



2016-2017 Annual Report

***Building Stronger Families
and Greater Self-Sufficiency***



IBERO
AMERICAN ACTION LEAGUE, INC.



Staff Management

Hilda Rosario Escher

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Gladys Pedraza-Burgos

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Director of Family Services

Grisell Marin

Director of Developmental Disabilities

Ida Pérez

Director of Children and Family Stability

Luis Burgos

Director of Youth Services

Julio Saenz

General Manager of Poder 97.1 FM

Tashanda Thomas

Human Resources Director

Eugenio Marlin

*Executive Vice President
(Reports to President & CEO)
Ibero American Development Corporation*

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*Director of Special Projects
Ibero American Development Corporation*

Emilio Serrano

*General Manager
Ibero American Investors Corporation*

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*Director of Centro Cívico
Amsterdam, New York*

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RGRTA*

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Services and Retention
Centro Cívico*

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*President at Orion Management Company
Centro Cívico*

Dr. Roberto Ochoa

*Clinical Psychology
Centro Cívico*

Our Message for the Community...



Hilda Rosario-Escher
President & CEO

Dear Friends,

It has been an exciting year full of new initiatives and promising results that we could not have achieved without your support.

In 2017, our board and executive leadership team updated the agency's strategic plan that will set the direction we head in for the next three years. Some of our success measures include: financial stability, continued growth in number of strategic partnerships, and ensuring best practices in program development and delivery.

We know we are heading in the right direction. The results from our evidence-based programs and the testimonials that we receive show that we are improving the quality of life for children, youth, families, and individuals with developmental disabilities. Together, we are making Rochester a better place to live for people of all ethnic backgrounds.

Our Early Childhood Center continues to serve as a national model, and earlier this year, was recognized for maintaining the highest attendance of any head start program in Monroe County. The family service assistants through our Youth Services division continue their successful work with students and families to improve student attendance, grades, and health outcomes. We are based in three schools in the RCSD and at the Eugenio Maria de Hostos Charter School.

A new federal grant from the Department of Justice is bringing the Ibero American Development Corporation (our affiliate) together with the RPD and RIT to fight the heroin/opioid epidemic, and a new state grant is allowing us to restructure our IT department so we can transition to value-based care.

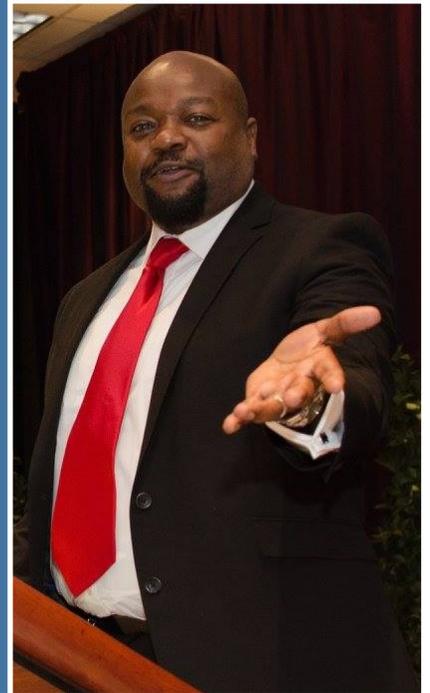
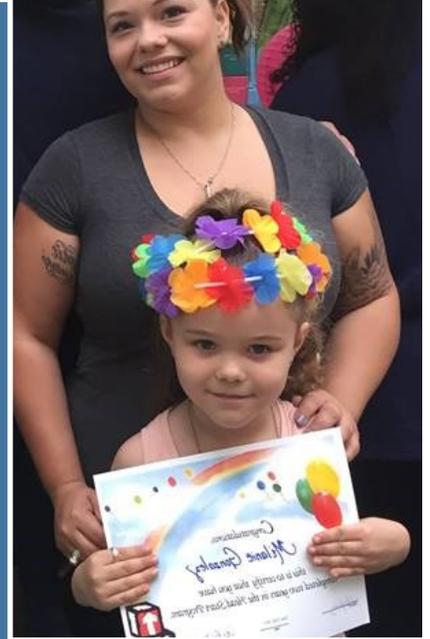
Many of our initiatives, and those of the community, are being broadcast on our radio station, El Poder Latino 97.1FM. Poder is a tremendous resource for the entire community. We host two weekly shows that highlight both business and community topics, in addition to offering underwriting opportunities for organizations and businesses.

We are now preparing for our 50th anniversary in 2018! It will be an emotional year as we reflect on our history, the present, and where we'd like to be in the future. We look forward to having you celebrate with us!

A handwritten signature in blue ink that reads "Hilda Rosario-Escher".



Miguel Velázquez
RGRTA Chief Operating Officer



Mission:
 Ibero is a dual-language human services agency that ignites the potential of individuals and families to prosper and make the community stronger.

Vision:
 By 2021, we will be positioned and recognized as the transformative force in New York State communities.

