students engaged in over **17K+ hours** of English as a Second Language, Citizenship, GED, Pronunciation and Digital Literacy instruction.

420 federal and state tax returns filed in 2024 through our VITA Program.

Close to **\$1.2M TAX refunds** were issued.

40 ITIN applications were filed and issued by the IRS through us.

660K+ INDIVIDUALS REACHED VIA OUR PROGRAMS & EVENTS!

BUILDING OPPORTUNITIES AND CONNECTIONS



Youth in Action students

YOUTH ENRICHMENT

580 youth equipped with essential skills, career readiness training, and hands-on experiences in STEAM-related fields.

87 students explored a career path in coding, filmmaking, marketing and journalism, among others, and **15 students** received paid internships.

57 students connected with **43 mentors** and received college readiness support through our Youth in Action program.

The **Adobe Explorer Award** recognized our students for the social impact of their innovative ticketing system for CLUES Food Market Program, Canasta Familiar.



YAI graduate and her mentor

CHILDCARE & EARLY EDUCATION

Served **90 individuals**, parents and caregivers with childcare needs and quality education. **60** obtained CPR certification.

Trained supported **30** Childcare Family & Friends Network providers.

Served **83 children** under the care of the Early Milestones graduates and the business series graduates.

Supported **43 children** and **42 families** and enhanced parenting practices through our home-based visiting program Parents as Teachers.

Our doula and lactation counselors supported **10 mothers** during childbirth.

Our online Facebook FFN group has **375+** active members.

Launched an **innovative childcare model** for **Latina entrepreneurs** to open their own daycare businesses on the East Side of Saint Paul.

BOARD OF DIRECTORS *AS OF FEBRUARY 2025

EXECUTIVE COMMITTEE.

Chairperson

Hazzen Muñoz – Ecolab

Vice-Chairperson

David Garcia – Best Buy

Treasurer

Henrique Bahr – Cargill

Secretary

Esther Ledesma Pumarol – Xcel Energy

MEMBERS AT LARGE.

Jose Bernad – Allina

Richard Esquivel – Sunrise Bank

Judith Garcia Galiana – Galiana Consulting

Danielle Robinson Briand – Justicia Law

Fred Schiller – 3M

Michael Scrafford – Target

Paula Skarda – Health Partners

Vinny Silva – Solventum

EMPOWERING SURVIVORS

Close to **2K children, youth, and families** connected with resources and support through our case management program.

CONNECTING LATINO VOICES

CLUES garnered **1.3M total content views** through digital channels. More than **25K people** followed CLUES on social media. Our team created **900+** printed and audiovisual marketing materials.

VOLUNTEERS AN ESSENTIAL PART OF CLUES

700+ volunteers helped us deliver our work and mission and performed **14K hours** of service to the community.



Canasta Familiar volunteer



CLUES Board of Directors attending Gala Latina

BUILDING HOPE & OPPORTUNITY



May 2024 was a benchmark in the history of CLUES. Our Abriendo Caminos Clinic achieved certification as a **Certified Behavioral Health Clinic (CCBHC)**. This certification is a milestone for CLUES as we are **unique locally and nationally for our culturally centered mission to wellness**.

Our expanded services now include substance use disorder treatment for teens (the only Latino-focused teen SUD program in the State), Adult Rehabilitative Mental Health Services (ARMHS), Adult Mental Health Case Management, Peer Recovery Services, and Medications for Opioid Use Disorder (MOUD) and treatment of other addictions with medication, psychiatry, and care coordination. We ensure clients and their families can navigate systems and obtain the care they need in Behavioral Health, at CLUES in other departments, and in the community.

During 2024, our **bilingual professionals** provided **445 behavioral skills service hours** to **25 children** via our Children's Therapeutic Services and Supports (CTSS) program. Mental Health Case Management clinicians delivered **300 face to face visits** to **47 children** and **200 in-person visits** to **29 adults**.

Our Cultural Brokers served **290+ clients**.



NEW CHILDCARE BUSINESS HUB AND FAMILY WELLNESS CENTER IN SAINT PAUL'S EAST SIDE

A new Family Wellness and Childcare Business Incubator Center will be opening in Saint Paul's East Side in the **summer 2025**. The new building will foster **access to education, health care, food security, and economic stability**. This Family Wellness Center will be the new home for CLUES Canasta Familiar, our cultural food market, where families can access healthy food and needed items including diapers, formula milk, hygiene products, etc..

The **Childcare Business Incubator Pilot** will be an innovative replicable model of childcare microbusinesses in shared space with accessible hands-on training in both childcare and practical business skills. Our objective is to support Childcare providers to start their own childcare businesses, thereby increasing the number of childcare slots on the East Side of Saint Paul. Throughout 2024 we trained **30 Childcare Family & Friends Network providers** to further expand qualified day care centers. Our **replicable model** will support business owners with resource navigation, training, subsidies & loans, and business skills essential to starting and growing successful businesses.

ADVANCING LATINO ARTS & CULTURAL ENGAGEMENT



CLUES ART GALLERY: A PLACE FOR BELONGING



Visitor engaging with the "Tranformacion" art exhibition

CLUES is home to a unique art gallery dedicated to showcasing Latino artistry and celebrating Latino diversity and heritage. In 2024, Arts and Culture succeeded in accelerating engagement through education, collaboration and intentional programming.

