



IMPACT REPORT 2024



CELEBRATING 20 YEARS OF
CIUDAD NUEVA COMMUNITY OUTREACH



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Ciudad Nueva started in 2004 with just a few mentors to 10 elementary students from the Rio Grande Historic District of El Paso, TX. 2024 marks a significant year because **20 years later**, our outreach has expanded beyond youth programs into supporting families and adults in the community. We follow an asset-based approach, meaning we make decisions based on what resources the community already has and what they have voiced as needs.

Message from our Executive Director

Bethany Rivera Molinar

Ciudad Nueva Executive Director


This fall, I worked with Daisy, our Communications Coordinator, to create a timeline marking Ciudad Nueva's 20 years as a nonprofit in the Rio Grande neighborhood. While reviewing old newsletters, documents, and photos, I learned about past programs and initiatives and saw familiar faces like alumni Jackie, former Executive Director Sami, first Board Chair Eddie, Launch Pad mentor Margaret, and volunteer Jorge.

Though programs, faces, and lives have changed, one thing remains constant: a deep commitment to knowing, loving, and supporting our neighbors toward a thriving community, embodying the gospel of Jesus. For 20 years, Ciudad Nueva has been a place where people feel valued, seen, and loved—and in turn, become catalysts of love and mutual flourishing.

I'm grateful to everyone who has been a part of Ciudad Nueva's journey. My hope is that this report encourages you and inspires you to join us and become a part of this incredible beloved community.

God is faithful. Looking forward to Ciudad Nueva's future 20 years.

-Bethany Rivera Molinar, MSW, MDiv,

A photograph of Bethany Rivera Molinar, the Executive Director of Ciudad Nueva, speaking into a microphone. She is wearing glasses, a dark t-shirt with a graphic, and a red skirt. To her right is a large drawing on an easel depicting a hand holding a building labeled 'CIUDAD NUEVA'. In the background, there is a colorful, multi-layered fabric hanging.

"For 20 years, Ciudad Nueva has been a place where people feel valued, seen, and loved—and in turn, become catalysts of love and mutual flourishing."

A look back on 20 years of community impact



The Beginning

In 2001, led by Reverend Cliff Warner, a vision was born of the community of the Church of St. Clement to become a more relevant, helpful, source of transformation in the congregation's surrounding Rio Grande Neighborhood.



2002

The **Launch Pad Center for Youth Development** started by walking alongside 10 3rd graders from Lamar Elementary School. Bi-monthly Community Dinners were hosted for families of kids attending Launch Pad.



2004

Ciudad Nueva Community Outreach was officially created as a newly incorporated 501(c)3 public nonprofit organization.



2006

Ciudad Nueva joined forces with 6 neighborhood organizations to form **FANUC (Friends and Neighbors United Committee)** in order to advocate for the needs of the community at a city level. The Pat O'Rourke Recreation Center opened in 2010 as a direct result of FANUC's advocacy efforts.



2020

Social Work Student Internships began at Ciudad Nueva. Since 2007, 12 BSW and MSW students have completed their internships at Ciudad Nueva in partnership with UT, UTEP, and NMSU.



2018

Casas del Rio Grande First Time Home Ownership Initiative was first conceived with the vision of purchasing a small housing unit for the purpose of providing affordable housing, consultation, and home ownership education for neighborhood families working towards purchasing their own home.



2018

Launched out of an idea from a group of Food Co-Op members, The **Tiendita** operates through the coordination of community members and household necessities are sold at cost as well as gently used items that are donated to Ciudad Nueva.



2017

Ciudad Nueva launched our **Community Connector Program**, hiring and equipping community leaders to build relationships, identify assets, assess and resource community needs, and connect community members to CN programming. Since 2017, 7 community leaders have worked as Community Connectors.



2021

Community Access for Neighborhood Adults 50+ was created to address the needs of community residents who are elderly and/or have disabilities, resourcing them to live safely at home, and fostering an environment where they are empowered to share their gifts and wisdom with the entire community. The **Buen Vivir Mental Health and Wellness Initiative** was created to assess mental health needs with the goal of connecting neighbors of all ages to resources, including education, training, and direct care.



2021

Birthing out of 15 years of work in the Rio Grande Community through Ciudad Nueva, **Abara** was officially recognized as its own separate 501(c)3 non-profit organization. Abara inspires connections beyond borders through mutual understanding, education, and meaningful action.



