



ANNUAL GENERAL MEETING

 LatinCouver
The Latin American Plaza in BC

2024



LATINCOUVER CULTURAL AND BUSINESS SOCIETY

AGM 2025 AGENDA

REPORTING 2024

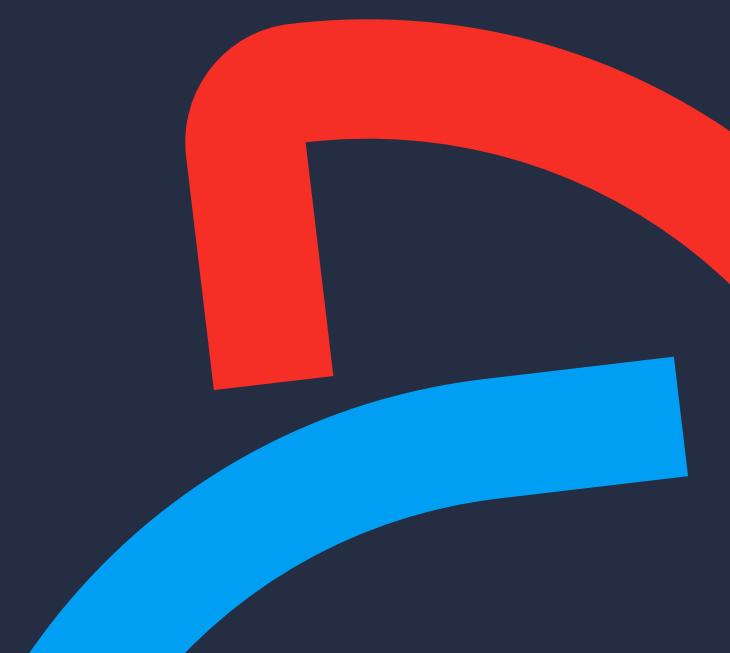


1	Welcome & Land Acknowledgment (ST)	5:40 PM
2	Call to order (LP)	5:50 PM
3	Message from Leticia Ramirez, President of the Board Of Directors (LR)	6:00 PM
4	Message and report from Paola Murillo (PM)	6:05 PM
5	Financial Statements report by Magui Fernandez Latincouver Motion for approval (MF)	6:12 PM
6	Funding & Grants (LP)	6:19 PM
7	Updates for 2024 (Opening plaza, News events, Classes) (PM)	6:21 PM
8	Highlights of 2024 (Promoting Culture, Supporting Community, Empowering People, Connecting Business, HR, Marketing) Team	6:24 PM
9	Presentation Members of the Board of Directors (ST)	6:49 PM
10	Proposed Amendment to Membership Fees By-Laws	6:59 PM
11	Vision, Goals, and Updates for 2025 (PM)	7:04 PM
12	Questions, Comments, Concerns	7:09 PM
13	Adjournment	7:14 PM

CALL

TO ORDER

(Linda Purcell)



**MESSAGE
FROM THE**

**PRESIDENT OF
THE BOARD OF
DIRECTORS**





LETICIA RAMIREZ
**PRESIDENT OF THE
BOARD OF DIRECTORS**

THE BOARD OF DIRECTORS



Leticia Ramirez
*Interim President
Board of Directors*



Marie-Claire Howard
*Vice-President
Board of Directors*



Glenda Farias
*Treasurer of the
Board*



Julian Terminel
*Secretary
of the Board*



Enersto Miranda
Member at Large

ADVISORY BOARD MEMBERS



**Honorary Consul
Antonio Arreaga**
*Advisory Board
Member*



Marshall Gallardo
*Advisory Board
Member*



Glenn Sigurdon
*Advisory Board
Member*



Luis Brasdefer
*Advisory Board
Member*



2023 - 2024

MESSAGE FROM THE EXECUTIVE DIRECTOR





PAOLA VIVIANA MURILLO
**FOUNDER &
EXECUTIVE DIRECTOR**

FINANCIAL STATEMENTS REPORT





MAGUI FERNANDEZ
FINANCIAL CONTROLLER



FINANCIAL PERFORMANCE

In 2024, faced financial setbacks due to a **decline in revenues**—especially from **grants and government contracts**. Although expenses were carefully managed, they couldn't fully offset the shortfall.

This challenge reflects a wider trend affecting non-profits across Canada.

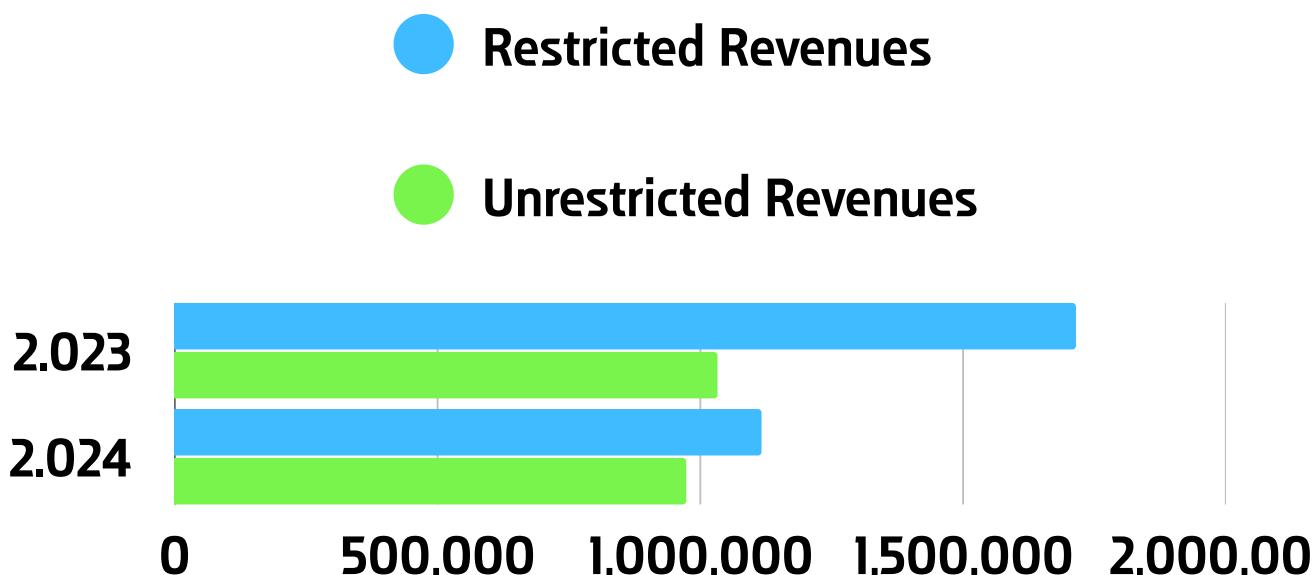
Response: Building Financial Resilience

- Diversifying revenue streams
- Strengthening partnerships with sponsors
- Prioritizing long-term financial sustainability

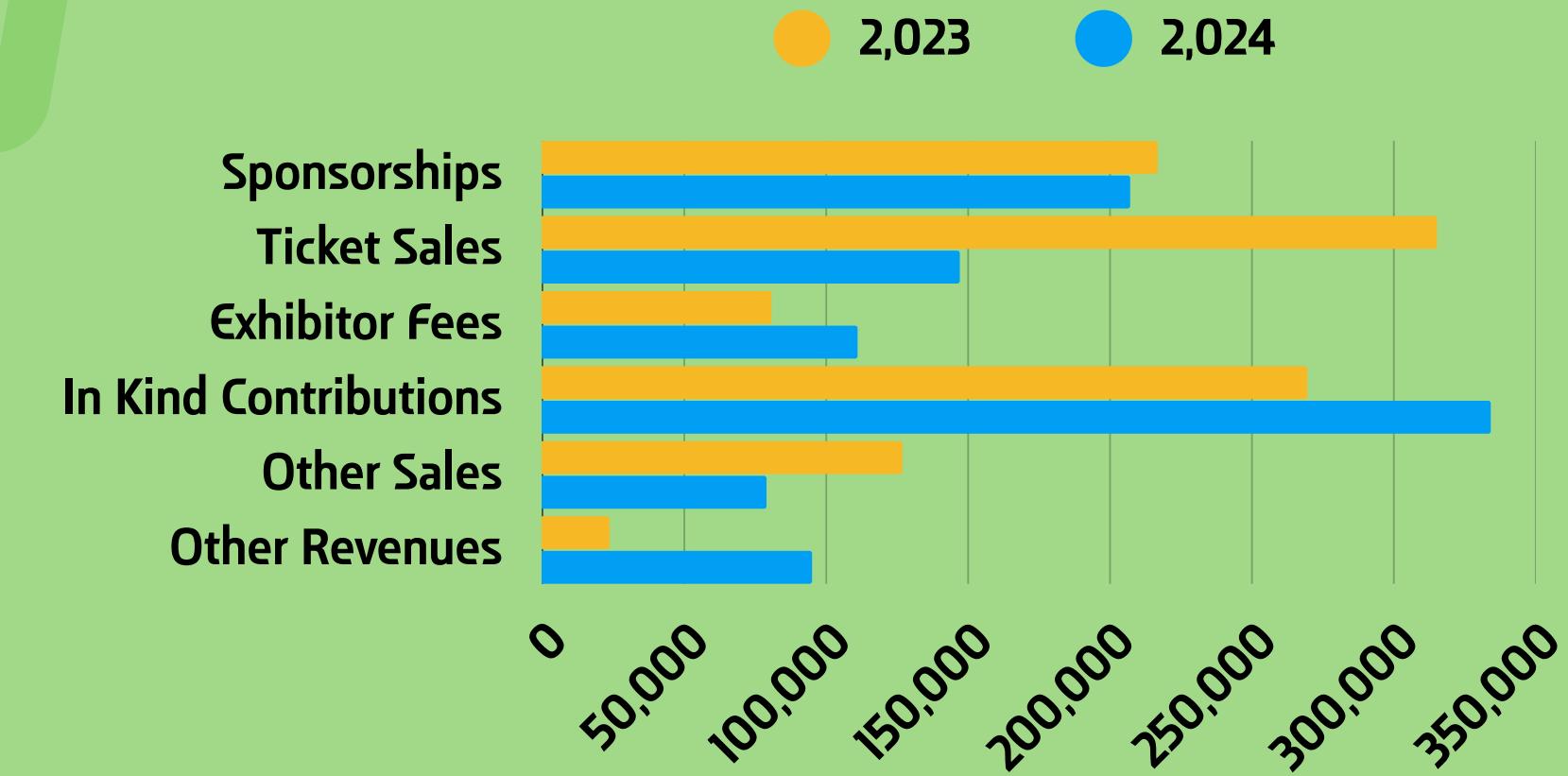
Despite the obstacles, Latincouver continues to deliver on its **four Pillars programs**, demonstrating resilience and a **strong commitment** to the Latin American community.

ECONOMIC VALUE GENERATED

In 2024, the **Economic Value Generated** was impacted primarily by a **-34.9% decrease in Government Grants & Contracts** (Restricted revenue), reflecting broader funding challenges. However, **Unrestricted Revenues**, while experiencing a **-5.8% decline**, demonstrated increased diversification.



UNRESTRICTED REVENUE



In 2024, certain revenue streams showed year-over-year growth, including

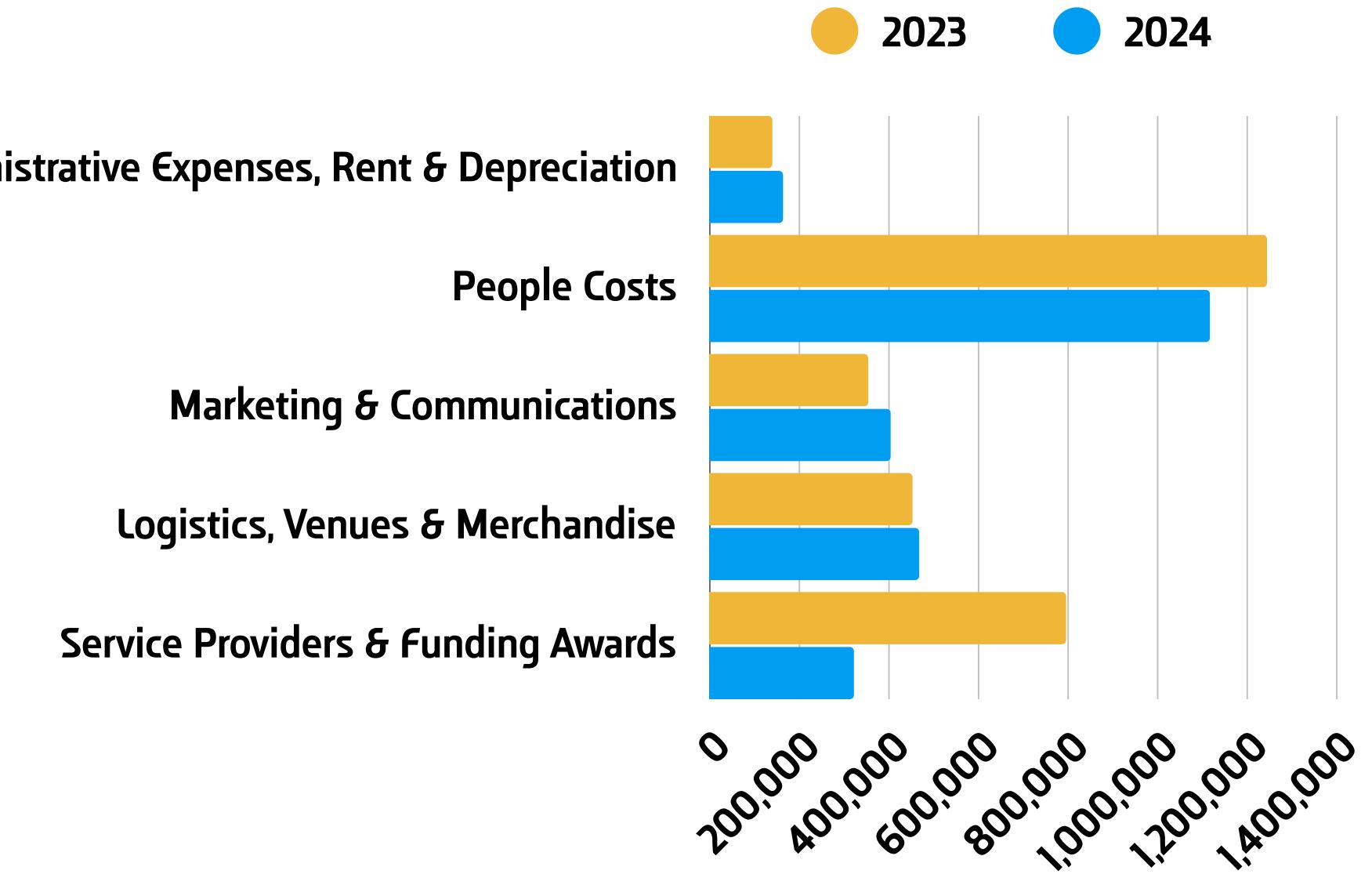
- In Kind Contributions
- Exhibitor Fees
- Rental Income (other)
- Membership Fees (other)

Rental Income and Membership Fees have shown steady growth, indicating their potential to become more significant revenue sources in the future, although they are not yet at the desired level.

