

ANNUAL REPORT

Prepared by: Latincover Cultural & Business Society / December .

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 **Latincover**
The Latin American Plaza in BC



Latincoover is the modern-day Latin plaza in Vancouver, the social and economic hub of a city and the heart of the community. We play an important role in bringing people together in British Columbia, hosting business, social and cultural activities throughout the year. Our network and services allow you to learn more about Latin America and Vancouver. Be part of our plaza, where you can find the perfect environment with the proper tools and specific networks you need to grow.

WWW.LATINCOOVER.CA

CONTACT US AT PLAZA@LATINCOOVER.CA.



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MESSAGE FROM THE PRESIDENT OF THE BOARD OF DIRECTORS



"The Society's events provide a platform for new and established artists and entrepreneurs to share their goods and services with the community at large and to foster networking and connections amongst the members and Latin enthusiasts, creating a bridge between two cultures, and a platform for professional growth."

ROSA M DELGADO
PRESIDENT, BOARD OF DIRECTORS

We started the year with grandiose plans to expand the Organization's reach to different geographic areas, but as everybody else, we had to radically change our 2020 implementation plan when COVID-19 became a pandemic. Despite the challenges that social-distancing brought to our well established programs, the amazing team persevered, went back to the drawing board and provided the Board with at least 3 strategic plans to not only adjust to the so called "new reality", but to enhance the offerings and expand into digitalization.

Congratulations to our amazing members, management team, volunteers, employees, partners, board members, advisors and all who made it possible to ***Imagine, create and deploy*** an expansion of CSOL digital-version to the Americas and into local Restaurants to help support them during this crisis! **#TogetherWeAreStronger!!**

Digitalization is allowing Latincoover to create new bridges between different cultures at a much larger scale to further our Vision. Equally important, the pandemic forced Society to think outside the box and look for new income streams creating a more sustainable organization. This shall be the mandate for the incoming Board and management to have a Society that can endure economic downturns due to the diversity of its programs and the use of technology to achieve our goals and serve our community.

The year 2020 also marked a year of growth for the Organization in terms of governance, accountability and financial reporting. The present Board's mandate was to help the Organization provide transparency to budgeting and financial reporting, and we are happy to report that the Organization has worked very diligently to adapt Canadian GAAP for NFP for the fiscal year ending December 31, 2020.

On behalf of the Board of Directors of Latincoover Cultural and Business Society, we thank all of you for enduring and persevering in 2020, and for your continued commitment to the Organization.

Yours truly,

ROSA MARÍA DELGADO

*President, Executive Director Latincoover
Cultural and Business Society*

MESSAGE FROM THE EXECUTIVE DIRECTOR



The year 2020 was one we cannot forget. This was the year when we discovered our true strengths and weaknesses. We discovered that we do not have the real control of what tomorrow may bring, that what we once thought of was a secure future could be brought down in a single instance. We learned humility, to look back to our roots and how we started, and understand what our organization really stands for. It also taught us that, when we work together, anything is possible.

LatinCouver dedicated the year to honour women. Our activities aimed to recognize women and their achievements. One of our plans was to honour our volunteers and to express how lucky we were to have them. It was in favour that we were able to hold an event on March 10, our last in-person event. When the shutdown started due to COVID-19, the team quickly adapted to the situation, and all collaborated so that we were able to hold our Annual General Meeting online.

As always, Carnaval del Sol was designed the year before. We had an amazing plan, but due to the COVID-19 situation, that plan changed. It was a challenge to execute it, but the LatinCouver team is strong. The continuous contact helped us be on point with the schedule and on top of our

priorities. We also were in constant communication with the City, the Province and other organizations who fund our projects.

Carnaval del Sol was our biggest achievement. We did not cancel it, but expanded it. The improved concept of expanding it across the Americas made us able to bring to our audience the experience of Latin American food and music, and continue to show our support to artists. All these activities were done in a safe and healthy way.

The 2020 budget was not met in terms of numbers. The projected sales number based on a normal year was not achieved due to the unprecedented event that caused the pause in the economy. However, we found our way. It was during this time that the team had to think fast and innovate. Thanks to this, LatinCouver was able to look at the new opportunities such as going digital and creating new projects.

One highlight worth to point out is that we were chosen to partner with Canadian Red Cross to inform the public about COVID-19. It was an honor to be a channel to bring people the important message to keep them safe, and we are looking forward to doing more community service projects like this one.

The year 2020 was a challenge for LatinCouver. The organization still has much to offer to the community, and that is why we cannot give up. There are more ahead, but we can overcome them as long as we work together as a team.

We have chosen the theme "Reconnecting with Mother Earth" for 2021. This will be the year that LatinCouver's four pillars will be ever present: Empowering people, Promoting culture, Supporting communities, and Connecting business.

Our biggest assets are our people—from volunteers to the managers to the board. We have

the most talented people assembled. We are empowering them to think outside the box, be innovative, be more creative.

Carnaval del Sol and Latin American Heritage Month will be one of those programs with a amazing hybrid concept that the team will bring into reality. We did last year, and we will do in 2021.

We are also expanding our programs that help our community by providing training that help to empower residents and provide tools in B.C. and reaching out to new community groups. Our efforts to support the BIPOC community will continue with a stronger voice in the community, as we want to support people of all races. We have also proven that in 2020.

Connected through technology, our team counts with people who are working with us beyond the limits of the province and even from foreign countries. I am proud to be the leader of LatinCouver. It is an honor to be working with the team that knows no boundaries both through their ideas and locations. We will continue the exchange of the Latin American culture with the Canadian culture to become an integral part of the Canadian Mosaic.

I would like to deeply thank all our Board Members, volunteers, partners, friends, and supporters who have joined us in 2020. Your continued belief in us helped us succeed in a difficult year.

You are invited to join us in 2021 for an exciting year, a year when everybody is empowered. Together, LatinCouver and each of us will be stronger.

Sincerely,

Paola V. Murillo

Executive Director LatinCouver Cultural and Business Society

MESSAGE FROM THE PROJECT MANAGER



This 2020 was an amazing year for Latincoover.

I know, you probably weren't expecting me using such an adjective to describe 2020. It was indeed a challenging year, as our most important endeavor, Carnaval del Sol, was jeopardized by the COVID-19 related restrictions, putting our financial stability at risk, and the overall existence of our organization in uncertainty.

Since March, we have been in creative overload trying to come up with solutions almost on a daily basis. We developed over 8 prototypes and ideas for Carnaval del Sol, some of which became realities while others were undoable at the time, but became part of our future plans. We are looking forward to unleashing them in 2021 and 2022 and hope you enjoy them as much as we did creating them.

The year 2020 was exciting, as we learned to be resilient in real-time, as individuals, as a community, and as an organization. Our emergency

strategies have now become landmark programs. Like Carnaval del Sol: Across Americas, featuring inspiring projects, mouth-watering recipes, beautiful places, and some of the best Latino artists from Vancouver to Patagonia. Across the Americas resulted from a titanic effort by a team that literally worked together while being apart. We had people and artists from across Canada, Mexico, Colombia, Argentina, Brasil, Cuba, Costa Rica, Peru, Bolivia, Chile, the US, and beyond.

In 2020, we also strengthened our four pillars like never before:

SUPPORTING COMMUNITIES

with weekly updates in Spanish, English and Portuguese about the COVID-19 pandemic; promoting donations to the Greater Vancouver Food Bank; and developing several initiatives to help people cope with isolation, mental health issues and stress. We created and launched 2 podcasts: *Latinos en Canadá* (Spanish) and *Brazileiros em Vancouver* (Portuguese) highlighting members of the community, artists, businesses and giving COVID updates with official information.

EMPOWERING PEOPLE

in 2020 through the SheLatina project, collaborating with a team of amazing women to create a series of events, programs and contents including an end of the year Gala to celebrate all the women that were part of our activities throughout the year. In 2020 we also designed programs that will see the light in 2021. We are supporting our community in every possible way.

CONNECTING BUSINESSES

more than ever, by merging LCPN and ExpoPlaza Latina in a stronger, unified brand: LCBN, the Latin-Canadian Business Network, an online learning and networking platform with upcoming hybrid events to connect employers, universities and entrepreneurs from the Americas with the rest of the world. Stay tuned for our brand new platform, coming out by mid-2021.

PROMOTING CULTURE,

by booking over 200 artists, launching activities in over a dozen restaurants, and providing several online activities and artworks as part of Carnaval del Sol and Latin American Heritage Month.

Latincoover expanded, and in 2021 we will expand even more with masterclasses, workshops, certifications, and hybrid events. We also have more surprises that you will hear about very soon. We know we can support our community much more, and this is what we are aiming for this year, a year we will devote to Reconnecting.

Thanks for being part of Latincoover and for supporting our work with your memberships and donations. I am looking forward to seeing you in 2021.

¡Te queremos!

Pablo Zacarías

Project Manager



WHO WE ARE



ABOUT US

Latincoover is a non-profit organization that brings together Latin Americans and Latin enthusiasts, creating a socio-economic space to promote relationships and cultural exchange.

As the largest Latin American organization in B.C., Latincoover creates physical and virtual spaces that allow Latin American culture, entrepreneurship, art, and social interaction to flourish within the Canadian context.

We play an important role in connecting thousands of people and creating a vast network, and can be compared to the public square or, as it is commonly referred to in Latin America, "la plaza". The plaza is the social and economic hub of a city and the heart of its community.

OUR MISSION

Latincoover creates a socio-economic space to promote relationships and cultural exchange between Latin Americans and the Canadian Mosaic.

OUR PILLARS

Latincoover offers programs that are aimed at serving the community. The following four pillars guide our efforts into an aligned direction:

- CONNECTING BUSINESSES
- EMPOWERING PEOPLE
- PROMOTING CULTURE
- SUPPORTING COMMUNITIES

In the following sections, we are going to explore what activities carried out during 2020 and what our plans for the future are.

THE BOARD

BOARD OF DIRECTORS



Rosa Delgado
President



Sandra Sallovitz
Deputy Board Director



Javier Navarro
Treasury of the Board



Leticia Ramirez
Secretary of the Board



André Erthal
Member at Large



Felipe Gajardo
Member at Large



Rafael Marques
Member at Large

ADVISORY BOARD MEMBERS



Francisco A. Perello



Honorary Consul
Antonio Arreaga



Glenn Sigurdson



Marshall Gallardo

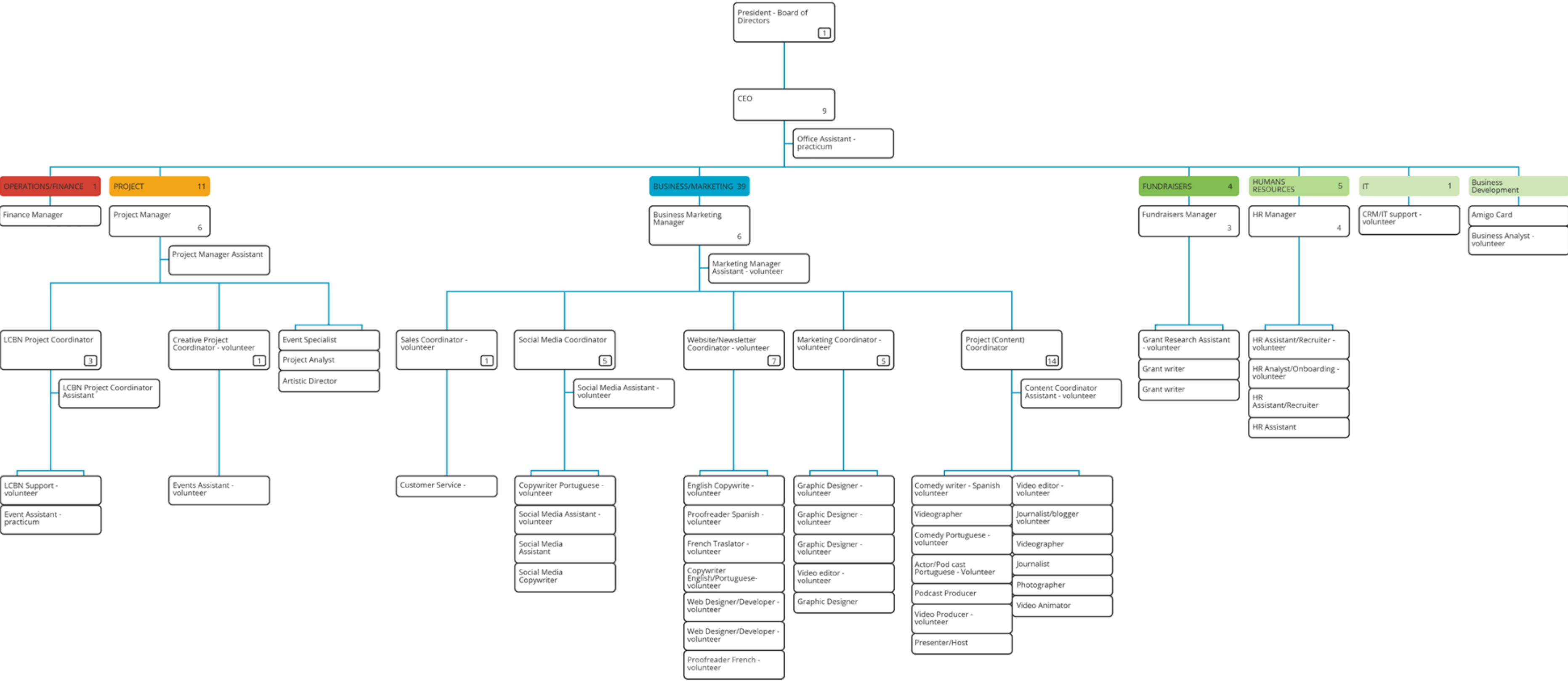


Xavier Wenzel



Martin F. Pinho

ORGANIZATIONAL CHART



TIMELINE

2008

TIME TO CREATE A LATINO PLAZA IN BC?

In 2008 Paola Murillo felt there was a need for Latinos to feel more welcome in our City and invited a group of friends to join this new concept of a Latino Plaza in BC. A Latin Plaza was in the works. The name "Latincoover" just sounded right, the perfect mix between Latinos and Vancouver. We got together and organized the first Latino Breakfast Event once a month. We worked from a small studio in Westend.

2010

2ND CARNAVAL DEL SOL

Our 2nd Carnaval del Sol had its first outdoors edition at Strathcona Park. We celebrated other events. Latincoover also hosted the 1st Halloween party. For the first time the Mayor of Vancouver joined Carnaval del Sol and played soccer with the Latin American Consulates.

2012

EXPOPLAZA & INSPIRATIONAL

Another special year for Latincoover. We launched 2 new programs. First Expoplaza Latina was created to explore the business liaisons between Canada & Latin America. After The Inspirational Latin Awards will see the light of this city to recognize outstanding Latin personalities thriving in our Province. This year Carnaval del Sol was extended to a 2 – day event, one day was not enough for that much fun.

2014

10 MOST INFLUENTIAL & MORE

Latincoover was honoured to host and present the 10 Most Influential Hispanic Canadians Ceremony celebrated for the 1st time in Vancouver. This year our work was being eyed by other levels of the government, we received the "Latin American Week" proclamation by the BC Government. First official office for Latincoover located in Gastown.

2009

LATINCOOVER'S WEBSITE LAUNCH

We were welcomed within the Latin American communities in 2009 with a huge launch Party. Latincoover "The Virtual Plaza in BC" was officially born. We presented our 1st Carnaval del Sol in Vancouver at the Hellenic Community. Our 1st Website version was introduced.

2011

GREEN EVENTS

The strong support from Latin American Consulates and BC Government helped us growing tremendously. The Colombian Consulate gave us recognition for our efforts. We had David Suzuki as our main speaker at the 3rd edition of Carnaval del Sol, held for the 1st time at Granville Street. The same year our Director, Paola Murillo, received an award as one of 10 most influential Latin in Canada. We build a partnership with Cuso International who donated an office space for one full year.

2013

OFFICIAL RECOGNITION

The city of Vancouver got its eye on Latincoover establishing this series of events as the 1st "Latin American Week", an official recognition from the City. The certification was given to Latincoover while the 5th edition of Carnaval del Sol. The website continued developing and Expoplaza Latina 2013 had more presence in the business hub of Vancouver. We moved to Educacentre, a French partner who donated for a full year our rent at half price.

2015

SEMINAR SERIES

In pursuing of a better knowledge of Latin American & Canadian Businesses culture in Vancouver, we developed 'Expoplaza Latina – Seminar series' throughout 2015 with the strong support of the Latin American Consulates. Carnaval del Sol became needed a better location to be able to host attendees coming from further corners of Metro Vancouver, we change locations of Carnaval del Sol from Granville Street to Concord Pacific Place.

2016

LATIN INNOVATION HUB

Becoming the Latin 'plaza' has always been the goal of Latincoover. After much doorknocking, in 2016, the Iranian and the Latin communities have united efforts to create affordable office space for entrepreneurs in a place we call The Latin Innovation Hub. In 2016, the Canadian government invested for the first time \$118,000 for our main activity, Carnaval del Sol. This set an important tone for us to believe that Latincoover needs to continue advocating for the integration and the celebration of our culture, especially because we believe in welcoming everyone to a common place.