Success Measures:
 Financial stability
 Continued growth in number of strategic partnerships
 Best practices in program development and delivery
 Established programs/services across New York State

Results:
 Award-winning children and youth programs
 Early Childhood Center serves as a national model
 86 college scholarships for high school seniors in 2017
 Experienced bilingual and bicultural staff
 Owner and operator of the only Latino-owned 24-hour dual-language radio station in Upstate NY



50 Years in 2018!!



Igniting Potential

We like to think of ourselves as an agency that ignites potential. That is the potential that we see in the individuals and families that participate in our programs.

As a dual-language nonprofit that serves people of all ethnic backgrounds, we have a unique opportunity and ability to work cross culturally. Our bilingual and bicultural staff has extensive experience and knowledge on the best practices that will produce the greatest results.

What are the results?

Our educational programs prepare children for school; provide academic, health, social support to youth (and families); work with parents to strengthen the family unit; and ensure that individuals with developmental disabilities have a high quality of life.

The results include:

- ◆ A parent engagement rate of 95 percent at our Early Childhood Center
- ◆ Improved attendance and academic performance among youth in the Rochester City School District
- ◆ Greater stability among families that are able to secure stable employment and buy a home
- ◆ Greater independence for individuals with developmental disabilities.

Ibero is sharing its expertise with other organizations and leaders in Monroe County, the Capital Region, and organizations in Texas.



2017 Headlines



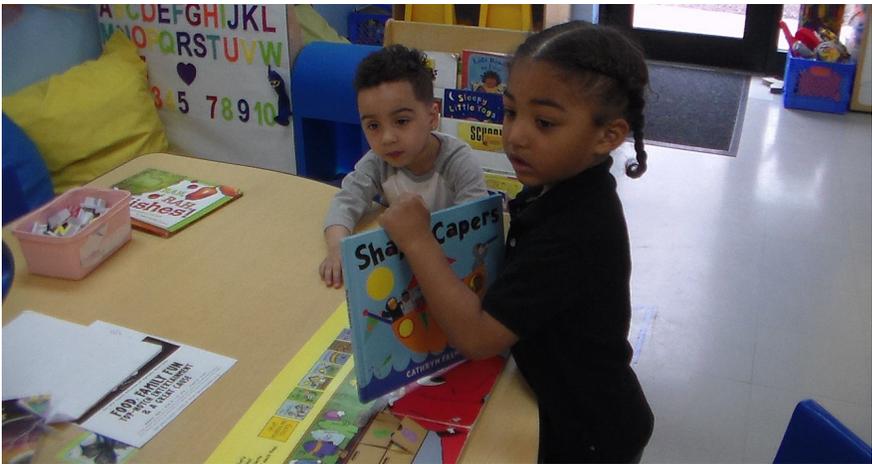
Youth Program Reaches More than 2,000

Our Proyecto Ayuda Outreach (PAO) program aims to prevent and reduce substance and drug abuse through education, workshops and special events. By mid-year, our team had already conducted outreach to more than 2,000 teens in Monroe County! Our annual Safe Summer event welcomed hundreds of families to show them healthy alternatives that exist through activities, games, and meeting with other community members.



English as a Second Language Graduates

Graduates credit our ESL program with changing their lives because of their new language skills. They now have the ability and confidence to secure solid employment and complete necessary tasks. The program is funded through a state grant first secured by Senator Rich Funke in 2016. Senator Joe Robach came on as an additional supporter in 2017.



Early Childhood Center

The award-winning program at our Early Childhood Center continues to serve as a national model due in part to its parent engagement rate of 95 percent. Parents are involved in all aspects of their children's education.

49th Anniversary Luncheon & Recognition Awards Leadership & Community Collaboration

Our annual event recognizes outstanding community leaders who are making significant changes in the community through their work and collaborations. They are always focused on the greater good of the community and the needs of others. Our keynote speaker Arunas Chesonis, spoke about community and why he continues to call Rochester home.



Arunas Chesonis
Keynote Speaker



Mercedes Vazquez-Simmons
Lo Mejor de lo Nuestro



Hector Arguinzoni
Alicia Torres Award



Augustin & Linda Meléndez
Friends of the Year



James H. Norman
Community Service Award



Miguel Melendez
President's Award



AVANGRID Foundation / RG&E
Vendor of the Year



Early Childhood Center Scores Highest Attendance Rate in Monroe County

A pilot program through ROC the Future recognized our Early Childhood Center for its successful role in spreading the word about **“Ready Rosie”** and prompting parents to sign-up for the initiative. **“Ready Rosie”** educated parents at school orientation about the importance of school attendance and the effects of chronic absences. Both children and parents signed a covenant and action plan that committed them to attend school every day.

Under the program, our Early Childhood Center maintained the highest attendance rate during the school year compared to other Head Start centers in Monroe County! As a result, educational leaders and advocates are studying our center to learn more about how our staff engages parents and maintains such high attendance.



English as a Second Language Graduates

Our English as a Second Language program is offered to native Spanish speaking adults and continues to be credited with changing their lives.

Students in the most recent 13-week program became emotional during their graduation ceremony as they talked about how their new language skills have helped them secure meaningful employment, housing, pursue a higher education and greater independence.

Within one year of coming to Rochester from Cuba, Yania Dorta was able to secure a position at our Early Childhood Center as a result of improving her English.