ECONOMIC VALUE DISTRIBUTED

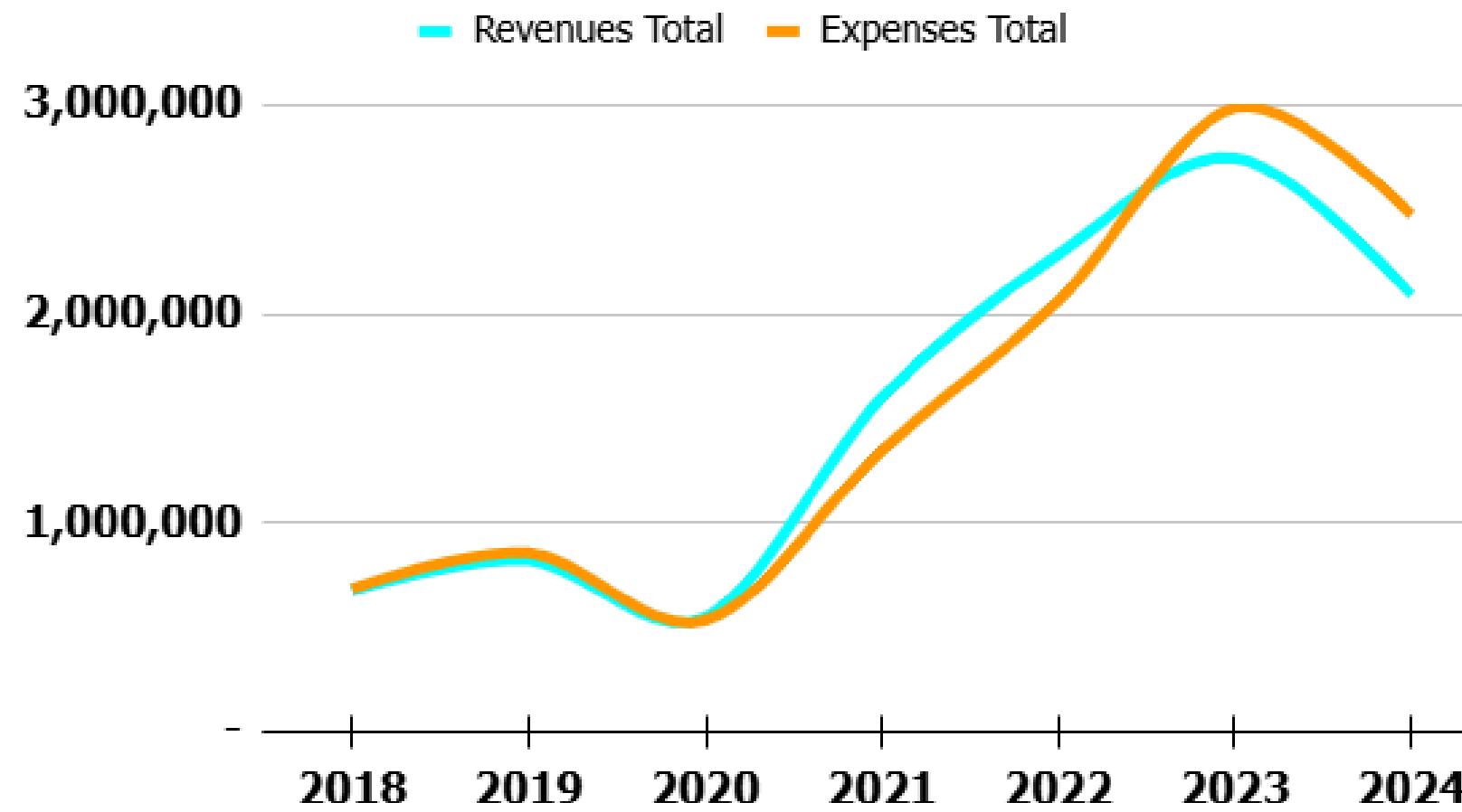
- In 2024, expenses decreased by 17.1% compared to 2023.
- Reduction in resource allocation reflects a clear strategy of optimization and resources prioritization.
- This suggests a review of **external needs**, prioritizing **internal resources**.

EXPENSES



REVENUE & EXPENSES

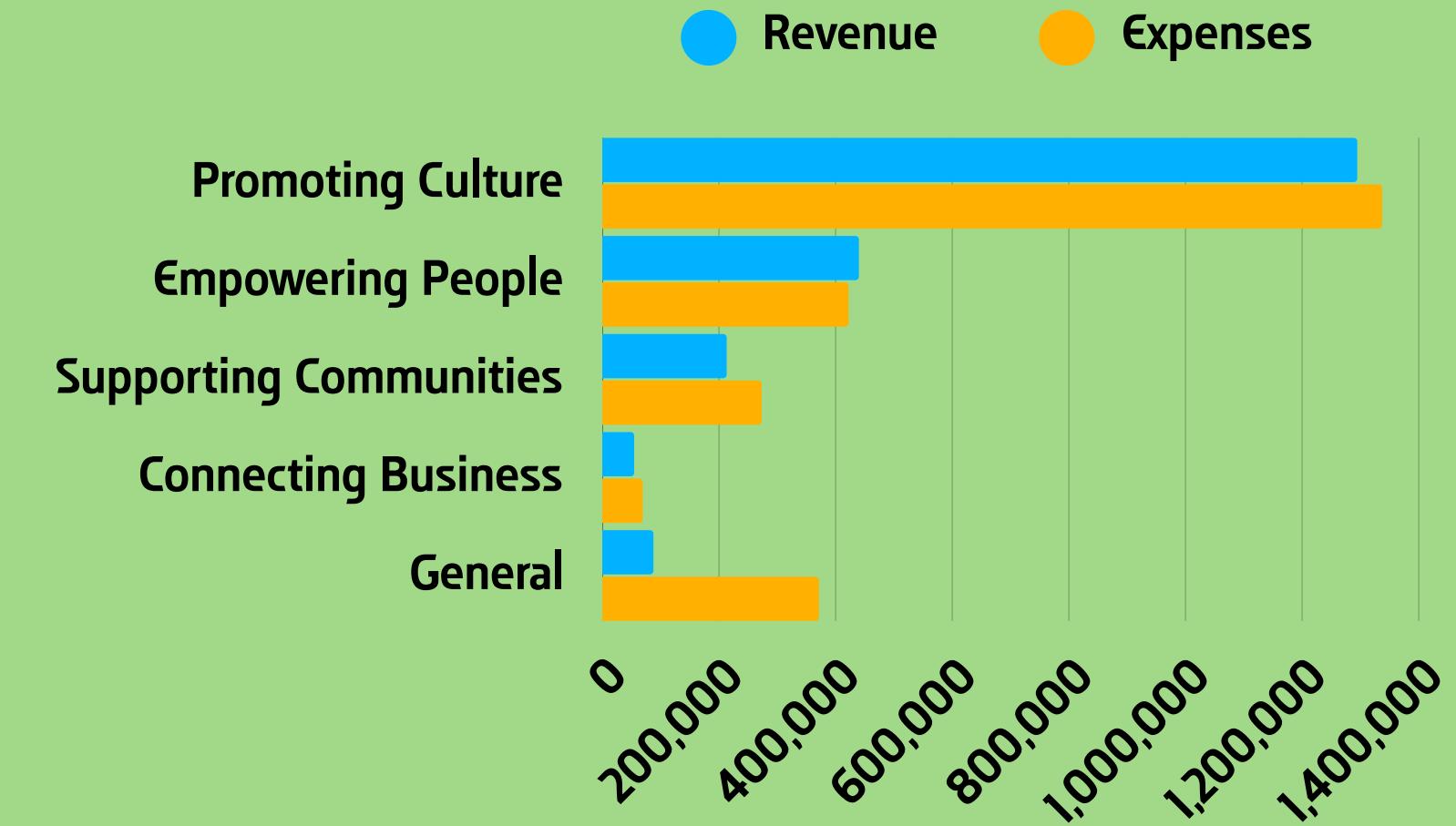
Revenues Total and Expenses Trends



Since 2018, revenue and expenses have steadily increased, reflecting LatinCouver's growth and expanded impact.

In 2024, there was a slight decline due to external economic factors. Overall, expenses aligned with revenue, showing responsible financial management.

2.024



In 2024, each of our four pillars plays a vital role in generating both income and expenses, directly driving our mission forward. Promoting Culture leads as the most significant contributor, followed by Empowering People, Supporting Communities, and Connecting Business—each one essential to the strength and balance of our impact.

MOTION FOR APPROVAL

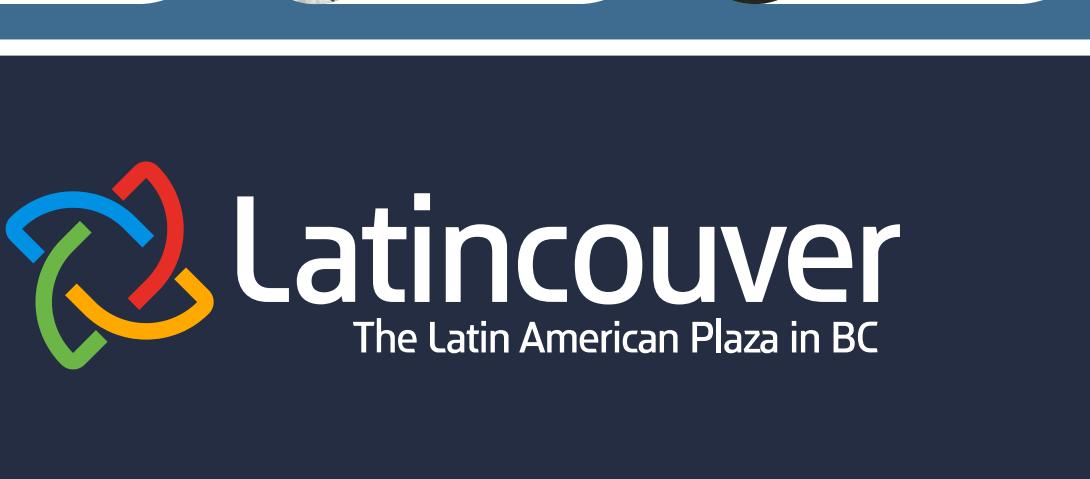
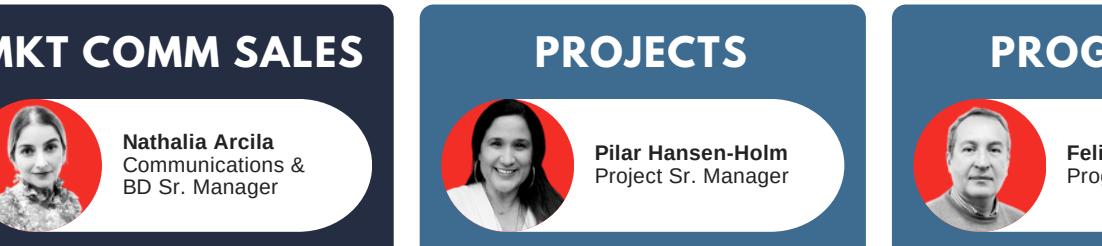
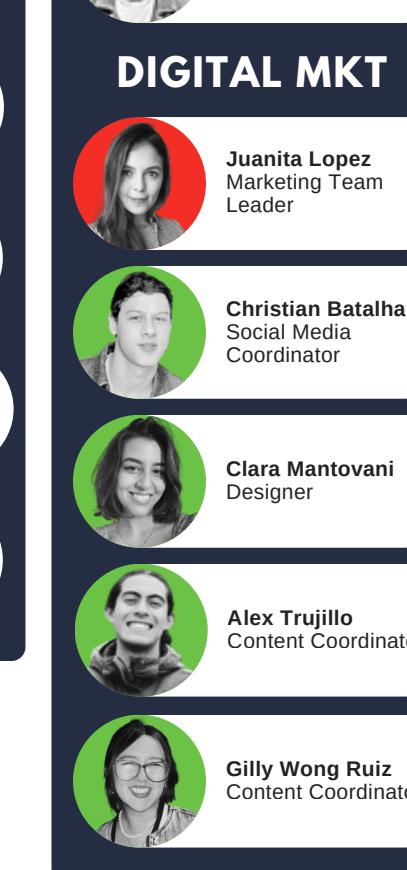
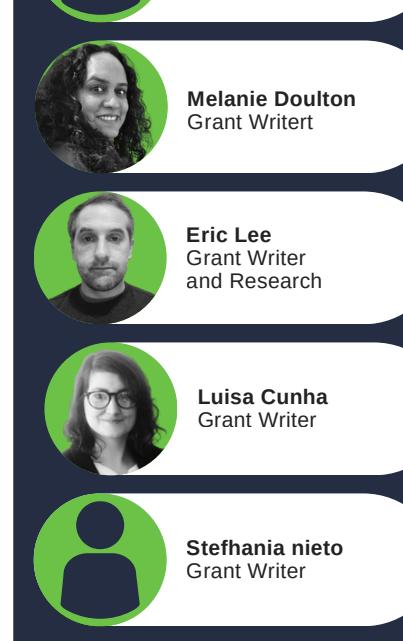
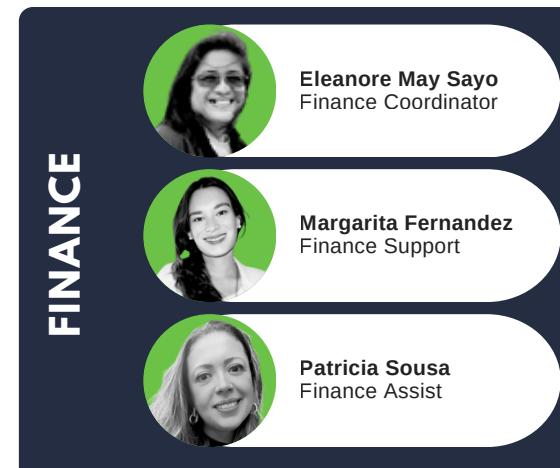
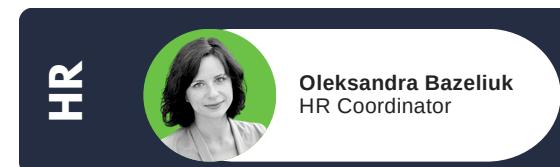
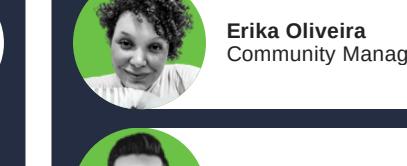
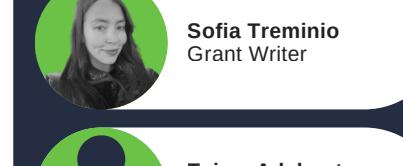
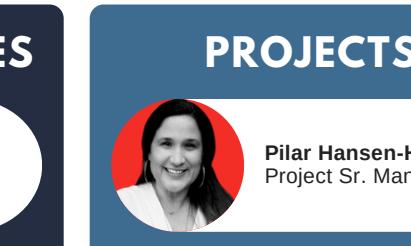