An estimated **20K+ visitors** to the CLUES Saint Paul building had the opportunity to visit the art gallery in 2024. **A total of five exhibitions were featured and received 2K+ visitors.**

Our arts and cultural engagement programming engaged **16K+ people** on the East Side of Saint Paul.

Gallery themes focused on visibility and power building: Afrolatinx, Survivors of Gender Violence, LGBTQI+.

And **covered narrative shifts:**

- Latinos are Minnesotans
- Immigrants as larger-than life heroes
- Healing for joyful resilience

93% of participants surveyed graded our art and cultural engagement programming and exhibits at A+. All surveyed respondents said our programs are **impactful, accessible and engaging.**



Volunteers and visitors participating at Día de Muertos



Kuyayki Peru - Minnesota performing at Fiesta Latina

COMMUNITY BUILDING AND CONTINUOUS DEVELOPMENT

11.4K attended our community festivals.

98% of respondents found Día de los Muertos Festival provided a learning opportunity for **EVERYONE** regardless of their culture of origin.

WATCH TO LEARN MORE:



Representando
Latinidad



Día de los Muertos



"OUR CULTURE IS VERY IMPORTANT FOR OUR COMMUNITY, IT STRENGTHENS US, BOOSTS SELF-ESTEEM AND CREATIVITY, AND REINFORCES OUR IDENTITY. A HEALTHY COMMUNITY CREATES AND THRIVES".

Artist Gustavo Boada participating in Día de Muertos parade

*Our Art and Cultural Engagement activities are made possible in part by the Minnesota Legacy Amendment's Arts & Cultural Heritage Fund.



STRENGTHENING LATINO CULTURE AND HERITAGE

15K+ PEOPLE WERE UNITED THROUGH CLUES CULTURAL ENGAGEMENT, ARTS PROGRAMS & EVENTS CELEBRATIONS.

CLUES Arts and Cultural programs center around the theme "La Cultura Cura" or "Culture Heals." Through art exhibits, workshops, and community convenings, we celebrate Latino heritage and culture.

40 artists engaged via professional development, work opportunities and fostering community connections.

2.3K+ people attended 12 educational workshops centered on accessibility, empowerment and empathy.

GALA LATINA

Over \$114.K was raised to support CLUES' Canasta Familiar food shelf, which supports equal access to food by providing healthy, culturally appropriate food for families on a weekly basis in Saint Paul, Minneapolis and Austin, MN.



Gala Latina attendees



Baila Venezuela at Fiesta Latina



"Representing Latinidad" art exhibition



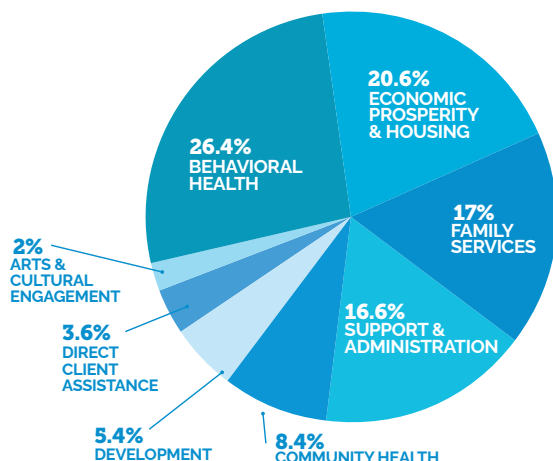
Enjoying Dia de Muertos

2024 FINANCIALS

CLUES IS COMMITTED TO FINANCIAL TRANSPARENCY AND ACCOUNTABILITY

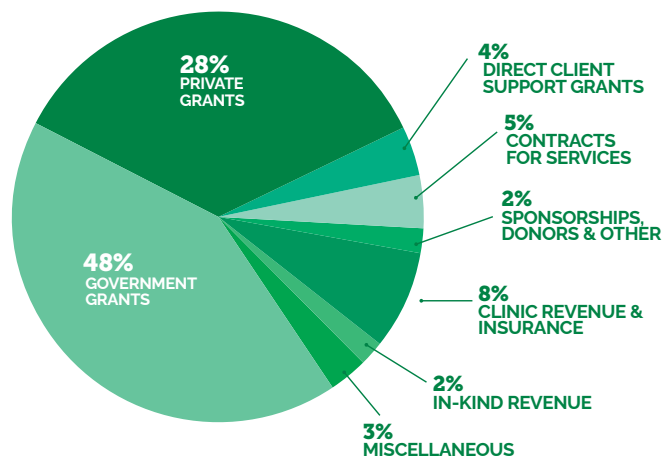
CLUES operates through a balanced combination of corporate and foundation grants, government grants and contracts, individuals donations and earned revenue.

EXPENSES BY PROGRAM



Behavioral Health	\$3,951,639
Economic Prosperity & Housing	\$3,089,669
Family Services	\$2,551,009
Support & Administration	\$2,479,713
Community Health	\$1,256,670
Development & Events	\$811,247
Direct Client Assistance	\$536,634
Arts & Cultural Engagement	\$300,385
TOTAL	\$14,976,965

REVENUE BY TYPE



Government Grants	\$7,213,524
Private Grants	\$4,118,965
Clinic Revenue & Insurance	\$1,269,179
Contracts for Services	\$719,331
Direct Client Support Grants	\$590,297
Miscellaneous	\$431,949
Sponsorships, Donors & Other	\$359,995
In-Kind Revenue	\$273,725
TOTAL	\$14,976,965

*Non-audited FY2024 figures