

# 2014 Annual Report



www.hispanicleague.org  
info@hispanicleague.org  
336.770.1228

690 Coliseum Drive  
Winston-Salem, NC 27106



## Spanish Nite

The Spanish Nite Gala on April 26th was a huge success with over 500 guests attending to celebrate the accomplishments of our scholarship recipients. A record 36 scholarships valued at \$75,000 were awarded to Hispanic/Latino undergraduate students. To date we have provided 250 scholarships valued at \$490,000 to academically outstanding and deserving recipients.



D. Elwood "Woody" Clinard, philanthropist and visionary leader received the Hanesbrands Inc. Hispanic Leadership Award. Luis Lobo, Executive Vice President of BB&T Multicultural Market, was the inspirational key note speaker and Ricardo Diquez & Tropic Orchestra and DJ Edgar Menendez helped us dance all night long. Save the date for Spanish Nite 2015 - Saturday, April 18th.

## Fiesta Celebrates 22 Years!

The 22nd Annual Fiesta presented by Nationwide Insurance was Saturday, September 13th and was an amazing success. An estimated 25,000 people attended this multicultural street festival and benefitted from our expanded footprint of the Loewy Building parking area and Winston Square Park for entertainment. The music, dance contest, first ever running of the bulls and diverse food were rated the best ever! A special "Thank You" to all our Sponsors and Vendors who made this event possible! Each year Fiesta is amazing because of our fabulous Fiesta Planning Committee and 300+ marvelous volunteers who helped throughout the day. Join us for our next Fiesta - Saturday, September 26, 2015.



# Culture • Education • Community

## 2014 Board of Directors

**Guillermo Alvarez, President**  
*Spearhead Insights Inc.*

**Gloria Laureano, President Elect**  
*Winston Salem State University*

**Allison Norton - Rimron, Treasurer**  
*Hanesbrands, Inc*

**Paola Miranda, Secretary**  
*IMG College*

**Ingrid Cassetta**  
*Allegacy Federal Credit Union*

**Michael Cottingham**  
*Northwest Community Care Network*

**Matias Ferrario**  
*Kilpatrick Townsend*

**Yesenia Galvez Wong**  
*Carolina Placement Inc.*

**Ray Gardea**  
*Volvo Trucks of North America*

**Diana Santos Johnson**  
*Legal Aid of North Carolina*

**Maria Justice**  
*Members Credit Union*

**Eric Korn**  
*Reynolds American*

**Pauline Morris**  
*Forsyth Tech Community College*

**Xiomara Parra**  
*Carolina Placement Inc.*

**Brenda Washam**  
*Brunson Elementary School*

### Staff:

**Mari Jo Turner**

*Hispanic League Executive Director*

**Jessica Sedo**

*Community Engagement  
Resource Coordinator*

## Executive Message

The Hispanic League thanks you for your very loyal support in 2014. Together, with the assistance of an amazing Board of Directors and numerous volunteers, we have achieved many outstanding accomplishments during our 22nd year. We have hired Jessica Sedo, our very first Community Engagement & Resource Coordinator, celebrated our 15th Anniversary of Spanish Nite and had our first Running of the Bulls at Fiesta! We are grateful for the extraordinary generosity of the many sponsors and community partners that collaborate with the Hispanic League to empower our work within the community.

Our inspiration for Spanish Nite 2015 is "We do not enter the future...we create the future" *Jamie Escalante*. Join us for a year of future and exciting adventures as we exceed over a half million dollars in total scholarships, expand to an eighth school for Middle School Achievers, and hold our first Running of the Bulls 5K and Fun Run. Don't miss the opportunity to be involved with the Hispanic League as we continue "Lighting The Path Towards Multicultural Understanding!" Let's have a conversation today about you becoming a member of the Hispanic League.



Mari Jo Turner  
Executive Director



## 2014 Highlights

- Awarded 36 Scholarships totaling \$75,000
- Gave over \$16,000 in support to community organizations and initiatives
- Savored a multicultural evening at our International Wine Tasting event
- Awarded 56 Gift Cards to ESL Middle School Achiever Students
- Brought authors Sandra Gutierrez and Meg Medina to BookMARKS Festival
- Continued partnerships with RiverRun FILMS WITH CLASS and Arts Council WS/FC
- Held 4th Annual Zumbathon with over 75 attending
- Scholarship recipients played at 4th Annual Golf Tournament
- Celebrated diverse culture through our Olympics and World Cup Parties
- Held our first "Dia de los Muertos / Day of the Dead" Program with WFU Museum of Anthropology and Sawtooth Center for Visual Arts
- Provided information sessions for Deferred Action for Childhood Arrivals (DACA) and Affordable Care Act (ACA) navigators for the community

## Did you know?

The Hispanic League is a 501(c)3 nonprofit organization (Tax Id No. 56-1791215) and your donations help us continue our diverse programs. All donations received are tax-deductible as provided by law.

