



IMPACT REPORT

2025

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 more than 100 community organizations, employers, Employee Resource Groups/Business Resource Groups, higher education institutions, membership organizations, nonprofits, and small businesses across Wisconsin.

We serve as a connector and catalyst for Latino talent by supporting employers and ERGs in identifying, developing, and advancing Latino professionals, while also creating pathways for aspiring and current professionals to access opportunity, mentorship, and career growth.



Employer Partners

HPGM supports corporate and employer partners across the region by identifying Latino talent for recruitment, development, and advancement across industries and sectors. In collaboration with employers and Business Resource Groups, we strengthen workplace belonging, improve retention, and support the advancement of employees while helping build a future-ready workforce aligned with business needs.



Small Businesses & Entrepreneurs

HPGM connects Latino entrepreneurs and small business owners to professional networks, visibility opportunities, and community resources. We support business growth through leadership development, peer learning, and access to shared knowledge and support.



Community Partners

HPGM collaborates with nonprofits, higher education institutions, and community organizations to expand access and opportunity for Latino communities. Together, we build a coordinated ecosystem that supports leadership development and community impact.



Students & Rising Leaders

HPGM partners with 11 higher education institutions to support students transitioning into the workforce. Students gain access to mentors, internships, career opportunities, and professional development that build readiness and confidence for their careers.

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 2026

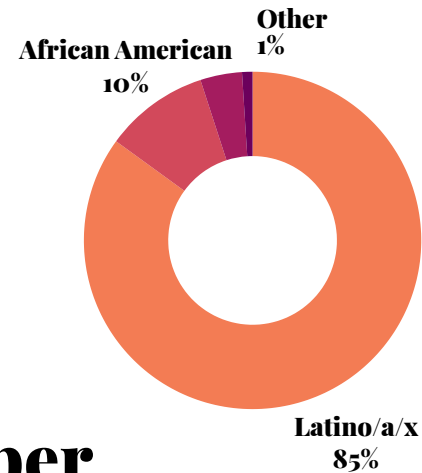
founded in
2001



6,380 +
professionals and
students served
annually in Wisconsin



Member Demographics



9
signature
programs &
experiences



Over
100
employer &
community
partners



10
higher
education
partners



\$953,500
scholarships
awarded
to 268 of students
since 2004



A MESSAGE FROM **CHIEF POSSIBILITIES OFFICER AND BOARD CHAIR**



As HPGM approaches its **25th Anniversary**, we're reflecting on how far we have come and the future we are building together. Over the past year, we have seen the power of our **comunidad** in action through **growth, connection**, and a **shared commitment** to advancing opportunity across Wisconsin. That progress is powered by the **unwavering support** of our members, partners, donors, and sponsors who continue to invest in this work and in one another.

2025 was a year of meaningful growth and connection. Our membership increased from **5,200 to 6,300**, reflecting the power of collective leadership. We celebrated **75 new graduates** of the Board Pipeline Initiative, awarded **\$43,500 in scholarships** to **12 students** pursuing their educational dreams, and welcomed **400 leaders** to our first Midwest Leadership Summit and Gala. Each of these milestones **represents lives impacted, leaders elevated**, and a community that shows up for one another.

Like many organizations, we faced challenges, including shifts in funding and ongoing external pressures. With your support, HPGM did more than endure. We **moved forward with focus, resilience, and a clear sense of purpose**.

As we look ahead, 2026 marks a defining moment for our organization. We are proud to celebrate HPGM's 25th Anniversary at the **Gala Experience on Friday, September 25th**. This milestone will be followed by a series of exciting announcements that reflect the next chapter of our evolution and the continued growth of our impact. These moments honor where we have been and signal where we are going as we continue building a stronger future rooted in **leadership, equity, and opportunity**.

Thank you for being part of this journey. **Juntos**, we are shaping a Wisconsin where our **comunidad can thrive for generations to come**.