2018

10-YEAR ANNIVERSARY

Latincoover and Carnaval del Sol celebrated 10 years of leading programs and hosting events, supporting our vibrant and diverse Latin community in Vancouver. It was time for immense pride as the Latin American community is continuously making significant and positive social and economic contributions to Vancouver. Ten years of bringing our culture full of colours, and flavours to this beautiful city. Ten amazing years of bringing people together promoting culture, supporting communities, empowering people and connecting business. giving happiness to a country that has received us with open arms. Ten years of teaching the power of Latinos around the world and of dreaming of having a physical space to connect the Latin American community in Vancouver. Today, we call this dream Latin Plaza Hub. In 2018, we launched the first co-working space connecting Canada and Latin America, where we offer a fun and vibrant space for entrepreneurs and freelancers.

2020

CELEBRATING LATIN AMERICAN WOMEN: LEADING TRANSFORMATION IN THE NEW DECADE!

Latincoover believes that equal opportunities for individuals to develop to their full potential make our society thrive. In 2020, we created a space to shed light on the contributions of passionate, hard-working women who make our societies a better place to live. In this way, we were able to connect, exchange views, and show our appreciation to all women who have been working with our organization for the past 12 years, and to the female community members who have built our culture and heritage. We co-created the SheLatina project with a group of amazing women, with whom we designed events and activities to contribute to female empowerment in Canada and Latin America. In Carnaval del Sol we gave priority to acts that had female members, and most of our team was composed of women.

2017

LATINCOOVER'S GROWTH

We were able to hire two permanent positions, in order to improve our organization and serve better the Latin American community in BC. This step is just the beginning of a new path that we are envisioning for Latincoover. First time in Latincoover's history where we received more funding from many different levels of Governments.

2019

AFRO-LATIN AMERICAN ROOTS

Latincoover and Carnaval del Sol celebrated 10 years of leading programs and hosting events, in support of our vibrant and diverse Latin community in Vancouver. It was time for immense pride as the Latin American Community is continuously making significant positive social and economic contributions to Vancouver. Ten years of bringing our culture, full of colours, and flavours to this beautiful city.

Our continued effort to raise awareness of our roots and origin is extremely important to all of us, the Latino residents in B.C. It is our job to highlight the best of Latin America. Ten amazing years of bringing people together, promoting culture, supporting communities, empowering people, and connecting businesses, all of which has brought even more happiness to a country that has received us with open arms. Ten years of showing the power of Latinos around the world, and dreaming of having a physical space to join up the Latin American community in Vancouver. Today, we call this dream The Latin Plaza Hub. In 2018, we launched the first coworking space connecting Canada and Latin America, where we offer a fun and vibrant space for entrepreneurs and freelancers to work.

WHAT WE DO







OVERVIEW

The Latin-Canadian Business Network (LCBN) was born in 2020 as the merger of two of LatinCouver's most iconic programs, LCPN and ExpoPlaza Latina, to create a stronger platform to connect businesses, entrepreneurs and job seekers across the Americas. LCBN is a hybrid program that includes online webinars (adequately named ADAPT) and networking sessions (LCBN Café), along with trademark events like LCBN Pitch Fest. LCBN is a program that gives the opportunity to share experiences and expand professional connections allowing students, professionals and businesses to grow and tap into Vancouver's business market. Those who become our members receive exclusive benefits from LatinCouver and its partners, and learn how to use their assets and contribute to the local economy.

The merging of LCPN and Expo Plaza into LCBN responds to the need of the community to grow professionally but also as businesses. LCBN is a program that successfully adapted to the "new normal" drawing attention not only of potential members and attendees, but also of universities and businesses seeking to tap into the growing Latin American community in British Columbia, while also seeking potential students in Latin America.

In 2021 LCBN will become a very robust hybrid platform that will allow seamless online networking and learning, while also looking to foster meaningful business relationships and growth across the continent. We will provide mentoring, Marketing and skill development services throughout the year to members and non-members alike.



LCBN
LATIN-CANADIAN
BUSINESS NETWORK

07

NETWORKING EVENTS

30+

GUEST PER EVEN

60+

MEMBERS

10+

SPECIALIZED SPEAKERS

240+

ATTENDEES YEAR AROUND

OVER 200 BUSINESSES CONNECTED

18

WEBINARS

08

NETWORKING EVENTS

30+

SPECIALIZED SPEAKERS

600+

ATTENDEES AT EVENTS

MEMBERSHIPS

LCBN MEMBERSHIP

Latincoover believes that new businesses and talent support economic growth in B.C. by creating opportunities between the province, Canada, and Latin America. Motivated by this idea, we offer a membership program to help the development of individuals and businesses and give them access to networking opportunities and exclusive benefits.

In 2020, we revised and improved the benefits included in the LCBN membership, adapting to the digital needs of our members and their feedback.

Some examples of the changes that were planned and implemented:

- ADAPT events transitioned into a fully virtual format with minimal interruption due to COVID-19.
- Our in-person breakfasts, a popular event for our members, had to be fully re-imagined in order to be able to provide a networking experience in a virtual meeting room. The foundation was laid to create The Cafe 2.0 for 2021.
- The membership model was reviewed to determine which benefits were relevant, made sense to offer and were practical to provide. Particular focus was placed on being able to deliver benefits even when scaling up membership.

LCBN membership gives access to a business ecosystem where participants can exchange valuable information about the many aspects involved in international business. With this new value proposition, we will be appealing to different target audiences through 4 different options.

Navigation through the site to find events, courses or seminars will be free, but in order to get access to the content, registration will be mandatory.

LATINCOOVER MEMBERSHIP

The Latincoover membership is a separate program and has a different purpose than the LCBN Membership. Being a member of Latincoover gives a member a voice within the organization, access to the Annual General Meeting, and the right tools to be an advocate of our programs and events.

Members can also learn about how to assist and help our organization, and engage in and support meaningful changes in a variety of areas, such as business and culture, by means of both the organization of signature events tailored to connect entrepreneurs and the empowerment of people to determine Latincoover's direction. Approvals may be conditioned upon any requirements that the Board may impose.

PARTNERS AND SPONSORS IN 2020

Vancity, University Canada West, Futurpreneur, Small Business BC, New York Institute of Technology, and ACSENDA Business School.

SUMMARY OF 2020 FOR THE LATIN-CANADIAN BUSINESS NETWORK

LCPN	2020	2019	2018	2017
TOTAL INCOME	\$7,838.91	\$13,038.75	\$30,039.00	\$16,062.00
EXPENSES	\$160.50	\$1,516.29	\$3,428.00	\$3,137.00
REVENUE	\$7,678.41	\$11,522.46	\$26,611.00	\$12,925.00

Revenue includes earned income, grants, and sponsors. Program expenses are direct expenses only and do not include any wages/contractors fees or indirect expenses.

LATIN-CANADIAN BUSINESS NETWORK EVENTS



LCBN KICK-START: RESILIENCE IN THE BUSINESS WORLD

DATE & TIME: March 18, 2020, 7:00 to 8:00 p.m.
LOCATION: Online

Our first LCBN ADAPT event in 2020. Live webinar and online networking event where keynote speakers from our network presented tools, reflections, and real-life experiences of business adaptation in challenging times.



RESPOSTA DO CANADÁ AO COVID-19 (EM PORTUGUÊS)

DATE & TIME: April 2, 2020, 3:30 to 4:30 p.m.
LOCATION: Online

LCBN presented this virtual conference live and in Portuguese on the Canadian government's response to the COVID-19 crisis. This conference was presented by Peter Fonseca, a member of Parliament.



EDUCATION IN THE TIME OF COVID-19

DATE & TIME: April 9, 2020, 6:00 to 7:30 p.m.
LOCATION: Online

Educational institutions at all levels are facing huge challenges that demand great creativity, communication, and teamwork. In this webinar, Dr. Pedro Cortina and Francisco Cano, members of our network in the field of education, shared the experiences, reflections, and implementations that they went through during the COVID-19 shutdown.



MASTERING YOUR RETIREMENT IN ANY MARKET CONDITION

DATE & TIME: April 23, 2020, 4:00 p.m.
LOCATION: Online
PARTNER: IG Wealth Management

Sarah Khoshnavazi and Sheldon Lal discussed how a holistic financial plan can help pre-retirees and retirees weather the current economic storm.



LCBN CAFÉ

DATE & TIME: April 29, May 13, May 27, June 10, June 24 and July 8, 2020, 8:30 to 9:30 a.m.

LOCATION: Online

FACILITATORS: Anna Zavalishyna, Mohamed Helaly, Nicolas Hernandez, and Alyssa Burt

SPONSOR: Vancity

In this series of online networking events, attendees made genuine connections while gaining knowledge about the needs in the business world. Facilitators from our network also presented tools, reflections, and real-life experiences of business adaptation in challenging times.



SKILLS AND YOUR PROFESSIONAL SUCCESS IN THE 2020 DECADE

DATE & TIME: April 30, 2020, 6:00 to 7:00 p.m.

LOCATION: Online

In this webinar, Ricardo Alves de Castro explored what professional skills we need to acquire in order to transform our knowledge into effective and qualified action and, thus, nurture our professional development and consolidate our career in Canada.



CAREER TALK ON ENTREPRENEURIAL OPPORTUNITIES

DATE & TIME: May 7, 2020, 6:00 to 7:30 p.m.

LOCATION: Online

PARTNER: ISSofBC

This webinar focused on discovering our strengths and exploring alternative careers in entrepreneurship during the COVID-19 era. Experts Craig Lu and Sadaf Rahmi were the speakers for this LCBN ADAPT event.



LESS IS MORE! ENTREPRENEURIAL MOMS AND THEIR PRODUCTIVITY SECRETS

DATE & TIME: May 14, 2020, 6:00 to 7:30 p.m.

LOCATION: Online

In this interactive webinar, our guests shared the lessons they learned from their successes and failures during their journey building businesses or careers while navigating the complex world of motherhood. Valeria Levchenkova, Claudia Muñoz and Halia Valladares were the speakers for this event.



TIPS FROM AN ENTREPRENEUR TO A FUTURE ENTREPRENEUR

DATE & TIME: May 21, 2020, 6:00 to 7:00 p.m.
LOCATION: Online

Valentina Pinzon shared the 5 key aspects that every person should consider when starting a business in Canada, based on her own experience and knowledge as an entrepreneur.



PIVOTING YOUR BUSINESS

DATE & TIME: May 28, 2020, 6:00 to 7:00 p.m.
LOCATION: Online

Futurpreneur Regional Director for BC & the Yukon Andrea Welling presented success stories of businesses who changed or transformed their enterprise into something new. Challenging times are an opportunity to be creative and innovative, and this webinar encouraged people to take a chance to pivot into a new direction.



FINDING THE GIFT BEHIND THIS CRISIS

DATE & TIME: June 4, 2020, 4:00 to 5:00 p.m.
LOCATION: Online

Sonia Gonzalez is an executive coach at Columbia Business School. In this webinar, she guided attendees through a personal journey where they discovered how negative mindsets are getting in the way and how to turn them around to become happier and more effective.



ESTADO DA INDÚSTRIA DE GAMES DURANTE E PÓS COVID-19 (IN PORTUGUESE)

DATE & TIME: June 11, 2020, 6:00 to 7:00 p.m.
LOCATION: Online

Luis Persechini is the CEO and co-founder of Sherwa and "Financeiro" channel. In this webinar, he talked about the state of the gaming industry in Vancouver and the world, the short- and long-term impacts of the COVID-19 crisis, as well as about the trends, emerging companies in the industry, and much more.



CONSEJOS PARA SER UNA EMPRENDEDORA EXITOSA FUERA DE TU PAÍS (IN SPANISH)

DATE & TIME: June 18, 2020, 6:00 to 7:00 p.m.
LOCATION: Online

Female immigrant entrepreneurs face specific obstacles and barriers in developing businesses. In this webinar, our speakers Paola Murillo, and Eli and Mafer explored the journey of Latin American entrepreneurs in Canada and shared the stories and lessons learned from overcoming the challenges to their growth and success.



SKILLS E O SEU SUCESSO PROFISSIONAL NA DÉCADA DE 2020 (IN PORTUGUESE)

DATE & TIME: June 25, 2020, 6:00 to 7:00 p.m.
LOCATION: Online

In this presentation in Portuguese, we discussed the professional skills that will be necessary in the coming years, for the growth and career development of anyone in the job market. Henrique Alves de Castro is an economist and public manager and was the speaker for this LCBN ADAPT webinar.



LATIN AMERICAN CONSULATES IN BC: CELEBRATING CANADA!

DATE & TIME: July 2, 2020, 1:00 to 2:00 p.m.
LOCATION: Online
CONSULATES: Brazil, Colombia, and Costa Rica

This was a conversation about how the Latin American consulates in Vancouver are connecting their countries to British Columbia, and how they are supporting their communities in the new reality.



RISE TO LEAD AND INSPIRE DURING THE CRISIS

DATE & TIME: July 9, 2020, 4:00 to 5:00 p.m.
LOCATION: Online

In this webinar, we learned why and how we must and can rise to become powerful leaders right now. This approach can bring us in better alignment with our higher purpose, increase our confidence and grounding, and enable us to use crucial soft skills that will help us grow our careers and make a strong impression on management and companies at large. The speaker was Farnoosh Brock, business and leadership coach, and author of "The Serving Mindset".



RETHINKING CARNAVAL DEL SOL - FESTIVAL RESILIENCE IN THE TIMES OF COVID-19

DATE & TIME: August 20, 2020, 4:00 to 5:00 p.m.
LOCATION: Online

The team behind Carnaval del Sol festival—Murillo, Zacarias, Acero, Pizaia and Aiken—shared how they ideated, designed and transformed it into a series of experiences following the motto "We are not cancelling, we are expanding".



LINKEDIN BEST PRACTICES: HOW TO MARKET YOURSELF & BUILD STRONG NETWORK

DATE & TIME: September 30, 2020, 6:00 to 7:00 p.m.
LOCATION: Online

In this LCBN ADAPT webinar, the sales and marketing consultant Seth Killian discussed best practices to market yourself and build a strong network on LinkedIn.



NOTIONS OF SOLIDARITY - HOW TO REACH OUT AND KEEP IN TOUCH WITH FRIENDS

DATE & TIME: October 15, 2020, 8:00 to 9:00 a.m.
LOCATION: Online

The coronavirus (COVID-19) pandemic has led to sweeping changes and disruptions in nearly every aspect of daily life. And, one thing is certain, adjusting to change can be challenging. In this webinar, the speakers shared opinions about how we can keep in touch with our friends and practice solidarity with each other.



BOUNCE AND BEYOND: RESILIENCY TOOLS FOR LIFE AND BUSINESS

DATE & TIME: November 18, 2020, 6:00 to 7:00 p.m.
LOCATION: Online

Pilar Portela was awarded the 2020 Women of the Year Award: Entrepreneurial Leader. In this webinar, she shared her resilience journey, and the challenges she had to overcome to become a successful entrepreneur.



HOW TO IMPROVE YOUR ONLINE LEARNING EXPERIENCE IN CHALLENGING TIMES

DATE & TIME: November 25, 2020, 8:00 to 9:00 a.m.
LOCATION: Online

The traditional approaches to education changed overnight due to the pandemic. Online learning is now the norm. But the switch from campus- to e-Learning has brought a new set of challenges for both students and teachers. Our speaker Marcel Sangsari presented a few topics around how to improve your online learning in challenging times.





BRAZILIAN CARNIVAL

DATE: February 21, 2020

LOCATION: Harbour Event Center

GUESTS: 2,000

PARTNER: Brazilian Community Association and Sambacouver

ARTISTS: Sambacouver, Shotsambado, Cabral's Fault

For the third time, the Vancouverite version of Brazil's most famous celebration took place in the city at Harbour Event Centre in February. This carnival party had live performances and DJ sets from top local Brazilian acts, food, drinks, costumes and decor bringing you the best Carnaval do Brasil experience in Vancouver!





LATIN AMERICAN EXPERIENCE

OVERVIEW

For the 13th year in a row, Carnaval del Sol was presented by the Latincoover Cultural and Business Society. This year, due to the COVID-19 restrictions and health regulations, the festival shifted from its original live format with over 30,000 attendees to a mix of online and in-person activities that allowed Carnaval del Sol and Latin American Experience to EXPAND beyond the borders of BC and Canada instead of cancelling or postponing.

Our online activities allowed our local festival to have an international outreach, by putting local artists in front of an audience that otherwise wouldn't have access to them and by pairing them with international headliners

such as Lila Downs, Nortec Collective, and Nación Ekeko. Latin American Experience (previously known as Latin American Week) is the name given to the series of activities presented in anticipation of Carnaval del Sol. This year's main theme was "Celebrating Latin American Women", on which most of our events and activities were based.

For 2020, the Latin American Experience events and online content, including Carnaval del Sol: Across the Americas and Carnaval del Sol in Restaurants brought together more than 100 artists from different Latin American countries and let them share their music, art, products, designs, and culinary experiences. We celebrated multiculturalism in Canada for 36 days, through many wonderful online and in-person activities in which everybody was welcome. Our objective has always been to share and learn about Latin American culture through experiencing its food, music, art, and much more.

