



# 2025 ANNUAL REPORT

HISPANIC ADVOCACY AND COMMUNITY EMPOWERMENT THROUGH RESEARCH

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# TABLE OF CONTENTS

**MESSAGE FROM THE  
EXECUTIVE DIRECTOR** **1**

**ABOUT HACER** **2**

**FINANCIAL HIGHLIGHTS  
/ STATEMENTS 2025** **3**

**FOCUS AREAS** **4**

**HIGHLIGHTS  
FROM 2025** **5**

**CONFERENCES &  
RECOGNITION** **9**

**OUR TEAM** **10**

**FUNDERS** **11**

**CONTACT US** **12**



# MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Friends, Partners, and Community Members,

This past year, we have walked together through moments of uncertainty, resilience, and transformation. For many in our community, 2025 marked a turning point that challenged us deeply, but also revealed our collective strength. We witnessed families, organizations, and neighbors finding new ways to navigate a changing reality, turning hardship into hope and collaboration into action.

Throughout it all, HACER has remained by your side, continuing to walk with our community in the pursuit of wellbeing, equity, and opportunity. Our commitment to elevating Latino voices in Minnesota is stronger than ever, strengthened by new and existing partnerships that expand our impact in health equity, research, and collective action through spaces like MiLLA.

None of this would be possible without the support of our partners, funders, and community leaders, as well as the dedication of our staff and board members. As you read our 2025 Annual Report, we invite you to renew with us a shared commitment to advancing opportunity, dignity, and justice for Latino communities across Minnesota.

Con gratitud,

*Rodolfo Gutierrez*



**RODOLFO  
GUTIERREZ**  
Executive Director

“ ELEVATING  
LATINO VOICES,  
ADVANCING  
EQUITY ”

# ABOUT HACER

HACER is the only Latino-led, advocacy-driven research organization in the Upper Midwest. Since 1988, we have advanced equity by generating community-centered insights through **Community-Based Participatory Research (CBPR)** and innovative methodologies.

Our work informs state initiatives in health equity, vaccination access, economic development, and financial education. Recognized at both local and state levels, we remain committed to amplifying Latino voices and expanding our impact across Minnesota.

## 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.



RESEARCH. COMMUNITY. IMPACT.

# FINANCIAL HIGHLIGHTS

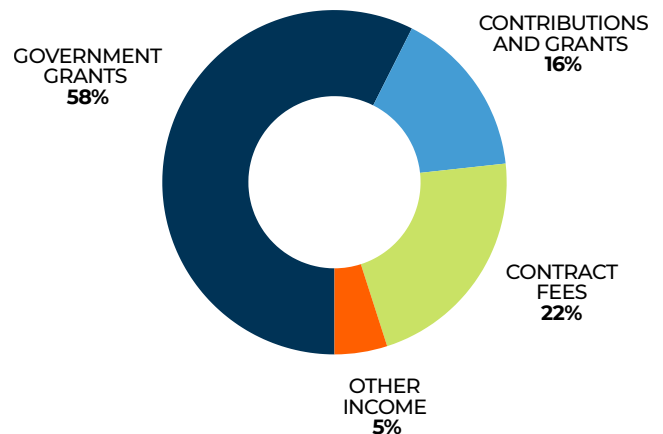
## STATEMENTS 2025

## OPERATIONS

### REVENUE SOURCES

Total Revenue & Support: **\$1,462,202**

- Government Grants – **\$842,490** (58%)
- Contributions and Grants – **\$231,649** (16%)
- Contract Fees – **\$314,470** (22%)
- Other Income – **\$73,594** (5%)



### EXPENSES

TOTAL EXPENSES: **\$1,508,190**

- Program Services – **\$1,127,522** (75%)
- Supporting Services – **\$380,668** (25%)



### 2025 BALANCE SHEET

TOTAL LIABILITIES & NET ASSETS **\$1,127,015**

– CURRENT ASSETS **\$1,078,192**

– NET PROPERTY & EQUIPMENT **\$19,539**

– OTHER ASSETS **\$29,284**

TOTAL LIABILITIES **\$134,397**

NET ASSETS **\$992,618**

– UNRESTRICTED NET ASSETS **\$605,579**

– RESTRICTED NET ASSETS **\$387,039**

## KEY TAKEAWAYS

**75%**

OF EXPENSES INVESTED DIRECTLY IN PROGRAM SERVICES.