REPORT OF 2024

EXECUTIVE DIRECTOR AND LATINCOUVER TEAM



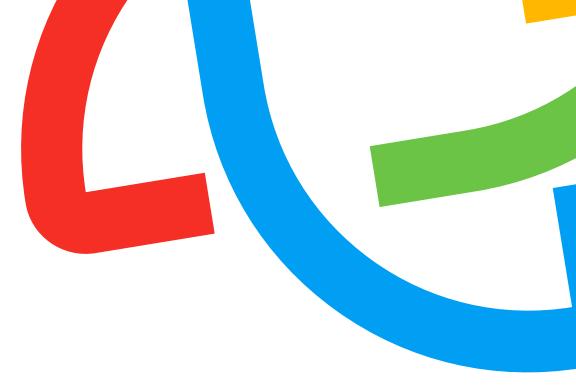
LATINCOUVER TEAM





OUR PILARS

- **Promoting Culture:** Prepare and execute an amazing CSOL, ILA and LAHM events.
- **Supporting Communities:** Continue working on our Public Health Agency of Canada (PHAC) funded program through the Immunization Partnership Fund (IPF) to deliver what we committed to do. Prepare another round table, this time in Ontario and continue with the digital marketing deliverables.
- **Empowering People:** Execute the PBLMT and SIP programs accurately and actively. Look for new ways of funding to perform other programs in the near future.
- **Connecting Business | LCBC:** Allocate resources and assign a manager to be responsible for the pillar to guide the team.



CHALLENGES 2024

In 2024, **trade tensions, geopolitical conflicts, rising prices, supply shortages**, and the impact of the **El Niño phenomenon**, combined with a slowdown in **economic growth**, created a climate of uncertainty that affected global financial stability. The worldwide **economic challenges** impacted the **grants** allocated by the **Canadian government** for various programs, significantly affecting numerous **non-profit organizations**. Latincouver has not been immune to this situation. Efforts have been made to explore new ways to remain **sustainable** without compromising the quality of services that have enabled growth and positively impacted countless lives over the years.

Despite these difficulties, Latincouver remains committed to its mission of **connecting, supporting, and empowering** the Latin American community in Canada. Through **innovation, resilience, and collaboration**, the organization continues to create spaces for **entrepreneurship, culture, and knowledge exchange**. Measures have also been taken to reduce and control **expenses**, ensuring financial stability while maintaining the quality and impact of the organization's programs and initiatives.

The challenges of 2024 push Latincouver to evolve and find new ways to continue transforming lives.

It is believed that, together, any obstacle can be overcome, and a stronger future can be built for the community.

FUNDING & GRANTS



GRANTS

In 2024, grant funding played a vital role in sustaining our mission, supporting core programs, promoting culture, and empowering the community.



HIGHLIGHTS:

- Sustain seniors' programs, ensuring ongoing support and engagement.
- Deliver a landmark Latin American Heritage Month (LAHM), celebrating culture and identity.
- Expand SHE LATINA, equipping women with entrepreneurial and employment resources.
- Strengthen the Latin Plaza Hub, both as a digital resource and a physical gathering space.
- Grow our micro-grants program, empowering young changemakers.
- Launch Carnavalito on the Road in Langley, fostering incredible community participation.

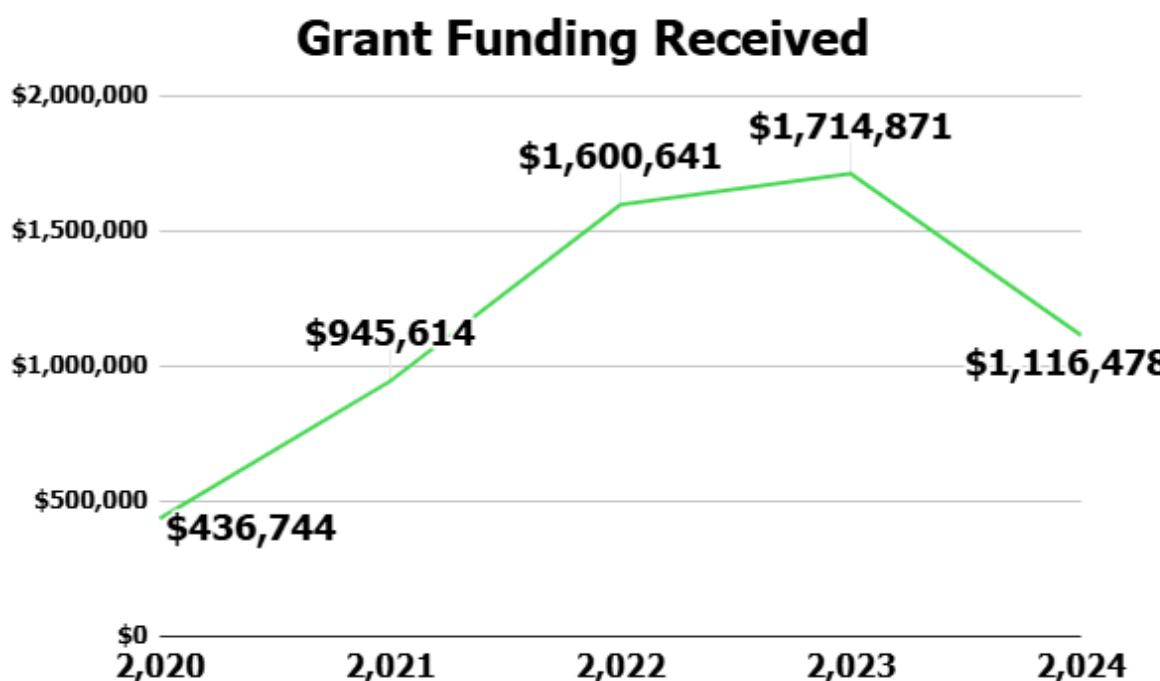
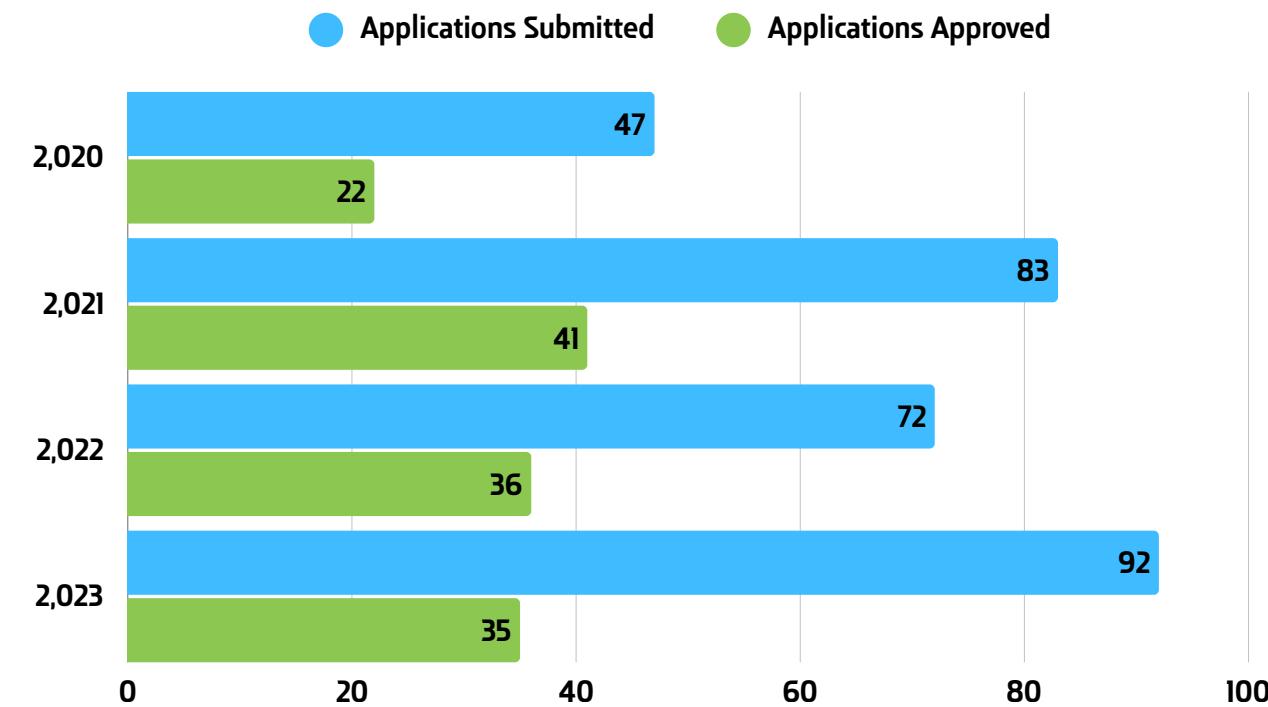
CHALLENGES

2024 brought a decline in government support for arts and culture, making it essential to reshape our financial approach.

Application Submitted
91

Application Approved
32

\$1.116 K
Funding Received



OUR RESPONSE: A RENEWED FUNDING STRATEGY

- Diversifying income via corporate sponsorships, private partnerships, and philanthropy.
- Launching strategic fundraising campaigns and community events.
- Seeking new grants focused on digital inclusion, employment, and anti-racism.
- Aligning cultural programs with funders' priorities through multiculturalism, inclusivity, and community-building.
- This strategic shift not only mitigates funding shortfalls but also opens new doors for collaboration.