Carnaval del Sol expanded, instead of canceling with content from all over the American continent, from Vancouver to Patagonia in 6 episodes of Carnaval del Sol: Across the Americas, several workshops and online activities, a live Flamenco workshop in Granville Island and performances in over a dozen restaurants featuring over 100 individual artists.

Thank you for joining us in celebrating the amazing and colourful Latin American culture.

TOTAL NUMBERS CARNAVAL DEL SOL

19	COUNTRIES IN THE AMERICAS
93	ARTISTS PERFORMED AT CARNAVAL DEL SOL 2020
04	LATIN AMERICAN EXPERIENCE EVENTS
14	RESTAURANTS IN METRO VANCOUVER PARTICIPATED THIS YEAR
5.9K+	ATTENDEES ENJOYED CARNAVAL DEL SOL IN RESTAURANTS
06	EPISODES OF ACROSS THE AMERICAS
04	SOCIAL INNOVATION PROJECTS
04	GREAT LATIN AMERICAN MOVIE RECOMMENDATIONS
03	HEFS FROM LATIN AMERICA COOKED FOR US



RUMBO A LA RUMBA, ONLINE FIESTA SERIES!

A series of online events to prepare for the 12th edition of Carnaval del Sol, the biggest Latin American Festival in the Pacific Northwest with international talent from across America.



ZUMBA + RUMBA

DATE: April-May 2020
LOCATION: Zoom
TIME: Fridays, 5:30 to 6:30 p.m.
INSTRUCTOR: Anna Paula Viveros

This is a cardio dance fitness class for all ages that combines the elements of muscle toning, balance and flexibility to boost your energy and feel awesome. We partied while exercising!



CONCIERTO-TALLER-RITUAL WITH PALOMA DEL CERRO (IN SPANISH)

DATE: May 9, 2020
LOCATION: Zoom
TIME: Fridays, 5:30 to 6:30 p.m.
INSTRUCTOR: Paloma del Cerro

We prepared something very special to celebrate Mother's Day with the acclaimed Paloma del Cerro, a very talented Argentine artist and therapist whose most recent single features the participation of Rubén Albarrán from Café Tacvba Oficial.

Paloma del Cerro gave an exclusive concert-ritual completely live from her current residence on the beautiful beaches of Mexico. Attendees had an opportunity to connect with the deepest part of your being in this unique experience.



ONLINE COOKING PARTY WITH LINDA PURCELL

DATE: June 20, 2020
LOCATION: Zoom
TIME: 1 to 3 p.m.
INSTRUCTOR: Linda Purcell

Breakfast in Spanish is called "desayuno", and we prepared a good one. Typically, in Mexico eggs and beans are a good way to start the day, but we decided to opt out of eggs and opt in rice instead. Filled with protein and nutrients, it is a wonderful way to start your day. Variety is the spice of life!



CARNAVAL DEL SOL: ACROSS THE AMERICAS



DATES: July 15 to August 8, 2020
PLATFORMS: Youtube and Facebook Watch
HOSTS: Daniela Carmona and Pablo Zacarias

CARNAVAL DEL SOL: Across the Americas emerged as a resilience strategy put in place by Latincover with expansion in mind. Thanks to this online series, we expanded from Vancouver to Patagonia and featured some of the most renowned talents from Latin America as well as some amazing Latino talents from Vancouver and the rest of Canada, along with recipes, destinations, social innovation projects, comedy and more.

CARNAVAL DEL SOL: Across the Americas-Season 1 was an online series of 6 episodes featuring outstanding artists, projects, and people from BC, Canada, and all Latin America. It was the artists along with a fine selection of local and Canadian Latin American acts as stated in the list below.

PERFORMERS: Lila Downs (MEX) • Pedrina (COL) • Nortec: Bostich + Fussible (MEX) • Bareto (PER) • Ramón Chicharrón (COL/CAN) • Mazacote (NIC/CAN) • Nación Ekeko (ARG) • Martha Chaves (NIC/CAN) • Vale Cox (CHL) • Jess Salomon (PER/CAN) • Sambacouver (BRA/CAN) • Nick Thune (US) & Roberto Flores (MEX) • Gisun (URY/CAN) • Mónica Escobedo (MEX) • Robin Layne & The Rhythm Makers (CAN) • Forro do Cana (BRA/CAN) • Eduardo "Dardo" Mandiola (CHI/CAN) • Francisco Ramos (VEN/US) • Guillermina Neri (ARG) • Mariachi Tabasko (MEX/CAN) • Kaoki (BRA) • Vanessa Prigollini (MEX/ARG/CAN) • David "El Dee" Espinosa (MEX) • Omara Portuondo (Cuba).

SOCIAL INNOVATION PROJECTS: Universidad de la Tierra (Oaxaca, Mexico) • CityStudio Vancouver (Vancouver, Canada) • RutaN (Medellín, Colombia) • Ocupa tu Calle (Lima, Perú).

CHEFS: Luisa Zuffo (Brazil) • Eduardo Luna (Mexico) • Union Latino's Food (Vancouver).

DESTINATIONS: Cuba, Colombia, Cholula (Mexico), Vancouver (Canada), Mexican Oceans, Guatemala, Bolivia.



LATIN AMERICAN EXPERIENCE



ART EXPERIENCE AND BLOCKCHAIN

DATE: Saturday, July 18, 2020

VENUE: Zoom platform provided by LatinCouver

PERFORMERS: Jessica Angel

In partnership with Vancouver Biennale, this interactive Zoom Workshop showcased how Jessica Angel, a Colombian-born artist living in New York uses technology to create art. Jessica showed how she uses her art to connect people and different cultures.



DISCOVERING LATIN AMERICAN INDIGENOUS TERRITORIES

DATE: Saturday, July 25, 2020

VENUE: Zoom platform provided by LatinCouver

PERFORMERS: Abigail Castellanos Garcia (Indigenous from Mexico), Ana Ilba Torres Torres (Indigenous from Colombia), Maria Tuyuc Velasquez (Indigenous from Guatemala), Candace Campo (Indigenous women from Canada), Aurora Cayó (Indigenous women from Chile), Susanna Garcia (Indigenous women from Chile), Valentina Pinzon (IndiArts Collective), Anthea Darychuk (Founder Florezca), Rebeca Sanhueza (ONU Mujeres Chile) and Paola Murillo (LatinCouver).

We travelled to the Indigenous world to discover new beliefs and the richness of the local culture and to learn more about Indigenous entrepreneurs. This was possible in partnership with Red de Empresarias y Emprendedoras Indígenas de las Américas and Red Global de Empresarios Indígenas as part of the World Indigenous Business Network, and Fundación Chipiri, and in collaboration with Indiarts Collective and Florezca.



FLAMENCO NIGHT!

DATE: August 4, 2020

VENUE: Granville Island Picnic Pavilion

PERFORMERS: Kasandra Lea, Oscar Nieto, Jafelin Helten, Gary Hayes, Kirill Deljanin, Jhoely Triana, Kara Wiebe, AJ Simmons, Geneve Leung, Chiara Bizuel, Molly Ringham, and Davide Sampaolo

In partnership with Mozaico Flamenco, Flamenco Night was a fun night with information about the dance and performances, and a great dance class.



LATIN AMERICAN WOMEN FLOURISHING IN CANADA

DATE: Thursday, August 6, 2020

VENUE: Zoom platform provided by LatinCouver

SPEAKERS: Ana Maria Posada - Digital Designer and Versatile Artist (Colombia), Elena Rivera McGregor - Branding Expert & Business Coach (Mexico), Chafika Eddine - Expert on Sustainability and Governance, and Co-founder of Global Change for Children Foundation (Multicultural), Silvana Goldemberg - Award-Winning Author, and creator of the "Joan Betty Stuchner Oy Vey! Funniest Children's Book Award" (Argentine/Canadian), Valeria Levchenkova - Russian Mexican, founder of organizational development consulting company "Passion To Lead" (SheLatina) and Paola Murillo (LatinCouver).

A beautiful afternoon on Zoom where Latin American Women shared their inspiring stories and secrets of success to motivate and encourage a new generation of women to step up and reach for their goals in a new country.

We had an amazing panel about "Feminism and Leadership matters" and closed with a multiculturalism workshop to share our ideas and thoughts!

CARNAVAL DEL SOL IN RESTAURANTS

DATES: August 7, 8 and 9, 2020

RESTAURANTE: La Casita Gastown, Provence Marina, The Cambie, Los Cuervos, Tequila Cocina, Sal y Limón, Boteco Brazil, The Loft Lounge, Calabash Bistro, Bodega on Main, Zocalo Modern Cantina.

PERFORMERS: Los Madera (NIC/CAN) • Jeremy Vint Trio (CAN) • Rumba Calzada (CAN) • Los Duendes (CAN) • Frankie Hidalgo Trio (NIC/CAN) • Pearl Jig (CAN) • Jeremy Price Duo (CAN) • John Gonzales Trio (COL/CAN) • Shot Sambado (BRA/CAN) • Jeremy Vint Trio (CAN) • Yuji Nakajima (CAN) • Sara Magal (BRA/CAN) • Kin Balam Duo (CAN) • Karina y Enrique (CAN) • Las Estrellas de Vancouver (MEX/CAN) • Joaquín Gonzales (SPA) • Álvaro Rojas (CAN)

On August 7, 8 and 9, 2020, the dates originally planned for Carnaval del Sol, we celebrated in a selection of Latino restaurants around the city with live music, Latin American food, and exclusive discounts.

Thanks to these events, we supported local Latino artists by giving them a physical space to perform and by promoting them on our social media and website platforms; we also supported Latino restaurants by providing them with live music and advertising. It was a small but beautiful way to keep the spirit of Carnaval del Sol alive in Metro Vancouver and continue to follow our mandate.





SUMMARY OF 2020 FOR THE CARNAVAL DEL SOL, LATIN AMERICAN EXPERIENCE AND BRAZILIAN CARNIVAL

PROGRAM	2020	2019	2018	2017
CSOL/LAW	240945.02	\$507,225.00	\$484,456.84	\$380,617.91
SOL FIESTA	\$83,558.94	\$37,690.49	\$62,621.81	\$0.00
TOTAL INCOME	\$324,503.96	\$544,915.49	\$547,078.65	\$380,617.91
EXPENSES	\$16,060.92	\$297,370.02	\$474,053.86	\$354,832.35
REVENUE	\$308,443.04	\$247,545.47	\$73,024.79	\$25,785.56

Revenue includes earned income, grants, and sponsors. Program expenses are direct expenses only and do not include any wages/contractors fees or indirect expenses.

MARKETING FOR CARNAVAL DEL SOL 2020



ONLINE AND IN-PERSON MEDIA ANALYSIS

In 2020, Carnaval del Sol celebrated 12 years in Vancouver. Carnaval del Sol 2020 was different and creative! After COVID-19 started, many lost hope in what was to come. Festivals around the world got cancelled and organizations were faced with unprecedented times and decisions.

However, Latincoover did not want to give up and its team came up with many ideas. We were able to create some online and in-person activities that would replace the regular Carnaval del Sol: Across the Americas (Online Series), Latin American Experience with four activities, and Carnaval del Sol in Restaurants. Carnaval del Sol 2020 took place from July 15 to August 9, 2020 with an extension to August 19 thanks to extra episodes of Across the Americas.

We created an integrated campaign where we reached out to local and international people. We reached a multicultural audience through street promotion, media partnerships, digital, and social media channels, participating restaurants and local artists.

The organization's main objectives are to reach out to the diverse communities of the Canadian mosaic, expand the knowledge about Latin America and create new opportunities for businesses, artists, and overall attendees to have fun and enjoy the richness of our colours, flavours, and rhythms. In addition, improving engagement was an important part of this year's promotional campaign of Carnaval del Sol.

We worked in partnership with relevant media partners such as Georgia Straight and Daily Hive, and an amazing team of volunteers, eager to support our organization in these challenging times. We were working together to bring engaging content and full coverage on our social media channels to create awareness about the new format.

Facebook Ads (for Facebook and Instagram), Google Ads, and LinkedIn were also part of our strategy. Supportive sponsors such as the Government of Canada, the Government of British Columbia, the City of Vancouver, and the New York Institute brought even more exposure and brand awareness for Carnaval del Sol.

Audience engagement was encouraged by the use of keywords, hashtags, and a creative post calendar. The goal was to get the audience involved with Carnaval del Sol in Restaurants to create expectation and excitement.

The campaign resulted in an increase of more than 32% in the number of followers on Instagram and more than 15% on Facebook. We created more than 400 posts on 6 different channels in June and July. Post engagement on the Carnaval del Sol channels increased by more than 300% during the months of the campaign. We reached more than 300,000 people through social media.

This year, we concentrated our efforts on increasing the number of followers by getting more leads and by engaging our audience with our brand to build a long-term relationship.

In comparison with the previous year, the number of followers on Facebook increased by 74% over the same period.

CARNAVAL DEL SOL AROUND THE CITY OF VANCOUVER

Transit Shelter Advertising Program: We had 10 bus shelters available for advertising around the City of Vancouver for about four weeks. The advertising spaces were allotted throughout the City of Vancouver by OutFront Media to distribute the campaign's message into a mix of neighbourhoods and locations.




CARNAVAL DEL SOL AND LATINCOUVER SOCIAL MEDIA CHANNELS

LATIN AMERICAN WEEK

SOCIAL MEDIA	LINK	METRICS	# GROWTH
FACEBOOK Fan Pages	https://www.facebook.com/carnavaldelsolyvr/	Period Jan - Dec 2020 6,658 - 6,891	New followers in 2020 +233
	https://www.facebook.com/latincouverfans/	11,595 - 12,799	+1,204 = 1,437 Latincouver Total +7.2%

FACEBOOK INSIGHTS OF CARNAVAL DEL SOL FAN PAGE



Carnaval del Sol had great success with this new 2020 format. Although we had a short time to promote it, the results were very positive.



Carnaval Del Sol is in Vancouver, British Columbia.
Published by Andrea Iñuma (7) · 6 August · 🌐

🌟 What a COMBO! Latin American food and music at #carnavaldelsol2020 in restaurants! BOOK NOW! 📅 Click the link on bio or DM us. Bookings close tomorrow at 12:00 pm 🎉 Don't be left out! Let's get the fiesta started!

💎 Special thanks to our Sponsors, Supporters & Collaborators
Presented with ❤️ by Latincouver
www.canada.ca
Canadian Heritage
Canada Council for the Arts | Conseil des arts du Canada
Government of British Columbia
BC Arts Council
City of Vancouver - Local Government
New York Institute of Technology
The Georgia Straight
Daily Hive Vancouver
omnitr.ca
The Vancouver Sun
The Province

Performance for your post

2,827 People Reached

59 Reactions, comments & shares

40 Like	7 On post	33 On shares
4 Love	0 On post	4 On shares
3 Comments	2 On Post	1 On Shares
12 Shares	12 On Post	0 On Shares

161 Post Clicks

117 Photo views	1 Link clicks	43 Other Clicks
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NEGATIVE FEEDBACK

0 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

REACH - RESULTS FROM JUL 21 TO AUGUST 19, 2020

We reached our existing community in addition to paid social media advertising to specific targets with different campaigns and content strategies. In total, we have had 119K+ reach in the last 28 days (July 24 to August 20, 2020) adding both Carnaval del Sol and Latincoover fan pages and 11K+ engagement.