Muchas Gracias,



**Francesca
Mayca Wegner**

HPGM President & Chief Possibilities Officer

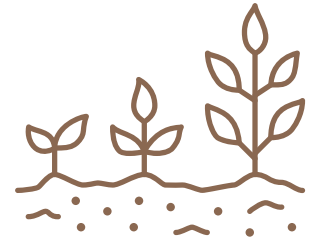


**Omar
Velaochaga**

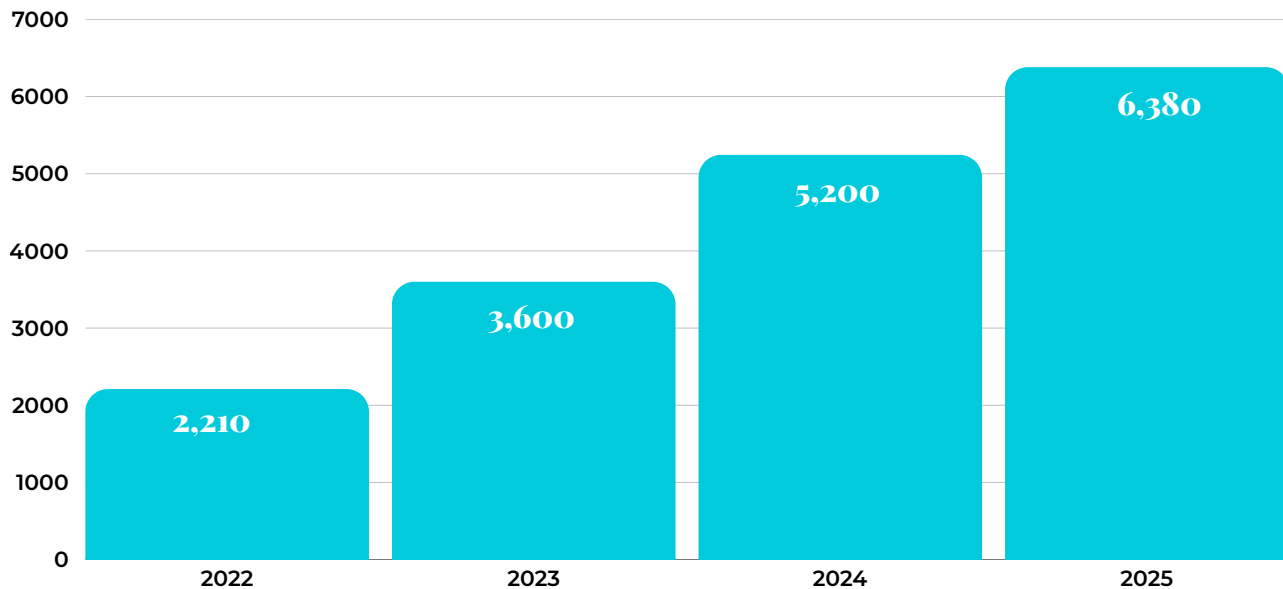
HPGM Board Chair

HPGM MEMBERSHIP & AUDIENCE BY THE NUMBERS

See how our comunidad has grown!



Membership Growth



Total social media audience

11,125 +



Social Media Audience Growth increased

4.1%



**across all platforms
compared to previous year**

Page and profile impressions

387k



That's a lot of people!

2025

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: 239

- Welcomed professionals to five cafecitos covering various topics and highlighting members
- Launched our first hybrid Cafecito, featuring an AI-focused discussion and participation from members in Green Bay



Book Club

- 7 comunidad meet ups to chat about libros featuring topics and authors from our Latino comunidad.



Wellness Opportunities

- Buena Tierra's weekly run clubs regularly attract 160 participants, creating ongoing spaces for health, connection, and representation.



HPGM Impactful OUTCOMES

Board Pipeline Initiative

HPGM's Board Pipeline Initiative (BPI) is a training program that introduces HPGM members and guests to the foundational concepts of board service. Session topics include board basics, understanding financial statements, exploring various types of boards/committees, strategic planning, and more.

Participants get the chance to learn more about fundraising, non-profit financials, governance, and best practices for being an effective board member. The goal of BPI is to increase the number of well-trained board members to serve on volunteer and paid Boards.

Since 2017, thanks to the generous support of the Greater Milwaukee Foundation, HPGM has trained more than 388 individuals for board service.

362

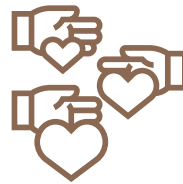
Graduates
since 2018



12



Non-Profit Partners



100%

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

1st Federally Grant
Funded Program



I learned so much from the basics of "what is a board" to how a board operates and their essential functions. I loved getting to see different organizations and the gaps they were looking to fill with new board members. Without a doubt the thing that stuck with me the most was in one session they said that a board had "Doers, Donors, and Door Openers" and that has guided a lot of the activities and organizations that I have become involved with.

