

2020-2021 ANNUAL REPORT

Con Mi MADRE



**We are
Mothers and Daughters Raising Expectations**

WHO WE ARE QUIENES SOMOS



OUR MISSION - NUESTRA MISIÓN

is to empower young Latinas and their mothers through education and support services that increase preparedness, participation, and success in post-secondary education.

OUR VISION - NUESTRA VISIÓN

is to increase the number of Latinas completing a post secondary degree and obtaining a career so they can rewrite the narrative of their family and their community.

Con Mi MADRE was founded and incubated in 1992 by The Junior League of Austin's Hispanic Mother-Daughter Program. The founding impetus was statistical information that indicated that in the early 1990's in Austin, a Latina baby had a less than a 1% chance of securing a college education. Fast-forward a few decades, High School graduation and college enrollment rates have increased, but they still remain the lowest compared to other ethnic/racial female groups. These numbers decrease even more further along the educational pipeline. Social, economic, political, cultural, and environmental factors experienced at such a young age have been shown to have a significant effect in Latinas' educational attainment and mental health. However, with appropriate access to resources and consistent academic and emotional support, Latinas can obtain a postsecondary degree and reach all of their endeavors.



WELCOME! ¡BIENVENIDO!



In twenty-nine years of empowering future Latina leaders on their pathway towards higher education, we have learned so much about what makes Con Mi MADRE's programs successful. We have confirmed time and again that creating a supportive environment around each student and their mother directly impacts the student's academic achievement.

The year 2021 was challenging for our global community. The COVID19 pandemic took many lives, wreaked havoc on the mental

health of all, and had serious financial consequences. This impact was especially felt among Latinos from low-income families, who had to find a way to provide for their families, guide their children through virtual learning, while keeping them safe from COVID19. In Texas this situation was compounded by a terrible winter storm that left many without electricity and water for days, under frigid temperatures. Con Mi MADRE quickly pivoted to address basic needs and conduct individual check-ins with every family to assess needs and connect them with community resources.

Even amidst uniquely complex situations, we had many stories of resilience and success. The longstanding relationship that we have built with our CMM mothers and daughters over the years translated into CMM becoming the go-to organization to ask for help in keeping students on track to achieve their education dreams. The support of our dedicated staff, our community partners, a visionary board, and loyal donors convey to our participants that we are all invested in their success. As the fastest-growing consumer group in our country, Latinas are shaping our economy. I am extremely proud to know that those who fund our work understand that investing in our program is investing in the future of our society. Thank you for giving us the opportunity to positively transform lives and to change history!

Dr. Johanna Moya Fábregas

BOARD OF DIRECTORS

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Elephant Labs, Inc., CFO, COO

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Travis County District Attorney's Office,
Assistant District Attorney

Hustle for the Cause, LLC, Co-Founder

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Tearson Financial Group, Financial Advisor

WE ARE HARVESTING DREAMS ESTAMOS COSECHANDO SUEÑOS



MOTHER & DAUGHTER BONDING OPPORTUNITIES

- Orientation
- College Trips
- Balanced Living Conference
- Bilingual College & Career Fair
- Leadership Summit
- Community Service Opportunities
- Graduation Ceremony

6th-10th Grade

POST-SECONDARY PREPAREDNESS PROGRAM

Students build their social-emotional and academic skills to prepare for their education after high school.

11th & 12th Grade

POST-SECONDARY PARTICIPATION PROGRAM

Students continue to build their social-emotional and academic skills while participating in the process of applying to college.

Undergraduate Years

POST-SECONDARY SUCCESS PROGRAM

Students continue to receive Con Mi MADRE support and prepare for success after college.

OUR FAMILY NUESTRA FAMILIA

Con Mi MADRE served

750+

**Mother-Daughter
Teams this year!**



87% HISPANIC/LATINX

5% OTHER

4% BLACK/ AFRICAN AMERICAN

4% WHITE

64% First Generation
Students

54% Students qualify for
Free/Reduced Lunch



OUR IMPACT NUESTRO IMPACTO

2 Chapters

8 School Districts

15 Post-Secondary Institutions



VIRTUAL PROGRAMMING DELIVERED THIS YEAR

- At least 8 group sessions for 6th-12th grades
- 2 conferences
- 6 workshops for undergraduate students
- 1 fair
- 1 college trip

\$24,300

**in new scholarships
awarded this year to Con
Mi MADRE participants!**



CELEBRATIONS CELEBRACIONES

98%

**High School
Graduation Rate**

76%

**College Enrollment
Rate**

93%

**College Persistence
Rate**

79%

**6th Graders -
Undergraduates
Averaged a 3.0 GPA
or Higher**



FINANCIALS FINANZAS

ANNUAL CORAZON AWARDS

In May 2021, Con Mi MADRE held a virtual gala event that raised over \$50,000. Three honorees were celebrated and recognized for their accomplishments and continuing service to our community.

Mariposa Award - Brooke Goggans
Con Mi MADRE Award - Maria Cantu Hexsel
Corazon Award - Jasmin Vallego & Facebook

REVENUE: \$1,648,869

Foundations	40%
Fee for Service	26%
Government	20%
Individual	6%
Corporate	4%
Fundraising Events	4%

EXPENSES: \$991,745

General & Admin	8%
Fundraising	17%
Programming	75%



SUPPORTERS

FOUNDATIONS

Bank of America Charitable Foundation
St. David's Foundation
Annie E. Casey Foundation
Mr. & Mrs. Nelson Rusche Foundation
Rainwater Charitable Foundation
Austin Community Foundation
Applied Materials Foundation
Powell Foundation
Ryan Foundation Inc
ACF Women's Fund
The Junior League of Fort Worth
Lola Wright Foundation
The Long Foundation
Bill & Melinda Gates Foundation
Latinitas
E4 Youth
Staying Bothered
PayPal Giving Fund
Dan and Lynn Holland Charitable Fund
Orrick, Herrington & Sutcliffe Foundation
United Way for Greater Austin
Mission Capital
The Junior League of Austin.
Fidelity Charitable Foundation

SCHOOL DISTRICTS

Austin ISD
Fort Worth ISD
Hays CISD
Taylor ISD

GOVERNMENT

City of Austin
Consulado General de Mexico en Austin

CORPORATE

Verizon
Facebook Inc
Wells Fargo
H-E-B
Texas Capital Bank
Google
Tito's Handmade Vodka
Kendra Scott
Texas Disposal Systems
Consuela Style
Silicon Labs

INDIVIDUAL

Dr. Lauren Gulbas
Sean Waeiss
Denise Hernandez
Anthony & Sonia Dominguez
Elma Aldrete
Maria Cantu Hexsel
Veronica Rosas and Miguel Fernandez
Delia Garza
Michael and Carol Williamson
Guadalupe Morin
Anais Cruz
Diana Greenfield
Yvette Boatwright
Cindy Maciel Reyes
Jose Fernandez
Rudy Colmenero & Estella Galan

OUR TEAM NUESTRO EQUIPO



Executive Director

Johanna Moya Fabregas, Ph.D

Director of Finance

Marcie Cast

Development Manager

Heaven Guerrero Wilbanks

Data Manager

Alicia Guerrero

Administrative Assistant

Valerie Villareal

Central TX Program Director

Vanessa Gonzalez

Fort Worth Program Director

Isabella Vasquez

Success Program

Coordinator

Alejandra Rincon

Parent Program Coordinator

Ilyan Cantu

Central Texas Coordinators

Zoe Cabrera

Victoria Gonzales

Maria Martinez

Cassandra Najera

Fort Worth Coordinators

Carla Gonzalez

Iliana Montoya



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www.conmimadre.org