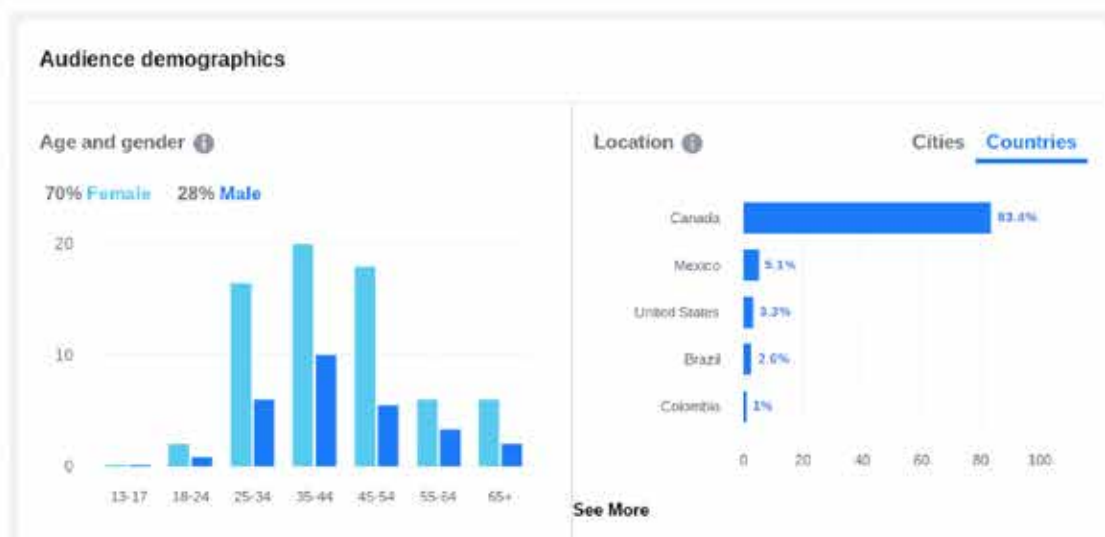
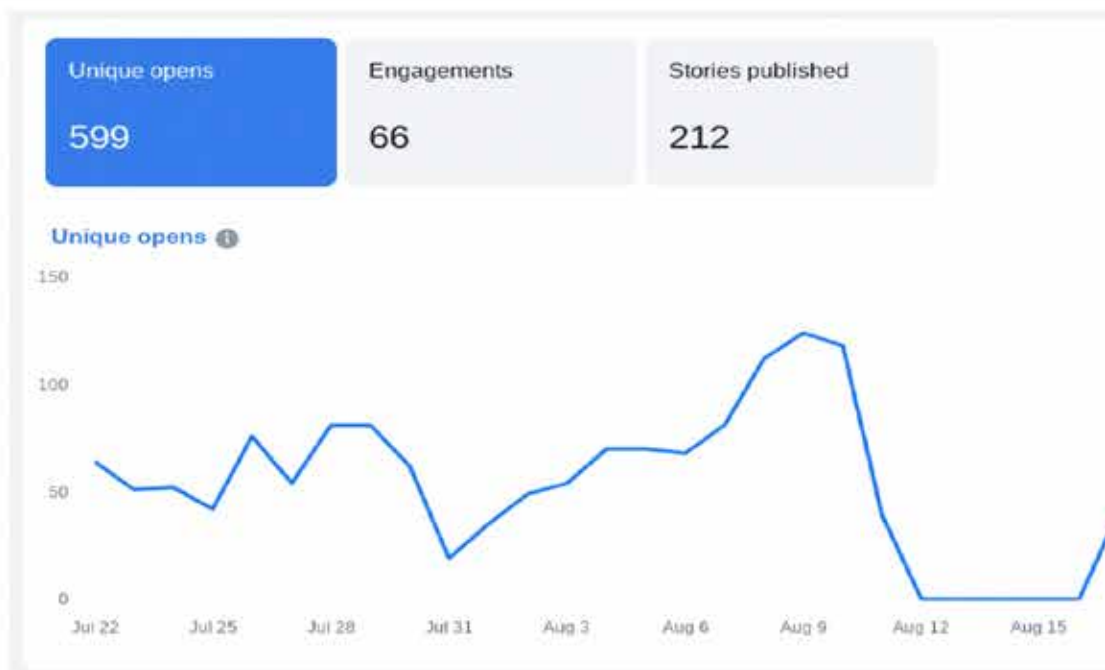
FACEBOOK INSIGHTS OF CARNAVAL DEL SOL FAN PAGE | EVENTS SECTION



Total Events includes Latin American Experience, Carnaval del Sol: Across the Americas, and Carnaval del Sol in Restaurants. 26K is the total number of people reached between July 21 and August 18, 2020.

CARNAVAL DEL SOL FACEBOOK INSIGHTS - RESULTS FROM JULY 30 TO AUGUST 19, 2020





The following table compares the engagement of Carnaval del Sol and similar events on Facebook and engagement for the week of July 21st, 2020.

The table shows that even though Carnaval del Sol has fewer followers, it received more likes, and more post activities and the engagement than similar events.

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

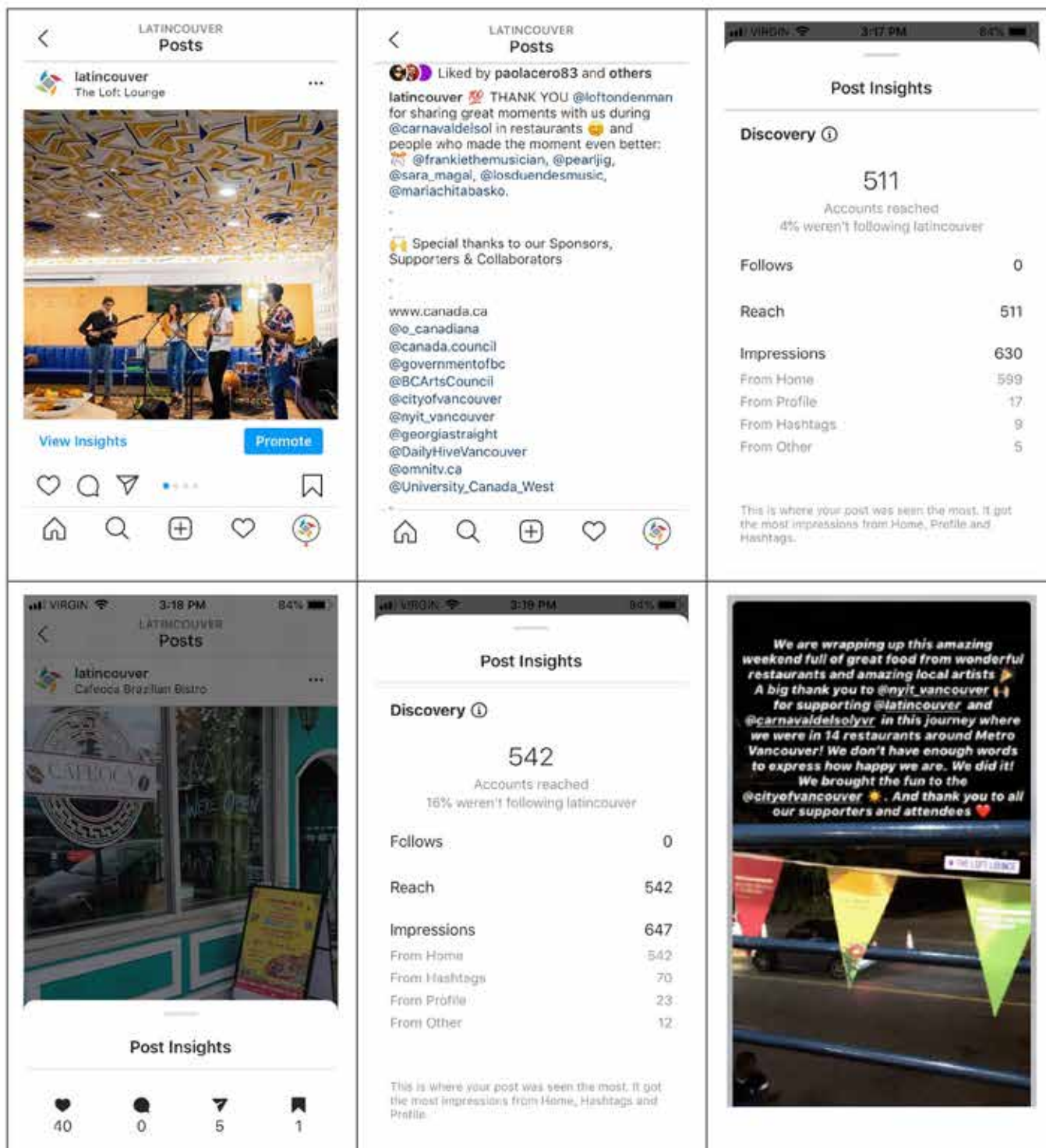
[Add Pages](#)

Reactions, Comments & Shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1 Vancouver Folk Music F...	13.7K	+0.3%	12	2.9K
2 Coastal Jazz	9.3K	+0.1%	1	95
3 Khetsahiano! Music + A...	6.2K	0%	0	4.4K
YOU Carnaval Del Sol	6.1K	+0.5%	30	8.8K

INSTAGRAM INSIGHTS

From August 7 to August 20, we had a total reach of 18K+ and 74K+ followers impressions.



We also created more than 250 stories featuring both Latincouver and Carnaval del Sol.

PROMOTIONAL ACTIVITIES

STREET PROMOTION

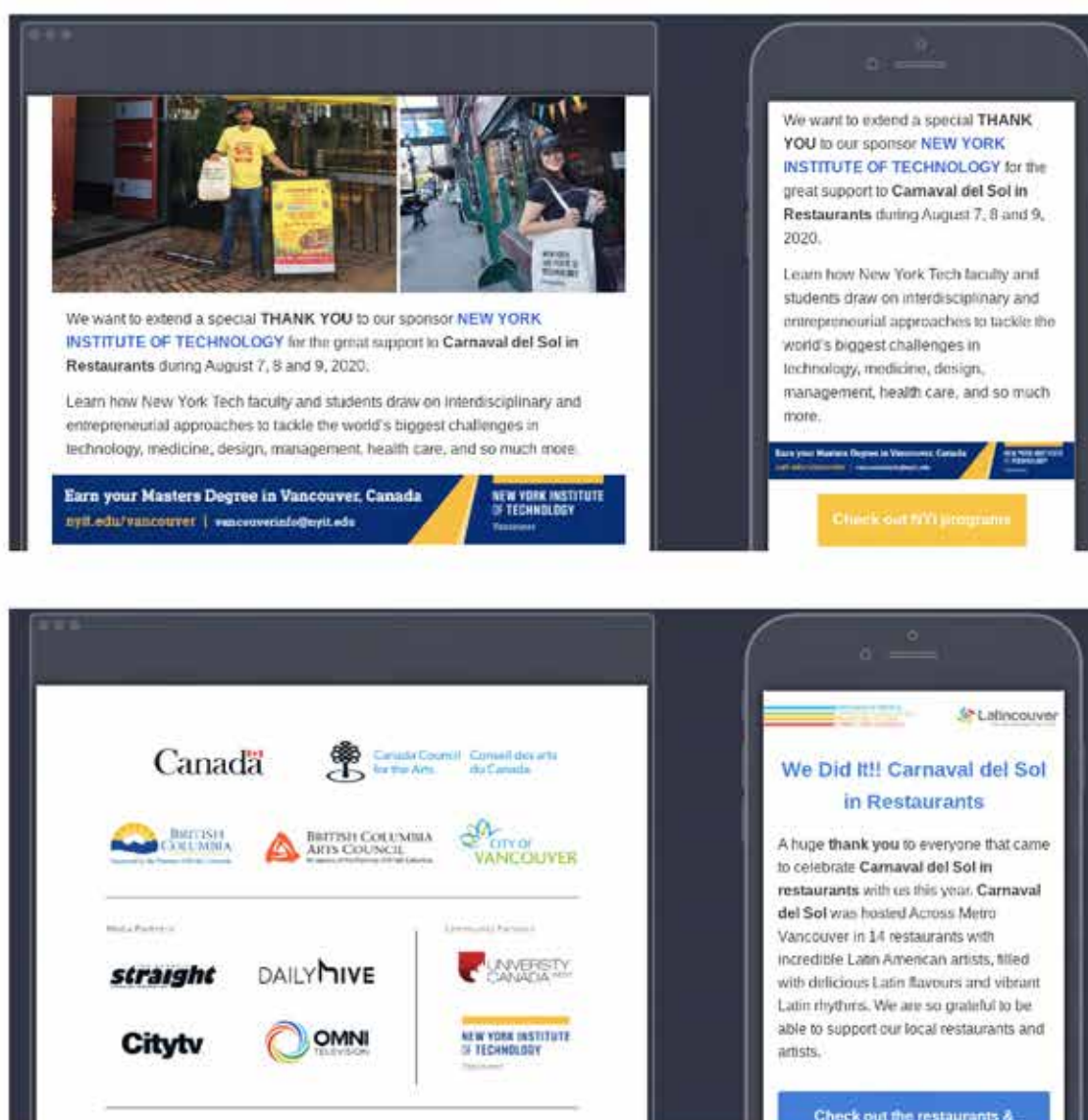
For street promotion, we had a variety of material:

- Transit shelter: 10 around Vancouver announcing all Carnaval del Sol activities
- Posters in each restaurant
- Frames with the announcement of Carnaval del Sol at the Entrance of each restaurant
- Flags outside and inside the restaurants with Carnaval de Sol and New York Institute logos

NEWSLETTERS

Latincouver sends a weekly newsletter to 8.7K subscribers. To promote Carnaval del Sol, we sent out more than 25 newsletters.

In total, the number of subscribers increased by more than 30%. Our open rate was 11%, which is considered a reasonable rate based on marketing research. Our newsletter brought detailed information about our event, our partners, and our sponsors.



PARTNERS AND SPONSORS

THANK YOU TO OUR SPONSORS, MEDIA PARTNERS AND COMMUNITY PARTNERS WHO MADE OUR DREAM COME TRUE!





OVERVIEW



Latin American Heritage Month 2020 was a celebration that combined online international workshops, forums, webinars, and shows with the live experience of a commemorative mural and an Altar de Muertos at Lonsdale Quay Market.

For the second consecutive year, Latincouver was the advocate of this celebration in British Columbia, receiving the official recognition of the Canadian Government.

This year, due to the COVID-19 restrictions, Latin American Heritage Month (LAHM) mainly took place online, but as for Carnaval del Sol, these restrictions allowed us to EXPAND beyond our borders, featuring events and workshops with people in Canada, México, Colombia, and the USA.

We celebrated the diversity of women in Latin America, from indigenous healers to writers, from artists to entrepreneurs. This ambitious and successful program will translate into a bigger outreach and more opportunities for 2021 as it will include a series of workshops that will be part of the backbone of LAHM and that we are planning to provide to schools across Canada.



LATIN AMERICAN HERITAGE MONTH

TOTAL NUMBERS LAHM

12	COUNTRIES
14	ONLINE EVENTS
02	DISPLAYED ARTWORKS
23	ARTISTS AND PERFORMERS
2,500	ATTENDEES/VIEWERS



LATIN AMERICAN EXPERIENCE ACTIVITIES



OPENINGN

DATE: October 2, 2020, 1 to 2 p.m.
VENUE: Lonsdale Quay Market, North Vancouver
ARTIST: Kin Balam

Latin American Heritage Month started with great music. Kin Balam (Alan Ruiz, Jesus Hierrezuelos, and Antonio Balam) played a collection of native clay instruments providing unique nature sounds in their music.



BREAST CANCER AWARENESS

DATE: October 7, 2020, 5:30 p.m.
VENUE: Zoom
GUEST SPEAKERS: Paloma Morales, Dr Don McKenzie, Adriana Bartolli, Michele Trask, Beatriz Metzner and Cathy Marr
ARTIST: Gabriela Melo
PARTNER: BC Cancer Foundation

Latincouver is committed to increasing breast cancer awareness and educating the community to improve screening practices. We brought together real stories of women who survived breast cancer and shared their advice and experiences with us. In addition, our guest speaker was Dr. Don McKenzie, a global leader in the science of cancer and exercise and whose research has had a significant impact on improving the lives of women with breast cancer. Dr. McKenzie answered questions from the event attendees.



HOW TO DEAL WITH RACISM DURING COVID-19

DATE: October 13, 2020, 5:30 p.m.
VENUE: Zoom
GUEST SPEAKER: Manpreet Dhillon
PARTNER: Veza Global

Ranked #15 globally on the 2020 EmPower Ethnic Minority Future Leaders list, Manpreet Dhillon is an equity, diversity, and inclusion specialist with a unique lens as a leadership coach. In a forum, we discussed the following:

- What does it mean to be an ally?
- What does inclusive communication look like?
- How can we use emotion to create change?
- What are the best ways to educate yourself while learning from underrepresented groups?



LATIN AMERICAN ARTIST SERIES WITH CARMEN KEITSH

DATE: October 14, 2020, 5:30 p.m.
VENUE: Online
PERFORMERS: Carmen Keitsch

In this online workshop, Carmen showed us how to decorate a Catrina Skull, what it represents in the Mexican culture, and how it relates to the Dia de Muertos celebration. We had the opportunity to learn about this tradition while expressing ourselves through the creation of a beautiful piece of art.



ALTAR DE MUERTOS

DATE: October 15, 2020
VENUE: Lonsdale Quay Market
ARTIST: Paloma Morales
SPONSORS: Lonsdale Quay Market, North Vancouver

Día de Muertos is a remembrance celebration of our dearly departed, and Altar de Muertos is its most important element.

For this activity, we teamed up with the Lonsdale Quay Market in North Vancouver to set up a beautiful altar commemorating this tradition celebrated in some Latin American countries such as Mexico, Salvador, Honduras, Guatemala, and Peru. The public was able to appreciate it for a month.



UNITY COMEDY NIGHT

DATE: August 6, 2020
VENUE: Zoom
PERFORMERS: Jaques Lalonde and Bill Santiago as the comedians and Janet Law as a host

We presented Unity host Janet Law for an evening of carefree laughter. Two gifted comedians, Jaques Lalonde and Bill Santiago, helped us appreciate the lighter side of life.



EXPLORING ANCESTRAL KNOWLEDGE FOR WATER STEWARDSHIP

DATE: October 20, 21 and 22, 2020
VENUE: Zoom
SPONSOR: FlowH2O

As there are many ways in which ancestral knowledge is being and could be preserved and transmitted, this hackathon aimed to shed light on the ancestral wisdom carried out through generations of First Nations and Indigenous groups from around the world. This wisdom can now be transferred to digital platforms that could assist in tackling the many problems we face with our global water resources in the 21st century.

