



# Annual Report

2023

Empowering Communities.  
Building Futures.



## Dear Friends and Supporters,

As we reflect on the incredible journey of 2023, it's impossible not to feel immense gratitude for the community that has made the Latino Academy of Workforce Development (LAWD) what it is today—a vibrant hub for opportunity, growth, and connection.

This past year, we have witnessed transformative change, not just in numbers but in lives. From our humble beginnings over a decade ago, the Latino Academy has grown into South Central Wisconsin's newest Latino-led nonprofit, a testament to the strength and determination of the people we serve.

In 2022, we proudly served 2,249 individuals, a striking increase from 600 in 2019. This growth is a result of our unique approach: personalized career planning, bilingual workforce training, and continuous coaching that empowers each adult student to succeed not just in the classroom but in the workplace. Whether it's earning a commercial driver's license, completing a GED, or learning English, every accomplishment builds a foundation for a brighter future.

We don't do this work alone. Our success is fueled by the trust and support of our community, the dedication of our staff, and our collaboration with employers and regional workforce development boards. Together, we identify high-demand industries and design programs that open pathways to family-sustaining jobs. Our mission goes beyond education; it's about fostering the conditions for people to tap into their own power, potential, and resilience.

As you explore this report, we hope you see the impact of your investment in this community. Thank you for walking alongside us in this journey of transformation. Together, we are not just changing lives—we are building a future where everyone has access to opportunity and the support to thrive.

Con gratitud,

*Shiva Bidar-Sielaff, MA*

Board President



## Who We Are

### Our Mission

The Latino Academy of Workforce Development strengthens our diverse communities by providing linguistically and culturally competent adult education programming that advances opportunities to ensure that individuals and families thrive socially, economically, and civically.

### What We Do

The Latino Academy of Workforce Development (LAWD) provides culturally relevant education, workforce training, and community resources tailored to the needs of the Latino community. Key activities include:

- We offer workforce training programs such as GED/HSED preparation with a record number of graduates.
- ESL with a focus on the workplace.
- Pre-apprenticeships for young adults through collaborations with local community partners.
- Providing mentorship, career coaching, and resources to help individuals overcome barriers like language, childcare, and transportation.
- We host the Tapping the Untapped Workforce Career Fairs with an emphasis on developing relationships and welcoming families with free childcare, activities, hot meals, and translators while connecting workers to better careers, offering \$15/hour or more with family-sustaining benefits.

<b>2,517</b> Individuals received instruction and support services.	<b>112</b> Participants initiated a career pathway with family sustaining wages plus competitive benefits.	<b>127</b> Industry recognized credentials (GED, Commercial Driver's Licenses, ServSafe, Forklift, and OSHA-10 hour
<b>5,947</b> Total hours of instruction and support services.		

## How We Raise Funds

LAWD relies on diverse funding sources to sustain and expand our programs. These include:

- Grants from local, state, and federal agencies.
- Corporate sponsorships and partnerships with businesses.
- Individual donations and annual giving campaigns.
- Fundraising events.

## How to Support Us

Your support makes all the difference. By contributing to the Latino Academy of Workforce Development, you help create opportunities for individuals and families to achieve their goals and thrive.

Here's how you can continue making an impact:

- **Visit our website** to make a secure online donation:  
<https://www.latinoacademywi.org/donatela>
- **Mail your donation** to:  
Latino Academy of Workforce Development  
2909 Landmark Pl, Suite #203  
Madison, WI 53713
- **Sponsor an event** to directly support our programs and connect with our community.

Every contribution helps build a stronger, more equitable future. Thank you for standing with us!

## Cómo puede apoyarnos

Su apoyo marca toda la diferencia. Al contribuir a la Academia Latina de Desarrollo Laboral, usted ayuda a crear oportunidades para que las personas y familias alcancen sus metas y prosperen.

Así puede seguir marcando la diferencia:

**Visite nuestro sitio web** para hacer una donación en línea de forma segura:

<https://www.latinoacademywi.org/donatela>

**Envíe su donación por correo a:**

Latino Academy of Workforce Development  
2909 Landmark Pl, Suite #203  
Madison, WI 53713

- **Patrocine un evento** para apoyar directamente nuestros programas y conectarse con nuestra comunidad.

Cada contribución nos acerca a un futuro más fuerte y equitativo. ¡Gracias por apoyarnos!

