



# **LETTER FROM** PRESIDENT & FOUNDER

Dince 2003, Urban Strategies has existed to equip, resource, and connect faith- and community- based organizations so that all children and families can reach their full potential. I have often referred to this mission over the last twenty years and look forward to keeping this as our guiding light for the years to come.

Throughout my time in corporate banking or serving various Presidential administrations, one question is frequently asked of me: why churches? In Urban Strategies' experience, there is no better entity than the church to partner with in endeavors of community transformation.

Faith-based organizations have a presence in every single neighborhood across our country; they are driven by a mission that calls for transformation; and they are comprised of people of great experience who are compelled by hope. With the right tools and resources, the power of faith-based institutions as agents of transformation is without parallel. The problem is that these tools and resources do not often reach those who can use them most.

Over the past 20 years, Urban Strategies has **bridged the gap** by partnering with neighborhood-based faith and community organizations serving families in most need.



We have collaborated with leaders across the country and the Americas working in areas that impact children and families.

Whether it is in our efforts to help fathers engage with their children or helping individuals obtain employment, time and time again our Urban Strategies teammates have led programs that **outperform peer organizations**, even when our resources may be more limited. While our organization has grown exponentially from just a few people, I believe our success in serving Latino children and families comes from staying true to our **core values of authentic relationships, intentional compassion, and servant leadership**.

I thank each of you for the part you have played in the work of Urban Strategies. Whether you are a teammate, a partner, or a community member, **our impact is greater because of the contribution of your unique gifts**. As we look towards the future of Urban Strategies, we look forward to continued growth -- not of the size of our team or the number of centers we operate, but of growing our impact in the communities we serve.

Thank you for joining us in the journey, Lisa Treviño Cummins

# **LEADERSHIP TEAM**

Lisa Treviño Cummins

President & Founder

**Lorena Garza Gonzalez** Chief Operating Officer

Laura Whitley Chief Financial Officer

Melissa Aguilar Executive Director

### **Cristina Diaz Hernandez**

**Executive** Director

John Lewis Executive Director

Jessica Martinez Executive Director

**Dawnielle Miller** Executive Director Chris Balcos

Maria Giaimo Director of Finance

Manolo Gonzalez HR Director



"The servant-leader is servant first...It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead. That person is sharply different from one who is leader first."

### -Robert K. Greenleaf

# **OUR MISSION**

## We exist to equip, resource, and connect faith- and community-based organizations so that all children

### OUR APPROACH

We work with Latino-focused faith- and community-based organizations to serve and engage the whole family.

Authentic Relationships are foundational to our work. They move beyond a transactional nature to truly know people and serve as opportunities for mutual development and growth.

Servant Leadership is rooted in an other-centric mindset that informs the way one leads and builds up individuals, families, and communities.

Intentional Compassion is a deliberate commitment to understand, formulate strategic responses, and activate others to reach their full potential.

and families can reach their full potential.

### OUR VALUES

# FLAGSHIP LOCATIONS

Southern CA Los Angeles, CA Phoenix, AZ Alamo, TX Houston, TX Central TX Edinburg, TX San Benito, TX Central FL Gainesville, FL Tampa, FL New Rochelle, NY Bayamón, PR Ciales, PR Ponce, PR San Salvador, ELSL

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# URBAN STRATEGIES LOCATIONS





State where Urban Strategies collaborators are present





# PROGRAMMING THAT TRANSFORMS **COMMUNITIES**

rban Strategies' community development programs focus on health and wellness, leadership development, youth development, and economic development.

### LEADERSHIP DEVELOPMENT

In 2022, Urban Strategies launched the second year of Caminando Juntos, a first-of-its-kind program to promote the holistic wellbeing of Latino pastors.

## 60%

90%

better life/ministry balance

noticed improved spiritual wellbeing

### 80%

noticed improvement in every area of life

**"IF I HAD THESE SESSIONS 30 YEARS AGO,"** PERHAPS THE MINISTRY WOULD NOT HAVE **BEEN SO HEAVY."** 

## 30%

female pastors

## 60%

utilized counseling grants

# -CAMINANDO JUNTOS PARTICIPANT



### **HEALTH & WELLNESS**



a



community health events hosted by Urban Strategies and partners faith- & communitybased partners



2,061

vaccines administered

**"URBAN STRATEGIES' ABILITY TO CONNECT** WITH COMMUNITY LEADERS AND ENGAGE **THEM IN PRODUCTIVE EFFORTS IS INVALUABLE TO OUR PROGRAM EFFORTS."** -PURNIMA UNNI,

ASSOCIATION OF IMMUNIZATION MANAGERS (AIM) FEDERAL GRANTS DIRECTOR

### **YOUTH DEVELOPMENT**

**"IN A GOOD RELATIONSHIP, IT ALL STARTS WITH YOU. YOU NEED TO KNOW** YOURSELF, LOVE YOURSELF, AND TAKE **CARE OF YOURSELF BEFORE BEING** WITH ANYONE ELSE." -LOVE NOTES PARTICIPANT



faith- & community-based partners



2,500+ youth completed evidence-based curriculum

### **ECONOMIC DEVELOPMENT**

Urban Strategies' investment in Latino families expanded to a program in El Salvador designed to help families flourish and curb irregular migration through temporary work visas.



applicants for H2 A/B Visas



workers deployed to United States



# GIVING FAMILIES A HEAD START

Urban Strategies' child development programming offers free child care to children 0-3 years old. These programs build upon the resources of faith- and community-based partners to provide a safe learning environment with a team who cares for the whole family.