UPDATES FOR 2024

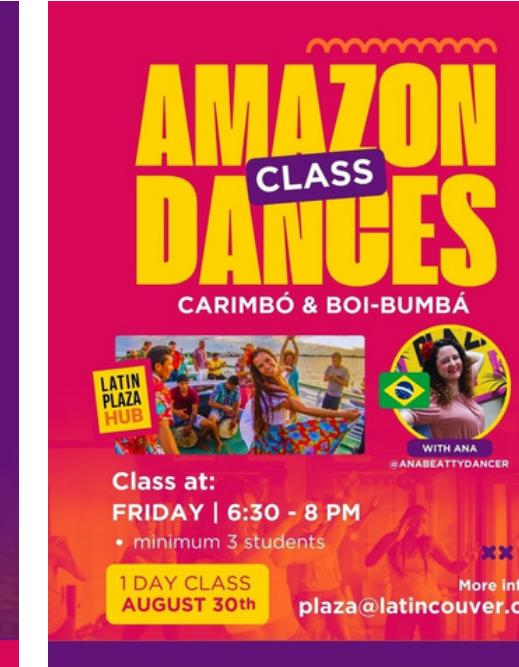
OPENING PLAZA,
NEWS EVENTS,
CLASSES



A NEW PLAZA



EVENTS CLASSES WORKSHOPS RENTALS



WHAT WE DO

AND OUR IMPACT

- Connecting Business
- Promoting Culture
- Supporting Communities
- Empowering People

+26,700	HOURS OF VOLUNTEER SERVICES	+330	ATTENDEES UNDER LCBC UMBRELLA
+49,000	EVENT AND ACTIVITY ATTENDEES	+151.800	WEBSITE VIEWS OVER THE YEAR
+160	VENDORS	+72.450	FOLLOWERS ON SOCIAL MEDIA
+ 630	ARTIST	3,205	STREAMS ON SPOTIFY
+870	VOLUNTEERS	43.5K	VIEWS ON YOUTUBE
1,500	PARTICIPANTS SENIOR PROGRAMS	836.34	PODCAST CONSUMPTION HOURS
+3,000	ATTENDEES IN KID EVENTS	+200	ATTENDEES CONNECTED WITH RECRUITERS
+20,000	HEALTH (IPF) PROJECT REACHED OVER PEOPLE		

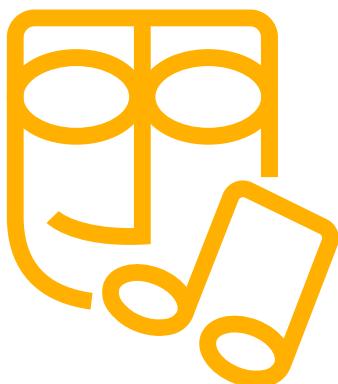
Reporte Anual AGM 2024

PROMOTING ARTS & CULTURE



Promoting
Arts & Culture





Promoting Arts & Culture

Latincouver's Promoting Culture pillar drives cultural exchange and amplifies Latin American representation through impactful events.

In 2024, we expanded with **six major events**: including **two new initiatives**:

- **Trail of Coffee** in North Vancouver and
- **Carnavalito on the Road** in Langley.

These events showcase the rich cultural heritage of Latin America, providing a platform for emerging artists to display their talent and creativity. By fostering social inclusion and celebrating diversity, they strengthen BC's multicultural community, and opening new opportunities for businesses and entrepreneurial ventures.



Novena de
Navidad



Festival

FACTS:

Each of these events reflects Latincouver's **strategic vision** to ensure that Latin American culture is accessible, celebrated, and valued across different sectors of society. These initiatives have **strengthened economic development, enhanced multicultural integration.**

+45,000
ATTENDEES

+750
OF VOLUNTEERS

+ 630
ARTISTS

+5,800
HOURS OF
VOLUNTEERING

+160
VENDORS





TESTIMONIALS & COMMUNITY IMPACT

- EXHIBITOR FEEDBACK:

“ Being part of Trail of Coffee was a fantastic opportunity to showcase our brand and connect with new clients who truly appreciate specialty coffee. ”

- WORKSHOP PARTICIPANT:

“ I learned so much about sustainable coffee farming and brewing techniques. The hands-on experience made it unforgettable! ”

- SPONSOR TESTIMONIAL:

“ Supporting Trail of Coffee allowed us to reach a passionate audience who values sustainability and quality coffee. The exposure was invaluable. ”

- VENDOR TESTIMONIAL:

We saw an incredible demand for Brazilian food and drinks—our sales increased by 30%! The exposure was fantastic. ”

- ATTENDEE TESTIMONIAL:

This was the closest I've felt to being in Brazil without leaving Canada. The music, the energy, the people—it was magical. ”

- SPONSOR TESTIMONIAL:

Supporting Brazilian Carnaval helped us reach a dynamic, engaged audience who truly values culture and community. ”

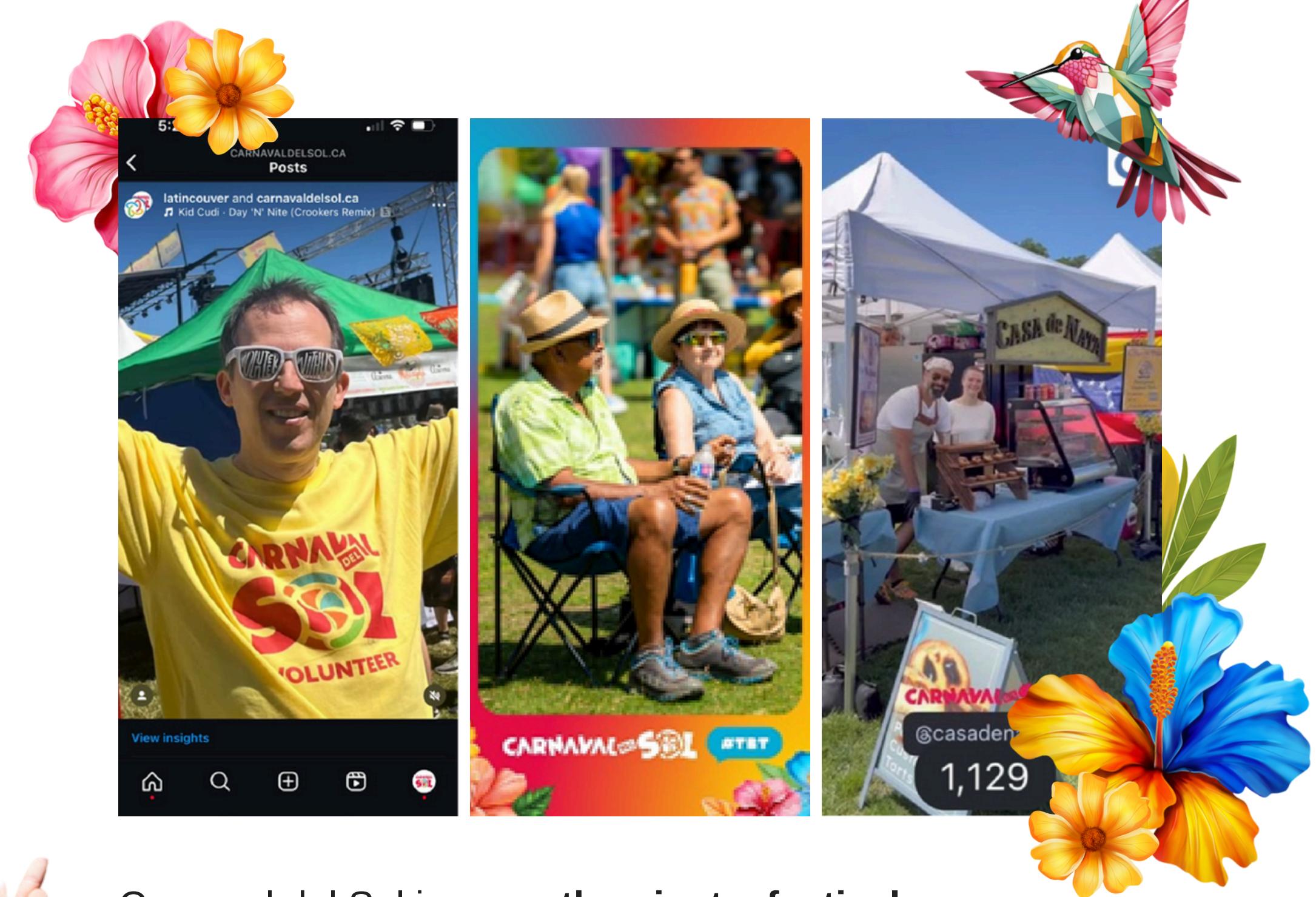


- VOLUNTEER TESTIMONIAL:

“The best part of this festival is how it brings people together. I felt like I was truly contributing to something bigger than myself.”

- ATTENDEE TESTIMONIAL:

“The best event of the summer! Amazing music, great food, and such a welcoming community atmosphere.”



Carnaval del Sol is more than just a festival —it is a movement that unites cultures, businesses, and communities, reinforcing Latincouver's impact in North America.

- VENDOR TESTIMONIAL:

“ This event helped us connect with a whole new audience outside of Vancouver. We saw great interest in our Latin-inspired products! ”

- VOLUNTEER TESTIMONIAL:

“ It was incredible to see how this festival brought people together. I felt like I was giving back to my community. ”

- ATTENDEE TESTIMONIAL:

“ Carnavalito on the Road gave my family a chance to celebrate our heritage in a way we haven't been able to before. ”

- SPONSOR TESTIMONIAL:

“ Supporting this event was an opportunity to be part of something meaningful that impacts diverse communities. ”

- VOLUNTEER TESTIMONIAL:

“ It was incredible to see how happy and connected everyone was. Even though I come from another Latin American country, I felt part of this community. ”

- ATTENDEE TESTIMONIAL:

“ I loved finding a place where Colombians can gather to celebrate these holidays that are so important to us. I would love for us to continue celebrating this holiday every year. ”



ATTENDEES TESTIMONY :



“ I had the opportunity to attend the Latin American Heritage Month the past 3 years and I have loved the experience. The altar is always so beautiful; the meaning behind this celebration is important for the community to celebrate/ remember our ancestors and the Latin American roots. ”



“ Vancouver Latin American Heritage Month is such an amazing event, well coordinated and diverse. I had a blast in any of the activities that I participated in. ”

“ Latin American Heritage Month has become a highlight to me and my family; it has been an incredible opportunity to keep honoring our Latin heritage and traditions and it's something we now look forward to. ”



Reporte Anual AGM 2024

SUPPORTING COMMUNITIES



Supporting
Communities





Latino Seniors

Of British Columbia

• PROGRAM

Our senior year begins in April 2024 and ends in March 2025. This is the fourth year of the program.

The first Tuesday of the month, we have our monthly meeting where members provide guidance on the activities they would like to carry out.

• SUCCESS

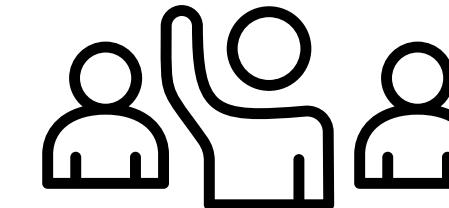
The achievement of this year was the series of workshops related with mental health and wellbeing like Chair yoga and memory workshops. We increase the number of facilitators and volunteers. We are keeping the social hour and book club.

• PARTNERS

South Granville seniors centre, Seniors link, seniors 411 and Gathering Place.

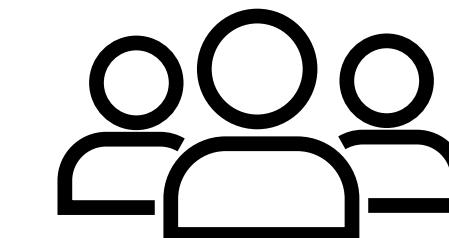
FACTS:

THE DELIVERY OF
70 ACTIVITIES WITH OVER



**1, 500
PARTICIPANTS**

• ATTENDEES



95% Of them
AGED 55+

28 OF VOLUNTEERS **480** HOUR
OF VOLUNTEERING

TESTIMONIES:

“ Every day, there are more seniors in B.C., which means we represent a wealth of accumulated experience over many years. It is important to share this experience for the benefit of the entire Vancouver society. To achieve this, it is necessary to gather seniors in an environment of friendship, respectful collaboration, mutual assistance, pursuing common goals that benefit the entire community, especially seniors. These have been, for me personally, the objectives and work plan of the Latino Seniors Council. ”

“ I feel very happy to belong to this Latincouver program. It is very important to appreciate the relationships with people who, being from other countries, speak our language and express their own experiences. In this highly participative group perfectly led by Paloma, who had the support of other people from within the group or outside. ”



“ This excellent program that brings us together while we immerse ourselves in Latin art and writing, thank you. ”

“ Latincouver’s Seniors program is very important as it enables members to socialize in a safe and friendly environment. It has been a real privilege to be part of this. The book club helps maintain a healthy mind and is also a space to share our identity as Spanish speakers. ”



A place where kids connect with
Latin American Culture



In 2024, Chiquitzin received a significant boost, expanding its offerings with more frequent classes and a dedicated space designed specifically for children.

The program immerses kids in Latin culture through activities like language lessons, popular music, dance, and mindfulness. These experiences create a fun, interactive environment where children can connect and learn.



Chiquitzin supports parents by providing holistic services focused on parenting skills, along with support groups that foster community and growth.





ACTIVITIES 2024



• EMBRACING LOSS WORKSHOP

Date: August 15th (In-person)

A special workshop for mothers and women facing grief, led by Ingrid Brito, Grief Coach. Using the metaphor of life as a train journey, participants gained practical tools to navigate grief and heal.

Key Topics Covered:

- Stages & Types of Grief
- Practical Tools: Meditation, Journaling, Rituals, and Support
- Supporting Others: Offering Empathetic Support
- Special Activities

• CHIQUITZIN KIDS FIESTA IN BURNABY

Held for the first time, the event celebrated heritage through cultural performances, art, dance, and workshops, strengthening community connections and cultural identit

**+3,000
ATTENDEES**

• KIDS' AREA AT CARNAVAL EVENTS

- Plazas at Carnaval del Sol & Carnavalito on the Road
- Brazilian Carnaval for Kids
- Workshops for Kids at Latin American Heritage Month.

• NOVENA COLOMBIANA: FAMILY & EDUCATIONAL ACTIVITIES

Date: Dec 08

A festive celebration that brought families together, blending Christmas traditions with Colombian culture. Activities for kids:

- Storytelling in Spanish with Silvia García
- Zumba for Kids, introducing Latin rhythms
- Bites of the Forest, a workshop exploring natural ingredients
- Sustainable Christmas Decoration Workshop.