**58%**

OF REVENUE FROM GOVERNMENT FUNDING, WITH DIVERSIFIED INCOME STREAMS.

**\$992K**

IN NET ASSETS, REFLECTING A STRONG AND STABLE FINANCIAL POSITION.

# FOCUS AREAS

HACER continued advancing its mission to uplift and empower Latino communities across Minnesota through a diverse portfolio of high-impact initiatives.

- **Arts & Culture:** We elevated community voices and celebrated Latino identity by highlighting cultural landmarks such as Lake Street and engaging residents through interviews and focus groups.
- **Civic Engagement:** We strengthened civic participation by mobilizing Latino communities around key issues, including the Census, voting, public safety, redistricting, and leadership development.
- **COVID-19 Response:** HACER remained a trusted source of information and support, leading vaccine outreach efforts, distributing over 3,000 doses, and engaging communities through multimedia campaigns and live events.
- **Economic Development & Entrepreneurship:** Through initiatives such as Creando Ando and the Latino Summit, we supported entrepreneurs, assessed business needs, and expanded access to economic opportunities.
- **Education & Youth:** We invested in youth leadership, education, and well-being by partnering with local organizations to amplify young voices and strengthen youth-centered programming.
- **Environment:** We gathered critical insights on climate change and sustainability by engaging Latino communities, particularly youth, through surveys, interviews, and workshops.
- **Public Health:** From nutrition and cervical cancer prevention to innovative approaches like exploring the role of music in mental health, we addressed key health issues through community-based research and culturally responsive education.



# HIGHLIGHTS FROM 2025

In 2025, HACER continued to generate community-driven insights that inform policy, improve services, and advance equity across Minnesota. Our work focused on strengthening economic opportunity, improving public health outcomes, and elevating Latino voices in decision-making spaces.

## RESEARCH & EVALUATION HIGHLIGHTS

### ECONOMIC DEVELOPMENT & ENTREPRENEURSHIP

HACER expanded access to culturally relevant entrepreneurship resources and workforce research:

- Supported **15 Latina entrepreneurs** through technical assistance, training, and follow-up support, achieving **80% satisfaction**.
- Delivered a **Spanish-language business development course** covering planning, finance, and marketing.
- Strengthened partnerships with organizations such as LEDC, Latino Chamber, SBA, and SCORE.
- Advanced research on **ITIN-related workforce barriers**, contributing to policy discussions and data-informed solutions.
- Increased access to entrepreneurial resources in **rural Southern Minnesota**.

### KEY IMPACT METRICS

**1,800+**

COMMUNITY MEMBERS REACHED

**86**

HEALTH SURVEYS COLLECTED

**50+**

ORGANIZATIONS SUPPORTED

**15**

LATINA ENTREPRENEURS EMPOWERED



## COMMUNITY RESEARCH & SYSTEMS CHANGE

- Conducted a **comprehensive needs assessment in Anoka County**, identifying key barriers such as limited access to culturally appropriate services and gaps in community awareness.
- Provided actionable recommendations to improve service delivery, outreach strategies, and equity-centered programming.
- Shared findings with stakeholders to support data-driven decision-making.



## PUBLIC HEALTH

HACER led impactful initiatives addressing health disparities and improving access to care:

- **Long COVID Research:** Collected 86 surveys and conducted focus groups, highlighting gaps in care and barriers faced by Latino communities.
- **Age-Friendly Minnesota:** Conducted **30 interviews statewide** to better understand the needs of Latino older adults and caregivers.
- **Alzheimer's Awareness:** Reached over **1,800 community members across 11 counties** through culturally tailored outreach.
- **Opioid Prevention (Vecinos Unidos):** Developed community-informed campaigns and training programs, including Spanish-language Narcan education.
- **Mental Health (Alma y Bienestar):** Expanded access to culturally relevant mental health resources for Hispanic women.

## EVALUATION & CAPACITY BUILDING

- Provided evaluation support to **50+ MDH** grantees through webinars, technical assistance, and cohort-based learning.
- Facilitated **annual grantee gatherings** and ongoing evaluation capacity-building efforts.
- Conducted evaluations and community engagement for multiple statewide health initiatives.

