



The Helping Hand

Father Gene's Help Center Newsletter

Summer 2024

FGHC Sees Dramatic Increase in Spanish Speaking Parties

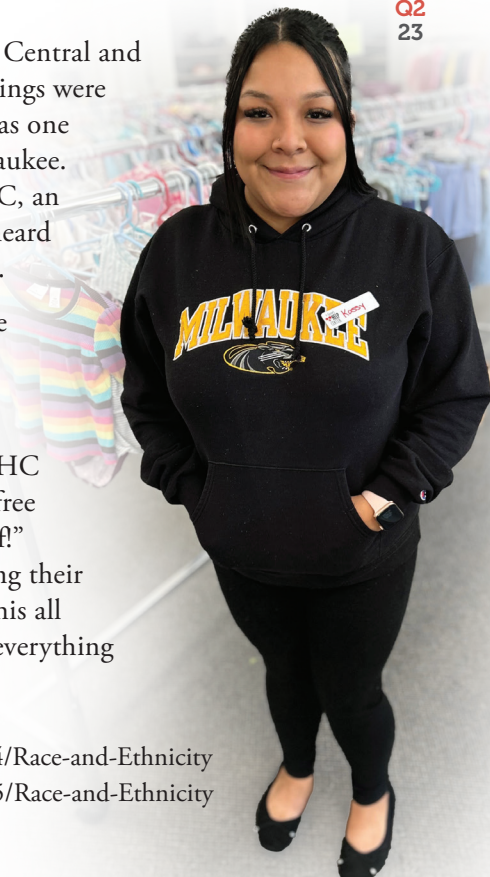
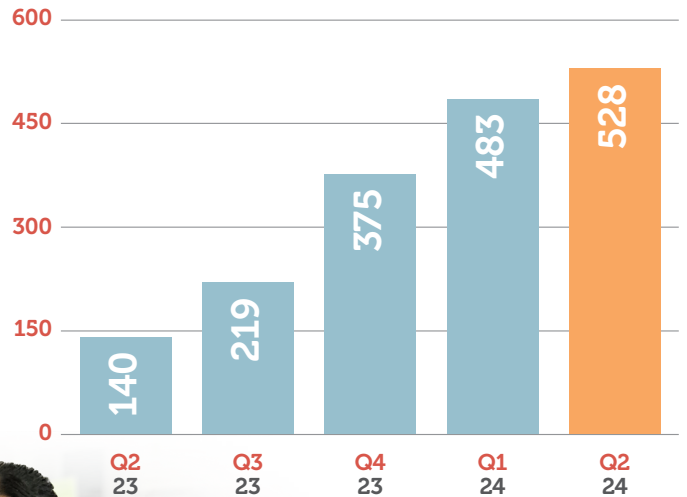
In March of 2023, we began more intentionally serving Spanish speaking parties by providing client shopping forms in Spanish. In the first half of 2024, we saw a 70% increase in Spanish speaking parties over the second half of 2023. In addition, Spanish speaking parties made up 9.4% of the total parties served. We have also seen an increase in new clients registering from the zip codes 53204 and 53215, where Hispanic and Latinx people comprise over 68% and 64% of the total population, respectively.¹

Many of our new shoppers arriving from Central and South America share that all their belongings were lost in transit. They tell us that FGHC was one of their first stops upon arriving in Milwaukee. When asked how they heard about FGHC, an overwhelming number shared that they heard about us from a friend or family member.

We are grateful to be considered a reliable source of clothing and a safe place for our clients to have a dignified shopping experience. Our newly arrived client shoppers often share that a place like FGHC doesn't exist in their home countries. "A free clothing closet? That is simply unheard of!" Some, disbelieving, confirm before starting their shopping experience, "How much does this all cost?" We are glad to reassure them that everything is provided free of charge.

¹Sources: <https://statisticalatlas.com/zip/53204/Race-and-Ethnicity>
<https://statisticalatlas.com/zip/53215/Race-and-Ethnicity>

Number of Spanish Speaking Parties



In May, we welcomed Kassy Garcia to our team. Kassy is a native Spanish speaker who grew up translating and interpreting for her parents. Kassy helps to provide a high-quality shopping experience for our Spanish-speaking clients.