She was also accepted into our Health Professions Opportunity Grant (HPOG) program and is studying medical billing and coding at Bryant & Stratton.

The program is led by Angel Lebron, who began offering ESL classes in a volunteer capacity nearly 10 years ago.

Lebron, who is a pastor and works in the medical field, says it was important for him to give back to the community as someone who has received great support from others in his own life.



New Language Skills Changing Lives

Children and Family Stability Services

777 Clifford Avenue
Rochester, NY 14621
(585) 454-1200

Our Children and Family Stability Services division offers award-winning programs for six-week to four-year-old children. Staff work with both children and parents to ensure success among all individuals and the family as a whole.

Results:

- ◆ Parent engagement rate of 95 percent
- ◆ Serves as a local and national model
- ◆ 2 families became first-time homebuyers

Certificates of Excellence:

- ◆ Moving Families towards Self-Sufficiency
- ◆ Facilitating Parent Volunteerism
- ◆ Enrolling Individuals in GED Programs



Our Early Childhood Center is led by Ida Perez, a Rochester native with extensive experience in early childhood education, advocacy, and strong community ties. Year after year, Perez and her staff are recognized for their results. The center serves approximately 100 children and has an on-site PTA, among other offerings.

Universal Pre-Kindergarten (UPK)

Program open to 4-year-olds and follows the RCSD school calendar

Early Head Start

All-day program for infants (starting at 6 weeks) to 3-year-olds

Head Start

All-day program for 3 and 4-year-old children

Tele-Med Program (Partnership with the University of Rochester)

On-site nurse conducts initial doctor visits with the sick child and a doctor via Skype to determine the next step so parents don't have to miss school or work until the next step in their care.

Collaboration with UR/ROHK (Rochester Oral Health for Kids)

Mobile unit provides on-site dental screenings and fluoride treatment for children, and families are taught how to practice healthy dental hygiene at home.

Health and Wellness Program

A strong health and wellness program provides children with nutritional menu options and daily exercise. Our full-service kitchen allows the cooking staff to create a variety of meals and introduce new foods to children regularly. The center also works with a nutritionist from the American Heart Association for additional support. Children learn how to establish healthy habits and participate in planning birthday parties that offer yogurt and fruit desserts instead of cakes or other sugary items. The planning process teaches children new skills in the areas of language, literacy, math, and teamwork.

Summer Leap Program

Every summer, nearly 30 children participate in high quality classes in math, science, language, and literacy at our center. They also learn how to swim, which helps build their confidence. Our Summer Leap program was established after children from our center attended the first pilot program at Horizons at Harley.



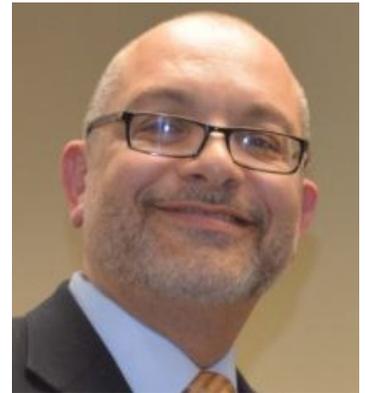
Youth Services Division

817 East Main Street
Rochester, NY 14605
(585) 256-8900

Our Youth Services Division provides evidence-based programs to support the academic, health and social development of youth in Rochester and throughout Monroe County.

Results:

- ◆ Serves approximately 3,000 youth and families
- ◆ Targeted age is as early as kindergarten through 12th grade in the RCSD and at the Eugenio Maria de Hostos Charter School
- ◆ Summer of Opportunity Program provides job experience and training for teens



Our Youth Services Division is led by Luis Burgos, who has decades of successful experience leading programs, and a strong team of individuals with vast experience working with youth.

Family Service Assistance (FSA) Program

Staff members are based at East High School, James Monroe, and the Eugenio Maria de Hostos Charter School and work with students in K-12 and their families. The program consists of home visits, assisting families with goal setting and providing parent workshops and trainings. The program's primary goals are to improve student attendance, academic performance and parent engagement.

Aspira Mentoring Program

Launched in 2016, Aspira is a national and evidence/school-based mentoring program that aims to address issues that cause low levels of achievement, low graduation rates and high dropout rates. The program provides early intervention, case management, crisis intervention and referrals. Currently offered at Eugenio Maria de Hostos Charter School and available to other schools upon request.

THRIVE 2

Partnership with City of Rochester and other community-based organizations that provides evidence-based workshops on HIV/STD and teen pregnancy. Focuses on raising awareness, increasing access to reproductive health care centers, decreasing HIV/STD cases, teen pregnancies.

Women's Prevention Program (New)

Staff conduct community outreach services to assist in the prevention of HIV/AIDS among women of color.

Project Ayuda Outreach (PAO)

Substance abuse and alcohol prevention program that offers counseling, case management, workshops and referrals for youth and parents. Team of two has conducted outreach to more than 2,000 youth in 2017. An afterschool component was recently added this year.

Summer of Opportunity Program (SOOP)

The six-week summer program provides students with real hands-on experience in the chosen profession for that summer. Students meet with professionals from the field then meet regularly to develop and implement action items, final projects and presentations.

