Latino Academy
of Workforce Development, Inc.



2023

ANNUAL REPORT

Empowering Communities.
Building Futures.

Shiva Bidar-Sielaff

Board President



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

ABOUT US

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.

2,517
Individuals received instruction and support services.

5,947
Total hours of instruction and support services.



112
Participants initiated a career pathway with family-sustaining wages plus competitive benefits.



127
Industry recognized credentials (GED, Commercial Driver's Licenses, ServSafe, Forklift, and OSHA-10 hour).

ABOUT US

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
- **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
- **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!

ABOUT US

EXECUTIVE LEADERSHIP



BALTAZAR DE ANDA SANTANA
Executive Director



SHIVA BIDAR-SIELAF
Board President
Vice President and Chief Diversity Officer, UW Health



BRENDA GONZALEZ
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
Board Member
ABE Instructor & Goodman South HSC Lab Coordinator, Madison College



CHRISTOPHER SCHMIDT
Board Member
Attorney, Boardman & Clark



DARRYL MORIN
Board Member
President & CEO, Advanced Wireless, Inc.



ELIZABETH RODDY
Board Member
Director of Recruitment & Training, Associated Builders and Contractors of WI



KEVIN FOLEY
Board Member
ABE Instructor & Goodman South HSC Lab Coordinator, Madison College



SALVADOR CARRANZA
Board Member
Retired System Administrator, University of Wisconsin System

ABOUT US

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 Dane County, 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/impac**t to view or download the report.
- Request a printed copy by contacting us at 608-310-4573.