Vicki Villarreal

High School College Readiness Coordinator, CollegeReady

”



Midwest Leadership Summit

The Midwest Leadership Summit is HPGM's premier bi-annual leadership summit. The purpose of this summit is 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.

PRESENTED BY:



100%  

Participants would Recommend
HPGM Leadership Summits

40 
Speakers

265 
Total Registrants



*My experience at the Midwest Leadership Summit can be described in one word: **Empowering.** Being surrounded by so many incredible people and leaders in the Latino community gave me the confidence I needed to pursue leadership opportunities within my own company. It also inspired me to become very involved in the non-profit sector so that I could give back and uplift my community.*

Joe Maestas

Officer – Retirement Plan Services Relationship Manager
Johnson Financial Group

”



Gala Experience

The annual HPGM Gala is a signature event that brings together nearly 300 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 2025 Gala Experience theme, *Avanzando con Impacto: The Power of Collective Leadership*, was both an aspirational vision for the future of our community, and a call for continued unity and investment in our shared mission.



*Avanzando con Impacto:
The Power of
Collective Leadership*





Gala Experience

Thank you sponsors for your tremendous support!

Presenting



Legacy



President's Reception



Champion



Impact



Volunteer Thank You

Photo Experience



Community Impact

In-Kind



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 ecosystem 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

\$958,000
to 268 Latino students
throughout Wisconsin.



3 
**Scholarship
Sponsors**

12 
**students
from
7 institutions**

2  **HPGM Law
Scholars**



Scholar Spotlight

"Organizations like HPGM know the type of struggles the Hispanic community faces, and although my story is just one, the impact of investment in Hispanic students is vast."

CASSANDRA CASAS
2025 HPGM Scholar

”



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.

2025 Accomplishments

ADVANCING THE WORK

- Launched HPGM's first 2025 Midwest Leadership Summit and Gala Experience with over 400 attendees
- Secured Board approval for HPGM Rebrand in 2026
- Successfully transitioned to a new accounting firm, strengthening financial operations, internal controls, reporting processes, and long-term organizational sustainability.
- Expanded organizational capacity through the onboarding of four new team members, enhancing HPGM's ability to serve members, deliver programs, and support strategic growth.



5 Ways to

GET INVOLVED

Better Together



BECOME A MEMBER

hpgm.org/membership



ATTEND AN UPCOMING PROGRAM OR EVENT

hpgm.org/programming-experiences



SERVE AS A MENTOR FOR AN HPGM SCHOLAR

hpgm.org/2026-scholarship-program



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

hpgm.org/give-today



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

Email us at 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 ZUÑIGA**
Communications Director



**BRYANA
JUAREZ**
Program 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

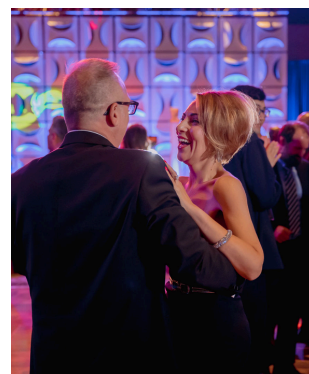
PARTNERS

Thank you to our members, partner, donors and sponsors for helping us grow in 2025!
Special thanks to our 2025 Presenting Program Sponsor, Potawatomi Casino Hotel, for supporting HPGM signature programming year-round.



