

# 2024 ANNUAL REPORT

Empowering Lives, Transforming Futures



underserved  
communities  
foundation



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[www.UnderservedCommunitiesFoundation.org](http://www.UnderservedCommunitiesFoundation.org)



# underserved communities foundation

**The Underserved Communities Foundation is  
committed to reducing poverty by empowering  
the underserved.**

**[UnderservedCommunitiesFoundation.org](http://UnderservedCommunitiesFoundation.org)**

# Chairperson's Message



**Max Villaronga**

**UCF Founder & Board Chairperson**

As Chairperson and Founder of the Underserved Communities Foundation (UCF), I'm proud of how far we've come since our bold beginning in March 2021. What started as a vision has become a powerful force for hope, opportunity, and change.

Rooted in a mission to break down barriers to economic mobility, UCF works every day to ensure individuals and families, often overlooked receive the dignity, support, and tools they need to thrive.

As we marked our fourth anniversary, we celebrated not just our growth, but the partnerships and generosity that fuel our impact. In 2024, we remained committed to closing service gaps and maximizing every donor dollar through targeted philanthropy, volunteerism, and grantmaking. Together, we're building lasting pathways for success today and for future generations.

As we close another remarkable year, I extend my deepest gratitude to our Board, donors, volunteers, and community partners. Your trust, passion, and support continue to fuel this mission. **Together, we are not just imagining a better future, we are building it.**

Thank you for standing with us.

With gratitude,

Max Villaronga  
UCF Founder & Board Chairperson

## Highlights

- **February:** Launched our third annual grant cycle, awarding funding to five nonprofits expanding services for underserved communities.
- **May:** Hosted our third annual Gran Fiesta, with record-breaking fundraising and the introduction of new board member Edgar Ortiz who further strengthens our leadership and strategic direction.
- **September:** Our third annual bowling fundraiser brought renewed energy and crucial resources to our equity efforts, engaging both new and long-time supporters.
- **Fall/Winter:** Launched the Jackets for Kids Initiative, providing warm winter coats to children in need, ensuring warmth, comfort, and dignity.
- **November:** Conducted a strategic planning retreat, resulting in an approved 2025 Strategic Plan and Budget that will guide our efforts in the coming year.
- **Ongoing:** UCF Board members conducted site visits with all 2024 grant recipients to ensure transparency and impact.



# A message from UCF Executive Director



**Diana I. Hastings**  
UCF Executive Director

It's an honor to support individuals and families in building stability and brighter futures. I'm continually moved by the strength of our community and the generosity of those who stand with us. To our Board of Directors thank you for your leadership, trust, and unwavering commitment to equity.

Thanks to the support from the ADP Foundation, The Electric Company Charitable Foundation, and Parkhill Foundation, we've continued growing UCF's signature programs Sweet Beginnings and Together We Thrive. We're also grateful to Thrive Causemetics for their in-kind donation of nearly \$75,000 in beauty products, offering dignity and confidence to those we serve.

## Our events reached new milestones:

- **UCF Gran Fiesta** raised over \$95,000 and **sold out** for the first time
- **UCF Strike-Out Poverty Bowling Event** raised \$21,532
- **El Paso Giving Day** brought in \$7,965 for our Sweet Beginnings program that provides home essentials to individuals and families transitioning from homelessness.

**UCF Sweet Beginnings** expanded significantly, providing essential household items to individuals transitioning from homelessness, creating safe and dignified new beginnings. We also launched the **Jackets for Kids Initiative**, providing 350 winter jackets to children in need, from toddlers to teens. For many, it was the first time they had a warm coat that fit.

In February, we awarded \$48,500 in grants to five outstanding nonprofits addressing urgent needs in our community, from youth homelessness and survivor services to health education and grief support. Every dollar entrusted to us was invested with care and intention.

UCF reached **1,110** unduplicated individuals in 2024, each one carrying their own story, and each one worthy of the chance to thrive and transform their lives.

Warmly,

Diana I. Hasting, MPA  
Executive Director



# Treasurer's Report



**Frank Shindo**  
Board Treasurer

In 2024, UCF showcased its financial strength, reporting robust revenue of \$408,709.31 from diverse sources, including contributions, fundraising events, and membership drives. Careful financial stewardship resulted in expenditures of \$314,640.52, with \$48,500 allocated to impactful grants for the El Paso Community.

Throughout the year, the UCF Board of Directors remained committed to safeguarding the organization's assets by implementing rigorous fiscal control policies and procedures, underscoring our dedication to UCF's fiscal health and growth. An additional \$84,661.91 was allocated to the reserve fund, enhancing UCF's financial resilience.

We are deeply grateful to our valued members and donors for their steadfast support and belief in UCF's mission. Your ongoing partnership is crucial in fostering positive change in underserved communities. Thank you for being the foundation of our success.

## Nominating Committee Report

The Nominating Committee meeting was called to order at 9:00 a.m. Mountain Time on March 13, 2025 through a video conference. The following individuals were present: Nominating Committee Chair Jennifer Alarcon and committee members Eliana Avila, Edgar Ortiz, Mayte Gonzalez, and Helena Ortiz.

Based on the information provided and after careful consideration; the Nominating Committee nominated the following individuals to serve on the Board of Directors for a three year term: Christopher Ortega and Max Villaronga.

The Nominating Committee voted to accept all nominations by acclamation. The meeting was adjourned at 9:21 a.m. Mountain Time.



**Jennifer Alarcon**  
Nominating Committee Chair



**Christopher Ortega**  
Board Member



**Max Villaronga**  
Board Member

### UCF Nominating Committee

**Chair Jennifer Alarcon**  
**Eliana Avila**  
**Edgar Ortiz**  
**Mayte Gonzalez**  
**Helena Ortiz**

# 2024 Financial Statement

The Underserved Communities Foundation, Inc.