MVP Healthcare and News 8 WROC

teamed up to launch the 1st Annual Kicks for Kids campaign to make sure students had new sneakers before heading back to school!



Family Services Division

218 Clifford Avenue
Rochester, NY 14621
(585) 256-8900

Our Family Services Division serves families and seniors in various stages of their lives. They participate in workshops throughout the year that focus on health, parenting, and other educational topics.

Results:

- ◆ **3-year diabetes and hypertension program through Excellus BCBS resulted in 100 percent success rate by maintaining their weight**
- ◆ **The majority of seniors also maintained healthy blood pressure ranges while 24 percent lowered their numbers.**
- ◆ **99 percent of our parent participants successfully completed our parenting program.**



Our Family Services Division is led by Elisa DeJesus, who is a 32-year employee of Ibero as of 2017. She and her team work closely with families and seniors to ensure good physical and mental health.

Patient Activation Measures (PAM)

This new program aims to help individuals improve their health outcomes. Staff administer a health survey and assist individuals in creating an action plan based on their needs. They also receive coaching and are linked to additional resources in the community.

Centro de Oro

As the only socialization and group meal program for Latinos over the age of 60, our Centro de Oro (Center of Gold) serves as an educational center and a home away from home for seniors. They receive warm meals, participate in daily activities and health and wellness programs, and attend special outings to museums, galleries, parks, and other recreational centers. There are 149 active seniors enrolled. The center also offers a full lunch menu of traditional Spanish food to the public, which is available to any individual or organization. The cost is nominal and supports our senior center programs.

Integrated Support Services Program

Provides parent training classes to assist in the prevention of child abuse, neglect, and foster care placement of children. Staff plan family activities that provide opportunities for families to spend quality time together.

Health Home Care Management For Adults Program

Case managers work with individuals with at least two chronic conditions to help them achieve complete and healthy recoveries and reduce the number of hospital visits. The same program was established for children in January.

Supportive Housing Rental Assistance

Care management services and rental assistance for individuals who are diagnosed with a mental illness or a chronic health condition.

Latino Elder Abuse Prevention Program

A collaboration with Lifespan that includes outreach efforts to seniors, families, caretakers, and professionals about the importance of recognizing elder abuse, how to report it, and other steps needed to protect loved ones.



Developmental Disabilities Division

214 Clifford Avenue
Rochester, NY 14621
(585) 544-7064

Our Developmental Disabilities Division focuses on enhancing the quality of life among individuals and families. They participate in activities that teach necessary life skills, boost self-confidence, and provide a sense of success.

Results:

- ◆ **Equipped to provide bilingual support to individuals and families in all aspects of their lives and during emergencies**
- ◆ **Owner and operator of Fashion Works, a thrift store that serves as a job training ground**
- ◆ **Partner with other advocates to place individuals in meaningful employment**



Our Developmental Disabilities Division is led by Grisell Marin and a dedicated staff that strive to meet the needs of individuals and families.

Day Habilitation

Individuals attend daily habilitation program to learn skills that help them live on their own.

Individual Support Services

Individuals who live alone are taught how to cope with daily tasks and emergencies.

Family Support Services

Staff provide information about gluten/casein-free diets, transportation and how to access community resources and participate in community activities. Also includes family reimbursement to help families improve their level of caring for a relative with a developmental disability.

Community Habilitation Program

Teens and adults receive services in their current living environment and in various community locations. They are taught how to plan and prepare meals, manage a household, finances and comparison shop, and other tasks.

Medicaid Service Coordination

Staff successfully manage individual cases to ensure individuals and families receive a high level of care and are linked to additional community support.

Supportive IRA's

24-hour staffing at residential homes provides individuals with general care, nursing services and other support in a nurturing environment.

Supported Employment

Individuals receive job training, mentoring and follow-up visits to ensure that they are adapting to their work environment.

Fashion Works

Our thrift store at 200 Clifford Avenue serves as a job training center that teaches individuals necessary job and socialization skills. Upon completion of the program, a liaison works with outside entities to secure the graduates meaningful employment. The store is open to the public and sells gently used clothing for all occasions.



Hispanic Scholarship Program

817 East Main Street
Rochester, NY 14605

585-256-8900

Our Hispanic Scholarship Program provides merit-based college scholarships to local high school seniors in eight counties.



Results:

- ◆ **Record number of 86 scholarships provided in 2017**
- ◆ **Community collaboration includes nearly 20 partners**
- ◆ **Student majors include: biomedical engineering, business, economics, political science, and health.**

Thank you to all of our scholarship providers!

- Arthur Hirst
- Benjamin Christensen
(Twanda Christensen Scholarship)
- City of Rochester *(Hispanic Heritage Committee)*
- ConServe
- Dale Carnegie of Rochester
- Davidson Fink LLC
- El Mensajero/Catholic Courier
- ESL Charitable Foundation
- Excellus Blue Cross Blue Shield
- Greater Rochester Health Foundation
- James Sheppard
- María DeJesús Community Service Scholarship
- Monroe Community College
- Nydia Padilla-Rodríguez/John Rodríguez
- PR Festival of Rochester
- Richard & Diana Vega
(De Jesús Vega Scholarship)
- Rochester Hispanic Business Association
- Rochester Latino Rotary Club
- Scholarship in Memory of Aramis Rodríguez
- Summit Federal Credit Union
- The Pike Company
- United Way Latino Leadership Development Program

Our Hispanic Scholarship Program is funded by an endowment fund that was established with a \$75,000 contribution from Kodak 20 years ago. The fund is at the Rochester Area Community Foundation and provides nearly a dozen college scholarships to high school seniors every year. Other scholarships are provided by our partners.