2022

A house in the Rio Grande neighborhood was purchased with the goal of converting it into a duplex in order to provide affordable housing for two families as they participate in the **Ciudad Nueva's Home Ownership Initiative**. Over the next two years, funds were raised and renovations were completed. As a result, 2 community families moved in beginning in 2024.



2022

In the fall of 2022, Ciudad Nueva launched the first annual **Small Business Incubator Classes**: a six-week training program that equips attendees with important tools and education to help their businesses succeed and grow. Our **Small Business Microloan Fund** provides access to 0% interest microloans for up to \$1,000 to help community members grow or launch their businesses.

A look back on 20 years of community impact



2007

The **Downtown Church Connection**, a coalition of churches and organizations for the purpose of working together to seek the health and wholeness of the Downtown community, officially started.



2007

Ciudad Nueva partnered with the Central El Paso Community Organization to form the **Kids Create Middle School Program**.



2008

The **Ciudad Nueva Sun City Wolves** boys soccer team is formed and joins the El Paso League.



2010

Ciudad Nueva started **High School programming** in partnership with Young Life. Also, in 2010, the **Border Fellows Program** was formed in partnership with the Church of St Clement and La Frontera, engaging college graduates in a 10-month program aimed at investigating the integration of faith, vocation, and community development. Since 2010, 26 Border Fellows have served with CN.



2017

The **Food Co-Op** was created to address food insecurity present in the Rio Grande neighborhood. The Food Co-Op is run by community members who pick up, pack, sort, and divide donated produce and other food items amongst its members.



2016

The **Family Resource Center** was created to provide families with case management, resource referrals, house visits, prayer, and emotional support for families of students in CN's after-school programs.



2015

A paid **Youth Internship Program** was created for high school students to assist with CN's after-school programs. Since 2015, 10 high school students from our community have served as interns with Ciudad Nueva. **Catalyst**, our college, life, and career readiness program for high school students was launched. Since 2015, 77 students have participated in Catalyst.



2012

Ciudad Nueva operated its 1st annual **Christmas Store**, providing access to parents of youth program participants to purchase Christmas gifts for their children at a heavily discounted rate.



2022

The **Mobile Computer Lab and Resource Center** was created in 2022 as a result of a community member-led grant proposal, providing neighbors access to computers, tech skill classes, benefit paperwork assistance, online employment search assistance, and the ability to complete certification opportunities.



2022

Zona de Desastres was first created by our Community Connectors, Support Team, and Social Work interns to provide older neighbors with space to destress, connect, and learn about mental and emotional wellness in a supportive peer environment.



2024

The **Peer-to-Peer Economic Empowerment Initiative (P2P)** was launched with the goal of increasing income for community seniors. P2P utilizes the assets and skills of senior volunteers in the community to help increase Ciudad Nueva's capacity to serve senior adults through direct engagement in wellness checks and referrals that focus on creating financial stability, income generation, and opportunities for economic growth.



2024

Ciudad Nueva celebrates our **20th anniversary** as a 501(c)3 community organization and looks forward to the next 20 years in walking with our neighbors toward collective flourishing!

2024 Board of Directors

James Feuille (Chair)

Scott Hulse, PC – Shareholder Attorney

Rev. Edgardo Martinez (Vice Chair)

First Baptist Church of El Paso,
Minister of Missions and Evangelism, Former Attorney

Rev. Clifton Warner

(Board Member Emeritus – Founder of Ciudad Nueva)
Christ Church (Austin, TX) – Rector

Jorge Alvarez (Secretary)

915 Home Real Estate – President

Danny Villanueva (Treasurer)

Abundant Living Home Health, Payroll and Billing Coordinator

Claudia Cochran-Miller

EPCC – Professor of Psychology

Dr. Thomas Beeman

Retired Army Colonel & Associate Professor at
UTEP School of Nursing, Retired

Rev. Rick Milliorn

Church of St. Clement,
Senior Associate and Contemporary Music Director

Vero Salgado

Teacher, EPISD

Dr. Maggy Smith

Retired Professor,
University of Texas at El Paso

Cindy Aguilar

School Counselor,
Lamar Elementary

Luis Rosas

Vice President,
HUB International Insurance Services

Chelle Wright

Independent Insurance Agent, World Financial Group,
Session Advisor, University Presbyterian Church of El Paso

Nate Ledbetter

Partnerships & Engagement,
Abara Borderland Connections

Bethany Rivera Molinar

MDiv, MSW, Executive Director of Ciudad Nueva



Mission

Ciudad Nueva Community Outreach seeks to embody the gospel of Jesus Christ by advancing the renewal and development of central El Paso's Rio Grande neighborhood through the empowerment and transformation of its residents.