## Statement of Activity

January - December 2024

	<b>TOTAL</b>
<b>Revenue</b>	
Donations	297,305.79
Events	98,266.46
Grants	13,000.00
Dividends Received	137.06
<b>Total Revenue</b>	<b>\$ 408,709.31</b>
<b>GROSS PROFIT</b>	<b>\$ 408,709.31</b>
<b>Expenditures</b>	
Advertising & Marketing	3,987.75
Bank charges & fees	2,006.70
Compensation & Benefits	182,971.93
Contractors	
Dues & Memberships	250.00
Grants Awarded	48,500.00
Job supplies	19,324.21
Legal & Professional Services	4,450.99
Meals & Entertainment	16,856.94
Office Supplies & Software	11,376.04
Other Business Expenses	7,807.41
Other Miscellaneous Expenses	
Payroll Tax Expenses	13,560.38
Postage	214.00
Rent & Lease	3,334.17
Travel	
Taxes and Licenses	
Uncategorized Expense	
Utilities	
<b>Total Expenditures</b>	<b>\$ 314,640.52</b>
<b>NET OPERATING REVENUE</b>	<b>\$ 94,068.79</b>
Reserve	<b>\$ 84,661.91</b>
<b>SURPLUS</b>	<b>\$ 9,406.88</b>

# 2024 UCF IMPACT REPORT



## UCF Sweet Beginnings

- 9 Households supported
- 25 Individual's Impacted



Building Brighter Futures by Meeting Today's Needs

UCF provided **350** warm winter jackets to children in need, from 6 months to 18 years, ensuring warmth, dignity, and the ability to focus on their studies during the cold season.



The **UCF Together We Thrive** Initiative aims to enhance opportunities and remove access barriers for individuals and communities. It fosters inclusive environments for success, regardless of background, by promoting diverse perspectives and equitable access.

## UCF by the Numbers in 2024

**\$48,500**

UCF supported local nonprofits through targeted grants that expanded their ability to serve El Paso's underserved communities.

**1,110**

Individuals impacted

**5**

Grants Awarded

**3**

UCF Signature Programs

# Mission Partners & Sponsors

The impact of UCF is made possible through the generosity of Mission Partners, Sponsors, Donors, Community Partners, Sustaining Donors, and Lifetime Members.

Thank you for standing with us to uplift underserved communities.

## Mission Partner



## Sponsors

\$10,000 - \$50,000



\$5,000 - \$9,999



\$2,500-\$4,999



\$1,500-\$2,499

Alkami

El Paso Independent School District

Money Smart Everyday

Allied Solutions

First Light Federal Credit Union

Route 66 Extended Warranty

Education Service Center Region 19

Lauterbach Borschow & Co.

UTEP College of Education

Dr. Ankur & Praveen Patel

LINK Logistics

Vantage Bank

\$1,000-\$1,499

Jennifer Alarcon

Miguel Marquez

Rebecca Rodriguez

Enterprise

Jorge Lopez Molinar, Esq.

Synergy Temperature Control

Diana Hastings

Heber Moya

Luke Tomlin

Inter-Precision Mold, Inc.

\$250-\$999

Amistad

Frank Shindo & Sons

Border Therapy Services/Alliance PTP

Southwest Retina Consultants

Kendra Scott LLC

Texas Tech University Health Sciences Center

Mountain Star Federal Credit Union

Valenzuela Law Firm

Parkhill

White Sands Federal Credit Union

Rocky Mountain Mortgage Company

YWCA El Paso del Norte Region



# With Deepest Gratitude

## *Celebrating Our 2024 Grantors*

In 2024, the Underserved Communities Foundation was honored to receive generous support from these extraordinary funding partners. Their investment in equity, dignity, and opportunity has directly empowered individuals and families across our region. We are proud to recognize and celebrate their commitment to community transformation.



Championing economic inclusion and community resiliency.



Strengthening pathway's to opportunity, stability, and long-term success



In-kind donation of premium products, bringing joy and confidence to UCF participants.

### **Because of their generosity, UCF was able to:**

- Bolster our work in advancing equitable access to opportunities
- Reinforce our commitment to marginalized communities and help secure continued funding for financial education programs that teach participants how to build strong foundations in budgeting, saving, and credit management.
- Provide a confidence boost, to many UCF participants as they pursued personal and professional goals.

# UCF Board of Directors 2024



**Max Villaronga**  
Founder & Chairperson



**Frank Shindo**  
Board Treasurer



**Eliana Avila**  
Board Secretary



**Jennifer Alacon**  
Board Member



**Christopher Montoya**  
Board Member



**Edgar Ortiz**  
Board Member



**Dr. Ankur Patel**  
Board Member

## UCF Sustaining Donors

Sustaining donors play a vital role in powering UCF's daily operations and delivering essential programs that help underserved communities break the cycle of poverty.

**Thank you, Sustaining Donors!**

Eliana Avila  
John Alarcon  
Craig Best  
Rose Gonzalez  
Diana Hastings  
Deric Hastings  
Dylan Hastings  
Eric Hastings  
America Hernandez  
Caleb Jaquez  
Dianica Jaquez

Javier Jaquez  
Zoey Jaquez  
Edgar Ortiz  
Helena Ortiz  
Cindy Salaices  
Terry Salaices  
Luis Valdez  
Maria Villaronga  
Max Villaronga  
Susan Young  
Alejandro Yu

***Become a Sustaining Donor today!***





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**Follow UCF at:**



**[UnderservedCommunitiesFoundation.org](https://UnderservedCommunitiesFoundation.org)**