The scholarship application is distributed to all schools in eight counties, including Monroe, and posted on our website between November and December. Students have until mid-March to complete the application, which is reviewed and ranked by our selection committee. The selection committee is comprised of local educators and professionals.

In 2017, our program provided 86 scholarships to students, another record number. The scholarships are merit-based and provide financial support in the range of \$2,000 to \$500. At a time when the cost of college has skyrocketed, students and families are forever grateful.

One of this year's new scholarship providers is The ESL Charitable Foundation, which has provided a grant that will provide scholarships for 20 students.

ESL Executive Director Ajamu Kitwana:

"The ESL Charitable Foundation is pleased to support the Ibero College Scholarship program. Education is key, if individuals are to succeed, and achieve prosperity. Our growth and development, as a community, depends upon our ability to educate our youth and to cultivate them for positions of leadership. The Foundation's gift to the Ibero American Action League is s one way we can help invest in the future of our youth, and ultimately, in the future of our community."



Ibero American Development Corporation

954 Clifford Avenue
Rochester, NY 14621
(585) 467-6410



The IADC provides affordable and quality housing and opportunities for the economic advancement of Latinos and other minority individuals and families. It also provides social and recreational activities and facilities.

The Ibero American Development Corporation is an affiliate of the Ibero American Action League and is headed by Executive VP Eugenio Marlin, who reports to the Pres/CEO of the Ibero American Action League. The IADC works with residents in the northeast neighborhood of Rochester to enact their vision for their neighborhood and the community.

El Camino Estates

Built to provide quality affordable housing in the neighborhood

Project HOPE

(Healthy Outcomes through Participation, Education & Empowerment) Funded by the GRHF to improve the overall health and well-being of the community through resident engagement and action

New Initiative:

The IADC is the recipient of a Byrne Criminal Justice Innovation Grant from the Department of Justice of nearly \$1 million. The program will address the heroin epidemic on North Clinton Avenue and the surrounding community. Project CLEAN (Community, Law Enforcement & Assistance Network) will seek to improve conditions there with dozens of partners. The award is a 3-year commitment.



Ibero American Investors Corporation



The Ibero American Development Corporation is led by Emilio Serrano and was incorporated in 1979 as a NYS corporation under Section 807 of the Business Corporation Law and licensed by the Small Business Corporation as a Minority Enterprise Small Business Investment Company (MESBIC) in the same year.

Its mission is to assist Hispanic entrepreneurs who would like to launch or expand a business, but are unable to obtain business financing from existing financial institutions.

Since then, the IAIC has helped women and minority entrepreneurs attain an entirely new economic and social status via private ownership of their business.. These individuals have worked hard to amass the funds they are able to invest.

IAIC's investments may take various forms and we may participate with other investors or financial institutions in structuring deals that meet the financial need of our clients.

Centro Cívico

143 East Main Street
Amsterdam, NY 12010

(518) 842-3762



In 2015, Ibero announced that it would form a parent-subsidiary relationship with Centro Cívico. The new relationship allows the agencies to provide services to more than 80,000 Latinos and individuals of other backgrounds.

Highlights:

- ◆ **Offers the only 24-hour New York State Spanish-language AIDS hotline.**
- ◆ **Has hosted several visits by the Mexican Consul General's office**
- ◆ **In collaboration with Ibero, hosted the 2008, 2010 and 2015 Upstate Latino Summit®, Upstate New York's premier event for the region's Latino professionals.**

Centro Cívico was founded in 1986 and is led by Ladan Alomar who works tirelessly to ensure that she and her small staff can offer services to those in greatest need in the Capital Region.

Bilingual Day Care Center

Provides working families with quality child care and subsidy assistance. In the process of expanding to meet the growing demand.

Developmental Disabilities

Serves individuals with developmental disabilities and their families through advocacy, outreach, case management, family activities, Medicaid service coordination, respite programs, and family reimbursement.

NYs AIDS Hotline

Provides support in both English and Spanish and can be reached at 1-800-233-7432. All calls are free and confidential. Personnel are highly trained in both languages and handle every call with the highest level of care and respect.

Project Needle Smart

A free community initiative that offers safe disposal of used needles and syringes within the Capital Region.

La Segunda Familia

Program provides participating youth access to a comprehensive set of age-appropriate and culturally-sensitive experiences and activities that include: individualized, group and family counseling, enrichment activities, youth issue workshops, self-esteem development, college field trips, targeted mentoring, and family enrichment programs.

CASA (Court Appointed Special Advocates)

Recruit, train and supervise community volunteers who advocate for children that have been neglected or abused. Volunteers research and assist the court, facilitate various services, and monitor the progress of a child.