Participants had the chance to collaborate in multidisciplinary teams from around the world and to work on creating and prototyping their ideas. These ideas were pitched to a panel of experts for a chance to win prizes sponsored by Microsoft; the selected idea will be implemented in the real world through the FlowH2O water resource platform sponsored by Canada's Digital Supercluster.



LATIN AMERICAN FEMALE WRITERS

DATE: October 21, 2020, 5:30 p.m.
VENUE: Zoom
PERFORMERS: Silvana Goldemberg, Davina Agudelo, Claudia Salazar, Lidice Magla and Esther Frid

During this amazing event, five Latin American female writers read a chapter, poem or short story for the audience of LatinCouver's channels and social media while also telling a brief story of their work, challenges and accomplishments as a female writer abroad.



COPING AS A NEW IMMIGRANT IN CANADA

DATE: Friday October 23, 2020, 5:30 p.m.

VENUE: Zoom platform provided by Latincoover

GUEST SPEAKERS: Maria Fernanda Medrano, registered Clinical Counsellor, and Vanessa Fiabane, NYIT

PARTNERS: Vast Vancouver and New York Institute

In this workshop, Maria Fernanda Medrano offered a trauma-informed, non-judgmental, anti-oppression, social just and strength-based approach that highlights capacity and resilience in individuals and community as a whole. Vanessa Fiabane guided us on how education can help newcomers integrate into the Canadian society.



LATIN AMERICAN ARTIST SERIES WITH PALOMA MORALES

DATE: October 26, 2020, 5:30 p.m.

VENUE: Zoom

ARTIST: Paloma Morales

SPONSOR: Lonsdale Quay Market

During this exciting online webinar, Paloma Morales showed us how to create our own Altar De Muertos for our homes, so that we could celebrate the tradition of Día de Muertos and commemorate our lost loved ones. Since last year, Paloma by the hand of Latincoover have exhibited the altar of the dead in Vancouver for the general public inviting them to witness that this Mexican tradition is more alive than ever.



LATIN AMERICAN ARTISTS SERIES WITH CLARISSA BANOS

DATE: October 26, 2020, 5:30 p.m.

VENUE: Zoom

ARTIST: Clarissa Banos

Clarissa guided us through the creation of a mixed media painting showcasing imagery and symbolism representative of this celebration, showcasing either a Catrina or a Sugar Skull inspired by her own artwork. This was a family friendly art project that required no previous experience and which could be completed within a 1-to-2-hour time frame. She gave us step-by-step instructions throughout the production of this piece. In addition, she talked about the meaning of the celebration, including its visual symbolism, as attendees added their creative and artistic contribution to their unique paintings.



LET'S TALK ABOUT DIVERSITY!

DATE: October 28, 2020, 5:30 p.m.

VENUE: Zoom

GUEST SPEAKERS: Cpt Rey, Sgt Guillermo, MP Chiu and the main speaker Ari De La Mora

As part of the celebrations of the Latin American Heritage Month, we decided to create this space where our three guest speakers shared with us their ideas and experience, and reminded us about the importance of diversity in Latin America, Canada and the world.

- Mexican artist **Ari De La Mora** took us on a ride across Latin America while sharing the creative process of the commemorative mural and the meaning and inspiration behind the art which includes elements from all over Latin America.
- **MP Kenny Chiu**, member of the Philippine Canada Trade Council, encouraged entrepreneurship for new immigrants and shared his experience and thoughts on diversity.
- **Sgt Guillermo Garza-Risueño** and **Capt Rey Garcia-Salas** talked about their experience fitting into the multicultural institution of the Canadian Armed Forces.



CUMBRE DE SANADORAS: LA SANACIÓN ESPIRITUAL DESDE LAS MUJERES AFRO E INDÍGENAS EN COLOMBIA

DATE: October 29, 2020, 9 a.m.

VENUE: Zoom

PARTNERS: Universidad Católica, EIDI, Universidad del Rosario, UR Intercultural, DailyHive

Indigenous, Afro and Palenquera women safeguard their ancestral legacy of management, use and control of the territory. This legacy serves as a process of bodily self-care, and as the future of the community. On this occasion, the women contributed their point of view and knowledge so that participants could see their healing and protection practices as an alternative to Western health. The language of this event was held in Spanish.



LATIN AMERICAN ARTIST SERIES WITH ANTONIO BALAM

DATE: October 29, 2020, 5:30 p.m.

VENUE: Zoom

PERFORMERS: Antonio Balam S

Born in El Salvador, Antonio and his family moved to North America as political refugees when he was a child. Antonio says he had a difficult youth surrounded by poverty, violence and racism. As he got older he became more interested in playing music and traveled to Madrid, Spain, to study under the great flamenco musician, Jeronimo Maya. In 2016 he began writing and composing his own music, pulling inspirations from a multitude of different genres that spoke to him, and with a few other musicians, he later created the musical project now known as Kin Balam.

This workshop presented the opportunity to sharpen up one's guitar skills by teaching how to play some Latin American songs. The workshop included a brief history of the guitar, a brief overview of the most prominent rhythms with guitar accompaniment of Latin America, 1-to-3 basic guitar techniques, and 1 popular Latin American song to learn.



LATIN AMERICAN ARTIST SERIES "EL DEE ESPINOSA"

DATE: October 30, 2020, 5:30 p.m.

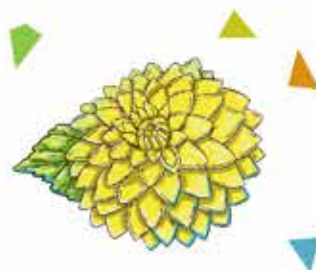
VENUE: Zoom

PERFORMERS: David "El Dee" Espinosa

David Espinosa, also known as El Dee, is an illustrator and cartoonist living in Cholula, México. He has published several comics in México and his work appeared in artworks and art shows all over the world. He won the "Best graphic novel" at Mexico's Tierra Adentro Awards in 2018. Right now, he is working on his new graphic novel that will be published by Editorial Planeta in 2021.

In this workshop, participants learned to draw Catrinas, a Mexican tradition for Día de Muertos, following the style of their original creator José Guadalupe Posada. Participants were taught to draw skulls the Mexican way with basic shapes, some lines and a lot of humor! This activity was a fun way of celebrating being alive and learning why skulls are widespread in Mexican art.

At the end of the workshop, attendees were introduced to additional techniques that allowed them to draw different skulls and represent themselves, their friends and families.





COMMEMORATIVE MURAL

DATE: October 31, 2020

VENUE: Lonsdale Quay Market North Vancouver

ARTIST: Ari De La Mora

SPONSORS: Lonsdale Quay Market and Dulux Paint

Ari De La Mora is a self-taught figurative painter born and raised in Mexico. Ari holds a degree in Advertising with a specialization in Creative Visualization from the University of Communications in Mexico City. After moving to Canada, she began collaborating with the Vancouver Art Gallery. Ari's artwork had been exhibited in group and individual exhibitions in Vancouver, the United States and Mexico.

For this project, we worked with Ari to create a colourful and beautiful mural that portrays the most heartwarming memories and experiences of Latin American immigrants.

The mural is exhibited at the Lonsdale Quay Market until October 31, 2021.



LAHM VIDEO-PODCASTS

DATE: October 2020

VENUE: Online on several podcast platforms

The Latinos in Canadá series of podcasts was created to provide valuable information around COVID-19 updates and highlight successful stories of Latin American people. We had 8 video-podcasts with interviews to artists and community members during Latin American Heritage Month.

SUMMARY OF 2020 FOR LATIN AMERICAN HERITAGE MONTH

HERITAGE MONTH	2020	2019
TOTAL INCOME	\$56,689.00	\$32,594.52
EXPENSES	\$9,017.37	\$20,102.62
REVENUE	\$47,671.63	\$12,491.90

Revenue includes earned income, grants, and sponsors. Program expenses are direct expenses only and do not include any wages/contractors fees or indirect expenses.

MARKETING FOR LATIN AMERICAN HERITAGE MONTH

GENERAL NUMBERS OF SOCIAL MEDIA



FACEBOOK:

Reached: 76.996 people (growth of 1004%)
Post Engagement: 6.694 (growth of 807%)
Page Likes: 177 (growth of 97%)



INSTAGRAM:

Posts: 30
Likes: 617
Followers: 3022 (growth of 19%)



YOUTUBE:

New Videos: 9
Subscribers: 270 (growth of 20%)
View of LAHM Videos: 658

PARTNERS: BC Cancer Foundation, Veza Global, and VAST

SPONSORS: Dulux, The Lonsdale Quay Market, Universidad del Rosario, Universidad Catolica de Colombia, Flow H2O, "Que Pasa" Tortilla chips, Lonsdale Quay Market.





SUPPORTING COMMUNITIES

With the collaboration of many community members, we were able to help residents connect with the community and build resilience online. We also started a new project to keep the public informed about the government's measures related to COVID-19, and released new career training workshops.



NORCECA MEN'S TOKYO QUALIFICATION TOURNAMENT

DATE: January 10-12, 2020
LOCATION: Pacific Coliseum

Held in Vancouver, the tournament featured Canada, Cuba, Mexico and Puerto Rico, with the winner securing a spot in the 2020 Tokyo Olympic Games. Latincoover was a social partner of these events featuring Latin American and the national teams.



ANYWHERE BUT HERE

DATE: February 4-15, 2020
LOCATION: Vancouver Playhouse
PARTNER: Electric Company Theatre

We were thrilled to be a social partner of Electric Company Theatre in a meaningful play to support Latin American artists in Canada.

It is 2020 at the US/Mexico border in Trump's America. In 1979, a family drove back towards Chile from Canada. With past, present, and future encircling their journey, this profoundly poetic story is about the universal quest for a home – in whatever form that takes.

A spellbinding blend of dark comedy and magical realism, *Anywhere But Here* is a vibrant celebration of Latinx theatre that chronicles the many paths, real and imagined, we take to discover the truth — the truth about who we are, and where we may be headed. Music and raps were performed by Shad.

GREATER VANCOUVER FOOD BANK AND INDIGENOUS WOMEN IN LATIN AMERICA INITIATIVES

In March 2020, Latincouver started working with the Greater Vancouver Food Bank (GVFB) in a donation campaign to support those in need. For every \$1 donated, GVFB can purchase and distribute \$3 worth of nutritious food. Find out more at vfd.foodbank.bc.ca/fundraiser/latincouver/.

Another initiative was a fundraising campaign to support Red de Empresarias Indígenas and Fundación Chipiri during July 2020. Many thanks to those who collaborated to these initiatives.



WEBINAR SERIES IN SPANISH AND PORTUGUESE

Latincouver hosted webinars in Spanish and Portuguese to help the community to adapt and be informed. Comunicação em momentos de crise (in Portuguese)

DATE: April 15, 2020
LOCATION: Online

In this webinar with Bruna Carvalho, we learned how communication and information are crucial for keeping us safe in times of fake news and COVID-19.



APOYOS ECONÓMICOS DEL GOBIERNO FEDERAL Y PROVINCIAL ANTE EL COVID19 (IN SPANISH)

DATE: April 21, 2020
LOCATION: Online

The Government of Canada offers support to help residents in the current crisis. Rosa Delgado guided us to learn more about CERB and CEWS programs, their requirements, and steps for applying.



A ATUAÇÃO DO CONSULADO GERAL DO BRASIL EM VANCOUVER (COVID-19)

DATE: April 29, 2020
LOCATION: Online

Latincouver presented a webinar with the Consul General of Brazil Silveira Albuquerque and First Secretary Rafaela Ventura to talk about general information about the pandemic, consulate assistance, and recommendations to Brazilians residing or travelling in Canada.



INOVAÇÃO NO NETWORKING VIRTUAL!

DATE: May 13, 2020
LOCATION: Online

In this workshop, Fernanda Reis gave us tips on how to maintain an active network of contacts and how to expand it no matter the channel used. In a context of uncertainty when life gives you lemons, we learn to make lemonade in strategic, authentic and creative ways for lasting relationships.



RED CROSS TRAINING AND EQUIPMENT FOR VOLUNTEERS

In September, we received PPE kits (masks and gloves) and training sessions about preventing COVID-19 transmission provided by the Canadian Red Cross. Volunteers in general enjoyed the group sessions and felt supported with these kits. Thank you, Canadian Red Cross!

CAREER WORKSHOPS

DATE: October to November 2020

VENUE: Online via Zoom

SPEAKERS: Carolina Morley, Milena Godoy-Slitz, Gabriel Borges, Paola Levy, Patricia Pedraza, and Vicky Kenny

SUPPORTERS: Vancity and Canadian Red Cross

Many young immigrants experience stress for many different reasons in their job searches. They deal with multiple challenges and have questions such as "Is my English good enough for employment in Canada?" and "Will employers recognize my education and the work experience I received outside of Canada?". These mentees are very talented and skilled, but need mentoring to adjust to a new country with a different culture and different expectations. Four internal workshops were open to the public so that job seekers could have access to support on how to use their strengths and expertise in Canada during the challenging COVID-19 times.

STOP STRUGGLING WITH WORDS!

How to improve your brand through your resume & cover letter in the Canadian Market (you will get that interview)

INSTRUCTORS

MILENA GODOY-SLIZ
Career coach & Assistant manager at Immigrant service society of B.C.

CAROLINA MORLEY
HR specialist - LatinCouver & career coach

**OCTOBER 14
WEDNESDAY, 6:00 PM**

HOW DO I CREATE A GREAT LINKEDIN PROFILE THAT GETS REAL RESULTS

Helpful TIPS + Examples

INSTRUCTOR:
GABRIEL BORGES
Senior Recruiter, Manpower Canada

OCT 28

THE BEST TIPS TO GET THE FIRST CANADIAN EXPERIENCE AND MAXIMIZE YOUR BRAND MESSAGE.

INSTRUCTOR:
PAOLA LEVY
Employment Counsellor at WorkBC Options Community Services (OCS)

**OCT 28
Wednesday
7 PM**

Let's talk about Emotional Intelligence and it's Importance- Managing Covid Stress

INSTRUCTOR:
PATRICIA PEDRAZA
Registered Provisional Psychologist and is the Founder of Silver Health & Corporate Consulting Inc.

INSTRUCTOR:
VICKI KENNY
Seasoned Yoga Instructor

**Nov 04
Wednesday
7 PM**

THE ANSWER FROM CANADA TOWARDS COVID-19

Latincouver is committed to the Latin American community in British Columbia and Canada.

We want to support the understanding of the official measures issued in English and available in Spanish by the Government, who in turn asked us to collaborate in the translation into Portuguese. Our community

OFFICIAL COMMUNICATIONS

[See all releases](#)



Travel ban and Brazil

April 19, 2020



El COVID-19 EN B.C. Una descripción general de la pandemia

April 8, 2020

INFORMED CITIZENS IN COVID-19 TIMES

DATE: Since October 2020

VENUE: Online through our website, social media, and Latinos in Canada and Brasileiros in Vancouver podcasts across several platforms

HOSTS (2020): Daniela Carmona and Jessica Bruno

SITE: www.latincouver.ca/noticias-covid-19/

FACEBOOK GROUP: <https://www.facebook.com/groups/latinosunidosvancouver/>

During the COVID-19 pandemic, many health risks were associated with disinformation and misinformation. A responsible coverage with clear and accurate information about COVID-19 can help to save lives and contain the transmission of the disease.

For this project, we created animations, articles, informative videos and podcasts in various languages to contribute to reducing uncertainty and preventing health risks among immigrants living in Canada. This project reached 30,000+ people online.



New public health orders and directions for all BC residents



NEW PUBLIC HEALTH ORDERS AND DIRECTIONS FOR ALL BC RESIDENTS
The new public health orders and directions for all BC residents are available on the website: https://www2.gov.bc.ca/gov2/serv_bc/health/health_services/health_services_index.aspx



EMPOWERING PEOPLE

Empowering people became one of our priorities during the pandemic. We recognized outstanding efforts and achievements of local Latin American women through our initiative SheLatina with diverse events and a special gala. Members of the community also provided support to our physical and mental health, and we created new projects revolving around this pillar. These will take place in 2021.

VISIT OF THE INDO-LATIN AMERICAN CHAMBER OF COMMERCE PRESIDENT



We had the pleasure of meeting the President and representatives of the Indo Latin American Chamber of Commerce on their visit to Vancouver. Based in New Delhi and representing Latin America in India, their mission involved getting to know and connecting with the Latino community in Canada, exploring opportunities and building bridges between India and Latin America through Canada.



WINE A LITTLE, LEAD MORE! (WOMEN'S DAY)

DATE: March 5, 2020, 6 to 9 p.m.

LOCATION: Latin Plaza Hub

Latin American women shared with us their journey on how to become leaders and create impact on business and community in British Columbia. There was a round table discussion about topics such as Latin American entrepreneurship, female leadership, becoming a woman influencer, and maintaining a balanced lifestyle.

We created meaningful connections with our LatinCouver community, and our 2020 Women Committee was introduced. This was a celebration event for women to learn the secrets on how to become successful in their chosen area while sipping a glass of wine.



ANNUAL GENERAL MEETING

DATE: March 24, 2020, 6:00 to 7:30 p.m.

LOCATION: Zoom

We held our annual general meeting (AGM) in which all community members are invited to attend and can ask questions. A report on our activities and finances was given, and members of the Board were introduced.



