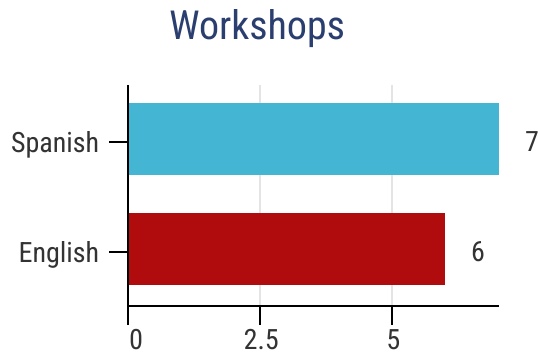


VIRTUAL WORKSHOPS

FINANCIAL CAPABILITY



3,715
attendees for Spanish workshops

1,846
attendees for English workshops

SMALL BUSINESS



3,038

attendees for Spanish workshops

1,853

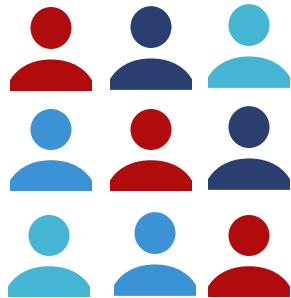
attendees for English workshops



YOUTH DEVELOPMENT

2 workshop

523 attendees



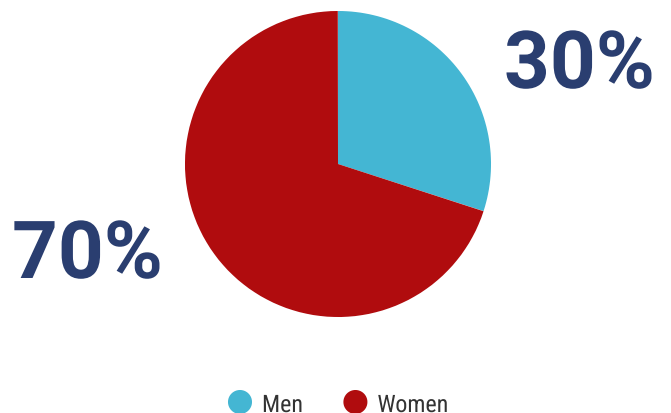
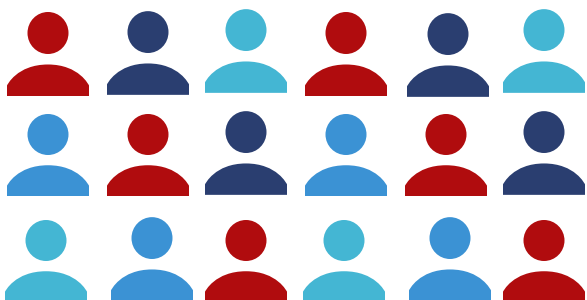
IMMIGRATION ADVOCACY