English as a Second Language

Classes for native Spanish speakers

Language and Cultural Services

Translations, interpreters, health care referrals, and immigration consultations



Language & Cultural Services

Translations

Our experienced translators are native Spanish speakers who will translate your documents from English to Spanish and Spanish to English using the most common dialect in the region. From flyers to certificates, health documents or any other subject matter, count on us to fulfill your requests efficiently and quickly.

Interpreting

Whereas translators focus on the written word, interpreters focus on the oral translation between speakers of different languages. Serving as an interpreter is a specialized skill that requires individuals dominate both English and Spanish, have excellent communication skills, be quick thinkers and familiar with terminology in numerous fields.

Spanish Classes

The ability to speak more than one language is a tremendous asset for individuals and staff in any organization or business. Our instructors work with individuals at all levels and cater classes to the general and specific needs of every student.

Cultural Competence

Cultural competence is the ability to work well in cross-cultural situations. Invest in your future by becoming familiar with your staff, the community you serve, your clients and your targeted audience. We will explain the nuances of the multicultural world as it relates to the Hispanic/Latino culture. Our experienced team provides real-world scenarios that will demonstrate differences and similarities in the workplace and as they relate to healthcare, education and business and other fields.

Focus Groups

How does your service or product rank among your consumers, clients and the Latino consumer base? Latino consumers are already spending more than one trillion dollars in the U.S. and outspending other groups in a number of categories.



Recognized by the American Marketing Association and the Public Relations Society of America Rochester Chapters in 2016

Ibero's Cultural and Language Services Program is led by our award-winning Office of Development and Communications, which received two awards from the AMA and PRSA in 2016 for its unique and successful ability to target audiences in both English and Spanish.

Our program brings with it a strong and powerful network of professional contacts and extensive consumer knowledge of the Hispanic/Latino market in the region. The selection process for our staff and team of service providers is a competitive one. They are the "go-to" experts in key areas, decision-makers and caretakers who establish their



family's buying habits and influence their professional and social networks. Ibero conducts its own research to provide indicators of the Rochester market that will provide you with a picture of the local consumer base. We will use this information and our expertise to help you navigate current trends and learn about the history that has shaped certain behaviors.

As an inclusive agency that serves individuals and families of all ethnic backgrounds, we are committed to helping you foster a work environment that instills the same level of inclusiveness and mutual respect that leads to greater results among staff and consumers.

ROCHESTER'S FIRST 24-HOUR LATIN RADIO STATION
NOW BROADCASTING & STREAMING LIVE VIA THE FREE TUNEIN APP



PODER 97.1 FM



Meet Our DJ's

MONDAY TO FRIDAY

7AM-9AM	9AM-NOON	NOON-1PM	1PM-3PM	3PM-6PM
EL RAY DE LA MAÑANA	MAMBO IN THE MORNING	EL DUQUE	LA DOZADERA	LA ZONA MUSICAL
RAY MAYOLIZ	JOHNNY MAMBO	DJ DUKE	DJ BONITILLO	DJ HECTOR
				

SATURDAYS

9AM-10AM	10AM-2PM	4PM-7PM	7PM-9PM
LATINO ENTREPRENEURS	EN TIEMPO REAL	CON STYLEZ	LA RUMBA LATINA
MAURICIO RIVEROS	ANABELLE DELVALLE	DJ J-STYLEZ	CAMILA PAEZ
			

SUNDAYS

6AM-10AM	10AM-11AM	3PM-6PM
MUSICA JIBARA	SU HORA INFORMATIVA	LATIN HOUSE PARTY
NEMESIO MARTINEZ	IDAPEREZ	DJ LOU ROC
		

HIGHLIGHTS

The only dual-language radio station in Upstate New York (English/Spanish)

Educates and empowers the Latino community while welcoming guests and listeners of all backgrounds

Underwriting opportunities serve as business investments

WEPL

El Poder Latino 97.1 FM

El Poder Latino/Latino Power 97.1 FM launched on November 30, 2015 and continues to grow in popularity among listeners in the region, across the country and outside the U.S. Our "live" stream allows you to listen from just about anywhere in the world. We have heard from fans in Texas, Florida and even Brazil!

Considered the go-to medium for Latino consumers, our 24-hour dual-language radio station remains committed to its mission of educating and empowering this strong and growing market.

Operated and owned by Ibero, our staff ensures that our weekly shows and education capsules are a benefit to our listeners and underwriters.

Our weekly business show Emprendedores Latinos/Latino Entrepreneurs (hosted by Pike's Mauricio Riveros) invites guests of all ethnic backgrounds to discuss their expertise, work experience and tips for success in the workforce.

Su Hora Informativa (Your News Hour) is another weekly show that is hosted by our Director of Children and Family Stability Services Ida Perez and features local leaders, advocates and residents to discuss important issues in the community.

Businesses and organizations have lined up to invest in underwriting opportunities to promote their product or service. We also work with youth to teach them about career opportunities.

Volunteers are instrumental in our success and engaged in all aspects of our operations. We would not be able to do this without them and are so grateful for their continued commitment.