• CLASSES & SPACE

Interactive classes and activities for children held on Saturdays. Kids' area designed for interactive activities and play.



PROTECTING THE HEALTH OF LATIN AMERICAN COMMUNITIES BY PROMOTING VACCINATION IPF (IMMUNIZATION PARTNERSHIP FUND)

Promoting Vaccination Awareness in Latin American Communities

Latincouver's initiative, "Protecting the Health of Latin American Communities by Promoting Vaccination," has been awarded by the **Public Health Agency of Canada (PHAC)** for the fourth consecutive year. This two-year project, supported by the Immunization Partnership Fund, is designed to educate and **empower Spanish- and Portuguese-speaking communities** across Canada about the importance of immunization.



Carnaval Del Sol

KEY FACTS & ACHIEVEMENTS

• REACH:

The project reached over

**+20,000
PEOPLE,**

with more than 500 participants engaged in major events.

• KIOSKS AT EVENTS:

• Carnaval del Sol **+200** Participants

• Carnavalito on the Road **+100** Participants

• Latino American Heritage Market **+200** Participants

The event kiosks attracted strong participation.

• PODCAST

This program has gained visibility through our podcast "**El Festival de los Latinos en Canadá**," which has reached a significant audience, with

3.9K

Views on YouTube,

356

Plays on Spotify,



and strong engagement on Instagram

4K

reach and

162 LIKES



• PARTNERS

OVER 25

PARTNERS,

Including **SUCCESS Agency** and **Save-On-Foods Pharmacy**, broadened the project's reach and service offerings.



AMIGO IN CANADA PROGRAM

Amigo in Canada supports newcomers and individuals from diverse backgrounds as they settle into Canadian life with confidence.

By fostering community engagement, social connections, and offering valuable resources, ensures a smooth transition for newcomers to Canada.

• MEMBER BENEFITS

- Build new friendships and connections
- Special discounts at local businesses
- Discounts on LatinCouver events & services
- Access to exclusive meetups
- Exclusive access to an online platform

• ONLINE PLATFORM FEATURES

- **Feed:** Connect through posts, comments & reactions
- **Articles:** Settlement guides on banking, jobs, and more
- **Discounts:** Exclusive deals from local businesses
- **Business Directory:** Find doctors, schools & suppliers
- **Job Dashboard:** Apply directly to job listings

KEY FACTS SUCCESS & IMPACT

55% • INCREASE IN MEMBERSHIP

In 2024 compared to 2023, with 73 new members.

- This is the first year of operation, and a trial promotion has been offered for the first year.

50% • MEMBERSHIP GROWTH THIS YEAR

- The program provides a platform to preserve Latin culture while embracing the Canadian experience.
- In 2024, the focus was on platform development, content creation, and increasing membership numbers.

The collage includes:

- A top banner for "amigo in Canada" with the tagline "LET'S CELEBRATE THE SPIRIT OF LATIN AMERICA!"
- A promotional image for "Carnaval del Sol" with a "FREE BEER" offer.
- A laptop screen displaying the Amigo in Canada social network platform, showing news feed, groups, and user profiles.
- A mobile phone screen showing the Amigo app interface.
- A banner for "Let's become amigos!" offering a \$15 membership for July 20th.
- A banner for "Be part of the largest Latin community in British Columbia!" listing benefits like discounts and meetups.



LATIN PLAZA HUB: EXPANDING OPPORTUNITIES, STRENGTHENING COMMUNITY

A YEAR OF GROWTH AND CONNECTION

In 2024, Latin Plaza Hub expanded its impact by introducing a diverse range of classes, creating a dedicated space for children, and launching a rental space initiative. These efforts reinforce our mission to celebrate Latin American culture, foster community connections, and provide accessible learning opportunities.





CULTURAL & EDUCATIONAL CLASSES

Latin Plaza Hub now offers a variety of classes that embrace Latin American traditions while encouraging community engagement.



• CLASSES FOR ADULTS

- **Latin Dance with Abi** –
Wednesdays | 6:00 - 7:00 PM
- **Amazon Dances** – Thursdays |
6:00 - 7:30 PM
- **French Intermediate (Online)**
– Wednesdays | 6:00 - 7:30 PM
- **Spanish for Beginners** –
Tuesdays & Thursdays | 6:00 -
7:30 PM

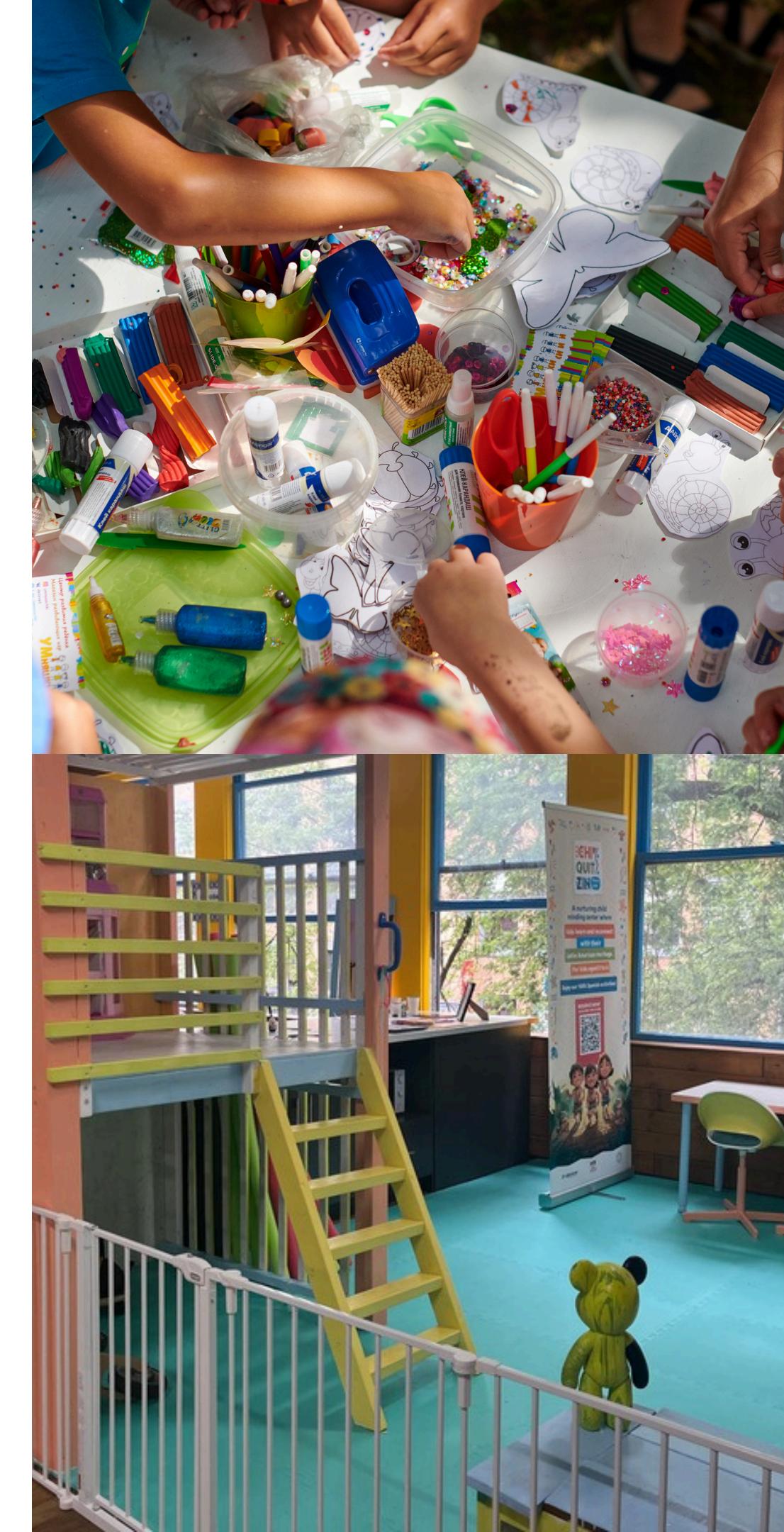
• CLASSES FOR KIDS

- **Cuenta Cuentos (Storytelling in Spanish)** – Saturdays | 10:30 - 11:30 AM
- **Zumba Kids** – Saturdays |
11:30 AM - 12:30 PM

RENTAL SPACE: A HOME FOR COMMUNITY EVENTS

In November 2024, Latin Plaza Hub launched **rental spaces** for workshops, events, and gatherings, maximizing our venue's potential while supporting the Latin American community. With its **warm and culturally rich ambiance**, this initiative provides an **affordable, accessible**, and inspiring space for:

- **Local entrepreneurs** to host business events
- **Artists** to showcase their work
- **Organizations** to hold cultural and educational workshops



NEW KIDS' SPACE: A PLACE FOR LEARNING & FUN

Through renovations and vibrant decorations, we created a **dedicated kids' area** designed for interactive activities and play—offering families a welcoming environment where children can learn, explore, and connect.

Latin Plaza Hub is more than a venue—it's a dynamic **cultural and social hub** where ideas come to life and communities grow stronger.

SPECIAL DISCOUNTS
AVAILABLE FOR MEMBERS
AND PARTNERS!

• SUCCESS & GROWTH

- High engagement on Spotify reflects a loyal listener base, while YouTube's strong viewership highlights the podcast's growing visibility.
- Strategic audience insights: The demographic contrast between platforms presents an opportunity to optimize content strategies, enhancing male engagement on Spotify while leveraging YouTube's broader reach.
- The 2024 season was a milestone year, with influential hosts and strategic initiatives amplifying the podcast's impact, solidifying Latinos en Canadá Podcast as a leading voice in the Latin American community in Canada.

• TESTIMONIALS



• PODCAST PERFORMANCE REPORT



SPOTIFY

STREAMS

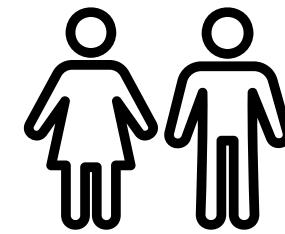
3,205

CONSUMPTION HOURS

836.34

AUDIENCE DEMOGRAPHICS

77.6%
Female



22.4%
Male



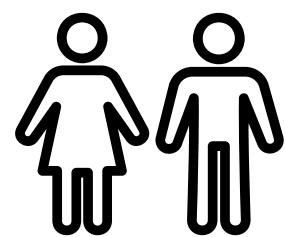
YOUTUBE

VIEWS

53,484

AUDIENCE DEMOGRAPHICS

32%
Female



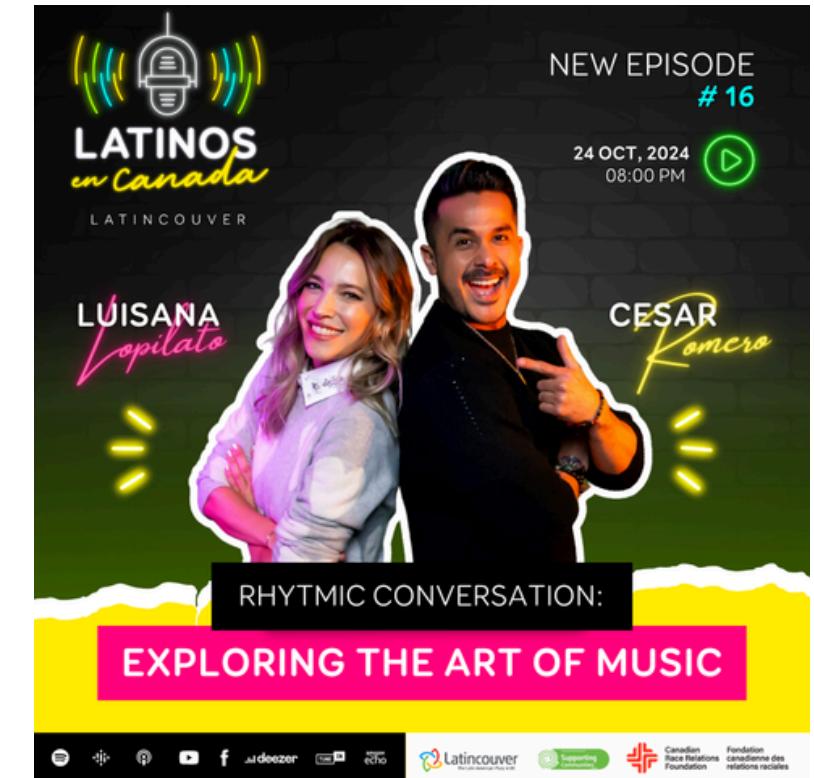
68%
Male

PODCAST: LATINOS EN CANADA & BRASILEIROS NO CANADÁ

IMPACT & KEY ACHIEVEMENTS

• FACTS

- For the first time, we recorded a **live episode** of the *Latinos en Canadá Podcast* directly from **Carnaval del Sol**, creating an immersive experience for our audience.
- In celebration of **Women's Month**, the *Brasileiros no Canadá Podcast* was hosted **entirely by women**, including all guest speakers, reinforcing our commitment to **diversity and women's empowerment**.



Reporte Anual AGM 2024

EMPOWERING PEOPLE



EMPOWERING PEOPLE SIP

BUILDING PATHWAYS TO EMPLOYMENT

LatinCouver's Sectoral Initiative Program (SIP), "Creating Paths for Employment in Tourism," addressed the increasing demand for skilled professionals in **Tourism & Hospitality**. This **24-week training program** provided participants with the expertise and connections needed to **secure industry jobs**, contributing to **Canada's economic growth**.



Implemented **from March 2022 to March 2024**, the program successfully ran **four cohorts**, culminating in a **celebratory closing ceremony** in March 2024.