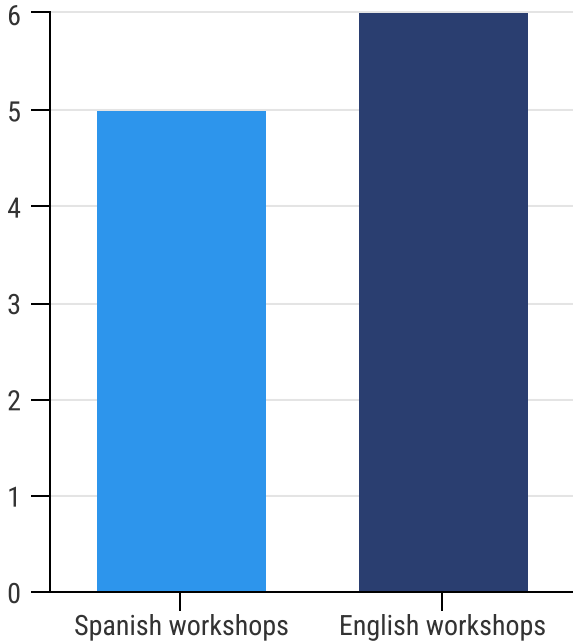
1 workshop

272 attendees

OVERALL ATTENDANCE



Virtual Small Business Conference



1,337

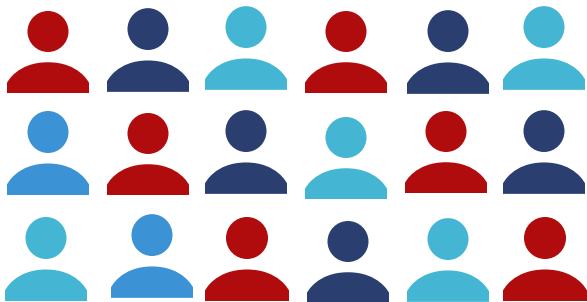
attendees for English workshops

5,047

attendees for Spanish workshops

- Credit Scores & COVID-19
- Retooling your Budget
- Credit & Money Management
- Google - Get your Business Online
- Business ready for the New Normal
- PPP & EIDL Q & A

In-Person Events



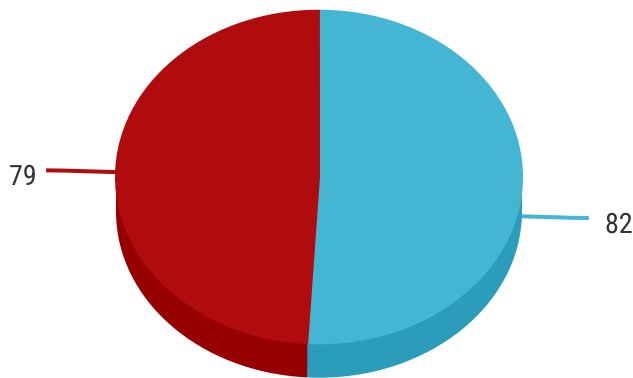
4

workshops

159

attendees

- Small Business
- Census Outreach
- Youth development
- Financial Capability



Men Women

IDEAL CDC'S 2020 IMPACT REPORT

1-ON-1 FINANCIAL COACHING



- 6 COUPLES
- 48 SESSIONS
- 7 WORKSHOPS
- 8 SCHOLARSHIPS AWARDED (\$4,000)

STUDENTS



- 17 STUDENTS
- 7 WORKSHOPS
- 6 SCHOLARSHIPS AWARDED (\$3,500)

\$47,000 AVERAGE HOUSEHOLD INCOME FOR A FAMILY OF 4

SMALL BUSINESSES CREATED DURING COVID-19



- 7 PEOPLE STARTED A BUSINESS
- 5 SCHOLARSHIPS AWARDED (\$1,000 EACH)

\$37,000 AVERAGE HOUSEHOLD INCOME FOR A FAMILY OF 4

RENTAL ASSISTANCE



- 9 SPONSORSHIPS
- 8 OF \$3,000
- 1 OF \$1,000

\$25,000 IN RENTAL ASSISTANCE

\$32,000 AVERAGE HOUSEHOLD INCOME FOR A FAMILY OF 3

DEMOGRAPHICS

HONDURAS



EL SALVADOR



GUATEMALA



MEXICO



NICARAGUA

97%

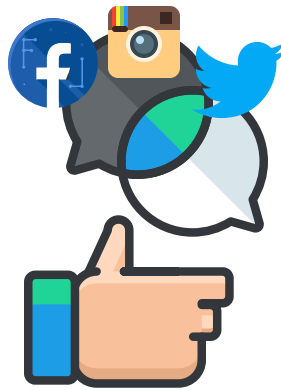
OF FAMILIES SERVED WERE LOW-TO-MODERATE INCOME

Census Outreach

DIGITAL & SOCIAL MEDIA OUTREACH

143K+

social media impressions from Instagram, Facebook, and Twitter



PHONE & TEXT BANKING

4K+

calls attempted

100K+

texts sent

1.5K+

conversations

VIRTUAL EVENTS



36

events

3.5K

number of attendees

IN-PERSON EVENTS

4

events

570

attendees

86

1-on-1 conversations



DOOR-TO-DOOR CANVASSING



4.6K

doors knocked

1.7K

1-on-1 conversations

OTHER ACTIVITIES

13

events

3.8k

attendees