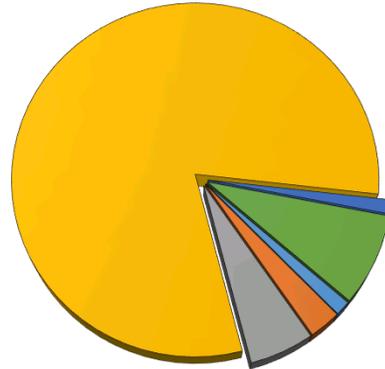
According to Nielson, Poder has the highest number of listening hours per listener compared to any other radio station in the region!

THANK YOU

TO ALL OF OUR GENEROUS DONORS!

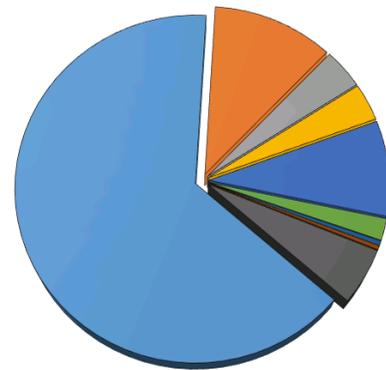
Revenue

Contributions	\$ 145,500
United Way Support	\$ 304,670
Program Services Fees	\$ 616,500
Government Fees & Grants	\$ 8,983,917
Grants Private / Foundations	\$ 141,132
Other	\$ 926,462
Total Revenue	\$ 11,118,181



Expenses

Salaries & Stipends	\$ 7,091,424
Related Salary Expenses	\$ 1,232,363
Professional Fees	\$ 414,764
Supplies	\$ 382,624
Occupancy	\$ 974,324
Travel/Conferences/Meetings	\$ 222,256
Assistance to Individuals	\$ 50,404
Equipment Purchases/Maint.	\$ 40,262
Miscellaneous Expenses	\$ 573,863
Total Expenses	\$ 10,982,283



1456 North Clinton Avenue
 ACR Health
 Action for a Better Community
 Adam Bello, Monroe County Clerk
 Adriana Hoppe
 Albany Housing Authority
 Alfred Burgos Income Tax
 Alzheimer Association of Northeastern
 Ana Burgos
 Andy's Landscaping
 Angel Alicea
 Angela LaVecchia
 Angela Rollins
 Ann Howard
 Ann Libby
 Anthony Jordan Health Center
 Anthony Micciche, Monroe County Legislator
 Armando Musa
 Armando Rivera
 Arthur R. Hirst
 ASAR
 Assemblyman Harry Bronson
 Beauty Mark Brows
 Benito Juarez Scholarship
 Benjamin Christensen
 Berlin Bermudez
 Beverly Roseborough
 Bill & Sue Smith - Town of Pittsford
 Blue Sky Association
 Borinquen Dance Theatre
 Bosco's Pub
 Brand Sense Partners (Dole)

Bright Funds Foundation
 Brown & Brown of New York, Inc.
 Canandaigua Bank & Trust
 Carlos Caez Santiago
 Carmen Rodríguez / Patrick Clements
 Carolina Abarca
 Catholic Charities - Lori Auken
 Causewave Community Partners
 Cecilia Golden
 Celeste Amaral
 Center for Dispute Settlement
 Charles Schiano - Candidate for Sup Court
 Citizens for Joseph Robach
 City of Rochester
 City of Rochester - Clean Sweep
 City of Rochester City Living Sundays
 Clayton Osborne - True Insights
 Common Ground Health
 ConServe
 Consumer Credit Counseling
 Cornell University
 Daisy Rivera-Algarín
 Dale Carnegie of Rochester
 Damaris Pedraza
 Dana Barnes
 Dario Pérez
 Davidson Fink LLP
 Delaine Waring AME Church
 Dixon Schwabl
 E3 Rochester
 Edward G. Muszynski
 El Sazón Restaurant

Elisa De Jesus
 Elizabeth Ramírez
 Eloíza Rivera
 Emeterio "Pete" Otero
 Emilio M. De León
 Enterprise Fleet Management
 Erie Insurance Group
 ESL Charitable Foundation
 Eugenio María de Hostos Charter School
 Eugenio Marlin
 Evelyn Carrasquillo
 Excellus Health Plan, Inc.
 Faith Hope & Charity Worship Church
 Falum Management
 Father Laurence Tracy
 Felix Barber Shop
 Felix Martínez
 Fidelis Care of New York
 First Capital Payments
 First Niagara Bank
 Foodlink
 Franklyn Zorrilla
 Friedlander Group
 Friends of Bob Duffy
 Friends of Cheryl Dinolfo
 Friends of Mark Johns
 Friends of Melissa Barret
 Gates Little Italy Festival
 Gelan Jewelry Store
 Gladys Pedraza-Burgos
 Greater Rochester Chamber Commerce
 Greater Rochester Health Foundation