EXPANDING KNOWLEDGE: THE SIP PODCAST SERIES

To support aspiring professionals, launched a **six-episode podcast** with industry experts. Topics included:

- Job opportunities and career preparation
- Marketing trends and Indigenous tourism in Canada
- Career growth and industry insights

IMPACT & ACHIEVEMENTS

86

PARTICIPANTS
TRAINED



23

Participants
secured jobs in
the industry

82

Graduates earned
certifications and
enhanced their skills

Strong female
participation:

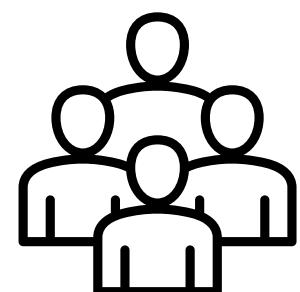
61

WOMEN
TRAINED



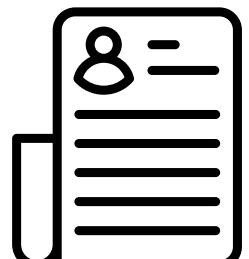
JOB FAIR

To bridge the gap between employers and job seekers, Latincover hosted a **Job Fair** on March 7th, marking a powerful conclusion to the SIP Program.



+200

attendees connected
with recruiters



20

Companies &
organizations
participated

Direct hiring
opportunities & resume
exchanges

TESTIMONY

“ *Fue una muy buena
experiencia. En un par de
meses, podría sentirme más
competente para hacer
cosas en el campo y podría
comenzar una nueva
carrera. **”***

• MIRIAM HOMEM DE MELLO

EMPOWERING PEOPLE MICRO-GRANTS

EMPOWERING YOUNG CHANGEMAKERS:

- DRIVING SOCIAL IMPACT
ACROSS CANADA

The Canada Service Corps (CSC), under Employment and Social Development Canada (ESDC), fuels **grassroots innovation** through its **Micro-Grants Program**, empowering young leaders aged 18-30 to drive community transformation. By providing **meaningful volunteer opportunities**, the program fosters **civic engagement, leadership, and essential life skills**.

A milestone initiative designed to amplify diversity by funding organizations that serve Indigenous and underserved youth.

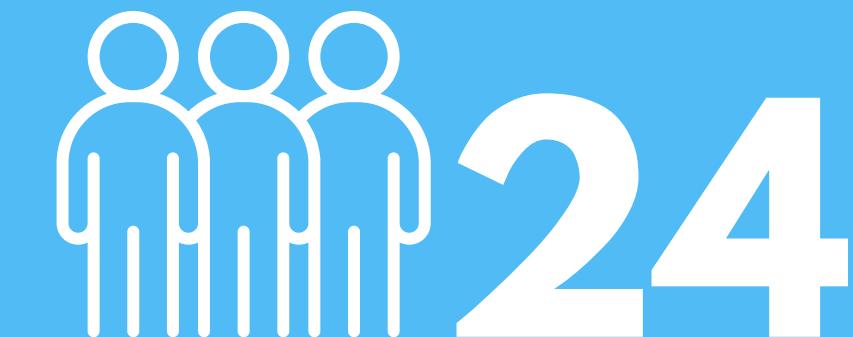


2024-2027 MICRO-GRANTS EMPOWERING FUTURE LEADERS

In December 2023, LatinCouver successfully obtained an additional three-year contract extension to lead the *Micro-Grants Diversity Stream (2024-2027)*.

- The program continues to support transformative, community-led initiatives.
- In March 2024, the second intake was successfully completed with 24 impactful community projects.
- **Third program intake launched in 2024**
- **Participants receive \$4,500 grants** to execute social impact projects
- **One-on-one mentorship** from industry experts in:
 - Business planning
 - Marketing & social media
 - Budgeting & finance
 - Emotional intelligence
 - Public speaking

DIVERSITY & REPRESENTATION: WHO WE EMPOWER



Third intake

- **TOTAL MINORITY YOUTH SUPPORTED:**

- **SOUTH ASIAN: 4**
- **ASIAN: 3**
- **BLACK: 4**
- **LATIN AMERICAN: 7**
- **MIDDLE EASTERN: 4**
- **WOMEN PARTICIPANTS: 11**



VIA CANADA

EMPOWERING LATIN AMERICANS THROUGH EDUCATION

Via Canada connects the **Latin American community** with **educational opportunities in Canada**, driving **individual and collective progress**. By **bridging Latin America with Canada**, Via Canada is more than just an educational platform—it's a **gateway to new opportunities, personal development, and long-term success**.

FACTS:

Since its launch in mid-2023, Via Canada saw rapid growth, receiving

**OVER 1,200 INQUIRIES
IN 2024—4.5 TIMES MORE**

2023, with peaks of **10+ daily inquiries**.

However, after **August 2024**, new immigration policies led many to **pause their plans**, causing a **sharp decline in interest**. As a result, the program was **put on hold in Q4 2024**, though we continue assisting those still interested.

Reporte Anual AGM 2024

CONNECTING BUSINESS

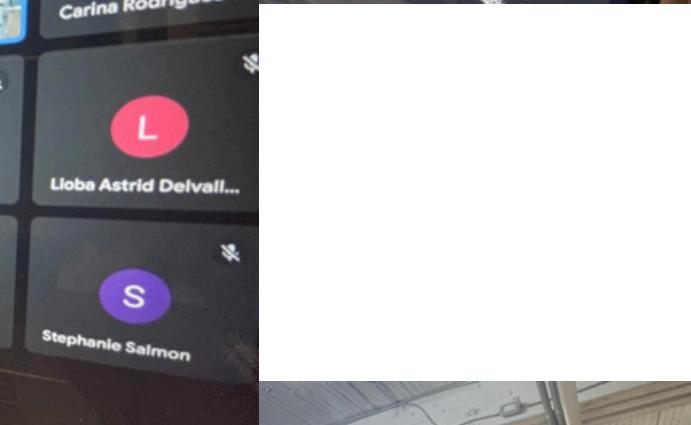
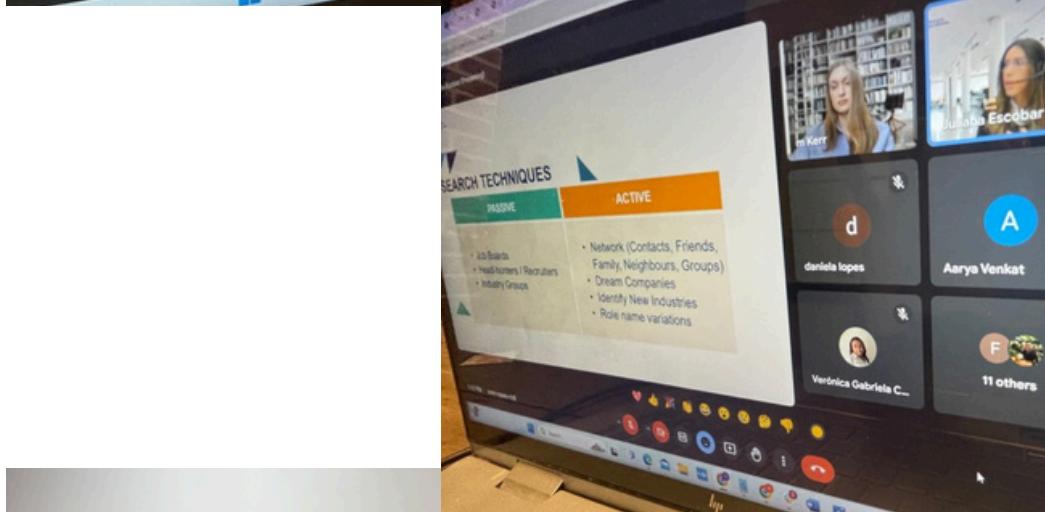




LATIN-CANADIAN BUSINESS COUNCIL

The Latin-Canadian Business Council (LCBC) was born in 2020 as the merger of two of LatinCouver's most iconic programs, LCPN (Latin Canadian Professional Network) and ExpoPlaza Latina, to create a stronger platform to connect businesses, entrepreneurs, and job seekers across the Americas. LCBC is a program that provides the opportunity to share experiences and expand professional connections allowing students, professionals, and businesses to grow and tap into Vancouver's business market.

The focus this year was to make a more robust program than can start their base as an ecosystem for all the participants in the different activities.



MONTHLY TRAININGS / WORKSHOPS

Online and in-person



+130

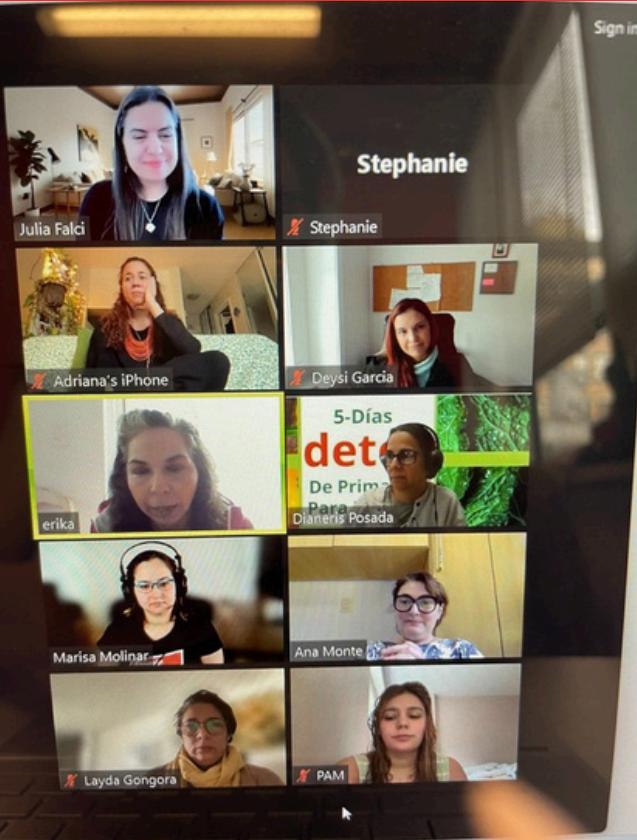
ATTENDEES
to the trainings
during the year

TOPICS:

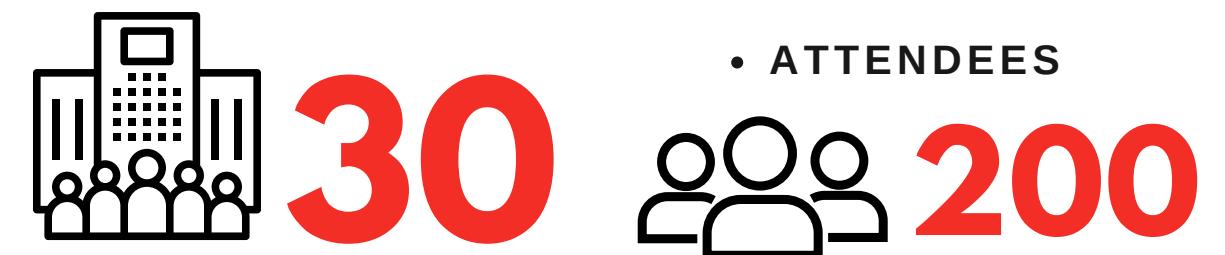
- Learn about Hiring Trends 2024
- How to build your Canadian Resume
- Managing/Protecting your savings
- Learn to manage your wealth as an entrepreneur
- How to prepare for a Canadian interview
- Financial considerations for women - Bridging the gender gap
- Canadian Immigration Updates
- How can business owners plan for retirement?
- Hiring Smarter - Strategies for Limiting Legal Risks in the Hiring Process
- Employment Contracts - What Your Employment Lawyers Want You To Know
- Learning From the Past - Terminations Gone Wrong and How to Get it Right

SHE LATINA PROGRAM

The She Latina program was created to empower and support Latin American women in their personal and professional growth. Since 2024, we've been intensifying our efforts to give the program even more momentum, creating stronger connections, and offering more opportunities for mentorship, leadership development, and networking.



Held on March 7, this elevator pitch competition empowered Latin American women entrepreneurs to present their business ideas, gain exposure, and connect with experts, investors, and peers. The event offered prizes, mentorship, and resources to help participants grow and scale their ventures, while fostering a supportive and inspiring community.



• BUSINESS REGISTERED



SHE LATINA PROGRAM

We're excited to continue fostering a community where Latina women can thrive and make a lasting impact. This is why we started to build a program that can be sustainable over time.



TESTIMONIES

Starting on the journey of entrepreneurship is never easy...with the support of initiatives like Latincouver, we're excited to take our next steps. With the prize money, we plan to boost our inventory, expand our presence at swim meets, secure consignment deals with retail stores, and sponsor some athletes to amplify our brand's visibility..we launched our swimsuit company with a dual mission: to deliver top-notch swimwear while making a meaningful impact on ocean conservation. That's why our swimsuits are crafted from recycled plastic bottles recovered from the ocean".

Pam Montoya

Pitch Fest Winner - *Risewear*

As a **Latina woman** in tech and the startup world, it can be very hard to get a leg up. Mondays modernizes the brigade system for the 21st-century food industry....Since our participation at Pitch Fest, we have been invited into the Mosaic Accelerator community and advanced to Round 2 of the BC New Ventures Competition. Thank you, Pitch Fest, for providing Mondays with a platform to launch and nurture our idea".