## Executive Leadership



**Baltazar de Anda Santana**

**Executive Director**

## BOARD OF DIRECTORS



**Shiva Bidar-Stelaff**  
**Board President**  
*Vice President and Chief Diversity Officer  
UW Health*



**Brenda González**  
**Board Vice-President**  
*Director of Community Relations  
University of Wisconsin-Madison*



**Dena Gullickson**  
**Board Secretary**  
*Director of Human Resources  
Stevens Construction Corp.*



**Netzahualcoyotl "Ned" Smith**  
**Board Treasurer**  
*Controller  
Virent*



**Amparo Moreno**  
*ABE Instructor &  
Goodman South HSCC Lab,  
Coordinator,  
Madison College*



**Christopher Schmidt**  
*Attorney  
BoardmanClark*



**Daryll Morin**  
*President & CEO  
Advanced Wireless, Inc.*



**Elizabeth Roddy**  
*Director of Recruitment & Training  
Associated Builders and Contractors of WI*



**Kevin Foley**  
*Interim Associate Dean  
Madison College*



**Salvador Carranza**  
*Retired  
System Administrator  
University of Wisconsin System*

## Our Financial Overview

At the Latino Academy of Workforce Development (LAWD), our work is made possible through the generosity and partnership of a diverse range of supporters. Our funding sources reflect the strong community investment in our mission, including contributions from businesses, corporations, and individual donors who believe in the power of education and workforce development. We are also grateful for the support of private foundations, government agencies, and sponsorships, whose grants enable us to expand our programs and create lasting opportunities for the communities we serve. This broad base of financial support ensures the sustainability of our work and highlights the shared commitment to building a more inclusive and equitable workforce.

- Contributions from Businesses and Corporations (Ex UW Health) \$175,000
- Contributions from Individuals \$35,811.84
- Grants from private Foundations or Organization (Ex. United Way, Otto Bremmer Foundation) \$127,002.86
- Grants from Government Agencies (Ex DaneCounty, City of Madison) \$882,955.62
- Sponsorships (Ex Stevens Construction) \$27,500

At the Latino Academy of Workforce Development (LAWD), our funding is strategically allocated to maximize impact across our programs and services. A significant portion supports **program development**, including the creation of innovative training materials, investment in up-to-date technology, and providing industry-recognized certifications for our participants. We also dedicate funds to **staffing and administrative costs**, ensuring competitive salaries for our talented instructors, coordinators, and leadership team, whose expertise drives our mission forward. Additionally, funding supports **outreach and community engagement**, such as marketing efforts to connect with underserved populations and providing transportation assistance to reduce barriers to program access.

## Public Accessibility



This annual report is publicly available and can be accessed in the following ways:

- Visit our website at <https://www.latinoacademywi.org/missionandvalues> to view or download the report.
- Request a printed copy by contacting us at 608-310-4573.



### **Looking Ahead: Our Goals for 2024**

The Latino Academy of Workforce Development is excited to embark on a year of growth, innovation, and expanded impact in 2024. As we continue to serve as a bridge to opportunity for our community, we are focusing on the following key goals:

- **Opening a New Location:** We are thrilled to open the doors to a new space and celebrate this milestone with an open house. This location will allow us to better serve our growing community and offer an enhanced environment for learning and connection.
- **Expanding the CDL Program and Establishing the Regional Transportation Training Center (RTTC):** Recognizing the demand for skilled drivers, we are committed to expanding our Commercial Driver's License (CDL) program. We will also work to secure funding for the launch of our Regional Transportation Training Center, which will serve as a hub for workforce development in the transportation industry.
- **Enhancing Spanish GED and HSED Offerings:** By consolidating our Spanish GED and HSED programs and increasing support services, we aim to boost graduation rates and open doors to further education and career advancement for more students.
- **Expanding Career Services:** To better support job seekers, we plan to broaden our career services, connecting individuals with tailored resources, training, and employment opportunities.
- **Strengthening Entrepreneurship Support:** Building on the success of our transportation and construction accelerator programs, now in their second year, we will provide increased one-on-one guidance to foster entrepreneurship and help participants achieve their business goals. With these ambitious goals, we look forward to creating even more pathways for success, empowering individuals, and strengthening our community in 2024 and beyond.

## **Thank You for Your Support**

Dear Funders, Partners, and Community Members,

As we reflect on 2023, we are filled with gratitude for the incredible support you have shown to the Latino Academy of Workforce Development. Your generosity and partnership have been the foundation of everything we've accomplished this past year.

Together, we have created opportunities for individuals and families to thrive, offering education, training, and resources that make a lasting impact. Every success story we celebrate is a testament to your commitment to building a stronger, more equitable community.

Thank you for believing in our mission and for standing with us as we continue to serve and grow. We look forward to the journey ahead, inspired by your unwavering support.

Con gratitude,

The Latino Academy Team

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## **Gracias por su apoyo**

Estimados financiadores, socios y miembros de la comunidad:

Al reflexionar sobre el año 2023, nos llena de gratitud el increíble apoyo que han brindado a la Academia Latina de Desarrollo Laboral. Su generosidad y colaboración han sido la base de todo lo que hemos logrado el año pasado.

Juntos hemos creado oportunidades para que las personas y familias prosperen, ofreciendo educación, capacitación y recursos que generan un impacto duradero. Cada historia de éxito que celebramos es un testimonio de su compromiso con la construcción de una comunidad más fuerte y equitativa.

Gracias por creer en nuestra misión y por acompañarnos mientras seguimos sirviendo y creciendo. Nos inspira su apoyo incondicional, y esperamos con entusiasmo todo lo que nos depara el futuro.

Con gratitud,

El equipo de la Academia Latina

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