



# Impact Report

2024

[hpgm.org](https://hpgm.org)

# *WE ARE* **HPGM**

**Who we are and what we do**



## **MISSION**

Increasing economic prosperity and growing Latino influence for a stronger Wisconsin.



## **VISION**

A Wisconsin where economic and social advancement is a reality for all Latinos, and we reach the highest potential for ourselves, our families, and communities.

# OUR WORK AT-A-GLANCE

HPGM collaborates with and supports more than 100 community organizations, employers, Employee Resource Groups/Business Resource Groups, higher education partners, membership organizations, non-profits, and small businesses. We support ERGs and employers in identifying talent and serve as the connector for aspiring and current Latino professionals.



## ***Employer Partners***

HPGM supports corporate and employer partners in the region by identifying Latino talent for recruitment, development, and advancement opportunities across various industries and sectors. Collaboration with employers and Business Resource Groups increases belonging, and fosters a welcoming workplace that increases retention and advancement of employees, builds a future-focused workforce to meet customer needs and achieve business imperatives.



## ***Small Businesses & Entrepreneurs***

Small businesses and entrepreneurs are provided with a network of professionals and various communication platforms to share information about their businesses. HPGM provides professional development and community connections to help entrepreneurs grow as leaders, as well as scale their business operations.



## ***Community Partners***

Community organizations, non-profits, higher education institutions and other mission-aligned organizations expand the reach of HPGM's programs and form an ecosystem of support for Latinos in the region by preparing Latino leaders to serve our community and move our state forward.



## ***Students & Rising Leaders***

Two-year, undergraduate and advanced degree students at 11 partner institutions of higher education are connected with mentors, internships and career opportunities, professional skill-building support and unique workforce readiness insights to prepare them for the workplace. HPGM is the trusted partner for students as they transition into the workforce across all sectors and industries.

# HPGM

## ***Latino Talent***

Early-career, mid-career, senior and executive level Latinos are the core of HPGM. Our programming is designed to equip Latino professionals with culturally-affirming leadership development, workforce readiness, mentoring, and a connected network of resources and support.

*HPGM*

# BY THE NUMBERS

*As of January 2025*

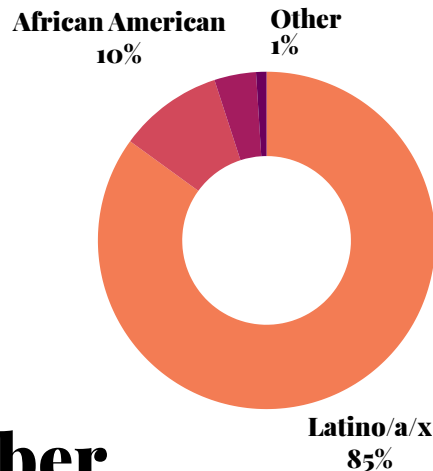
founded in  
**2001**



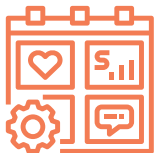
**5,200** +  
professionals and  
students served  
annually in Wisconsin



## Member Demographics



**9**  
signature  
programs &  
experiences



Over  
**100**  
employer &  
community  
partners



**10**  
higher  
education  
partners



**\$915,000**  
scholarships  
awarded  
to 256 of students  
since 2004





# *A MESSAGE FROM* **OUR LEADERSHIP**

As we look back on 2024, we're filled with gratitude for the unwavering support of our members, donors, partners, sponsors, and the entire comunidad. It was a year full of growth, connection, and transformation. With your continued support, we moved closer to our vision: a Wisconsin where every Latino has the opportunity to thrive, and reach their highest potential for themselves, their familias, and their comunidades.

This past year, we saw incredible progress in many areas. We launched Alianza Latina de ERGs (ALE), a collective that unites employee resource group leaders to foster belonging among Latino/Hispanic employees while enriching workplace cultures. We proudly awarded 15 scholarships to students from seven different institutions in Wisconsin. We also celebrated a significant achievement - raising \$500,000 at our Annual Gala Experience for the second year in a row. These accomplishments are a direct reflection of the generosity and commitment of our comunidad, and a testament to those who believe in our mission.