97 pregnant women served

**74%** Average monthly attendance

849

families

served

gnant women locations in the United served States and Puerto Rico

58% families experiencing unemployment **9%** of children in foster care



# PROFESSIONAL DEVELOPMENT

In the strategies Early Head Start equips parents to become their children's first teachers while continuing to pursue their own goals.

Cynthia Guerrero-Gonzalez was able to earn her degree in social work with the support of Head Start and went on to become the director of the Urban Strategies Early Head Start program in Edinburg. She now leads other families with intentional compassion.

### "I WAS DRAWN TO AN ORGANIZATION THAT VALUES SERVANT LEADERSHIP." -CYNTHIA GUERRERO-GONZALEZ



Mrs. Guerrero-Gonzalez shared, "I saw that Urban Strategies is an organization that values servant leadership and authentic relationships with partners and the community."

Mrs. Guerrero-Gonzalez is not the only Urban Strategies teammate who has experienced transformation throughout her career.



At the Urban Strategies Early Head Start centers in Houston, three teammates have experienced similar journeys of professional growth.

Yvonne Espinosa started as a receptionist and worked closely with our health services team to gain understanding of the population with whom we work. She is now serving families as a family advocate.

Audrey Roman Torres started off at the Urban Strategies center as an instructional coach, and her passion for learning led her to transition to an education and disabilities position.

Beatriz Garcia was a custodian for the Houston center. Once she became a teacher, she showed the same pride in caring for children as she did keeping the center clean and safe.

EHS Houston Center Director, Shannon Hernandez, commented, "We are passionate about our staff's professional development." More than growing the size of our team, **Urban Strategies is** interested in growing teammates into true servant leaders.

# JOURNEYING TOWARDS HOPE



rban Strategies collaborated with faith-based partners in California, Texas, and Florida to care for unaccompanied immigrant children (UC) in our **foster and residential care program, Refugio**. Together we are facilitating family reunification while providing services that promote **health**, **wellbeing**, and human flourishing.

Jessica Martinez, Executive Director, explains, "Urban Strategies Refugio implements a child-centered, trauma-informed, and culturally responsive approach to children who have migrated to the United States from all over world."

"The fact that we see children and youth who arrive broken, traumatized, and confused become young people of value, respect, and wholeness is one of the most rewarding gifts," says Refugio Center Director Nicole Gomez.

> URBAN STRATEGIES REFUGIO HAS SERVED MORE THAN 2,800 UNACCOMPANIED MINORS FROM 22 DIFFERENT COUNTRIES

David Rivera, Program Manager, shares, "our goal is to be a positive impact to each child we encounter and equip them to become successful individuals who will one day want to 'pay it forward' in their own community."



## SIX KEY FINDINGS FROM "HOW LATINO **CONGREGATIONS** ARE TRANSFORMING **COMMUNITIES"**

A survey of 121 churches conducted by Urban Strategies, the Brown Church Institute, and **Fuller Theological Seminary's Centro Latino** 

> 94% of Hispanic churches provide **social services** for community residents

During a time of crisis, faith-based organizations tripled their budgets dedicated to community services, some up to **75%** 

85% of churches operated under restricted **budgets** (< \$300,000 per year)



Among churches, the top three Community Services provided were related to Health, Food Security and Youth Development



The most common health-related service provided by churches was pastoral counseling



The economic value of volunteer hours provided by Hispanic churches across the United States is an estimated **\$1.3 billion** 

### **"THIS REPORT REVEALS THAT LATINO CHURCHES ARE FIRST RESPONDERS IN TIMES OF SOCIAL CRISIS AND A CRITICAL, BUT OFTEN OVERLOOKED** PART OF THE SOCIAL SAFETY NET." -DR. ROBERT CHAO ROMERO