One of the great resources we offer the community is the monthly posting of job openings on our website at [hispanicleague.org](http://hispanicleague.org). Over 30 businesses listed positions with us in 2014.

We are a membership organization and offer individual, family, senior citizen, student, non-profit and business memberships with benefits. Join today!

We host informational meetings that address educational topics for the Hispanic community - check our website for details.



# Mission: Improve the quality of life for Hispanics/Latinos through promoting community inclusion, education, health and multicultural understanding

## Board President Message

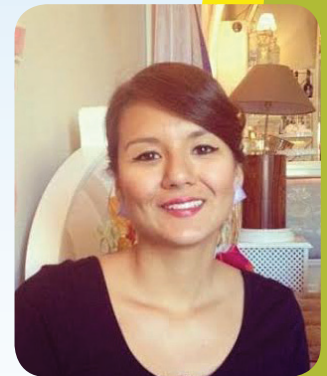
I am excited to start 2015 as your new Board President! My name is Gloria Laureano and I am originally from Puerto Rico. I have been involved with the Hispanic League since I moved to Winston-Salem in 2012 supporting the Scholarship Committee. The reason I became involved with the Hispanic League is primarily for my desire to help other Hispanics realize their educational goals and their American Dream, and to serve my new community. I firmly believe the Hispanic League contributes to the inclusion of Hispanics in Winston-Salem through our programs focused on education, health, and multi cultural understanding. We help make our community a great city!

As we embark on this journey in 2015, I want to highlight a few of the great accomplishments under the leadership of our past President, Mr. Guillermo Alvarez. We had great success with our signature programs like Fiesta and Spanish Nite Gala in terms of the number of attendees, revenue generated, and community involvement. We awarded 36 scholarships, brought in the PBS series *Latino Americans* in partnership with the arts community, and at our Board retreat generated momentum for a new community program. Thank you Guillermo for your leadership to advance the Hispanic League and helping us to build a stronger nonprofit organization for diverse and inclusive Winston-Salem!



## Jessica Sedo

On January 31, 2014 the Hispanic League named Jessica Sedo as the first Community Engagement and Resource Coordinator. Jessica Sedo is originally from Lima, Peru. She moved to the United States as a child and grew up in California. After moving to North Carolina as a teenager she later went on to receive a B.A. in Business Administration with a specialization in Marketing from Salem College. As Project and Marketing Manager of Liberty Place Condominiums, Jessica was highlighted as one of the "Changing Faces of NC" in the 2006 Annual Report of the Z. Smith Reynolds Foundation. Throughout her career she has served on boards for various important community organizations such as the Forsyth Humane Society, New Leash on Life Program, and Sustainable Ardmore. Through these efforts she has generated philanthropic support and galvanized industry professionals to embrace issues affecting our community. Executive Director, Mari Jo Turner, stated "We are so pleased that Jessica has chosen to join the Hispanic League. Her marketing experience and philanthropic work within the non-profit community made her an excellent choice for this position."



## Middle School Achievers

This year's ESL (English as Second Language) Middle School Achievers Program touched the lives of nearly 800 students in seven Forsyth County Middle Schools. For 17 years small business leaders, community members and college students have volunteered to share personal, inspirational stories. Each participating student had two teachers complete an evaluation at the beginning and end of the year assessing their academics, behavior, effort, attendance, punctuality and class participation. In May, an awards ceremony was held for the top 8 students at each school. Each of the 56 students received incentive awards through the generosity of Reynolds American. All received a "Reach For Greatness" themed t-shirt.