We also experienced strong growth and formed meaningful partnerships throughout the year. HPGM's membership grew from 3,600 to 5,200 strong, demonstrating the unity and resilience of our comunidad. We proudly partnered with the Southside Organizing Center, committing to a \$20/hour minimum wage for all our employees as part of our ongoing advocacy for pay equity and economic prosperity. In addition, we were honored to be selected as one of four organizations for the inaugural Bader Leadership Institute, where we'll collaborate with emerging leaders passionate about supporting Wisconsin's non-profits.

As we look toward our 25th anniversary, we're more energized than ever to continue our work and expand our impact. We refreshed our Mission, Vision, and Values with input from over 50 stakeholders, launched phase 2 of our rebrand with Odvant Creative, and gathered invaluable feedback through our member survey. None of this progress would have been possible without your continued dedication and support.

The trust you have placed in HPGM continues to ignite our passion to create a Wisconsin where Latinos, their familias, and the broader community can thrive. Thank you for believing in our leadership and for being an essential part of HPGM's comunidad!



**Francesca  
Mayca Wegner**

HPGM President & Chief Possibilities Officer

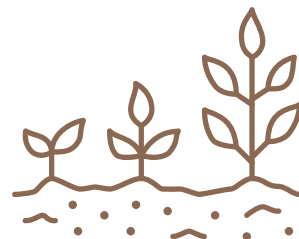


**Omar  
Velaochaga**

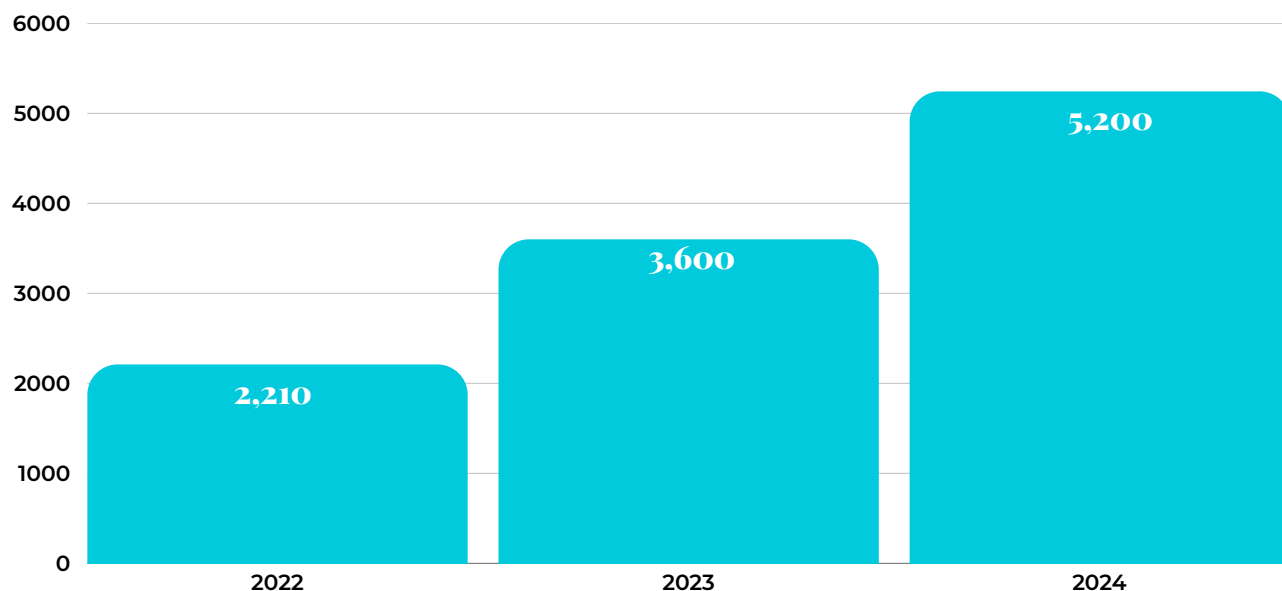
HPGM Board Chair

# HPGM MEMBERSHIP & AUDIENCE BY THE NUMBERS

*See how our comunidad has grown!*



## Membership Growth



**Total social media audience**

**10,700** +



**Social Media Audience  
Growth increased**

**7.5%**



**across all platforms  
compared to previous year**

**Page and profile  
impressions**

**350k**

*That's a lot of people!*



2024

# MEMBER CONNECTIONS

## *ALE*

Total members served: 130

- Hosted monthly virtual meet-ups
- Organized an in-person holiday social and toy drive for members to make meaningful connections and to benefit our community/local families



## *Cafecito con HPGM*

Total members served: 100

- Welcomed professionals to four cafecitos covering various topics and highlighting members
- Piloted more thematic gatherings featuring topics like non-profit and a wellness focused morning with Buena Tierra Run club where members kicked off their day with some exercise followed by caffeinated conversation.
- Hosted cafecitos at a local shop serving up only sustainable brew sourced from Puerto Rico.