Vision

We work towards a thriving Rio Grande neighborhood with residents participating at every level of neighborhood transformation to cultivate restored hopes and new dreams.



Four Key Strategies

- Developing Youth
- Supporting Families
- Equipping Leaders
- Strengthening Community



Our 2024 Team



Bethany Rivera Molinar
Executive Director



Melissa Ledbetter
Director of Adult Programs



Maria Gutierrez
Community Connector



Malena Ipiotis
High School Coordinator,
Admin Assistant



Ceci Arroba
Contractor: Tiendita Mgr.



Mary Chavez
Office Manager



Alma Martinez
Food Co-Op Coordinator,
Community Connector



Gary Enge
Volunteer Admin
Support



Abby Carl Klassen
Director of Grants &
Institutional Giving



Erik Sandate
Middle School
Coordinator



Daisy Guzman
Communications
Coordinator



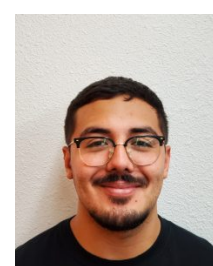
Claudia Chavez
Director of Youth Programs,
Mental Health and Wellness
Coordinator



Evelyn Loya
Youth Programs
Assistant



Luis Mendoza
Community Connector,
Computer Lab Assistant



Christopher Sepulveda
Launch Pad
Coordinator



Aranza Valencia
Youth Programs
Assistant



Brenda Varela
MSW Intern



Toni Kerr
MSW Intern



Jose Carillo
MSW Intern



Caroline Haenicke
MSW Intern



Anabel Theirault
BSW Intern



Sofia Quinones Segovia
BSW Intern



Maria Rascon
House Keeping



Nancy Lam
High School Coordinator

DEVELOPING YOUTH



Ciudad Nueva's youth programs serve over **160** students in grades 3-12 annually, offering more than **20** hours of after-school programs each week focused on social, emotional, academic, physical, spiritual, and leadership development. Students are paired with mentors and adult leaders who provide guidance and support.

This year, we hosted our first all-youth camp, **ROOTED**, with **27** students exploring their relationship with God, themselves, and the world. Additionally, **12** high school students participated in the Catalyst college tour, visiting campuses in Austin and San Antonio.



- 60 students participated in summer camps and activities including rock climbing, hiking, camping, or visiting colleges
- 160 students were served in youth programs and non-program activities, including healthy meals
- Over 200 volunteers dedicated their time to serving our community
- 50 core volunteers giving an average of 10 hours a week
- Over 12,000 hours leveraged valued at more than \$400,000

Ciudad Nueva identifies, equips, and mobilizes student and adult leaders to launch, lead, and shape programs and advocate for themselves and their neighbors to help the community thrive. In 2024, our leadership initiatives included:

- The Community Connectors and Support Team training volunteer resource connectors.
- **20** high school students participating in Catalyst, focusing on job training, life skills, college readiness, and civic engagement.
- Hosting **3** high school interns, **2** college interns, **4** MSW interns, and **2** BSW interns.
- Staff training in asset-based community development.
- Staff and participants serve on boards and share expertise through panels, workshops, and plenary sessions.
- Community adults and youth engaged in service projects and civic participation.

EQUIPPING LEADERS



STUDENT ALUMNI SPOTLIGHT: JACKIE

Jackie began her journey with Ciudad Nueva in 2011 at the age of 12 and remained involved in the youth programs until her graduation in 2016. She first heard about the organization through her best friend, Lluvia, who participated in the Kids Create program. Reflecting on her time at Ciudad Nueva, Jackie remembers it as a safe space where she could bond with friends and access opportunities she otherwise wouldn't have had, such as a photography course and a camp in Arizona.

Two key figures in her life—volunteer Jorge Alvarez and former staff member Lindsey Baker—had a profound impact on her personal growth. Lindsey played an important role in helping Jackie's mom pursue higher education and provided valuable resources that shaped Jackie's own path. More recently, Jorge helped both Jackie and her mom purchase their first homes.