SURVEY

We ran our own survey to find out more about the immigrants and newcomers we serve. With this in mind, we modified and created new initiatives to address their needs in the current changing COVID-19 context.

PROMOTING HEALTH



YOGA CON SANDRA (IN SPANISH)

DATE: March-May 2020, Fridays 11 to 12 a.m.

LOCATION: Facebook

Sandra Jara, a Colombian and certified yoga teacher, supported the physical and mental well-being of our entire Latino community in Vancouver, BC, and anywhere of the world. This class was designed for everyone: those who practice yoga regularly and those who were discovering it.



EMPIEZA TU DÍA MEDITANDO (IN SPANISH)

DATE: March-June 2020, Mondays and Thursdays
8:30 to 9:00 a.m.

LOCATION: Facebook Live

We meditated together for 30 minutes with Sandra Jara to start the day with positivity! Sandra Jara, Colombian certified teacher, supported the physical and mental well-being of our entire community via our Facebook page.



E-S-TRETCHES

DATE: April-June, Mondays to Thursdays, 12:45 to 1:00 p.m.

LOCATION: Instagram Live

Anais (@anais_batrizz) helped people who spent a lot of time sitting in front of their computers to release a little muscle tension and have better physical and mental performance. Stretching at the workplace helps reduce fatigue, improves posture, releases stress, and helps with muscle coordination and balance.

SHELATINA

Latincouver's theme in 2020 was "Celebrating Latin American Women: Leading transformation in the new decade!" Our aim was to shed light on the contributions of local women and to recognize the work of all female volunteers who collaborated in our organization. Our business and cultural programs included this transversal theme, and we also had the special events described below.



FRIENDS TRIVIA NIGHT

DATE: April 4, 2020, 7:00 to 8:30 p.m.

LOCATION: Zoom

SheLatina wanted residents to have some fun online. In our ultimate FRIENDS trivia night, attendees met some new friends.



RISE UP TO THE OPPORTUNITIES OF THIS TIME: MINDSET

DATE: April 22, 2020, 6:00 to 7:30 p.m.

LOCATION: Zoom

SPEAKER: Patricia Gonzalez

The single most important factor to achieve success in any area of your life is your mindset. Throughout history, some of the most influential people had to overcome great challenges, yet what set them apart was their ability to believe they could make a difference. During these unprecedented times, we are being called to Rise Up over the difficulties and discover the opportunities that are opening up. There isn't a better time to reinvent yourself and aim for the life you really want.



This webinar showed easy and practical ways to feel in control of your day and your life. Attendees were able to connect to the practices that separate those "lucky" ones who can thrive under any circumstances from the ones who feel lost and powerless. Plus they connected with others and discussed how to feel inspired, take action and stay motivated.



SÁBETE, SIÉNTETE Y MUÉSTRATE BELLA Y PODEROSA (IN SPANISH)

DATE: May 27, 2020, 18:00 to 20:30 p.m.

LOCATION: Zoom

SPEAKERS: Alexia Diaz, Evelyn Quintero and Ana Maria Posada

This was a workshop providing tools and education on the importance of caring for each part of our being. Those beliefs and expectations of who we believe we should be were put aside, and we explored the essence of who we are, creating an image that reflects confidence and our inner beauty.



GIRL POWER!

DATE: May 30, 2:00 to 3:15 p.m.; and June 6 and 13, 11:00 a.m. to 12:15 p.m.

LOCATION: Zoom

PARTNER: Her International

LatinCouver, in partnership with Her International, brought an innovative and hands-on workshop for personal development to adolescent girls in Canada.

The skills practiced in this workshop educated and empowered girls around topics such as online privacy, worthiness and grounding techniques. Expert panelists talked about the things that matter to girls during these challenging times.

Girl Power! was intended for ALL girls aged 12-16, self-identified girls, and gender non-conforming youth. All participants received a certificate of completion after attending 2 sessions.



LATINCouver 2020 END OF THE YEAR GALA

DATE: December 18, 2020

LOCATION: Facebook

SPEAKERS: Laura Ochoa and Francisco Higareda

We celebrated the contributions of Latin American women in a Virtual Gala Celebration. After a year-long of amazing events, women who contributed to our She Latina edition were recognized in an inspiring live event. With live entertainment and surprises, attendees interacted directly with our Latin American community guests in our networking space.



CREATIVE WRITING WORKSHOP (IN SPANISH)

DATE: December 12 and 19, 2020, 9:30 to 11:00 a.m.

LOCATION: Online

In a series of workshops, Argentine-Canadian award-winning author and educator Silvana Goldemberg helped attendees unlock their creative potential. We discovered the wonderful world of a writer and learned techniques, rules and tips for creative writing.



HOW WE DO IT

MARKETING & COMMUNICATIONS



LATINCOUVER DURING COVID-19



This year was a year of reinvention and change. Latincoover had to plan for a year of pandemic and lockdown and to turn the activities that were planned into online events. Thanks to dynamic meetings between staff and volunteers, the marketing team came up with new strategies and organizational structures to make 2020 the best year that we could. Therefore, we maximised our use of social media platforms (Facebook, Instagram, Youtube, groups on Facebook, etc.) and ended up reaching more than 3,700,000 people across various Facebook groups.

The team focused on our four pillars, which are: Connecting Businesses, Promoting Culture, Supporting Communities and Empowering People. We offered different events during our Carnaval del Sol-Latin American Experience and Latin American Heritage Month festivals to create stronger ties in the communities and LCBN events spoke about improving one's chances of employment in 2020 with the pandemic around us, specially on LinkedIn.

The pandemic encouraged us to reorganize and extend our team and improve our workflow. The production and release of our COVID-19 campaign became one of our main projects. In partnership with the Red Cross and the Government of Canada, we delivered podcasts, animations, comedy sketches, informative videos, articles, and social media posts. All the material was

available in the English, Spanish and Portuguese languages.

On an exclusive COVID-19-related website and our social media, Latincoover delivered 13 podcasts in Spanish (Latinos en Canada), 11 podcasts in Portuguese (Brasileiros em Vancouver), three educational animations, and two comedy sketches in 2020. On the Latincoover YouTube channel, our team also released seven informative videos, one in Portuguese and six videos in Spanish. Our official website and blog were responsible for a delivery of sixty-one posts in 2020. In particular, COVID-19-related articles were implemented in four languages: English, Spanish, Portuguese and French.

We also updated Latincoover's Twitter and Facebook timelines and shared videos of current COVID-19 news on other social media groups. Therefore, everytime an update was made, it informed our valuable members about financial help such as CERB, CEWS and the holiday benefit to help others in need during this tough time. More information and content are expected to be produced and delivered during 2021.

To conclude, we would also like to point out that, beside the social media platforms mentioned above, we extended our other communication platforms, such as our Weekly Newsletter, website, and podcasts.

CONTENT	PLATFORMS	
Informative videos Sketches Video-podcasts Animated videos Articles	Newsletter Our social media Facebook Instagram YouTube Twitter LinkedIn	Facebook group COVID-19 Latinos Unidos En/Em Vancouver Podcast platforms Spotify Anchor Pocket Casts Breaker Google Podcasts

SPONSORSHIP AND PARTNERSHIP IMPLEMENTATION

Latincouver's marketing team worked to invite organizations and businesses to help newcomers with moving procedures, immigration taks, and building a new life in Canada. We have prepared custom letters to reach out and speak further about this matter during a possible online meeting. A sponsorship and/or partnership will consist of different agreements, and could potentially benefit many of our customers in the near future.

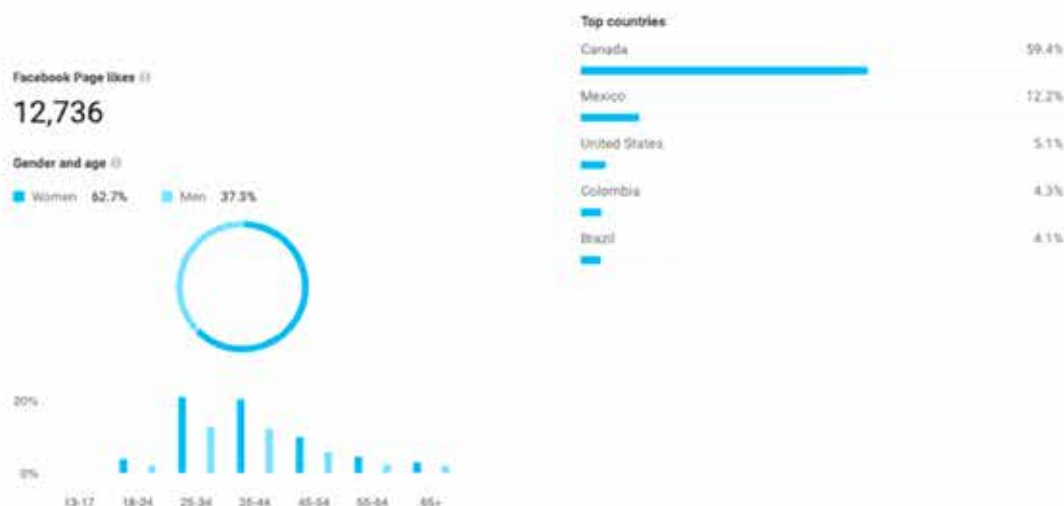
SOCIAL MEDIA

Latincouver and Carnaval del Sol followers and subscribers.



It is worth pointing out that our Facebook posts reached 59,703 people, representing a growth of 1063%. At the same time our posts engagements have grown by 934% and our page likes by 99%.

FACEBOOK AUDIENCE



WEBSITE - SEO

Bounce rate decreased according to Analytics, and session duration of users on our website increased, which means the content was more attractive. The page with the biggest viewing rate on our website was the event about racism during Latin American Heritage Month.

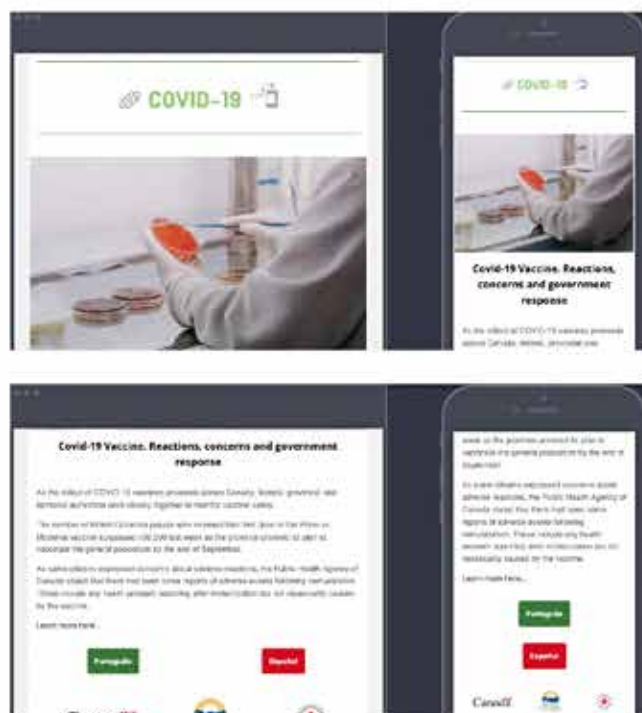
AMIGO CARD

Field reps were selected to visit stores and engage businesses to participate in the program. However, due to the COVID-19 restrictions, the team could not proceed and contact businesses to check upon their interest in becoming part of the AMIGO CARD PROGRAM. A test webpage is now under development for visitors to be registered and also lists the participating businesses.

NEWSLETTERS

Our newsletters are being sent weekly, except for our festivals, months when we increased the frequency of the newsletter in order to increase event participation. During 2020, 485 different newsletters were sent to our 15k+ subscribers: almost 7,275,000 newsletters!!

Our newsletters are now divided by Pillars and every Friday a new Document Briefing is created to insert all the desired content for the upcoming week. The idea is to have a cut-off date where all departments insert their request and brief the copywriters and web designers about what must be included in the next week's newsletter.



LATIN PLAZA HUB

Latin Plaza Hub is the physical Latin Plaza in the heart of Gastown, Vancouver, connecting Latin enthusiasts with Canada and helping immigrants to establish themselves and grow in the country. We offer a space where people can connect with like-minded individuals, share ideas, and be part of the community.

Services

- Co-working space
- Meeting room
- Event space
- Virtual office

Due to COVID-19, we suspended our services and lost our clients and income from renting out our co-working spaces. As Latin Plaza Hub is LatinCouver's operations place, the HR team set a protection protocol which is constantly being updated according to the provincial health officer (PHO) orders and guidelines, which includes schedules, physical distancing, use of masks, and cleaning rules at the office for everyone to be safe.

The Plaza continued fulfilling its cultural role in 2020 being our center for recording and producing our novel online series Carnaval del Sol Across The Americas. In 2021, a small team will continue working in this space when possible observing the COVID-19 regulations in place, while the rest will work remotely. Our aim is to become a reference as the main Latin American Plaza in British Columbia.



GRANTS

Grants are extremely important for nonprofit organizations to help establish themselves, supplement their resources, and support their mission statement. A large part of Latincoover's income comes from government grants that help to realize the yearly activities planned.

Latincoover made efforts in 2020 to find new grant opportunities. 2020 was impacted by the COVID-19 pandemic, and physical events were cancelled. The Latincoover operation team worked hard to find possible and safe solutions to innovate and create different versions of CSOL, LAW, LAHM, and LCBN. As a result, most of these programs went online, with just one event still taking place in-person: CSOL in Restaurants, which was created in partnership with 15 restaurants in Vancouver. The online version of the programs was supported by the federal, provincial, and municipal governments. However, the amount of support received was significantly lower than in 2019. Moreover, the income generated from sales and sponsorship also decreased, by close to 90%. On the other hand, the exploration of online activities, and the creation of new programs focused on supporting the Latino community during the pandemic were supported by two new grants: one from the Canadian Red Cross and one from Canadian Heritage Digital Citizens.

CHALLENGES

Most of our grants are governmental grants that typically only cover 10% of our administration expenses. Latincoover needs to seek out new granting opportunities through corporations and other non-governmental funding sources. Manpower is an ongoing challenge.

HIGHLIGHTS

In 2020, due to COVID-19, Latincoover had a challenging year but the project team worked hard to find new opportunities. Through innovation and creativity we expanded our programs. For the first time, Latincoover won a grant from the Canadian Red Cross to support the community during the pandemic. Another new grant was obtained from Digital Citizens to help better equip Canadians in the face of online disinformation. We found that education and migration are two topics that we need to explore more in 2021.

The Latincoover's grant department is growing. In 2020, Lucia Pacheco joined the team and worked remotely from Argentina as a grant writer and researcher. Similarly, our project manager Pablo Zacarias has helped to apply for new grants. We also had a volunteer helping the Fundraising team. As a result we were able to almost double the number of grants that we applied for in 2020 over 2019.

ACTION PLAN FOR NEXT YEAR

Our goal for 2021 is to implement a number of fundraising initiatives and to increase corporate sponsorships and website donations. In addition, Latincoover will continue to explore activities through online platforms relative to the four pillars of the company: Promoting culture, Empowering people, Connecting businesses and Supporting communities. We plan to continue to expand the grant department and add an additional grant writer.

DETAILS	2020	2019	2018
FUNDING APPLICATIONS PREPARED	47	27	27
FUNDING APPLICATIONS APPROVED	22	19	15
FUNDING DOLLAR AMOUNT APPROVED	\$395,244	\$426,576	\$259,251

The Fundraising and Grants Manager is Linda Purcell. She is a CPA, CGA and has a BA from UBC in English Literature and Creative Writing.

FINANCE

The year 2020 was challenging. It started with a cash flow issue stemming from 2019, which was expected to be solved in the first quarter of the year thanks to the optimization of programs such as CSOL, LCBN and LAHM.

In March, the COVID-19 pandemic was declared, and physical events and social gatherings were banned. The main projects of the organization—CSOL, LCBN, LAHM and others—all involved large in-person gatherings and were therefore prohibited. As a result, Latincoover received less funds from grants, and sales were reduced by up to 95% due to the pandemic.

Latincoover decided to minimize operations. The team built resilience and created new projects to support the Latin community during this difficult period. Projects were held virtually and expanded to include all the Americas, and by the end of the year, new projects related to COVID-19 and digital-related activities received grants from the Canadian Red Cross and the federal government.

Even though the pandemic impacted the entire economy, Latincoover's finances were positively affected. The Canada Emergency Wage Subsidy (CEWS) and the Canada Emergency Rent Subsidy (CERS) were significant and allowed to keep operations running. Latincoover was also eligible for a loan from the Canada Emergency Business Account (CEBA). Additionally, because of COVID-19, the government relaxed the rules

on how grants could be used, and it was possible in 2020 to use grant funds to help cover operations expenses. Latincoover had the opportunity to reduce its past debt significantly and clean all the accounts.

The pandemic decreased the workload of the finance department, which brought the opportunity to implement better internal controls, clean the accounts, and identify accounting errors and mistakes. Since March 2020, Latincoover's income has reduced by up to 95% due to the cancellation of physical and social events. However, the expenses also declined, and Latincoover just kept its operations to a minimum.

