



HACER

RESEARCH. COMMUNITY. IMPACT.

ANNUAL REPORT



HISPANIC ADVOCACY AND COMMUNITY EMPOWERMENT THROUGH RESEARCH

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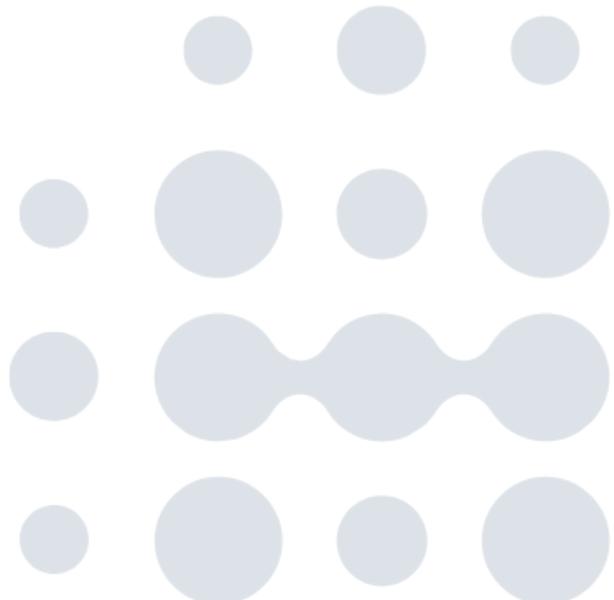
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MESSAGE FROM THE EXECUTIVE DIRECTOR



**RODOLFO
GUTIERREZ**

Executive Director

“
ELEVATING
LATINO VOICES,
ADVANCING
EQUITY
”

Dear Friends, Partners, and Community Members,

2024 marked a pivotal year for HACER. As we navigated complex challenges and opportunities, our commitment to Latino communities remained unwavering. From advancing health equity through innovative research collaborations to cultivating civic leadership through MiLLLA, we continued to center community voice in everything we do.

We are proud of the strides we've made—and deeply grateful to our partners, funders, and community leaders who walk alongside us. Together, we are building a future where Latino communities are not only heard but lead the way.

We also extend our heartfelt thanks to the dedicated staff and board members who were with us throughout 2024. Their insight, passion, and tireless work were instrumental in helping us achieve transformative milestones. Their belief in our mission and their commitment to equity made this year not only impactful—but truly inspiring.

Con gratitud,

Rodolfo Gutierrez



HACER is the only Latino Lead-focused, advocacy-driven research organization in the Upper Midwest. Founded in 1988 to address the lack of data and representation of Latino voices in Minnesota's public discourse, we have since expanded our impact. Using Community-Based Participatory Research (CBPR) and other contemporary models, we have delivered actionable insights for state initiatives addressing health disparities, vaccination equity, economic development, and financial education.

Our commitment has earned recognition at local and state level, and as we grow, we continue engaging more community members every day.

RESEARCH.

COMMUNITY.

IMPACT.

ABOUT HACER

MISSION

HACER's mission is to engage Latino Minnesotans through **research, evaluation, and community action** to promote equitable representation at all levels of institutional decisions and policy change.

VISION

HACER's vision is a Minnesota in which Latinos have pathways to justice and their voices and culture are lifted.

CORE VALUES

- **Community Ownership:** We co-create solutions with those most impacted.
- **Cultural Relevance:** We honor the lived experiences and traditions of Latino communities.
- **Equity:** We challenge systemic barriers and promote fair access to opportunity.
- **Integrity:** We uphold transparency, accountability, and respect in all we do.

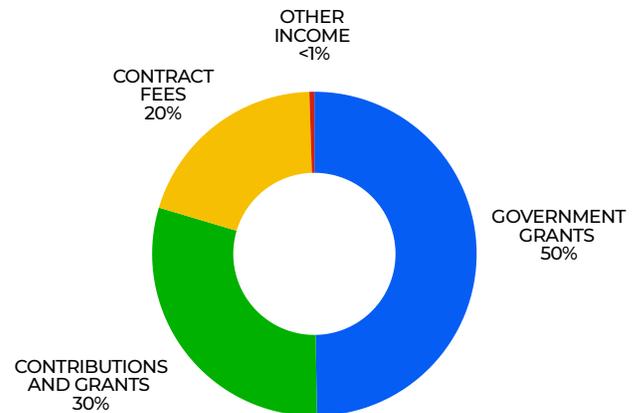
FINANCIAL HIGHLIGHTS / STATEMENTS 2024

OPERATIONS

REVENUE SOURCES

TOTAL REVENUE & SUPPORT: \$2,198,501

- Government Grants – **\$1,104,183** (50%)
- Contributions and Grants – **\$649,146** (30%)
- Contract Fees – **\$439,248** (20%)
- Other Income – **\$5,924** (<1%)