## *Book Club*

- 7 comunidad meet ups to chat about libros featuring topics and authors from our Latino comunidad.
- Alejandra Campoverdi author of First Gen: A Memoir joined the club for the book discussion!



## *Wellness Opportunities*

- In direct response to member feedback requesting more wellness opportunities, HPGM added a new wellness-focused partnership with Buena Tierra Run Club to promoting physical wellness and community engagement.
- Sponsored a dedicated team for the Black & Brown Run Around 5K event, fostering member participation and visibility.
- Buena Tierra's weekly run clubs regularly attract 160 participants, creating ongoing spaces for health, connection, and representation.



# HPGM Impactful OUTCOMES



## Mentor Mindset

Mentor Mindset is an intentional and intimate program that allows individuals to explore multiple mentor and mentee relationships by tapping into HPGM's extensive network of more than 5,200 professionals. Mentor programming expanded from a semiannual program to a quarterly series and includes mentor training, matching events and small group formats.

### CAREER CONNECTIONS

Develop your career by building meaningful connections with individuals who are ready to share their expertise and help you succeed.



### DIVERSE TALENT

Representation matters. Find role models and develop relationships with individuals of diverse backgrounds so you can be your most authentic self as you progress in your career.



### BUILD YOUR NETWORK

Build connections across a wide variety of industries and experience levels. No matter which industry you're currently working in or interested in pursuing, there's a match for you.



## Quarterly Series



**80+**   
mentor connections

## Mentors: 15+ industries



Law, business, finance, non-profit, HR, corporate, government, marketing, media, healthcare, entrepreneurs, engineering, education, industrial

## 2024 program partners:



*"Reconnecting with Dr. Victor Amaya as a college student at Mentor Mindset gave me the opportunity to build my circle of professional connections. Through this connection I was able to gain an internship as an event planner for Data You Can Use, which turned into a full-time offer as a Development & Communications Coordinator. I am beyond grateful for HPGM for providing me an opportunity to grow professionally and network with local Latinx professionals."*

**Mariana Batalla**

Development & Communications Coordinator at Data You Can Use

”





# Leadership Summits

Adelante Juntos and Fall Summit are HPGM's premier bi-annual leadership summits. The purpose of these summits are to inspire the HPGM community to stand in their power as Latino professionals and arm attendees with tools and strategies to lead themselves, within their teams, and throughout their organizations.

**100%**  
Participants would  
Recommend HPGM  
Leadership Summits

**400** ✓✓✓  
Total Registrants

**Global & National  
Speakers**



*As the only Latino organization focused on cross-sector culturally-affirming leadership development, mentoring, and connecting and convening of Latino professionals and allies, HPGM is a vital partner for the County.*

**David Crowley**  
Milwaukee County Executive


”



# Gala Experience

The annual HPGM Gala is a signature event that brings together nearly 500 community members in support of our mission. Funds raised from the Gala ensure that HPGM can continue providing impactful mentoring, career and leadership development programs, while eliminating barriers to education for Latino professionals and students in the region.

The 2024 Gala Experience theme, Juntos Rising, was both an aspirational vision for the future of our community, and a call for continued unity and investment in our shared mission.

  
Nearly  
**\$500,000**  
raised 2<sup>nd</sup> year  
in a row

  
**2 Awards**  
Espíritu & Poderosa

**Sold out registration  
with more than  
500 attendees**



## 2024 Award Winners



*Rebeca López*

**2024 Poderosa Award Winner:** The Poderosa Award recognizes an individual or group who strives to curate spaces where Latinas feel empowered, celebrated, and united. Award winners honor the Poderosa movement that uplifts the voices, contributions, and talents of Latinas from all backgrounds in Wisconsin.



*Rosario & Jose*

**2024 Espiritu Award Winner:** The Espiritu Award recognizes an individual or group that embodies the HPGM spirit. Recipients showcase their commitment and passion for increasing representation and economic opportunities for Latinos in Wisconsin. Their collaboration and authentic leadership are celebrated.