A huge highlight for the Finance Department in 2020 is that the Latincoover accounting system was changed to a system where deferred revenue is recognised. An internal audit was performed and confirmed that Latincoover met the requirements of the Accounting Standards for Not-for-Profit Organizations (ASNPO).

THE GOAL FOR 2021

The main goal for 2021 is to take a proactive approach in finances for every project and department. The Finance department will be working closely with Fundraising and the various project departments to have a better control of expenses and budget, and meet the requirements of every grant.

The following table is a brief summary of income versus expense for the years 2016, 2017, 2018, 2019 and 2020. More information and full details are included in our 2020 Financial Statements.

VAR	2020	VAR 2020/2019	2019	VAR 2019/2018	2018	VAR 2018/2017	2017	VAR 2017/2016	2016
INCOME	\$548,367.00	-33.35%	\$822,738.00	22.21%	\$676,795.00	47.31%	\$459,435.00	41.07%	\$325,664.00
EXPENSES	\$532,733.00	-37.82%	\$856,793.00	25.45%	\$685,749.00	47.45%	\$465,074.00	48.26%	\$313,682.00

In 2020, the main expenses were rent and wages/contractors as indicated as in the table below. Data for the years 2016, 2017, 2018, and 2019 are also included

	2020	2019	2018	2017	2016
RENT	\$ 51,728.00	\$ 60,719.00	\$ 53,110.00	\$ 18,891.00	\$ 9,072.00
WAGES/ CONTRACTORS	\$ 327,204.00	\$ 379,225.00	\$ 294,955.00	\$ 206,366.00	\$ 138,927.00

Note corresponding wages and other salaries expenses are not included in the expenses shown in table.



HUMAN RESOURCES

LATINCOUVER TEAM 2020

In 2020, our organization restructured its Marketing Department, which became the Business Marketing Department and was split into four divisions: Digital Marketing, Web Design, Social Media, and Sales. The department grew and so did the number of volunteers, increasing from 9 to 32 by the end of year. The Project Department increased its Content umbrella thanks to grants earned during the year and restructured the LCBN team.

By the end of 2020, we had the following paid positions in the organization:

- 4 full-time employees (Executive Director, HR Manager, Business Marketing Manager, and Project Manager)
- 5 contractors (Finance Manager, Content Coordinator, Project/Event Coordinator, Grant Manager, and Social Media Coordinator)
- 2 outsourcing companies (Grant Writing, and graphic and web design)
- 6 summer job positions (graphic designer, marketing coordinator, project coordinator, customer service representative, and administrative assistant)

VOLUNTEER INITIATIVE

In 2020, we had 180 volunteers, including 156 for the core team (+36% vs. 2019). We believe we impacted these individuals positively since we were able to help them connect, find friends, locate job opportunities, and develop their skills.

STATISTICS:

1. Our team was represented by people from 27 countries, 3 more countries than in 2019.
2. We had 6 paid summer internships (supported by Service Canada) vs. 5 positions last year.
3. We had 5 full-time interns vs. 10 in 2019.
4. 76% of our volunteers are newcomers (in Canada for 3 years or less).
5. 64% of the team is from Latin America vs. 53% in 2019. We required more Spanish and Portuguese speakers for positions related to COVID-19 projects.

6. TURNOVER:

In 2020, volunteers spent 1.56 months at LatinCouver on average.

Employees: LatinCouver maintained the number of employees. We faced many challenges during the year, mainly in adapting the organization's activities and projects, but the team successfully tackled those challenges. The workload increased in 2020 due to these extra challenges, but LatinCouver was able to keep its employees and contractors. Those who left the organization in 2020 did it by choice. Private organizations offer more competitive salaries than non-profit organizations such as LatinCouver.

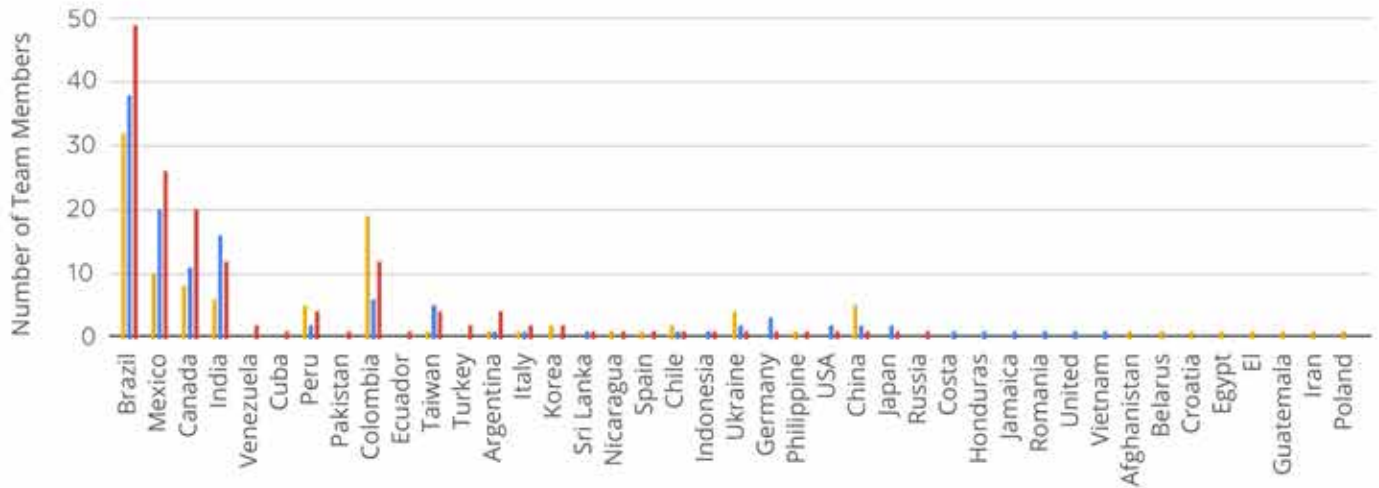
7. SATISFACTION RATE:

- Survey from CSOL 2019: 4.5 out of 5 (index 100 vs. 2019)
- SEXIT forms 2019: 4.5 out of 5 (+0.2 points vs. December 2019)

CHARTS:

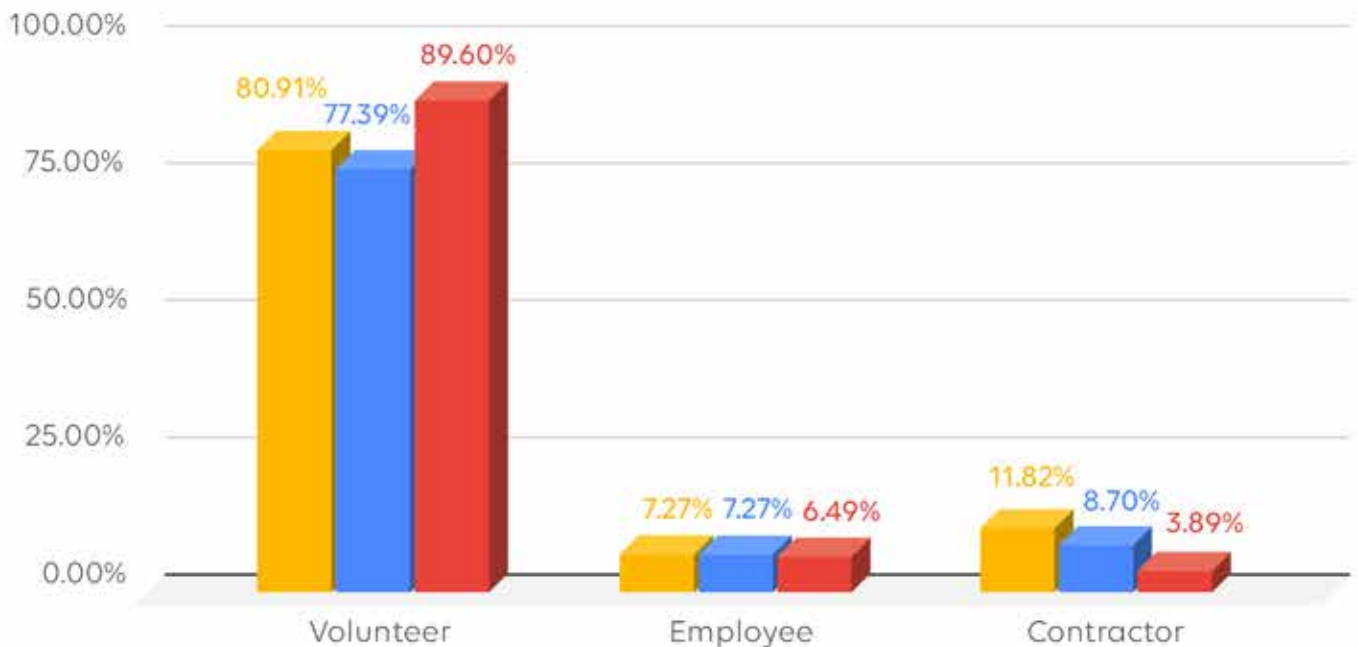
TEAM MEMBERS BY COUNTRY

2018 2019 2020



VOLUNTEER, EMPLOYEE AND CONTRACTOR

2018 2019 2020



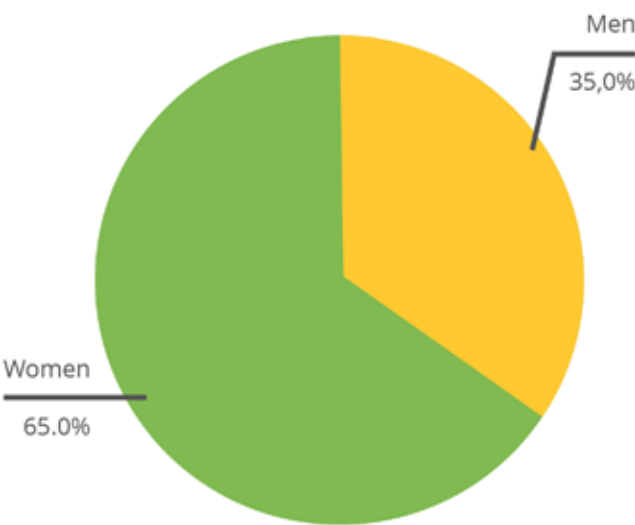
EQUITY IN NUMBERS

During this year, we also had:

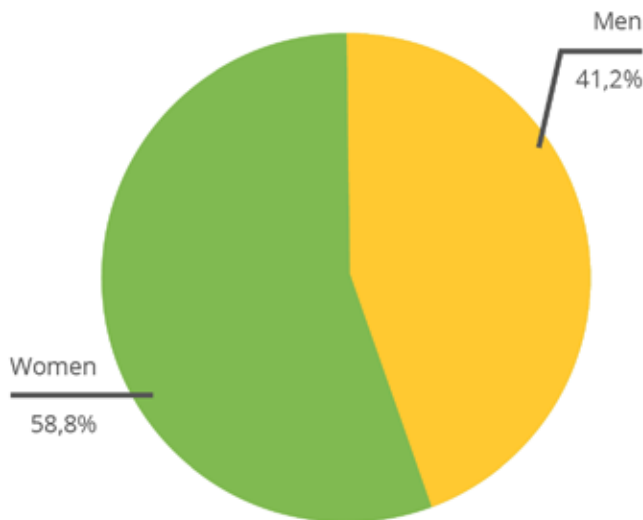
- 81 women of a total of 129 volunteers
- Between 18 and 55 years old
- From 18 different countries
- 10 female leaders
- 67 newcomers

Of the total women working in the organization 12% are leaders, 21.4% are from different countries and 80% are newcomers.

Volunteers:



Leaders in the organization: In total 17 leader positions filled in 2020. Ten of them were women, so 59% of these leader positions were filled by women.



MAIN HR PROCESSES

HUMAN RESOURCES PLANNING

In 2020, we used the same timelines to address planning staff needs as in 2019, and to address the staff needs for additional projects according to the setup of the projects and layouts of the events.

We implemented a mentoring program to support volunteers who stayed at Latincover for at least 2 months and help them improve their market branding through resumes, LinkedIn and cover letters. Eleven participants received individual mentoring. Four online workshops were offered to the Latincover community about these topics.

Latincover is working on improving the compensation of its employees in 2021, with a possibility to add benefits packages and increases in salaries. These rely on funding from projects and grants.

RECRUITMENT

VOLUNTEERS: only 180 volunteers hired compared to 415 volunteers last year, due to the fact that Carnaval del Sol did not take place in its usual form.

EMPLOYEES: New Business Marketing Manager and HR Manager positions. We received more than 50 resumes for the Business Marketing Manager position.

COMMENTS:

1. The market was highly competitive in 2020 due to the COVID-19 consequences on employment.
2. We received more than 500 resumes from September to December, when we were looking for new team members for the Marketing department.
3. Workload for each person increased due to the increasing number of positions.

MAIN CHALLENGES:

- We experienced high turnover in important positions (project coordinator, marketing and social media assistants, graphic designer). Only a few universities are supporting unpaid practicum, while most are switching to co-ops, which are not possible for Latincover at the moment.
- This year we had a hard time in keeping the position of project coordinator filled by a volunteer. Volunteers allege that this position requires a full time commitment, and should be a paid position. We continue to experience difficulties when searching for graphic designers, who generally prefer to earn by freelancing. Video animator and editor volunteer positions have been challenging to fill for similar reasons. For 2021, we are expecting to get funds for the project coordinator position.
- Because of COVID-19, candidates are afraid to work in the office.

POSITIVE:

- High number of applications and high level of professionals.
- Some returning volunteers that were helping at events and were able to help in other positions.

SOURCES FOR RECRUITMENT:

- Online job boards (Indeed, LinkedIn)
- Facebook groups
- Latincouver social media
- Universities (leaflets, online job boards, letters to career advisors, personal presentations to students)
- Job fairs
- Networking events
- Our websites
- Newsletters
- Personal referrals

Most of the volunteers are students and learned about Latincouver from online job boards or by personal referrals.

We received funding from Canada Summer Jobs and applied for two more grants for 2021, one from WorkBC Experience Grant program and one from the BC Arts Council's Co-op Placement program. We plan to continue applying for funding from other sources in 2021.

ORIENTATION AND ONBOARDING

HR provided orientation sessions for all new team members biweekly, providing information about Latincouver, its projects, the board, the team, and its activities, rules and policies. In September, we implemented the topic of multiculturalism into our orientation sessions, to increase awareness about cultural diversity and avoid conflicts around that matter.

TEAM ENGAGEMENT

All managers have received a quarterly performance management review. Quarterly reviews gave the possibility of structuring the activities of each manager, setting goals aligned with the vision of the organization, and organizing work processes better.

HR created an environment survey to collect data and feedback from volunteers. The survey results were presented to the management team. HR proposed some actions to start working on communication improvement, starting from DISC assessments among the various department teams.

Since 2020 was a different year, we were not able to do as many activities as we wished as a team, but we were able to celebrate birthdays in the office in a safe way and to host an end-of-the-year celebration.



MENTORING PROGRAM

DATE: July to November 2020

MANAGEMENT SUPERVISOR: Paola Murillo, Executive Director, and Luisa Alvarenga, HR Manager

LOCATION: Online

TOOLS: 4 career workshops and 11 individual mentoring sessions

The main purpose of this project was to establish a trust relationship with accountability and responsibility between Latincouver and the participants. We supported and guided volunteer members, immigrants, newcomers, and international students and provided them with all the necessary tools about the labour market in Canada in relation to employment standards, resumes, cover letters, LinkedIn, careers, sectors, and National Occupational Classification (NOC), thanks to various workshops and one-to-one meetings.

Our goal with the mentorship program was to give the participants another perspective of their situation. Instead of "giving advice," we aimed to encourage and coach them by giving them an outside perspective and fresh views of a problem or challenge.

STRATEGY

- Survey to understand mentees needs (July)
- Zoom one-on-one mentoring sessions (August)
- DISC Personality Assessment (August-September)
- Career workshops (October-November)

STEPS

1. Survey to understand mentees needs (July)
2. E-mail to welcome the 10 new mentees (July)
3. DISC Personality Assessment of the new mentees (Aug/Sept)
4. Zoom one-on-one mentoring sessions with Milena or Carolina (Aug/Sept)
5. Career workshops for mentees, volunteers, and extern public (Oct/Nov)

RESULTS

Our 11 mentees completed training, and over 100 community members were supported with our workshops.

TERMINATION

We were working on improving the termination process, starting with secure contracts, proper communication to the team, and ending with reporting to Service Canada and CRA.