EXPENSES

TOTAL EXPENSES: \$1,749,128

- Program Services – **\$1,417,441** (81%)
- Supporting Services – **\$331,687** (19%)



2024 BALANCE SHEET

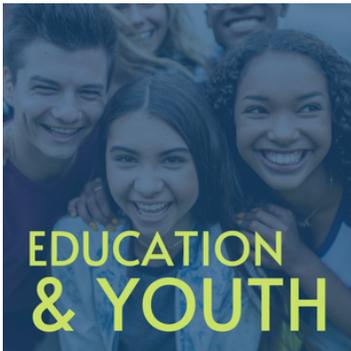
TOTAL LIABILITIES & NET ASSETS **\$1,042,079**

– CURRENT ASSETS	\$940,137
– NET PROPERTY & EQUIPMENT	\$30,998
– OTHER ASSETS	\$70,944
TOTAL LIABILITIES	\$203,618
NET ASSETS	\$838,461
– UNRESTRICTED NET ASSETS	\$289,874
– RESTRICTED NET ASSETS	\$548,587

KEY TAKEAWAYS

- **81% OF SPENDING SUPPORTS PROGRAMMATIC WORK**
- **GOVERNMENT AND COMMUNITY FUNDING CONTINUE TO FUEL OUR MISSION**
- **STRONG BALANCE SHEET POSITIONS US FOR GROWTH AND RESILIENCE**

FOCUS AREAS



In 2024, HACER continued its mission to uplift and empower the Latino community in Minnesota through diverse and impactful initiatives.

- **Arts & Culture:** We celebrated community stories and Latino artists by highlighting cultural landmarks like Lake Street and conducting interviews and focus groups.
- **Civic Engagement:** We mobilized Latinos to participate in civic life through outreach on the Census, voting, public safety, redistricting, and leadership development.
- **COVID-19 Response:** We played a key role in vaccine outreach and public education, distributing over 3,000 doses and engaging the community via multimedia and live events.
- **Economic Development & Entrepreneurship:** Through Creando Ando and the Latino Summit, we supported Latino entrepreneurs and assessed business and leadership needs.
- **Education & Youth:** We focused on youth leadership, education, and wellness, partnering with local initiatives to uplift young voices and support youth-focused programs.
- **Environment:** We gathered Latino perspectives on climate change and sustainability through surveys, interviews, and workshops, especially with youth.
- **Public Health:** From nutrition and cervical cancer to the role of music in mental health, we explored key health topics through community-based research and education.

RESEARCH & EVALUATION PROJECTS

ECONOMIC DEVELOPMENT & ENTREPRENEURSHIP

- **From Research to Action: Empowering Latina Entrepreneurs in Minnesota**
 - **57** Latina entrepreneurs surveyed
 - **21** interviews with business owners & entrepreneurial experts
 - **30** eligible participants
 - **10** educational workshops
- **Entrepreneurs of Tomorrow Summer Camp**
 - **11** Latino youth from rural MN (ages 14–18)
 - **7** workshops with MSU-Mankato & partners

PUBLIC HEALTH

- **FamilyMeans- Community Aging**
 - Landfall + Cimarron (Lake Elmo)
 - **9** youth surveyed **112** older adults (**28** Landfall, **84** Cimarron)
 - **4** bilingual focus groups
 - **3** summary flyers distributed
- **Advancing Health Equity Initiative
Minnesota Department of Health | Office
of the Commissioner**
 - Engaged **50+** MN organizations (**74** participants) in 10 equity dialogues
 - Assessed progress on MDH's 2014 Health Equity goals and next steps



- **MDH Health Equity & Disparities Initiatives**
 - Capacity-building with **30+** grantee organizations
 - Topics: cancer prevention, diabetes, HIV/STIs, immunizations, teen pregnancy
- **COPAL Long COVID Education**
 - **151** post-workshop surveys completed
 - **2** focus groups with community members & promotoras
 - Recommendations presented to wellness staff
- **Breast Cancer Education (Southern MN)**
 - **19** interviews **+3** workshops
 - **17** mammograms and **13** Pap smears provided
 - **50** reports shared with health providers
- **MDH Advancing Health Equity**
 - **10** community conversations
 - **74** participants, **50+** organizations statewide

EDUCATION & YOUTH

- **Supporting Latino Parents Against Bullying**
 - **7** parent interviews + **4** workshops:
 - **3** legal guidance sessions: MN anti-bullying laws, reporting protocols, school advocacy
 - **1** mental health session: coping strategies and **30** participants engaged
 - Distributed **200+** resources at Back-to-School events
- **Education for Bilingual Caregivers**
 - **27** parents joined virtual workshops on bilingualism
 - **50** Spanish books and **50** infographics distributed
- **Ventanilla de Orientación Educativa (with Mexican Consulate)**
 - **22** educational events
 - **3,811** individuals reached