# Gala Experience

Thank you sponsors for your tremendous support!



## Presenting



## Legacy



## Champion



## Inspire



## Impact



## President's Reception



## Celebración



## Photo Experience



## Valet Parking



## Volunteer Thank You



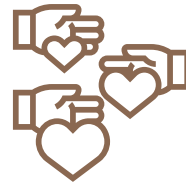
## In-Kind Experience



# Board Pipeline Initiative

Board Pipeline Initiative is a virtual training program that introduces professionals to the foundational concepts of board service. Session topics include board basics, financials, exploring various types of boards/committees, fundraising, partnerships and more.

Our goal is to increase representation for Latinos on non-profit committees and boards, with the broader goal of increasing representation for Latinos on both volunteer and paid corporate boards.



**100%**  
of respondents reported improvement in understanding non-profit financials and fundraising after completing BPI.

**304**

Graduates since 2018



**12**



Non-Profit Partners



*The HPGM Board Pipeline Initiative prepared me to serve on my first nonprofit board of directors with knowledge and confidence. It was a full-circle moment to return as a panelist and speak to new participants—I felt proud to share my journey and help inspire others to pursue board leadership.*

”

**Claudia Martinez**  
Grants Director, Bader Philanthropies





# Advancing Students

HPGM removes financial barriers to education, increases the educational attainment of Latino students, closes achievement gaps, and prepares Latino students for the workforce. HPGM's eco-system of employer partners, higher education partners, and active student chapters ensures that rising leaders have pathways to careers in the region and financial support to complete their degrees.

HPGM partners with the Wisconsin Hispanic Lawyers Association (WHLA) to provide scholarships for Latino students attending University of Wisconsin Law School and Marquette University Law School. One student from each law school will be awarded the HPGM Law School Scholarship.

Since 2004, HPGM's Scholarship Program has awarded over

**\$915,000**  
to 256 Latino students  
throughout Wisconsin.



**7**

**Scholarship Sponsors**

**15**

**students from 7 institutions**

**2**

**HPGM Law Scholars**

**\$50k**

**awarded in partnership with 4 matching institutions**

## Scholar Spotlight



*"HPGM's financial support throughout my undergraduate education at UW-Madison has significantly eased the financial burden of pursuing a post-secondary education. Thanks to the generous gifts of HPGM award donors, I have been encouraged to pursue and excel in my biomedical engineering courses and my undergraduate research endeavors in the UW Department of Pathology and Laboratory Medicine."*

ANA MARTINEZ

2024 & 2023 HPGM Scholar

”



*"The impact of the HPGM scholarship has been to help fuel my educational journey by giving another reason para echarle ganas for me, my family, my community, and my HPGM familia! The HPGM scholarship has provided us with much-needed encouragement and support as I am in the throws of my doctoral dissertation and have been tackling the overwhelming load of studies and work pero with you all, the rest of my tribe, and the grace of God... #SheSePuede!"*

TAMMY RIVERA

2024 HPGM Scholar

Executive Director of Southside Organizing Center

”



# *HPGM Strategic Plan* **PRIORITIES**



We remain steadfast in our work to increase economic opportunity and effective representation by serving as a catalyst for career advancement and supporting the elimination of barriers to higher education for Latinos in Wisconsin.

The data and insights detailing the rapidly growing need for support for Hispanics heavily informed the objectives and priorities of our 2023-2026 Strategic Plan. Over the next year, HPGM will focus on continuing to advance the current strategic plan while laying the groundwork for the development and successful execution of our next plan. This includes delivering advanced outcomes within the following key strategic areas:

## **Systems & Infrastructure**

Create and design innovative systems over the next two years that will establish a sustainable infrastructure to optimally leverage data and ignite our value proposition for brand, culture and mission outcomes.

## **Financial Sustainability**

Enhance and diversify HPGM's revenue streams to strengthen our financial position for multi-generational growth.

## **Strategic Partnerships & Programming**

Establish distinctive programs and strategic partnerships that position HPGM as a network of influence and vital catalyst for Latino (professional and academic) achievement.