Greater Rochester Summer Learning
Grisell Marin
HAPA Organization
Harris Beach PLLC
Héctor Arguinzoni
Hernández Technologies
Hilda Rosario Escher
Hillside Family of Agencies
Hillside Work Scholarship
Hubert Van Tol
Ibero American Development Corporation
Ibero American Investors Corporation
ICircle Services
Ida Pérez
Imprintable Solutions, Inc.
IV4, Inc.
Ivonne González
Jacklyn Ortiz
James Brown
James Jaramillo
James Sheppard
Janet Sapio-Mayta
Janice Beach
Jason Mull
Jayahira Díaz
Jessica Wilson
John Urban
Jonathan Semmler
José Olivieri Rivera
José Peo - Five Star Bank
José Rivera
Joseph Ortiz
Joseph Robach
Joy & Blessing Shamilah
Juan Lugo
Juanita Williams
Julio Saenz
Kizzy E. Nadal
Knickerbocker - David Keisman
LaBella Associates
Ladan Alomar
Lake Beverage Corporation
Laura Cuevas
Lawley Insurance - Employee Benefits
LawNY
Liduvina Quiñones
Lifetime Care
Linda & Augie Meléndez
LMT Computers
Louise Slaughter, Congresswoman
Luis Burgos
Luis Gracias
M&T Bank
Marcos López Promotions
María Díaz Godreau
María Modugno
María Otero Rivera
María Vázquez
Mark Assini - Gates Supervisor
Martiza Buitrago for Family Court
Mary Worboys Turner
Matt & Sue O'Connor
Matt Nafus
Matthew Colón
Michael Wyatt
Migdalia Jiménez
Miguel Velázquez
Mike's Auto Sales & Services
Milton Pichardo
Mohawk Valley Latino Association
Monroe Ambulance
Monroe Community College
Monroe County Sheriff's Office
MVP Healthcare
Nathan Littauer Hospital
Nathaniel General Contractors
Nazareth College

Ned Davis & Anne Kress
Nemesio Vellón
Nestor Negrón
New York Life - Darin Fass
New York Life Latino Market
NexHire, Inc.
NorthWestern Mutual
NY State Housing
NY State of Health
Nydia Padilla Rodríguez
NYS Department of Health - BSC
NYS Department of Health - OMH HDP
NYS Developmental Disabilities Planning
NYS HTFC
NYS United Teachers
Omnicare
On Point for College
On the Move Contracting Services
Orlando Ortiz
O's Wireless & Smokeshop
Papi's Corner Market
Parents to Parents of NYS
Parisi & Ballard
Pathstone Corporation
Patricia Cruz-Irving
Patrick O'Flynn
Peter Beshar
Peter Burns
Peter Vázquez
Pittsford Café
Planned Parenthood
Puerto Rican Festival
Ralph Fornuto -USA Payroll
Ralph Honda
Raquel Serrano
Ray Mayoliz
Rejoyce Owusu
Ricardo Moreira
Richard & Debra Vega
Richard De Jesús-Rueff
Riverside Convention Center
Robert "Bob" Thompson
Rochester Alliance of Commerce
Rochester Area Community Foundation
Rochester City School District
Rochester Education Foundation
Rochester Gas & Electric
Rochester Institute of Technology
Rochester Latino Rotary Club
Rochester Preparatory
Rochester Regional Health
Rotary Club of Rochester
Ruperto Montero
Sam Pitts
Sarai Cruz
Saratoga Pharmacy
Scott Erickson
Sobriño's Restaurant
Sonya Christensen
Soribath Anteh
St. John Fisher
Stephanie F Benson
Stephen Sulkes and Melissa Schiff
Summit Federal Credit Union
SUNY Genesee
Sutter Communications
Tabita Torres
Tashanda Thomas
Tayrin Concepción
The Bonadio Group
The College of Saint Rose
The Community Place
The Legal Aid Society
The Parisi Law Firm
The Pike Company
The Summit Federal Credit Union
Thomas Fink

Tipping Point Communications
Tipping Point Media, Inc.
Tomias Williams
Tompkins Enterprises
Trillium Health
United Health Care Community Plan
United Way of Greater Rochester
University at Albany
University of Rochester
University of Rochester - Latino Professional Alliance
University of Rochester - School of Medicine
Urban Choice CS
USA Payroll
Usherwood Technologies - Mark Bender
Veronica Rolón
Villa of Hope
Vision Automotive Group
Vivloz Holding LLC
Vlade J. Kordovich
Wanda Ortiz Markert
WDKX Radio
Wegmans Markets
Wim & Luisa Baars - MAS Translations & Interpreters
World Class Auto
Xochitl Palacios
YMCA of Greater Rochester
Yversha Román
YWCA of Greater Rochester
Zahira Díaz

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Bruegger's Bagels
Buffalo Bills
Buffalo Sabres
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New York Giants
New York Jets
Pittsburg Steelers
Red Wings

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In Memory of Santos Rosario
MJ-Dash, Inc & Frank Cornier
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Mr. & Mrs. Roger Brandt
Mrs. Nydia Padilla Rodríguez & Mr. John Rodríguez
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Puerto Rican Festival
Rochester Hispanic Business Association
Rochester HOLA Network
Rochester Latino Rotary
The Pike Company
The Summit Federal Credit Union
United Way LLDP (*Latino Leadership Development Program*)
Vega De Jesús Memorial Scholarship



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Build Stronger Families & Greater Self-Sufficiency***

