

CLUES Vision

A Latino community that is growing in strength and unity, with diverse and amplified voices, equal representation, and the resources needed to lead healthy and thriving lives.



CLUES Mission

To advance social and economic equity and wellbeing for Latinos by building upon our strengths and cultures, uplifting our community, and activating leadership for systemic change.



About CLUES



- Minnesota's largest Latino-led nonprofit founded 40 years ago to meet bilingual/bicultural needs and access to opportunities.
- 115 staff and 600+ volunteers, serving over 35,000 people annually.
- Holistic approach and family-centered transformational services with intergenerational focus.
- One-stop hubs in Saint Paul, Minneapolis, Willmar and Austin, MN.
- A catalyst for building community assets and neighborhood development.

We Address the Devastating Impact of Socio-Economic Disparities

- * Employment
- * Workforce Development
- * Housing
- * Food Insecurity
- * Access to Healthcare
- * Behavioral Health Clinical Services



Latino Workers are Disproportionately affected by COVID-19

- Latinos have the highest labor force participation of any demographic group in the U.S., yet most Latinos have below average median incomes and low health insurance rates due to the type of sectors that employ them.
- Those who remain employed are overwhelmingly employed in front line services deemed “essential” including, agricultural workers, food manufacturing, healthcare workers, grocery store workers, etc.
- Most workers faced income reductions due to reduced hours and did not have access the luxuries of telework, physical distancing, or little labor protections and self-isolation.
- Latinos work in several sectors with a high labor supply, which has reinvigorated the economic activity of several communities due to the entrepreneurial spirit and the many contributions of immigrants.

CLUES Response to COVID-19 Since March 2020

- **Bilingual Rapid Response Hotline** and online resource Center. Transitioned training classes virtually and provides in-person support by appointment or over-the-phone.
- Processed over **\$2.5 million in direct assistance for housing stability** and homeless/eviction prevention.
- Raised and **distributed over \$1 million in emergency relief** funds for families that didn't qualify for public support.
- Reached **67k individuals and distributed 507,087 pounds of emergency cultural food to 15k families** (fresh produce, frozen meats, and shelf stable foods, essential household and hygiene items).
- **Supported over 6k families experiencing economic insecurity** - access to employment, applications for government emergency relief, support navigation, applications for SNAP, consumer protections, free tax filing, etc.

CLUES BILL — HF 656

Our bill seeks a direct appropriation for CLUES to:

- Addresses employment and economic disparities in the metro area and Greater Minnesota.
- **Expands culturally tailored education and job skills training to stimulate higher wages and youth programming to promote educational advancement and career pathways in high demand fields.**
- It supports our ability to connect workforce readiness and customized employment services for unemployed or underemployed individuals who experience the greatest barriers to self-reliance.
- Funds will support short-term certifications and technical skills in high-demand fields, to stabilize income and employment.



5 year impact

Total # of clients trained and employed through culturally competent services:

- 777+

Main Industries Served:

- Certified Nursing Assistant
 - Trained 200+
- Customer Service & Banking
- Average wage increase from \$12.12/hr. to \$16/hr. in 2020
- Certified Driver Licensed CDL Training –
 - Average wage increase from \$13.76/hr to \$20/hr
 - Finishing Trades
 - Average wage \$15-\$17/hr.
 - IT Helpdesk (COMP TIAA+)
 - Welding
- Youth Career Exploration and Digital Learning



Youth Work



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I'm so glad to have gotten the opportunity to be part of the Youth at Work job training and internship program at CLUES. Without the help of CLUES I wouldn't have been able to have the opportunity to land on an internship at the American Red Cross. I'm so grateful how CLUES cares for their Latino community in Minnesota. CLUES holds true to their name, Comunidades Latinas Unidas En Servicio (Latino Communities United in Service)! -

Janelle Calvo-Nieto, Student participant in CLUES' Youth@Work program



LAUNCHED OUR FIRST Latino Youth Conference event, providing more than 200 youth and their caregivers with informational sessions, inspirational speakers and a variety of valuable resources aimed at making higher education accessible and achievable for our community.

Youth@Work

53 LATINO YOUTH (AGES 16 TO 24)

learned work readiness skills, gained real-life work experience and built professional networks through our paid internship program. Students were placed at 25 employer partners in industries with high-demand jobs.



Greater MN

We continued to expand our services
in Austin and Willmar, MN

providing employment and financial capability trainings,
health and wellbeing seminars and health insurance
enrollment assistance to more than 300 individuals.



“I am very thankful for the CLUES and it’s team! I now have a resume, I am confident in a interviews and learned some amazing people skills from all the training videos. Jennifer and this program have been a huge help in my personal and personal life with all their support, motivation and opportunities. This program gave me a chance for a better future for my family and I.”



Thank you for your support!