ENVIRONMENTAL JUSTICE & SUSTAINABILITY

- **Creating Sustainable Futures**
 - **3** design sessions (TC + Southern MN)
 - **10+** participants/session discussing energy, policy & living practices
 - FB Live (**50+** viewers) on climate education
 - **8-week** challenge: **13** completers tracking eco-actions (recycling, waste reduction)

ARTS & CULTURE ACCESS

- **Access to Arts Study (MNSAB Partnership)**
 - **73** participants via focus groups, interviews, surveys
 - Explored access gaps, cultural needs, and preferred engagement
- **Salsa & Muralism Project**
 - **70+** participants, **69%** Latino
 - **25** families painted community mural in St. James
 - Promoted movement, culture, and family bonding



POLICY, CIVIC ENGAGEMENT & COMMUNITY VOICE

- **Ramsey County Evaluations**

- Food Security: Focus groups + SWOT analysis
- Community Accountability: Focus groups + value mapping

- **10K FAMILIES STUDY**

- **4** community events (Worthington, Austin, Mankato, Saint Paul)
- **300+** engaged, **172** registered participants

- **Voter Engagement (with Common Cause)**

- **14** outreach events, **2,000** Latinos reached

- **Child Tax Credit Awareness**

- **58** events across **14** cities
- **2,567** individuals reached

- **Olmstead Implementation (Disability Inclusion)**

- **3** focus groups, **15** Latino participants
- Input contributed to statewide policy report

- **Brooklyn Park**

- **7** events
- **747** residents served
- Health, Education, Financial empowerment



CONFERENCE PRESENTATIONS

- **American Evaluation Association (AEA)**
 - Making Evaluation Accessible: Participatory practices and processes to diversify and demystify the field of evaluation.
 - Voices of change: implementing advisory councils for equitable evaluation.
- **American Public Health Association (APHA)**
 - Lo vamos a hacer: Using CBPR as a tool to work with, for, through, and alongside Latinos in Minnesota.
- **Mayo Clinic Health System, Rochester**
 - HACER at the Transforming Community and Rural Healthcare 2024 Symposium.
 - HACER por la Salud: Education and Prevention of Breast Cancer Among Latinas in Southern Minnesota, Rochester, October 2024.
- **Chicago and New Orleans**
 - Best Practices-Lessons learned engaging Latinos during the COVID-19 pandemic. Chicago, Marzo, 2024.
 - Best Practices-Lessons learned engaging Latinos during the COVID-19 pandemic. New Orleans, May, 2024.

CONFERENCES & RECOGNITION



AWARDS & RECOGNITIONS

- Better Business Bureau- Scam Risks 2024 Outstanding Strategic Partner.
- Minnesota Department of Health – Recognition of HACER contribution to the COVID-19 Community Coordinators (CCC) Program.
- National Association of Hispanic Real Estate Professionals (NARHEP) Vida Digna Coalition.
- Century College-Movimiento Latino Student Association, Appreciation Award-2024.
- Day of the Death Proclamation by Governor Tim Walz (November 1st 2024).

COLLABORATIVE LEADERSHIP

MILLA COALITION MEMBERSHIP

HACER is part of the Minnesota Latino Leadership Alliance (MiLLA), a coalition of 11 Latino organizations advocating for policy priorities across education, health, economic equity, and integration on behalf of Latino communities statewide.



BOARD OF DIRECTORS

MARIO HERNANDEZ

Board Chair

RODOLFO BATRES

Vice Chair

LUIS POSAS

Board Member

SHERRY SANCHEZ TIBBETS

Board Member

CARLA MANZONI

Board Member

PATRICIA CONDE-BROOKS

Board Member

MONICA IBARRA

Board Member

STAFF

RODOLFO GUTIERREZ

Executive Director

MARTHA HERNÁNDEZ-MARTÍNEZ

Associate Director

BRENDA JAROSIEWICZ

Finance and Administration Director

JACQUELINE PORTILLO

Office Manager

LAURA SCHULZ

Research and Evaluation Manager

MÓNICA YAÑEZ

Research Associate

RODRIGO ESCOBAR

Research Associate

JAZMIN BRIEST

Research Associate

ALEX JENSEN

Research Associate

OSWALDO CABRERA

Outreach and Communications General Manager

DEISY CAÑÓN

Southern Minnesota Regional Manager

RODRIGO GUTIERREZ

Survey Specialist / Research Associate

ZADKIEL MOLINA

Digital Communications Manager

ESTRELLA RAMIREZ

Communications and Outreach Specialist

OUR TEAM



FOUNDERS

A heartfelt thank you to all our sponsors who played an instrumental role in helping HACER achieve its objectives throughout 2024. Your generous support has been crucial in driving the success of our organization. We deeply appreciate your commitment to our mission and the positive impact it has had on the communities we serve. Your partnership is invaluable, and we look forward to continuing collaboration in the future.



THANK YOU FOR MAKING A DIFFERENCE!



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