Today, Jackie is a finance graduate from UTEP and works in banking, all while pursuing her passions for traveling and dancing salsa. She credits the close-knit community she grew up in for supporting one another and helping her succeed. When asked what advice she would give to current Ciudad Nueva students, Jackie shared: "Don't let your circumstances define your limits. Dream big and work hard to achieve your goals because you deserve it!"

Jackie also reflected on the lasting impact Ciudad Nueva has had on her life: "I can truly attest, with many stories, how Ciudad Nueva made a direct and long-standing impact in my life. I will always be grateful for Ciudad Nueva and all the blessings received from this incredible organization."

Jackie, we are incredibly proud of the person you have become—and the person you are still becoming!



SUPPORTING FAMILIES

The **Community Connectors and Support Team** helps families access resources and strengthen their support networks through home visits, wellness checks, and connections to in-house programs like the **Food Co-Op, La Tiendita**, and our **Youth Programs**. The team connects resources to families facing crises such as evictions, loss of a loved one, financial hardship, or mental health challenges. They assist in benefits navigation and job searches and provide small business support.

We continue to prioritize **support for community members aged 50+**, with expanded programs tailored to their needs. Our **Community Access Initiative** offers art classes for adults, as well as mental health and wellness education across all programs. The **Financial Education and First-Time Homebuyers Program** helped **25 community members** navigate the homeownership process and **2 families** moved into our Rio Grande House duplex to access affordable housing as they work towards homeownership.



- 3200+ food boxes distributed
 - 60,000+ meals through the Food Co-Op
 - 375 households served through the Food Co-Op
 - The annual median income of Co-Op participants is \$13,000
-
- 1500+ wellness checks conducted
 - 120 outside referrals were made in 2024

Ciudad Nueva strengthens the community by facilitating opportunities that allow all ages of community members from our neighborhood to come together to work towards common thriving. In 2024 these efforts included:

- Building and strengthening collaborative partnerships across both private and public sectors, including churches, universities, public schools, civic associations, and nonprofit organizations.
- Hosting community-wide dinners that foster connection and unity among neighbors.
- Facilitating the Downtown Church Connection, enabling churches and nonprofits to collaborate more effectively in serving the downtown community.

STRENGTHENING COMMUNITY



CECI AND LA TIENDITA COMMUNITY STORE

La Tiendita was created based on an idea shared by Food Co-Op participants and serves as an on-site resource where families can access daily necessities at discounted or at-cost prices. The location helps tremendously for those who might be without access to transportation to stores located outside of the neighborhood. Ceci, a longtime community member, oversees La Tiendita.

Ceci has been part of the Ciudad Nueva community since 2018. She first heard about Ciudad Nueva through Pastora Rose Mary from Iglesia Luterana Cristo Rey, who referred her to the Food Co-Op and youth programs for her children. Since then, Ceci's involvement has deepened, and she has become a key volunteer, helping with the co-op's food pickups, attending Zona de Desestres, volunteering at Novotex fundraisers, and managing La Tiendita.

For Ceci, being a part of Ciudad Nueva is more than just volunteering—it's a passion. "I love the people, I love the programs, and I love helping the community," she shares. Many in the community lack transportation to reach stores located further away, making the Tiendita an essential resource for those who need it most. "People come to La Tiendita not only to get what they need but also to talk to me about their lives," Ceci explains. "I listen and offer them support."

Ceci's dreams are tied to her growth and her family's future. "For myself, I want to keep growing as a person and become a U.S. Citizen," she says. She hopes her children will grow up to help others too. As for her vision for the neighborhood, Ceci dreams of a community where people support one another. "I want the community to unite and for everyone to have what they need," she says, highlighting the importance of mutual understanding and support. Through her work with Ciudad Nueva and the Tiendita, Ceci is not only helping meet immediate needs but also fostering a spirit of unity and compassion.



In 2024, Ciudad Nueva's Community Connector and Support team generated an incredible **\$500,000** in direct economic impact for Ciudad Nueva program participants, including **\$275,000** in increased earned income and **\$230,000** in increased benefits. Our small business support initiatives included:

- 30 business consultations
- 15 students in a 6-week Small Business Class
- 2 small businesses receiving \$1,000 interest-free microloans

CIUDAD NUEVA'S DIRECT ECONOMIC IMPACT



COMMUNITY VOLUNTEER SPOTLIGHT: LUPE

Lupe has been a valued member of the Ciudad Nueva community since 2020. She first learned about Ciudad Nueva through a friend who participated in the Food Co-Op, and soon after, she became an active participant herself.