# Donors/Sponsors

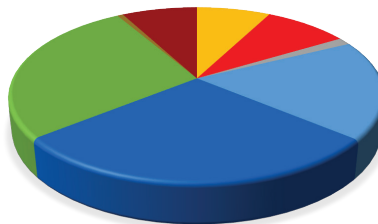
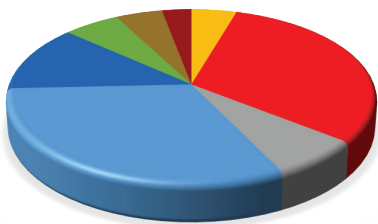
Adriana Granados • Alan Doorasamy, Sr • Alexander Wong • Allan Hancock • Allegacy FCU • Allegra Printing • Allison Mangin • Allison Norton Rimron & Pat Rimron • Ana Lopez • Ana Mota • Ann Newsome • Anonymous • April Dalton • Arts Council WSFC • Artisanias Mexicana • Atkinson Law Firm PLLC • BARSAT Inc • BB&T • Blue Bridge Benefits • BlueCross BlueShield of North Carolina • Bobbie Liggett • Boost Mobile • Brittain Chiropractic • Bruce Peller & Paula Henaio • Carlos Martinez • Carolina Placement Inc • Centerpoint Human Services • Cesar Rojas • Christmann Legal • Church of the Holy Cross • City of Winston Salem • Compare Foods • Costco Wholesale #361 • Daisy Rodriguez • Dara Silver • David Gordon • David Hough • Debbie's Staffing Services • Deuterman Law Group • Dewey's Bakery • Dixon Gulf Inc • Donna Jones State Farm • D. Elwood Clinard • Duke Energy • Dummit Fradin Law • Elias Arellano • Paola Miranda Gonzalez • Elisa Lucarelli • Elizabeth Motsinger • Emilio Ramirez-Caudillo • Enriqueta Estrada Costello • Eugenia Parent • Evelyn Terry • Fairway Outdoor Advertising • Fermin Bocanegra • Food Lion Del Haize • Forsyth Academy Center • Forsyth County Democratic Party • Forsyth County Library • Forsyth Technical Community College • Frank Morini • Gabriela Pacheco • Gloria Loreano • Graelin Brown • Graphik Dimensions LTD • Green Light Leasing • Gregg Jambeck & Jamie Huss • Greicy Barahona • Greizy Beckles • Guadalupe Riess Stonestreet • Guillermo & Luisa Elena Alvarez • Habitat for Humanity of Forsyth County • Hanesbrands, Inc. • Harold Kennedy III • Hayluri Beckles • Health & Life • Health First Chiropractic and Rehabilitation • Helen Parsonage • Hispanic League • Hispanics In Philanthropy • Holton Law Firm • Hospice & Palliative Care Center • Hugh Quinn • Ignacio & Liliana Montes • Ingrid Cassetta • Intouch Wireless Boost Mobil • James & Dianne Iseman • James Graham • Javier & Yngrid Chacon • Jennifer Murray • Jessica Price • Jessica Sedo • John Motsinger • John Ospina • Jose Castillo • Julia Clinard Townsend • Katherine Fansler • Knights of Columbus #9499 • Ken Jordan • Kilpatrick Townsend & Stockton LLP • Kimberlee Masich • Kimbrell's Executive Office • Kona-Ice Pamela Marino • La Comunidad • La Noticia • La Tortilleria • Latinas for the Cure • Latino Community Credit Union • Light of the World Church • Liz Romo Kelly • Lucia Chiropractic • M. West Fowler • Margot Starbuck • Mari Jo and Wayne Turner • Maria Bello • Maria Mareas Rivera • Marianela Quesada • Marviette Usher • Mary Dickenson • Mary Martin • Matias Ferrario • Mauricio Cote • Members Credit Union • Mia Magazine • Michael Cottingham • Miguel Patricio • Mike Creswell • Mike Lewis Attorneys • Millennium Fund • Miracles In Sight Wanda Bryant • Miriam Medina • Modern Chevrolet • Modern Nissan • MOROCH- McDonalds • Nancy Mershon • Nancy Miller • Nationwide Mutual Insurance Company • New Atlantic Contracting Inc. • Norman and Maria Justice • Novant Health Forsyth Medical • Oscar Merino • Pam and Bill Ball • Paul Durand • Pauline Morris • PepsiCo • Photobiz • Pruitt, Stowe, Steinbicker & Taylor, DDS, PA • Rafael Oliver • Raquel Butler • Reynolds American • RH Barringer • Rita Bottoms • Robert Webber • Rolando Valle • Ruth Greenfield • Salem Academy and College • Salem College Fleer Center • Scott Keefe & Maria Aristizabal • Sheila White • Shirley Fly • Smart Start of Forsyth County • Smilestarters • Sonia Torres • South Atlantic Packaging Corp • Southside United Health Clinic • Soluciones Creatives Marketing • Stacey Rubain • Susan Moretz • Studio Vidarte • Tania Bortoluzzi • Ted Kaplan • Ted Kazakos • The Adam Foundation, Inc • The Home Depot USA • Thomas Rucker • Thomas Shown • Time Warner Cable • TRC Staffing Services • Truliant Federal Credit Union • Wake Forest Baptist Medical Center • Walmart • Walter Holton • Wells Fargo • WFDD 88.5 • Winston Personnel Group Inc • Winston Salem / Forsyth County Public Schools • Winston Salem Federal Credit Union • Winston-Salem State University • Wood Forest National Bank • Xiomara Parra • Yessi Galvez • YELP • YMCA of NWNC • Zonia Valdiviezo

# 2014 Top Sponsors



**Income - \$302,700.68**

**Expenses - \$287,334.23**



Hispanic League income in 2014 was primarily raised from Spanish Nite & Fiesta, with Fiesta generating over \$35,000 in net income to support programming in future years. Membership revenues continued to be strong, thanks to our partnerships with Truliant FCU, Members CU & Allegacy FCU. The restricted donation of \$37,250 from D.E. Clinard will fund the Community Engagement & Resource Coordinator and a scholarship. Over 85% of our expenses were dedicated to our educational & cultural programs, community partners & events in our community. Almost 30% of the expenses went toward our scholarship program, awarding a record number of scholarships (36) in 2014, thanks to our generous sponsors.