PLANS FOR 2021

HR PROCESSES

1. Talent acquisition + tracking indicators

- Have 100% of staff in the operations team
- Turnover rate be less than 50%
- Overtime Percentage be less than 10% and, in July-August during CSOL, less than 20%
- Absenteeism: 5%
- Retention Rate: 75%
- Team satisfaction: 90%+
- Summer positions (grants): 5+ positions
- Find other sources of sponsoring new jobs: 2 opportunities

2. Volunteers

- Have all volunteers engaged according to the hiring plan
- Increase average of months at Lanticouver to 2 months
- % People spending 3+ months: 70%
- LC rating by CSOL volunteers: 85+%
- LC rating by Latinoucouer volunteers: 85+%
- Testimonial / evaluation forms gathered from 100% Latinoucouer volunteers
- Reference letters / certificates sent within a month after termination
- Get in-kind support worth \$10,000 CAD to support services such as training
- 100% using team timesheet

3. Onboarding + engagement

- Orientation sessions for volunteers: at least 1 per month (in busy months 2-3 times per month)
- Newsletter: 1 per month
- Engagement activities: according to the plan of HR team events
- Appreciations (Volunteer of the Month)
- Engage all staff to record the hours in the timesheet by managers support

4. Documentation

- Have all documents in order according to the requirements of the law (Contracts, ROE, invoices, etc.)

5. Performance management

- PDP 1 per quarter reviews
- Team member form for volunteers

6. Outreach

- Universities: at least 3 presentations throughout the year
- Job fairs: 2 university job fairs

7. HR Budget

- Be within given budget + control expenses for volunteers within other budgets as well, to be able to include in the statistics at the end of the year

IMPACT



HOURS OF VOLUNTEER
SERVICE AND WORK HOURS:

36,400+



PEOPLE ATTENDING OUR
EVENTS DURING THE YEAR:

103,800+



YEAR-ROUND EVENTS TO
ENGAGE THE COMMUNITY:

39



ONLINE PLAZA (SOCIAL MEDIA
FOLLOWERS, NEWSLETTER
SUBSCRIBERS, WEBSITE USERS):

135,700+

VOLUNTEERS TESTIMONIALS



JORGE PUEROTOVANNETTI, SPRING 2020

Graphic Designer / Video Editor

I had an amazing first work experience when I arrived in Canada! I would say I get to know people from other cultures, the work environment was awesome, everyone was really friendly and helped each other. I got amazing friends and a really good Canadian experience of management and designing, in the department that I was in, Marketing, my boss and my other colleagues had really good ideas to work with!



PEI-CHYI HUNG, SPRING 2020

Event Planner

Latincouver really made my stay in Vancouver special. The colorfulness of the space and open-mindedness of the staff made me look forward to coming to the office. I had no real relation to Latin America before, but now I surely do!



PEI-CHYI HUNG, SPRING 2020

Sales Assistant

It was a very memorable experience to work with a team of volunteers dedicated to providing exceptional work together. Though it was in the midst of the pandemic and we had to restructure the programs and implement different strategies, the great team effort made it possible! As a business development specialist, we worked with the project team and marketing team on crafting the content strategy to attract more audience to our virtual workshop and networking events as well as Carnaval del Sol, the biggest festival in BC! When the whole team works towards the same goal, truly we can achieve it!



CLARA SILVIA, SPRING 2020

Sales Assistant

I learned a lot about sales when I volunteered with Latincouver for over 6 months. Working in a teamwork and multicultural environment provided me a good experience for my diverse background. I am passionate about the cultural events and the professional networking that Latincouver provided and still provides to me.



LETICIA SERRANO, SUMMER 2020

Web Editor

Working in Latincover feels like being at home while adapting to Vancouver's path because networking with a lot of Latinos-Canadians is what we need. Volunteering in Latincover helped me to land in the new experience of belonging in a Canadian organization, as well as share my expertise in Design. Thank you to the Marketing team for such a great experience during this pandemic, and make it happen even in this difficult situation for new immigrants.



ANDERSON SOUZA, SUMMER 2019

LCBN Coordinator

I worked as a Project Coordinator volunteer at Latincover for a couple of months, and during this time I had the opportunity to learn, enrich my knowledge and collaborate for the greater good of the Latin American community. The trust and incentives I received while volunteering were so motivating that I feel even more confident to apply my professional skills and Project Management knowledge in the Canadian market. The special experience to work with hard work volunteers in a fun environment was an exceptional experience.

I had the chance to be in charge of the Latin American Business Network project (LCBN), and work towards its monitoring and controlling stages. In addition, develop and implement a renewed team structure and process for this project. Volunteering was a great opportunity to meet other people, develop myself as a person, get a lot of knowledge from other experts of different areas and parts of the world.

I strongly recommend volunteering to everyone, and Latincover is an amazing place to have this experience.



CAROLINA MORLEY, FALL 2020

HR Specialist

The culture at Latincover is like no other: they genuinely care about people and the volunteering experience. If you're looking for a unique and multicultural place to get your first Canadian experience, this is the place to be. I enjoyed working at Latincover as an HR specialist for almost 6 months, and it was a meaningful experience. Further, I was able to enrich my resume and exchange experience and knowledge with so highly skilled and friendly professionals from Canada and worldwide.

The Executive Director, Paola Murillo, is an inspiring professional, and I learned so much from her experience. Also, I loved the fact that it is an inclusive and diverse environment. Keep it up with the excellent job Latincover. It was a pleasure being part of this team.



LANA MONTEIRO, FALL 2020

HR Assistant/Recruiter

I worked as an HR Assistant / Recruiter volunteer at Latincover for 5 months and it was a great experience.

Not only could I put into practice everything that I had just learned in school, but also I gained the most valuable thing that I could possibly wish for: confidence.

That confidence helped me implement projects and improve my interview performance. In the end, I got a job in the field and still stayed with Latincover for another month for love and gratitude.

Volunteering is an amazing way to start your career!



EVA TELONI, FALL 2020

Marketing Assistant

I worked as marketing assistant at Latincover for a couple of months, and during this time I had the opportunity to learn, grow, and make new friends. I received a lot of trust and autonomy from the whole Latincover team and this gave me the opportunity to grow professionally and above all to know and immerse myself in Canadian and Latin American culture. Latincover is a great environment to grow up, meet new people and above all feel like you are in another amazing family.



ANUM KIBRIA - SUMMER TO WINTER 2020

Project Assistant

Being part of Latincover as a Project Assistant was an experience that I will always cherish. Despite working remotely for about 5+ months, I always felt working alongside the team physically! It was an opportunity that helped me grow my network across the world and brought diversity in my work experience. I am immensely grateful to the entire Latincover team for their trust in me and investing their time and efforts in shaping my future with the mentorship program.



EKIN ULUKOK - FALL 2020

Latin Plaza Hub is a unique environment for me because it's not just a workplace but an engaging center with a welcoming community. When I was a newcomer in Vancouver and needed a network, Latincover made me feel like a member of its empowering family. They helped me to use my marketing experience and leadership abilities with a reliable team spirit for a Canadian organization. I am grateful for every minute, which I dedicate to a good cause with this encouraging team.



WHAT IS AHEAD



For 2021, Latincoover still expects to have some new challenges posed by the pandemic, but will face them making full value of the knowledge, experience, and resilience gained. We strive to end 2021 stronger as a sustainable organization with a stable team working together towards these specific objectives:

- To raise greater awareness about our four pillars and work on our established programs and services backing up our projects:
 - Supporting better entrepreneurs to be sustainable and make connections easier for their recovery efforts in Canada,
 - Connecting communities fostering equity, inclusion and diversity with a stronger voice using built knowledge in the non-profit sector and Latin America, passing on this message through our communications,
 - Supporting our volunteers for making connections and adapting in Canada, their new country;
- To meet our budget and prepare strategic, flexible plans in order to adapt in the current dynamic context and have a strong beginning next year;
- To make a full transition to adopt the ASNPO framework to enhance transparency and accountability to our partners, sponsors and stakeholders;
- To increase job satisfaction to remain competitive and increase retention; and
- To improve our internal communication system through software that enables more efficient project management and greater collaboration, and a new website that represents the greater diversity of our growing organization.

The team will be working together with residents as our first priority, and our internal capacity will be strengthened to respond to the new needs in the new reality.

We all wish you a good year where goals are achieved and everyone can move towards recovery and growth.



THANK YOU!

THANK YOU TO OUR SUPPORTERS

In the midst of moments of great uncertainty, we found inspiration in you, all our community members. The crisis encouraged us to embrace our values and identity, come together to face challenges with hope, and emerge stronger with a new mindset. We are extremely grateful for your hard work and kind support along this year.

TEAM

Paola Murillo	Executive Director
Pablo Zacarias	Project Manager
Paola Acero	Marketing Manager
Patricia Miranda	HR Manager
Anais Rubio	Executive Assistant/Bookkeeper
Linda Purcell	Fundraising & Grants Manager
Anna Zavallishyna	HR Manager
Ana Gabriela Garcia	Business Development Specialist
Gabriela Pizzaia	Project Coordinator
Luisa Alvarenga	HR Manager
Humberto Barros	Business Marketing Manager
Camilo Betancourt	Event Coordinator

VOLUNTEERS

Abigail Buenrostro	Website Assistant Consultant
Alan Colquhoun	Web designer
Alexa Guido	Comedy writer
Alexandra Mauler	French Proofreader
Ana Karla	Business Development team member
Alberto Nunez	Video Editor
Aldona Dyk	Account executive
Alejandro Romero Mendez	Copywriter
Alexandra Rapcea	Logistics Coordinator
Amelia Flores	Web Copywriter (Volunteer)
Alexia Carina Solano	Women's Committee
Alexia Karina	Marketing Assistant
Ali Yekta	HR Assistant
Ana Karla	Business Development team member
Ana Patricia Espinoza	Sales Support
Analice Trujillo	Digital Marketing Assistant
Anderson Souza	LCBN Coordinator
Andrea Inurria	MKT Coordinator
Anum Kibria	Project Assistant
Arpanpreet Kaur	Field Representative
Archana Magadi	HR Assistant
Auston Buffaloe	Video Editor
Axel de la Pena	Sales Specialist
Beatriz Abreu	Social Media Copywriter
Bhavuk Gupta	Marketing Assistant
Camila Corbacho	Field Representative
Camille Pessoa	Social Media Coordinator
Camilo Betancourt	Events Assistant
Carina Guerrero	Admin Assistant

Carlos Murillo	Projects Coordinator
Carolina Morley	HR Analyst
Cilla Wong	Event Planner Assistant
Cindy Wang	Csol Event Planner Assistant
Clara Radicetti	Business Development Specialist
Claudia Gomez	Project Advisor
Daniel Vincent	Production Specialist
Daniela Carmona	Social Media presenter
Daniela Galluzo	Translator English-Spanish
Debora Etchegoyen	Hr Assistant/Recruiter
Deborah Carvalho	Sales Assistant
Dipani Neb	Graphic Designer summer job
Ekin Ulukok	Website Coordinator
Emanuel Salazar	Graphic Designer
Erica Slachta	Csol Food Plaza Coordinator
Eva Teloni	Digital Marketing
Fabian Montenegro	Operations Manager
Flavia Matoso	Proofreader - Portuguese
Florence Bellanastasia	Events Assistant
Gabriel Tropa	Grant Research Assistant
Gabriela Favaron	Project and Event Assistant
Gabriela Petersen	Social Media Copywriter
Gabriela Pizzaia	Event Planner
Gail Pinto	Grant Research Assistant
Humberto Barros	Business Marketing Manager
Ian Poon	Video Animator
Isabela Rosa	Copywriter
Ivan Vazquez	Proofreader - Spanish
Jacqueline Alves	Comedy - Portuguese
Jason Lee	Web Designer / Editor
Jenani Selvakkumaran	Social Media Analyst
Jenna Raymond Blade	HR Analyst
Jessica Bruno	Podcast Audio Recorder/Editor
Jessica Gobor	Customer Service Representative
Jessica Hernandez	Event Assistant
Jessie Chiu	Social Media Assistant
Jonathan Olmos	Website Assistant/Consultant
Jorge Puertovannetti	Graphic Designer - Video Editor
Juan Cruz	Project and Event Assistant
Juliana Julio	Event Assistant
Karen Pontious	Journalist/Social Media
Karen Rothschuh	Project Manager Assistant
Kelly Nguyen	Field Representative
Lais Araujo	Csol Event Planner Assistant
Lana Monteiro	Hr Assistant/Recruiter
Leeta Gill	HR Assistant
Leo Kim	Project Assistant
Leonardo Rocha	Marketing Coordinator
Leticia Serrano	Graphic Designer
Lucia Pacheco	Grant Research Assistant
Luisa Alvarenga	HR Manager
Luisa Cunha	Grant Writer Assistant
Luisa Portinari	Social Media Assistant/Promotion Support
Malu Albuquerque	Sales assistant
Manpreet Kaur	Administrative Assistant
Manuel Manzaneda	Member
Marcelo Albuquerque	Public Relations
Marco Zodio	Video Animator
Marcus Pereira	Social Media Assistant
Margarita Poch	Project Assistant
Maria Helena Molitor	HR Specialist
Maria Luiza Morales Reis	Online MKT Coordinator
Marina Garcia	Marketing
Martha Jara	Business Analyst
Masosud Ghorbani Araghtoo	IT Support
Michelle Taborda	Copywriter

Miguel Ferraz	Project Analyst
Milena Godoy	Training and development
Mohammed Maaz Sarwar	HR Assistant
Natalia Carmona	Spanish Host
Natalia Cruz	Social Media Assistant
Natasha Kutinskas Mayer	HR Assistant
Natasha Natasha	Events Assistant
Navneet Kaur	Business Development team member
Neo Yu Yui Chit	Social Media Assistant
Nicholas Horry	Administrative Assistant
Nicolas Pardo	Marketing assistant
Noemi Codina	Social Media and Content
Nuno Ramalho	Social Media Assistant
Paloma Morales	Ambassador
Pankhi Rathi	Graphic Designer
Patricia Gonzalez	Women's Committee
Paula Botero	HR Assistant/Recruiter
Paula Chagas	Project Coordinator
Paula da Silva	Business Development Coordinator
Pedro Santos	Graphic Designer
Pei-Chyi Hung	Sales Assistant
Pratik Upadhyay	Project Assistant
Priscila Cirilo	Event Assistant
Priya Verna	Sales Coordinator
Rafael Andreadzi	Graphic Designer
Rafael Rocha Ruiz	Social Media Assistant
Ramon Sanchez	Marketing Specialist
Renan Rodrigues	Social Media Assistant
Renata Diniz	Project (Content) Coordinator
Ricardo Martinez	Administrative Assistant
Roberta Carubia	Marketing Assistant
Rogério Ribeiro	Actor/Podcast - Portugese
Sara Styles	Graphic Designer
Silvia Martinez	Motion Designer/Video Editor
Simranjeet Kaur Hunjan	Social Media Assistant
Sofia Diaz	Marketing Coordinator Summer Job
Soraya Martins	Csol Layout
Tamires Walsh	Project Assistant
Valeria Levchenkova	Event planner Assistant
Vanessa Posada	Graphic Designer
Victoria Adrianova	People and Culture Coordinator

SPONSORS

Aplausos Studios	Immigrant Employment Council of B.C.
Brazilian Zumba	Intersigns
Canadian Heritage	La Taqueria
Christopher Stewart Wines & Spirits	La Terrazza Restaurant
City of Vancouver	Langara College, V
Creative BC	Langara School of Management
Cuso International	Modeling Tilling
Daily Hive	News 1130
Downtown Vancouver Business Improvement Association	OMNI
DPI-Printing	Pan American Silver
Driftwood	Tim Hortons
Dynamo Drywall Inc.	Timbro Production
Endeavour Silver	US Consulate in Vancouver
Estudie Canada	Valhalla Roofing Ltd.
EVO Car Share	Vancity Union,
Futurpreneur Canada	Vancity
Georgia Straight	Vancouver Civic Theatres,
Government of British Columbia	Vancouver International Film Festival
Government of Canada	Veza Consulting Limited
Granville Island	YVR Airport
Granville Island Brewery	

PARTNERS

Avia Employment Services / Work BC
BC Dance
Red Global MX
Surrey Board of Trade
Hola Okanagan
Jewish Community Center in Vancouver,
Flamenco Rosario
Spanish Book Fair
Indigenous Leadership Development Institute
ONU Mujeres Chile, the American Anthropological Association
North American Institute for Mexican Advancement
Business Council
Brazilian Community Association of BC
Bridge2work
Comunidad Colombiana Canadiense de British Columbia
Mexican Community of British Columbia
Red Global
Elvia & Pachi
EnvisioningLAB
Exatec Vancouver
Fasken Martineau
Flamenco Rosario
i4C Innovation
Kids from El Salvador
LabArtShow
Larabar
LatinLGBT
Lattin Magazine
Launch Academy
Lemon Dance
Mangos Lounge Sport Bar
Mirrai International
Mosaic
Network Forum
Organic Music
PlayHouse
Rhythm Resource
Red Global MX
Salsa Cruise
Sin Fronteras
Small Business BC
Stolen Moment Jazz Group
Surrey Board of Trade
The paper florist
The Source
Treble5Music
UBC Robson Square
United Nations High Commissioner for Refugees
Vancouver Business
Vancouver International Film Festival
Vancouver Museum
We love Van water
WestPark / Concord Pacific
West Trek
WhiteCaps
Work Place
WorkBC
Zumba Vancouver
Vancouver Startup Week

CONSULATES

Brazil
Chile
Colombia
Costa Rica
Paraguay
Mexico
USA

LATIN AMERICAN COMMUNITIES

Argentina
Brazil
Colombia
Cuba
Peru
Venezuela
Mexico
Paraguay