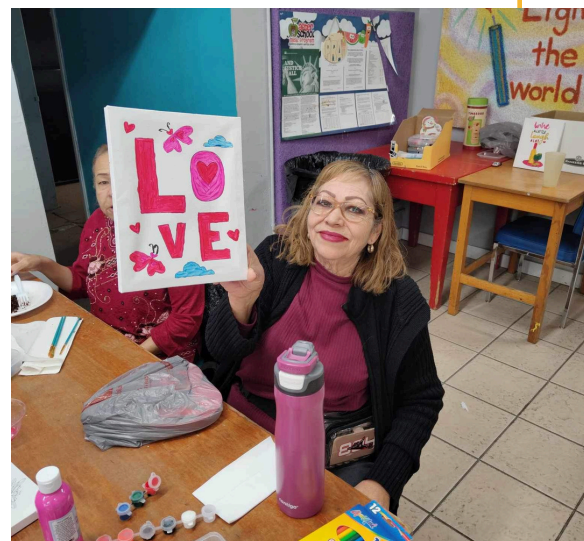
Lupe is deeply engaged in several of Ciudad Nueva's programs. She participates in the Food Co-Op, attends Zona de Desestres, and serves in various capacities, including as a volunteer resource connector leader, food donation pick-up volunteer, and assists with the biannual Novotex fundraisers.

What Lupe loves most about Ciudad Nueva is the ability to serve others. "I love being able to serve the community," she says. Lupe has also seen the positive impact Ciudad Nueva has on the community. "Ciudad Nueva connects people in the community with the resources they need, and their programs really help," she reflects. Through its diverse services and programs, Ciudad Nueva plays a vital role in strengthening the neighborhood and ensuring residents have access to the support they need.



2024 Volunteers

- 250+ volunteers gave over 11,000 hours
- 50+ community volunteers assisted in Ciudad Nueva programming including youth programs, Food Co-op, research and data management, and special events
- 20 dedicated community volunteers helped run our Food Co-op and together with their neighbors they prepared and distributed 3,000 boxes of food to neighborhood families.



EXPANDING YOUTH LEADERSHIP OPPORTUNITIES



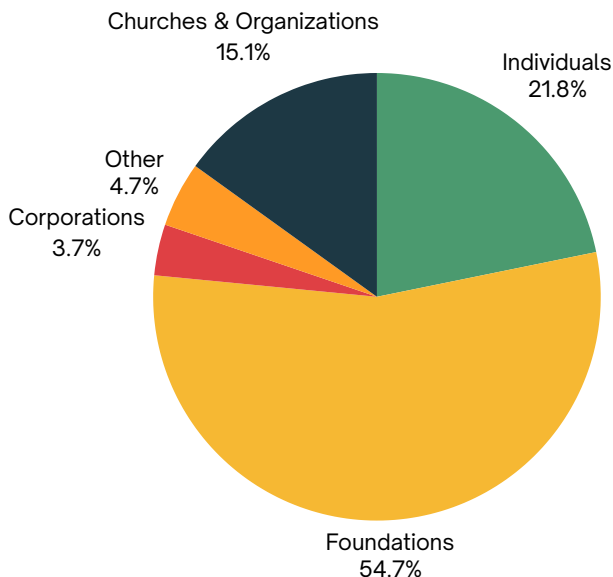
This year, our high school students' leadership development expanded outside of high school program days! In 2024, nine students participated in paid internships with the El Paso Museum of History's Rio Grande Public History Project. Parts of their research were displayed in public areas around the neighborhood.

Additionally, three of our students were accepted into La Semilla/Planty for the People's Urban Garden Sustainability and Justice Program. There, they learned valuable urban gardening skills while connecting food with their cultural identity.

