

Text of Final Grant Report – Project p-5478-New Website for El Centro Hispano

White Plains Rotary Club--May 19, 2025 (Submitting this as an addendum because grant report form cuts off much of the text.)

Project Description:

1. Describe the project. What was done, when, and where did project activities take place? If this is a progress report, what remains to be done?

The project was an update to El Centro's website, a vital fundraising tool to attract donors and foundations. Our member, Larry Woodard's media company (GSA), met with El Centro's staff to plan the site's look and content, in Jan-March 2025 through virtual and in-person meetings. Larry's staff updated photos, and trained staff on how to keep the site updated. The new website, **elcentrohispano.org**, was launched at the end of April 2025. We have received great feedback from the El Centro team on the appearance and ease of maintenance of the website. (Note: I've uploaded a couple of screenshots of the website to the photos section of the grants site.)

2. How many people benefited from the project: 1000 (this is an estimate; probably many more if you consider the future clients who will participate in the programs offered by El Centro.)

3. Who were the beneficiaries, how were they impacted by this project, and what humanitarian need was met?

The beneficiaries are the hundreds of current and future clients of El Centro who enroll in a wide range of literacy, language, and work-force readiness classes, scholarship programs, college prep, and numerous life-skills workshops. They will benefit from having El Centro attract a steady source of fundraising revenues to continue these programs. The humanitarian need met through this project is to support and strengthen Hispanic families in White Plains, help them become self-sufficient, and ease their transition into their new culture while maintaining and celebrating their own.

4. How many Rotarians participated in the project? 4

5. What did they do? Please give at least two examples, not including financial support provided to the project.

Larry Woodard, WP Rotarian and owner of GSA Media, and his team, led the discussions to plan the design and content of the new website and provided new photography. Libby Hollahan, WP Rotarian and Project Chair, helped facilitate the process by asking the two parties for progress reports. Nick Wolff, WP Rotarian and board member of El Centro kept us in the loop with updates on activities at El Centro.

6. If a cooperating organization was involved, what was its role? Not applicable.