- ACTION RESEARCH COMMUNITY HIGH SCHOOL
- ALL-IN MILWAUKEE, INC.
- ALLCON CONSTRUCTION
- ALZA ELEVATE
- ALVERNO COLLEGE
- AMBROSIA EVENTS
- AMERICORPS
- ANTIGUA RESTAUREANT & CATERING
- ASSOCIATED BANK
- ATHENA LEGAL SOLUTIONS
- AUGUSTINE PREP
- AYCHIHUAHUACOFFEE
- BADER PHILANTHROPIES, INC.
- BAIRD CENTER
- BLANCHINI EXPERIENCE
- BIG BROTHERS BIG SISTERS OF METRO MILWAUKEE
- BLACKSPACE MKE
- BMO
- BREWERS COMMUNITY FOUNDATION
- BUENA TIERRA RUN CLUB
- CARLISLE CONSTRUCTION MATERIALS
- CARMEN SCHOOL OF SCIENCE AND TECHNOLOGY
- CARROLL UNIVERSITY
- CARTHAGE COLLEGE
- CASERA CAFE
- CHASKA CONSULTING
- CHEFS LATINO
- CHICAGO HISPANICS IN PHILANTHROPY
- CHILDREN'S WI
- CHORUS COMMUNITY HEALTH PLAN
- CITY YEAR MILWAUKEE
- CRISTO REY JESUIT
- DATA YOU CAN USE
- DELOITTE
- DIRECT SUPPLY
- EDGEWOOD COLLEGE
- EFFECTIVE COMMUNICATION COACH
- EFORALL
- EXCITING EVENTS
- EY
- FISERV
- FLOURCHILD PIZZA
- FROEDTERT HEALTH
- GE HEALTHCARE
- GIRL SCOUTS OF WISCONSIN SOUTHEAST
- GODFREY & KAHN
- GOOD FRIEND, INC
- GREATER MILWAUKEE FOUNDATION
- GRUBER
- HACER
- HABUSH HABUSH & ROTTIER
- HARWOOD ENGINEERING
- HISPANICS IN PHILANTHROPY
- HOLA BONITA CREATIVE
- HUPY AND ABRAHAM
- I.C. STARS
- INSTITUTE FOR WOMEN'S LEADERSHIP MARQUETTE
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- JOHNSON CONTROLS
- JOHNSON FINANCIAL GROUP
- JUSTICE OUTSIDE
- KOHL'S
- LA CAUSA
- LATINO CHAMBER OF COMMERCE
- LAYDE & PARRA SC
- LEADING TRANSITIONS LLC
- LIFECAMP
- LITERACY SERVICES OF WISCONSIN
- LOCAL PROGRESS
- MAKE-A-WISH WISCONSIN
- MANPOWERGROUP
- MARCUS HOTELS & RESORTS
- MARCUS PERFORMING ARTS CENTER
- MARQUETTE UNIVERSITY
- MEDICAL COLLEGE OF WISCONSIN
- MENTOR GREATER MILWAUKEE
- MERCADERA
- METROPOLITAN MILWAUKEE ASSOCIATION OF COMMERCE
- MGIC
- MICHAEL BEST
- MIDWEST BOOKKEEPING & TAX SOLUTIONS
- MIDWEST LATINA
- MIDWEST MUJERES
- MILWAUKEE AREA TECHNICAL COLLEGE
- MILWAUKEE BREWERS
- MILWAUKEE BUCKS
- MILWAUKEE CENTER FOR INDEPENDENCE
- MILWAUKEE COUNTY
- MILWAUKEE FIRE DEPARTMENT
- MILWAUKEE INSTITUTE OF ART & DESIGN (MIAD)
- MJENTA TEQUILA
- MOLSONCOORS
- MORR EVENTS
- MOUNT MARY UNIVERSITY
- NATIVITY JESUIT ACADEMY
- NEW POLITICS
- NLARA DESIGNS
- NONPROFIT MANAGEMENT FUND
- NORTH STAR RESOURCE GROUP
- NORTHWESTERN MUTUAL
- NOUN PHOTOGRAPHY
- NOTRE DAME SCHOOL OF MILWAUKEE
- ODVANT
- OLD NATIONAL BANK
- ONXITE
- PACIFIC LUSH
- PALANTE VISUALS
- PALERMO'S PIZZA
- PATRICK CHAVES PHOTOGRAPHY
- POTAWATOMI CASINO HOTEL
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- THE COLBY ABBOT
- THE VIEUX
- THE WASHINGTON COUNTY HUMANE SOCIETY
- THRIVENT
- TITOS HANDMADE VODKA
- UNITED COMMUNITY CENTER
- UNIVERSITY SCHOOL OF MILWAUKEE
- UNIVERSITY OF WISCONSIN-MADISON
- UNIVERSITY OF WISCONSIN MILWAUKEE
- UNIVERSITY OF WISCONSIN PARKSIDE
- UNIVERSITY OF WISCONSIN WHITEWATER
- UW CREDIT UNION
- VERSITI
- VISIT MILWAUKEE
- VIZANCE
- WATERSTONE BANK
- WE ENERGIES
- WE ENERGIES FOUNDATION
- WISCONSIN CENTER DISTRICT
- WISCONSIN ECONOMIC DEVELOPMENT CORPORATION
- WISCONSIN HISPANIC LAWYERS ASSOCIATION
- WISCONSIN LUTHERAN COLLEGE
- WISCONSIN POLICY FORUM
- WWBIC
- ZURN ELKAY

Somos HPGM





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