SCAN TO DOWNLOAD How Latino Congregations Are Transforming Communities

# **URBAN STRATEGIES** BY THE NUMBERS







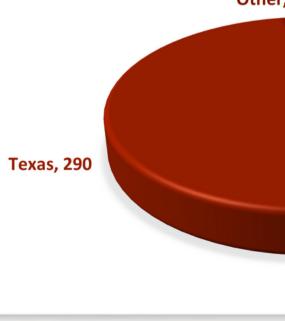








Other, 16

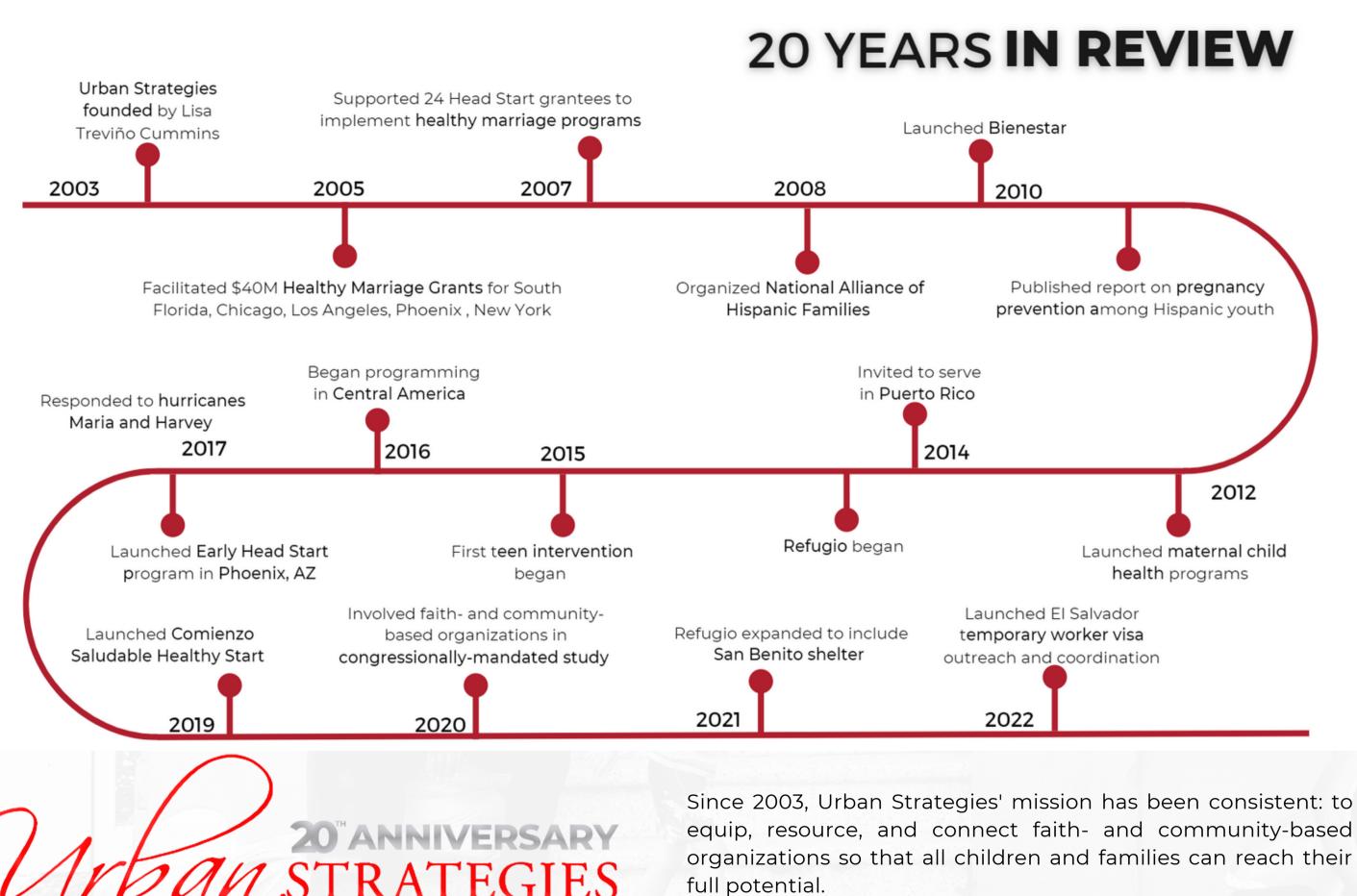


# 190,515+ families impacted

### **EMPLOYEE LOCATIONS**

**Puerto Rico,** 131 Arizona, 23 Florida, 88

New York, 14



# URBAN STRATEGIES IMPACT

Pictured: Partner Ignite Life Center engages in community clean-up in Florida. Urban Strategies has deposited over \$250 million into the communities we serve.

We have partnered with over 2,500 faith and community-based organizations in 47 states, Puerto Rico, and Central America.

Our hope is to see all children and families reach their full potential.



### VALUE-DRIVEN PURPOSE A WORD FROM OUR DNA AMBASSADORS

I have been impressed with the desire of Urban Strategies to build authentic and sustainable relationships between faith leaders and community partners. Through the Bienestar project, I've seen how faith leaders are willing to create environments of health and wellness in their communities.

### -Naomi Gamez **Regional Coordinator**

For me it is a privilege and joy to say that I have been part of Urban Strategies for 3 years and 9 months. I have seen servant leadership in the partnerships we have with pastors and community leaders. They always look for a way to serve others for the good of Puerto Rico.

> -Leilani Acevedo HR Generalist



"Our leaders and my teammates have played significant roles in my personal and professional development. They have bolstered mv confidence by recognizing and acknowledging my strengths, offered me the opportunity to use my voice, recognized me as a whole person who is worthy of being known, and modeled what it looks like to be a servant leader."

Intentional compassion in action has been the epicenter of our work to serve the families in most need. My role as an Urban Strategies ambassador is to be an authentic agent of change connecting people and resources for the wellbeing of the Latino community.

-Jaclyn Bonner **Development & Engagement Director** 

> -Olber Roblero Regional Coordinator