## *2024 Accomplishments*

# **ADVANCING THE WORK**

- Conducted a member experience survey and presented findings at the 2024 Fall Summit
- Launched rebranding efforts in partnership with Odvant Creative
- Secured Board approval for refreshed HPGM Culture Essentials and Community Priorities
- Selected to participate in the Bader Leadership Institute Fellowship Program
- Developed an internal user manual for HPGM's CRM system
- Implemented updated financial reporting practices



*5 Ways to*

# GET INVOLVED

Better Together



## **BECOME A MEMBER**

[hpgm.org/membership](https://hpgm.org/membership)



## **ATTEND AN UPCOMING PROGRAM OR EVENT**

[hpgm.org/programming-experiences](https://hpgm.org/programming-experiences)



## **SERVE AS A MENTOR FOR A DIVERSE TALENT PIPELINE**

[hpgm.org/mentor-mindset](https://hpgm.org/mentor-mindset)



## **GIVE TODAY TO SUPPORT OUR GREATEST NEEDS AND HELP ELIMINATE BARRIERS FOR LATINO STUDENTS**

[hpgm.org/give-today](https://hpgm.org/give-today)



## **JOIN A COMMITTEE – LEND YOUR TIME AND TALENTS TO ADVANCE OUR MISSION**

Email us at [info@hpgm.org](mailto:info@hpgm.org) to learn more!

# Our TEAM



**FRANCESCA  
MAYCA WEGNER**

President &  
Chief Possibilities Officer



**AMANDA  
HOLLAND**

Vice President  
of Operations



**ISABELLA  
RIVERA**

Development Director



**ROSA AVIÑA  
ZÚÑIGA**

Communications Director



**BRYANA  
JUAREZ**

Program Manager



**SUMMER WILLIAMS-  
HUMMER**

Operations and  
Engagement Manager

## 2025 BOARD OF DIRECTORS

### HPGM Executive Committee

#### BOARD CHAIR:

#### **OMAR VELAOCHAGA**

Kohl's  
Diversity & Inclusion Senior Manager

#### VICE CHAIR:

#### **SANDI ESQUIVEL**

Northwestern Mutual  
Assistant Director, Software  
Engineering – Flex Force

#### SECRETARY:

#### **ISABEL ORNELAS DAVILA**

University School of Milwaukee  
Director of Human Resources

#### TREASURER:

#### **CLIFTON DAVIS**

Deloitte  
Wisconsin Managing Tax Partner

#### MEMBER AT LARGE:

#### **MARCOS VEGA**

BMO  
Sr. Vice President/Director

#### **GENARO BAEZ**

Milwaukee County  
Director, HR Operations, Learning &  
Development and Talent  
Acquisition

#### **CATARINA COLÓN**

Husch Blackwell  
Senior Associate

#### **MICAH CRAWFORD**

Milwaukee Tool  
Director of Marketing,  
Latin America

#### **CARLOS DELGADO**

Baird  
Assistant Vice President,  
Information Technology Quality

#### **RUBEN GAONA**

My Way Out  
Executive Director

#### **ANGELA KOMP**

Habush Habush & Rottier S.C.  
Attorney

#### **ALBERTO MALDONADO**

UWM  
Director & Co-Lead for  
Hispanic Serving Initiatives  
Roberto Hernandez Center

#### **MARCELIA NICHOLSON**

Milwaukee County  
Chairwoman, Milwaukee County  
County Board of Supervisors

#### **JOSE E. SAENZ**

Craft Beverage Warehouse LLC,  
President Finance & Administration

#### **SONIA TELEZ**

Gilman Cheese Corporation  
Vice President of Finance

#### **LUIS LOPEZ-BARBOSA**

Milwaukee Bucks Inc.  
Corporate Social Responsibility  
Coordinator



# Thank You

# PARTNERS

Thank you to our members, donors and sponsors for helping us grow in 2024! Special thanks to our 2024 Presenting Program Sponsor, Potawatomi Casino Hotel, for supporting HPGM signature programming year-round.



- AC COACHING
- ACTS HOUSING
- ADVOCATE HEALTH
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- AMBROSIA EVENTS
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- ANTIGUA RESTAURANT & CATERING
- ASSOCIATED BANK
- AUGUSTINE PREP
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- BIG BROTHERS BIG SISTERS OF METRO MILWAUKEE
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- MILWAUKEE COUNTY
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- MOLSONCOORS
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- ZURN ELKAY

# Somos HPGM





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