November 3, 2020

The Wisconsin Latino Chamber of Commerce to build its
“Latino Community Business Covid Fund”
Community Fund Established Supporting Statewide Businesses and Solopreneurs During COVID-19 Crisis.

Fitchburg, WI - Sarita Mannigel, Chairman of the Latino Chamber's Board and Jessica Cavazos, Chief Executive Officer, announced today the expansion of the Chamber statewide.

“This Chamber has expanded the scope of his services to communities across Wisconsin. Our Latino Chamber partners recognize the impact of this greater coalition is limitless, and we are ready to support opportunities for Latinos to succeed in Wisconsin” said Ms. Mannigel.

As part of the announcement, the Chamber announced its first action: the formation of a new fund aimed at direct relief for Latino-owned and operated companies and their families severely impacted by Covid-19.

The importance that small businesses bring to our local community is rooted in being able to operate in the communities they love and serve. This is most represented by our restaurants, service providers and small retailers. These businesses are the fabric of our community, providing us with materials and services that we all need on a daily basis. Our goal is to advocate and give back to the community through fundraisers, donations, municipal support and overall community financial health. When we patronize local small businesses, we are essentially giving money back to our own local community.

Membership in the Chamber has grown to over 420 family businesses, many of whom have increasingly expressed significant hardship as a result of Covid-19.

“The Chamber is serving as a frontline for Latino families struggling as a result of Covid. We are committed to making sure these small businesses have a lifeline and continue to exist, and that hardworking people aren't having to choose between closing their business or paying for food and rent for their families," Cavazos said.

“At a time when so many of our Latino businesses are struggling, these relief funds will help to sustain and revitalize our community that has been significantly impacted by the pandemic. Our ask is for you to share this message and to donate if you can” asked Cavazos.

Donations can be submitted securely through the Latino Chamber’s Home Page at: http://lccwi.org, or sent to LCC, 2881 Commerce Park Drive, Suite E, Fitchburg, WI 53719. For more information, please call the Chamber at (608) 712-3522. Contact: Jessica Tormey 347-2298 or Info@lccwi.org