Layda Gongora

Startup Founder/ CIO - (*Chief Innovation Officer*)

"During the program I remembered how helpful brainstorming power is. By allowing us to discuss and come up with ideas and solutions for other business women, you unleash the power of looking at issues from different perspectives. This way you can help someone else to succeed, and realize that others sometimes have the same issues or are similar to you, and by giving a perspective to others, sometimes you can use that same analysis on your own issues and see different angles of the same problem. Also, now we can give experiences from other women that can help you guide your path with their knowledge".

Marisa García Arteaga Molinar

Participant Mentoring Program

LCBC MEMBERSHIPS

STARTER



Perez McKenzie
IMMIGRATION



PRO



Elias Jimenez
Gonzalez



LCBC MEMBERSHIPS

The membership program officially launched in 2024 and has already welcomed a variety of outstanding organizations from diverse industries. These members bring valuable experience and expertise, forming a collaborative network focused on growth, innovation, and impactful solutions.

The program continues to expand, fostering strong and dynamic partnerships.

LCBC NEW AND RENEW PARTNERSHIPS

WE HAD
20



**BUSINESS
MEMBERS**
In the first year

LCBC MEMBERSHIPS

- December 2024

The membership program officially launched in 2024 and has already welcomed a variety of outstanding organizations from diverse industries. These members bring valuable experience and expertise, forming a collaborative network focused on growth, innovation, and impactful solutions.

The program continues to expand, fostering strong and dynamic partnerships.

LCBC MEMBERS MEET UP EVENT

- Members and Community Partners gathered to meet each other and learn more about the benefits for them.
- This was an opportunity for them to network, exchange contacts and expand their network.



SHE LATINA CHRISTMAS MARKET

A vibrant one-day Christmas market that celebrated women entrepreneurs with a festive atmosphere filled with live Latin music by Los Parranderos de Vancouver, a Venezuelan music group. The event featured a curated selection of local vendors, family activities, and cultural experiences, along with a coaching session and meditation focused on building purpose-driven businesses. It also offered a valuable space for attendees to connect, share, and network.



MONTHLY TRAININGS / WORKSHOPS

Online and in-person



+130

ATTENDEES

to the trainings
during the year

+200

ATTENDEES

- THE EVENT FEATURED PRODUCTS FROM



11 WOMEN-LED
BUSINESSES

QUANTIFYING PURPOSE

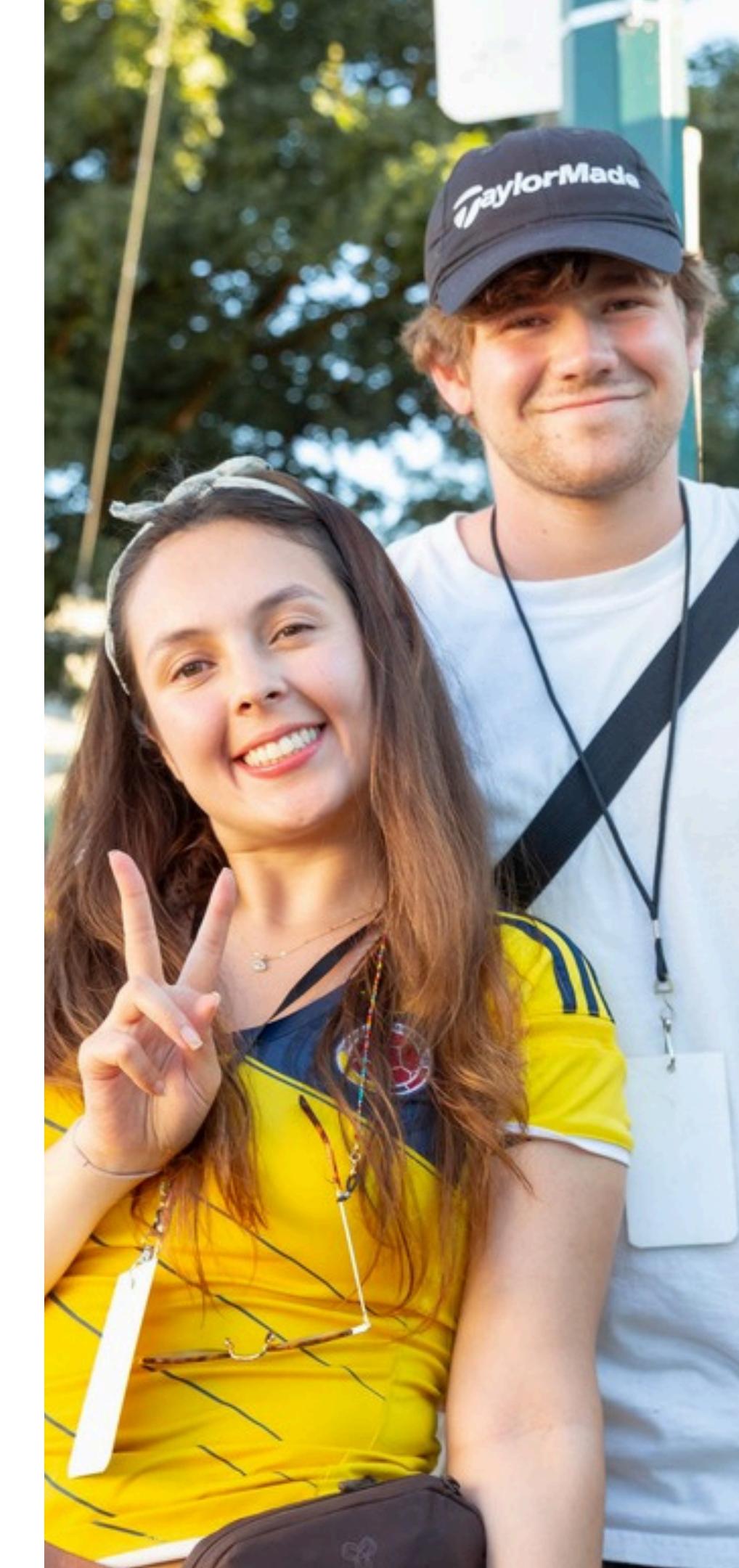
OUR NUMBERS FOR
HUMAN RESOURCES
MARKETING



HUMAN RESOURCES

LATINCOUVER TEAM

In 2024, we expanded our personnel across all departments of Latincouver, including employees, contractors, and volunteers. This strategic decision was crucial for management to ensure that the organization's growth was adequately supported with the necessary resources.



17 REGULAR FULL-TIME STAFF PAID

2 TEMPORARY / SEASONAL STAFF PAID

+25 CONTRACTORS

03 APPRECIATION MEETINGS

VOLUNTEER INITIATIVE

- **Long-term volunteers** (who stayed for at least 3 months) supported **ongoing projects** and made consistent contributions to the organization's activities.
- **Short-term volunteers** were **essential during key events** such as Carnaval del Sol, Latin American Heritage Month, and other **community celebrations**.

TESTIMONIALS

"Thank you for sempre providing a great volunteer experience. Wishing you more years of great events." **Saskia Guizado**

"I really appreciate how you always checked in with me to see if I was okay. I'm so glad to have completed this with such a kind and supportive supervisor and team. Thank you so much 😊😊😊😊 In the future, if you have any events or activities that need volunteers, please keep me in mind... it's been one of the best experiences of my life."

Pattamaporn Jamjumrus

The volunteering program efforts attracted:

+110 LONG TERM VOLUNTEERS

+760 SHORT TERM VOLUNTEERS

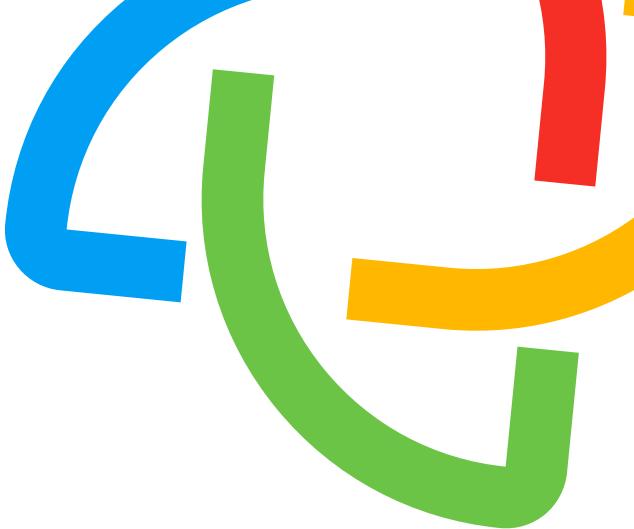
+26,700 HOUR OF VOLUNTEERING

Their collective contributions made a meaningful impact throughout the year.

 volunteers



MARKETING



Facebook
+27,400
Followers

1,092,313 REACHES

10.54%



Instagram
+25,200
Followers

1,627,671 REACHES

405.07%



X (Twiter)
+2,950
Followers



Tiktok
38,000+
Views



LinkedIn
+4,100
Followers



Spotify
+1,220
Followers



Youtube
+1,120
Followers



WhatsApp
605
Users



Our connection with the community continued with even stronger digital connections fostered through online platforms this past year. Even with in person events, our audience connected and related to us through digital channels. During events, as stated before in this report, we had special activity on our socials.

Aside from Carnaval del Sol and Latin American Heritage Month, other projects and values from Latincouver were promoted in Digital Media channels, such as Social Media (Facebook, Instagram, Twitter, LinkedIn, TikTok, Flickr and YouTube), Website, Newsletter and Podcasts.



Website
410,218

Page views
over the year



Newsletter
+15.230

Suscribers

Open rate: 51%

ANNUAL WEBSITES VISITS:

Latincouver

158,613

14.02%

Carnaval del Sol

162,937

-20.79%

LCBC

30,449

561.05%

Latin Plaza

2,479

Not applicable

Latin Events BC

55,740

454.86%

TOTAL

410,218

TESTIMONIALS



nataliaparga Me encantan🔥

19w 1 like Reply See translation



claraluzfrancocoello Excelente 🔥🔥

19w 1 like Reply



@nonomiyazawa5851 • 6 months ago

Excelent video!! Loved it, looking forward to next year's Csol! ❤️ ❤️



camilleplazamusic Me encantó ser parte ❤️

17w 2 likes Reply See translation

[— Hide replies](#)



lahmfestival @camilleplazamusic So glad you could be part of it! ❤️

17w Reply



BOARD OF DIRECTORS

2025-2026



BOARD MEMBERS 2025-2026



Rochelle Grayson
Secretary



Luis Brasdefer
President



Gerardo Corro
Treasurer



Mauro Giles
President

NEW BOARD OF DIRECTORS



ROCHELLE GRAYSON

Rochelle Grayson is a proud Afro-Puerto Rican changemaker, tech innovator, and serial entrepreneur with over 30 years of global experience in business, education, and digital transformation. She is the Founder of Mosaic Accelerator, which empowers BIPOC women entrepreneurs to build tech-enabled businesses, and Co-Founder of Circles of AI, making artificial intelligence accessible and inclusive.

The daughter of world-renowned Puerto Rican opera singer Awilda Verdejo and an African-American father who instilled in her the value of voice and vision, Rochelle brings vibrant energy and global perspective to every endeavor. “¡Soy borícuá!” she beams — a proud celebration of her heritage and connection to la comunidad.

Currently a Board Member at Viridis Research, led by powerhouse Chilean scientist Dr. Macarena Cataldo Hernandez, Rochelle is committed to amplifying Latin excellence and innovation.

Named one of Canada’s Top 100 Most Powerful Women, Vancouver’s Top Forty Under 40, and Top 10 Technology Women, she is also on a mission to improve her Spanish. “Entiendo más de lo que hablo,” she laughs, “pero estoy aprendiendo cada día!”



MAURO GILES

Mauro Giles is a seasoned executive with over 25 years of experience in the financial services and technology sectors. He has held leadership roles at major global institutions, including HSBC, Barclays, and JPMorgan Chase, where he led strategic initiatives in digital transformation, risk management, and operational efficiency.

Currently serving as a Managing Director at a leading fintech company, Mauro is recognized for his ability to drive innovation and foster sustainable growth. His expertise in navigating complex regulatory environments and his commitment to ethical governance make him a valuable asset to any board.

Mauro holds a Master's degree in Business Administration from the London Business School and is a certified Chartered Financial Analyst (CFA). He is passionate about leveraging technology to enhance customer experiences and improve financial inclusion.

As a candidate for the Board of Directors, Mauro brings a wealth of knowledge, a strategic mindset, and a dedication to excellence that align with the organization's vision and values.



GERARDO CORRO

An experienced marketing and destination development consultant with over 16 years of international experience, I advocate for greater representation of the Latin community in leadership and cultural expression in Metro Vancouver and Canada. As Vice-President on Latincouver's Board, I aim to enhance initiatives and foster connections between the Latin community and Canadian society.

Leadership & Governance Experience:

- 10+ years on various nonprofit boards and councils in Canada and Mexico.
- Roles include:
 - Advisor at Arts, Culture, and Economic Development Advisory Committee (ACEDAC), New Westminster.
 - Board Member of British Columbia Destination Management Association (BCDMOA).
 - Executive Director at Tourism New Westminster.
 - President of GESTUR Destination Consultancy and Consejo Ciudadano de Turismo de Puebla.
 - Treasurer at Skal International Club 559.
 - Vice-President of Consejo Municipal de Turismo de San Andrés Cholula.

Secretary at Consejo de Desarrollo Económico y Turismo de Atlixco, Puebla.

GERARDO CORRO





Honorary Consul
Antonio Arreaga
Advisory Board
Member



Luis Brasdefer
Advisory Board
Member



Glenn Sigurdon
Advisory Board
Member

ADVISORY BOARD



MEMBERSHIP FEE

PROPOSED AMENDMENT



PROPOSAL

It is proposed to include the following "Part 2 - Members" in Section 2.1 of the Constitution and By-Laws of Latincouver and Cultural & Business Society:

Part 2: MEMBERS

Application for membership

Section 2.1 - A person may apply to the Board for membership in the Society, and the person becomes a member upon the Board's acceptance of the application and payment of the membership fee.