Connect with us:

Website: FatherGenesHelp.org

Facebook: [@fathergeneshelpcenter](https://www.facebook.com/fathergeneshelpcenter)

Instagram: [@fathergeneshelp](https://www.instagram.com/fathergeneshelp)

Twitter: [@fathergenes](https://twitter.com/fathergenes)

IMPACT

JANUARY-JUNE 2024

10,798
people served

151,856
items distributed

9,952
through shopping

135,510
through shopping

846
through orders

16,346
through orders

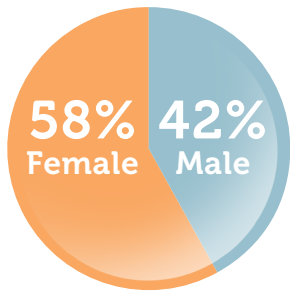


78% increase
over same period,
(Jan-Jun 2023)

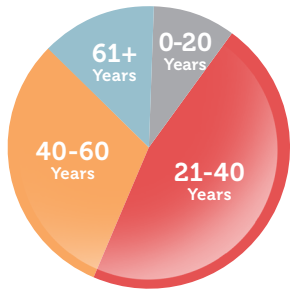
35% increase
over same period,
(Jan-Jun 2023)

New Clients

In the first half of 2024, we served 2,537 new clients, 23% of the total clients served. The following demographics provide a snapshot of these newly registered clients who are considered the primary client in their party.*



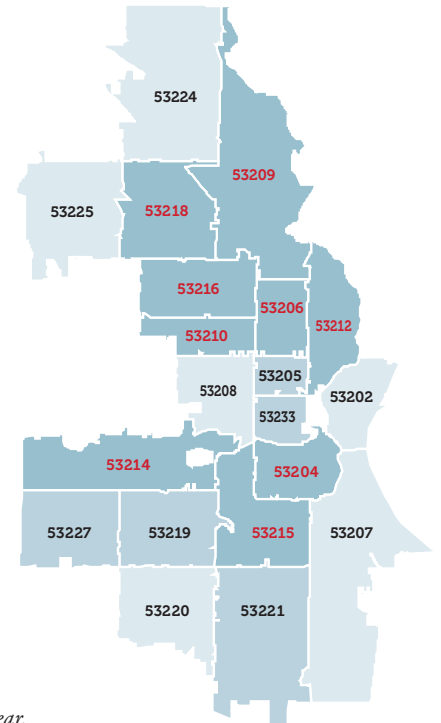
Gender: We notice a fairly even split of the genders. We have observed, anecdotally, that female clients tend to be the head of household and are often shopping for their families. Male clients are more likely to be shopping only for themselves.



Age: We serve a fairly young demographic. Clients who are the heads of their household tend to be in their twenties and thirties.

Zip Codes: New clients who registered in the first half of 2024 came from predominately Hispanic and Black zip codes.² **Further, 52.2% reside in areas with high poverty levels, designated by the City of Milwaukee as “High Poverty Zip Codes.”**³

Most -> Least # of Clients by Zip Code



**Note that this data does not represent the demographics of the entire party/ household. Further, it only represents the demographics for the newly registered clients, not necessarily all the parties or clients that we have served so far this year.*

²<https://statisticalatlas.com/metro-area/Wisconsin/Milwaukee/Race-and-Ethnicity>

³<https://city.milwaukee.gov/ImageLibrary/Groups/cityDPW/divisions/administrative/docs/bids/2023memorehighpovertyzipcodes.pdf>

How to Donate

Donations can be dropped off at: **Father Gene's Help Center** | 5919 W. National Ave., West Allis, WI 53214

Hours

Monday-Thursday 9 a.m. to 2 p.m. | First Saturday of each month from 9 a.m. to 2 p.m.

Please call the center at (414) 258-4357 with any questions regarding donations.