2024 FINANCIALS

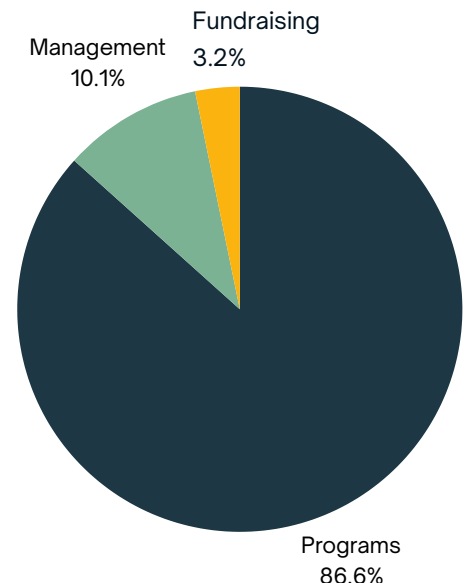
Income

Total: \$574,894.13



Expenses

Total: \$579,954



\$500,000+
Gifts In Kind

Donated through professional services, goods, and facilities from partners.

Our 2024 Partners

We are grateful for our community of partners who have donated, collaborated, volunteered, trained, taught, and shared resources with us!

Churches & Organizations

AJ Chapter PEO, Abara, BBB of Metro Houston, Center Against Sexual and Family Violence, Christ Church of Austin, Common Threads, Conscious Barrio, Christian Community Development Association, Children's Kingdom, Christ Church of Austin, Church of St. Clement, Covenant Baptist Church of Garden Ridge, Delashmitt Road Baptist Church, Desert Spoon Food Hub, Elks Lodge #187, El Paso Villa Maria, Emergence Health Network, EPISO Border Interfaith, First Baptist Church of El Paso, Interfaith Alliance of the Southwest, Kelly Center for Hunger Relief, LiftFund El Paso, Loretto Community, Mustard Seed Cafe, Peace of Christ Church of Williamson County, Rescue Mission of El Paso, Rio Grande Neighborhood Association, Small Business Development Center, Sojo Action, St. Clement's School, Tom Lea Institute, University Presbyterian Church, World Relief, Youth Service America

Businesses

Amazon Smile, Black Friday's Discount Stores, Camacho Real Estate, Food City Supermarkets, Hub International, JBC Capital Holding Corporation, Joe Vinny & Bronsons Bohemian Cafe, Kendra Scott LLC, Lone Star Title Company of El Paso, Network for Good/Walmart Employee Match, Mackie Reid and Co. CPA's, Molina Healthcare, Novotex Mayoreo, Pate & Appleby Consultants and Accountants, Pure Fun Inc., Quality Fruit and Vegetable Company, Rio Grande Trade Auction, Scott Hulse PC, Sessions Climbing + Fitness, Steele Consulting, United Food Services

Foundations

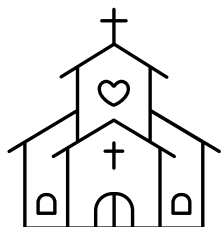
AARP, Benevity Foundation, Braden Aboud Memorial Foundation, Carl C. Anderson Sr. and Marie Jo Anderson Charitable Foundation, Carol Haenicke Charitable Fund, El Paso Community Foundation, Hervey Foundation, Isla Carroll Turner Friendship Trust, Lilly Endowment, Mark and Jill Meyer Charitable Fund, NextFifty Initiative, Papa John's Foundation, Paso del Norte Community Foundation, PayPal Giving Fund, Richard G. Miller Memorial Foundation, Sam D. Young Family Foundation, Stern Family Foundation, Tres Rios Border Foundation, Wellmed Charitable Foundation, Wilma Donohue Moleen Foundation

Educational & Government Institutions

Centennial Museum at UTEP, Hogg Foundation for Mental Health at the University of Texas - Austin, City of El Paso Museum & Cultural Affairs, School of Social Work at NMSU, UTEP Department of Social Work, UTEP Center for Community Engagement, Wiggs Family Resource Center

Individuals

156 individuals supported the mission of Ciudad Nueva in 2024. We give special thanks to our **49 monthly donors!**



A special thanks to the Church of St. Clement and St. Clement's Parish School for the extensive use of their facilities year-round.

Ways to get involved

There are many ways to partner with Ciudad Nueva:



PRAY

For the love of Christ to be revealed. For safety in programs and events. For needs to be met in the way that the community needs.



Volunteer

Volunteer as a mentor, tutor, guest speaker, or coach.



Donate

New or used items for our youth “stores.”
School supplies, athletic supplies, or everyday essential items for our Tiendita.



GIVE

A one-time donation or monthly pledge.
Secure online donations can be made at ciudadnueva.org/donate.