## COMMUNITY HEALTH ACCESS & RESEARCH

- Conducted **120 surveys and 13 interviews** to assess healthcare access in Watonwan County.
- Established a Community Advisory Board to guide culturally responsive strategies.
- Delivered community sessions and developed accessible Spanish-language materials.

## COMMUNITY DATA & COVID-19 IMPACT

- Collected and analyzed **97 surveys** on COVID-19 impacts in Latino communities.
- Presented findings to the Minnesota Department of Health to inform public health strategies.



## EDUCATION & YOUTH

HACER strengthened family engagement and youth development through targeted programs:

- **Familias Fuertes:** Improved family communication, with increased confidence among parents and youth in discussing mental health, identity, and relationships. Developed **2 workshops** and educational materials in collaboration with Metropolitan State University.
- **Anti-Bullying Initiative:** Delivered workshops and digital resources to Latino parents, reaching over **160 participants**.
- **Ventanilla de Orientación Educativa (VOE):**
  - Produced educational content and live sessions.
  - Distributed hundreds of bilingual books.
  - Supported families in navigating education systems and resources.



## ARTS & CULTURE ACCESS

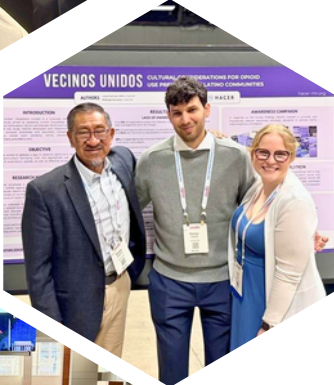
- Completed **2 community murals in Sleepy Eye**, engaging **20 families**.
- Created inclusive, creative spaces for youth and families.
- Strengthened community connection through cultural expression.



## POLICY, CIVIC ENGAGEMENT & COMMUNITY VOICE

- Promoted Minnesota Department of Revenue tax credits, including the Child Tax Credit, reaching more than **1,000 community members** through 20 events and virtual presentations.
- Attended four Latino community events for the 10K Families Study, with more than **70 participants** registered.
- Advanced civic engagement through the **More Equitable Democracy initiative**.





- Conducted focus groups and voter analysis in multiple cities.
- Developed educational materials on **Ranked Choice Voting**.
- Supported collaboration with local governments and election boards.

## CONFERENCES & RECOGNITION

HACER's work continues to be recognized at the national level:

- Presented at the **American Public Health Association (2025)** on:
  - Opioid prevention in Latino communities
  - Family communication and health outcomes

## COLLABORATIVE LEADERSHIP

HACER continues to build strong partnerships across sectors to advance equity, strengthen community voice, and drive systemic change.

### MILLA COALITION MEMBERSHIP

HACER is a proud member of the **Minnesota Latino Leadership Alliance (MiLLA)**, a coalition of 11 Latino-led organizations working collaboratively to advance policy priorities in education, health, economic equity, and community integration. Together, MiLLA amplifies the voices of Latino communities and advocates for equitable systems and opportunities across Minnesota.



# OUR TEAM

## STAFF

### **RODOLFO GUTIERREZ**

Executive 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

### **RODRIGO GUTIERREZ**

Survey Specialist / Research Associate

### **ALEX JENSEN**

Research Associate

### **OSWALDO CABRERA**

Outreach and Communications General  
Manager

### **DEISY CAÑÓN**

Southern Minnesota Regional Manager

### **ZADKIEL MOLINA**

Digital Communications Manager

### **ESTRELLA RAMIREZ**

Communications and Outreach Specialist

## BOARD OF DIRECTORS

### **LUIS POSAS**

Interim Chair

### **RODOLFO BATRES**

Board Member

### **SHERRY TIBBETTS**

Board Member

### **JESENIA MORALES**

Board Member



# FUNDERS

We extend our sincere gratitude to all our sponsors whose support has been **instrumental in advancing HACER's work throughout 2025.**

Your generous contributions have played a vital role in strengthening our programs, expanding our reach, and driving meaningful impact across the communities we serve. We deeply value your commitment to our mission and the trust you place in our work.

Your partnership is truly invaluable, and we look forward to **continuing this collaboration as we work together to create lasting change.**



# THANK YOU FOR MAKING A DIFFERENCE!



# CONTACT US

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