HONOR A LOVED ONE

On their birthday, at Christmas, or for other special events by making a gift in celebration of their life.



LONG TERM IMPACT

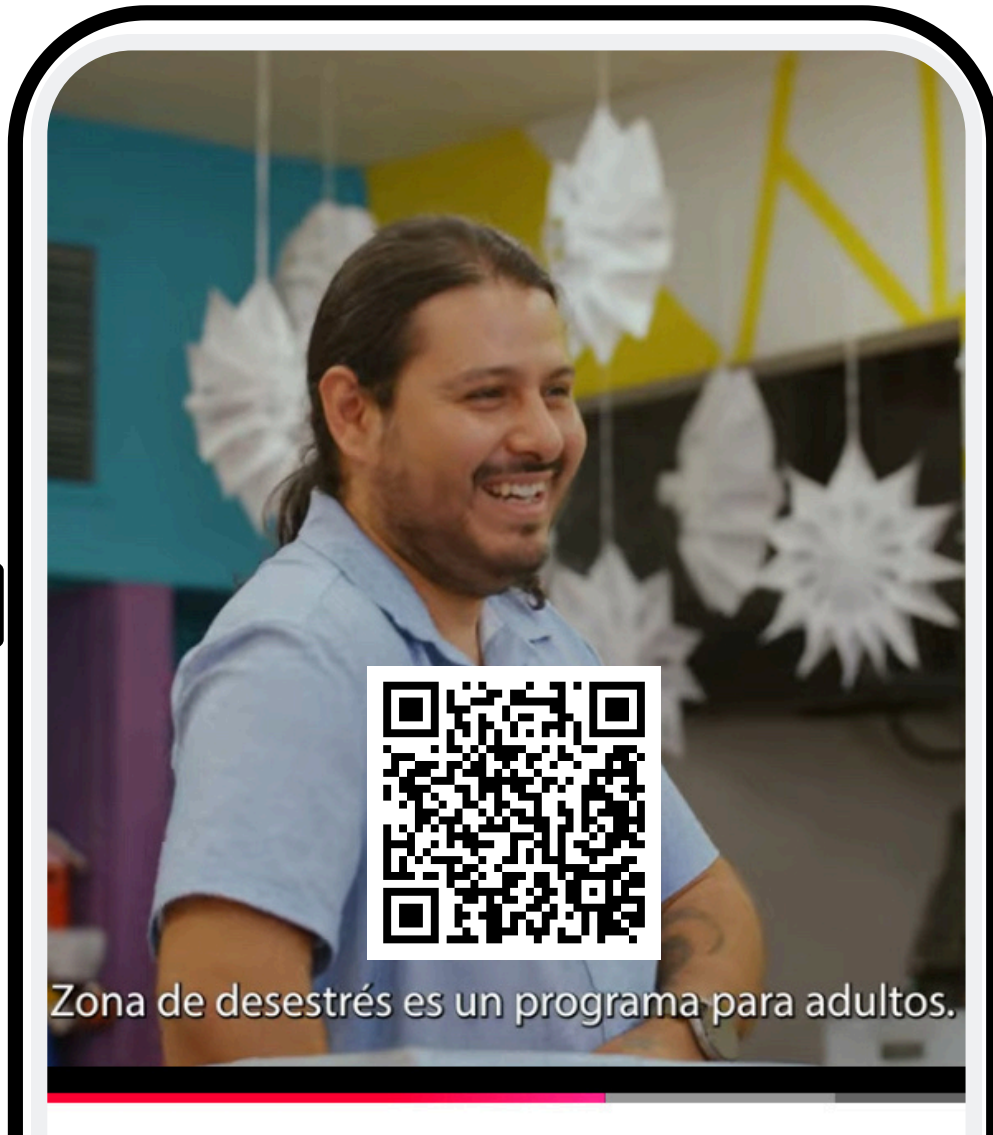
Make a long-term impact through estate giving or endowment.



CONNECT WITH US

On Facebook and Instagram @CiudadNueva, sign up for our email updates at ciudadnueva.org, or connect with other Ciudad Nueva Alum @ciudadnuevaalum.

Learn about the good work happening at Ciudad Nueva!



06:13



Scan the QR code and watch this video to learn about the good work happening through Ciudad Nueva as we walk with our neighbors to Develop Youth, Support Families, Equip Leaders, and Strengthen the Community in Downtown Central El Paso.