AMENDMENT:

Section 2.1.1 – Membership Dues

The annual membership fee shall be annually determined by the board of directors and payable upon application.

Section 2.1.2 – Waiver of Membership Fees

The Board of Directors, or a committee or officer delegated by the Board, may waive or gift the membership fee for any individual, in whole or in part, based on financial hardship, contribution to the organization, or other criteria as determined appropriate by the Board or delegated authority.

MOTION FOR APPROVAL



2025

VISION, GOALS
AND UPDATES





VISION AND GOALS 2025

ACTION PLAN FOR 2025

In response to the challenges faced in 2024, LatinCouver has developed a focused action plan for 2025 aimed at strengthening financial sustainability, enhancing program impact, and ensuring continued support for our community. This plan emphasizes diversifying funding, adapting programming to align with emerging priorities, and fostering stronger community engagement.

1. DIVERSIFYING FUNDING SOURCES

To reduce reliance on government grants and build financial resilience, we will:

- Expanding corporate sponsorships and private sector collaborations
- Strengthening donor outreach through strategic campaigns and events
- Securing grants aligned with digital literacy, employment readiness, and anti-racism



2. ADAPTING PROGRAMS TO MEET EMERGING PRIORITIES

To stay relevant and competitive for funding, we will:

- Expanding skills development, digital literacy, and employment support initiatives
- Reframing arts and culture programs to incorporate anti-racism and multiculturalism
- Strengthening community-driven initiatives that foster public engagement and inclusion

3. ENHANCING COMMUNITY ENGAGEMENT

To deepen our impact and enhance fundraising success, we will:

- Building stronger partnerships with community organizations and stakeholders
- Increasing visibility through outreach, advocacy, and high-impact events
- Cultivating a dedicated donor base to fuel sustainable growth

4. INVESTING IN ORGANIZATIONAL CAPACITY

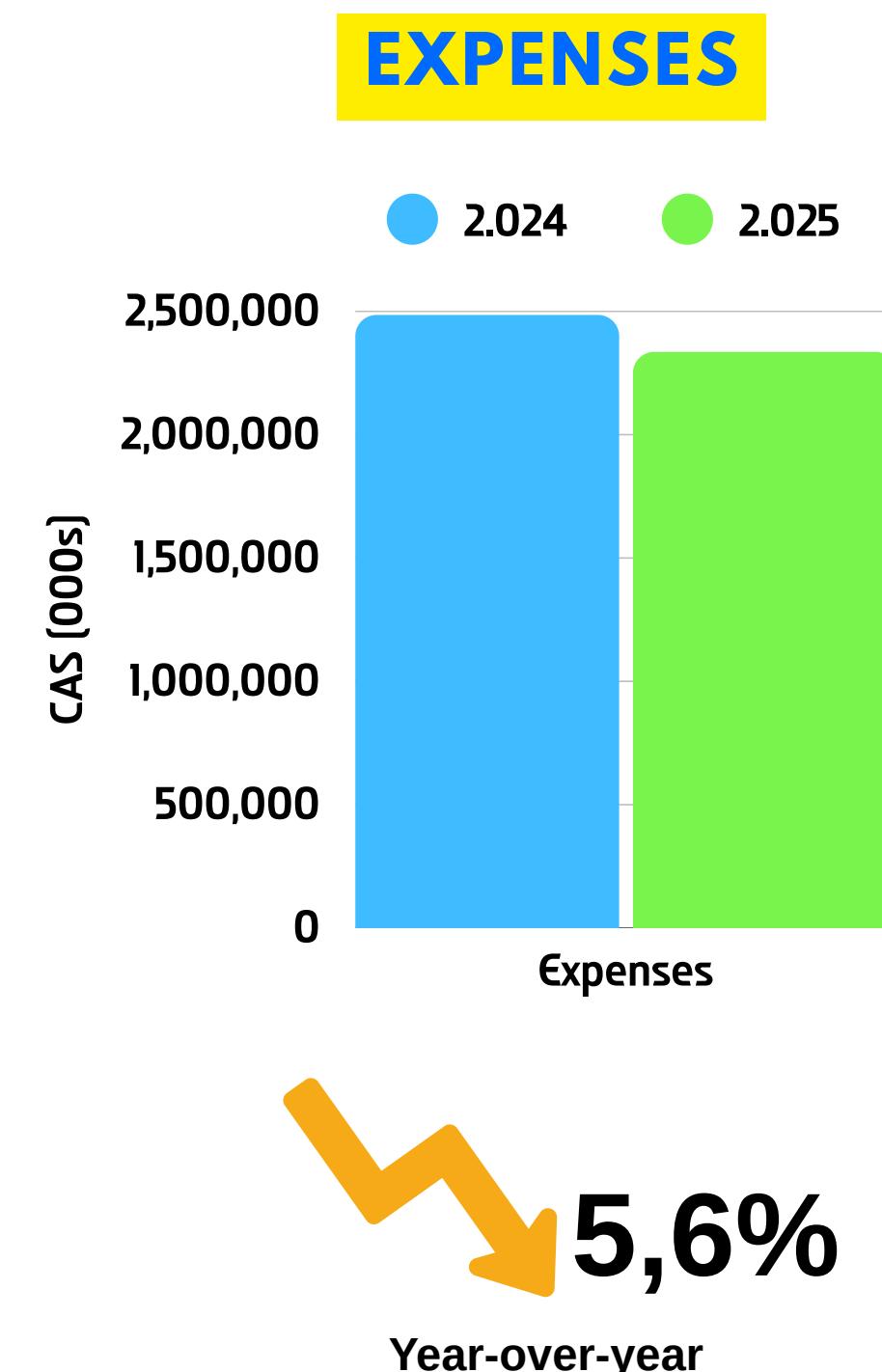
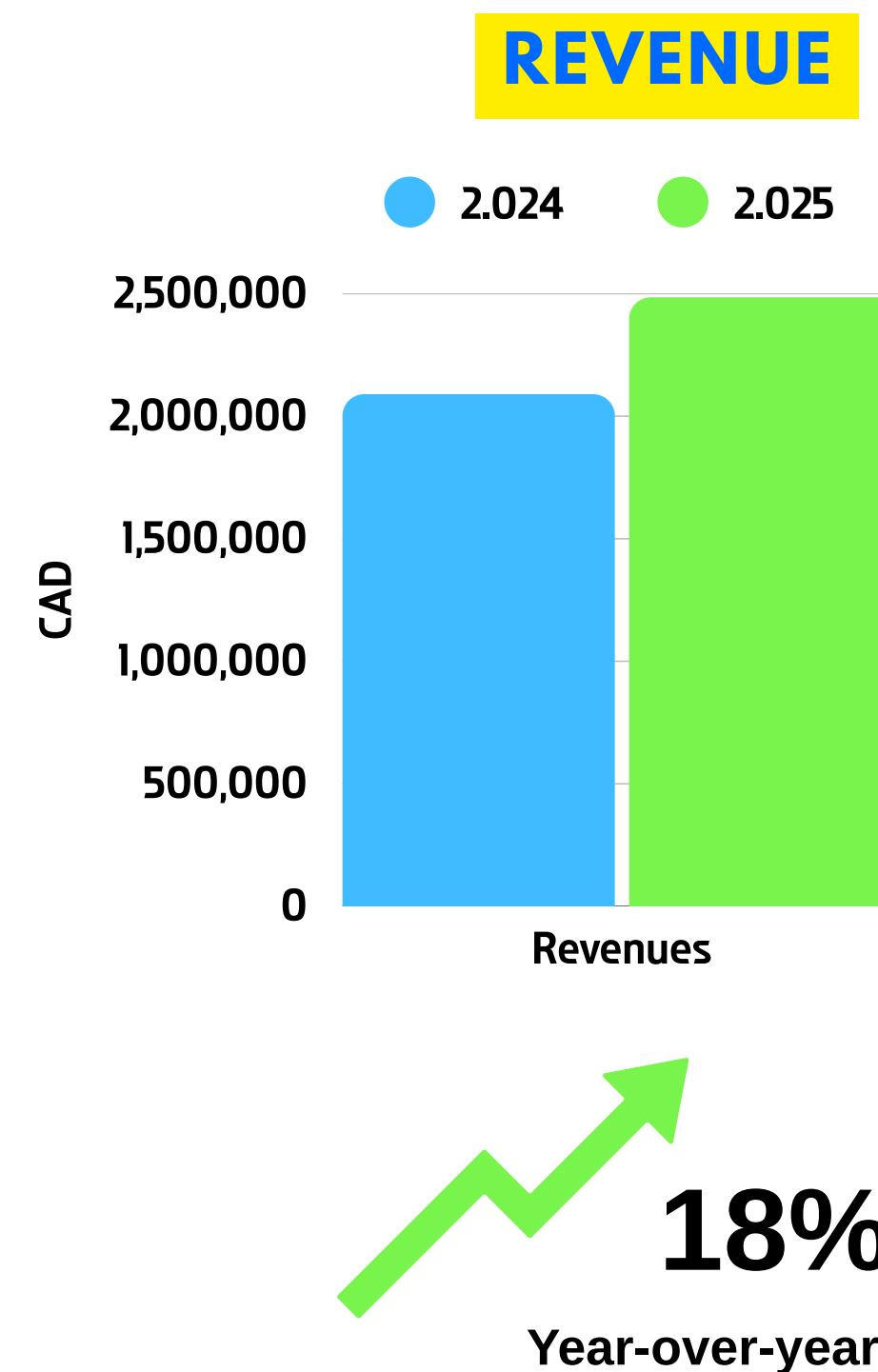
To deepen our impact and enhance fundraising success, we will:

- Training staff and volunteers to align grant applications with Latincouver's mission
- Recruiting volunteers to support grant research and writing
- Providing specialized fundraising training to improve donor engagement and campaign success

Despite funding challenges, Latincouver remains resilient. By diversifying revenue, adapting to funding shifts, and strengthening community ties, we are positioned for sustainable growth and long-term impact. Together, we will continue empowering our community and shaping a more inclusive future.

THE GOAL FOR 2025

By applying this action plan, Latincouver projects the following for 2025:



2025 UPDATES

PROJECTED OVERHEAD

People Cost

2024	2025 (F)
\$ 1,116,928	\$ 794,898

PROJECTED INCOME & EXPENSES

	2024	2025 (F)
Income	\$ 2,093,404	\$ 2,453,304
Expenses	\$ 2,477,135	\$ 2,302,404



GRANTS UPDATES:

Confirmed April 28th 2025

- \$604.142 Total
- \$191.394 Grants
- \$412.748 Contracts

ACCOUNTS PAYABLE

56% of accounts payable has been paid, effectively meeting the payment plan

COMING UP

IN 2025

SOCER TOURNAMENT CARNAVILITO

CSOL - COLOMBIAN SPECIAL NIGHT | VALLENATO
CARNAVAL DEL SOL FESTIVAL
CSOL - BRAZILIAN NIGHT
CHIQUITZIN KIDS FIESTA

CARNAVALITO

LAHM - LATIN AMERICAN HERITAGE MONTH
CULINARY SHOW
DIA DE LA CANCION CRIOLLA EVENT
DIA DE LOS MUERTOS



IN SURREY (JUN 27TH)

IN VANCOUVER, JONATHAN ROGERS PARK (JUL 11TH)
IN VANCOUVER, JONATHAN ROGERS PARK (JUL 12TH-13TH)
IN VANCOUVER, LATIN PLAZA HUB (JUL 12)
IN RICHMOND (JUL 19TH)

IN LANGLEY (SEP 7TH)

IN VANCOUVER (FROM OCT 15TH TO NOV 2ND)
IN GASTOWN AND HASTING AREA (FROM OCT 17TH TO 30RD)
IN VANCOUVER (OCT 31ST)
IN VANCOUVER (NOV 1ST AND 2ND)



QUESTIONS
COMMENTS
CONCERNS



THANK YOU TO OUR SUPPORTERS



This year has been a testament to the **resilience and unity** of our community. Through every challenge, we found **inspiration in YOU**, embracing our values and identity to move forward with **hope and determination**. Together, we have grown stronger, adapting with a renewed mindset.

We are deeply grateful for your **hard work, support, and commitment**, which continue to drive us toward a brighter future.

A **special thank you** to our **Team and Volunteers**, whose dedication and passion make all the **magic happen**—your efforts are the heart of everything we do!

SPONSORS

- British Columbia
- British Columbia Arts Council
- Canada
- Canada Council for the Arts
- Canadian Heritage
- City of Vancouver
- Creative BC
- CS-WineSpirits (Christopher Stewart)
- Go 2 Production
- Granville Island brewery
- MolsonCoors (Granville Island/Topochico)
- MSV
- Primacorp
- Sports Hosting
- TD Park People
- WeBC
- La Taqueria
- Aragon Launchpad Academy
- Bloom in BC
- Nature Path
- Northam Beverages
- Mucho Burrito
- Acsenda
- Puerto Vallarta
- Mitsubishi Vancouver
- La Taqueria Pinche Taco Shop Experience Plaza
- North Alpha Painters Kids Plaza
- Family Plaza

PARTNERS

- Televet Pet Plaza
- Perez McKenzie
- Arts, Culture & Tourism, City of Vancouver
- Siempre Tequila
- Cabron Tequila Cocktails
- University Canada West
- Cuso International
- Granville Island Brewing
- Big Steel Box
- La Taqueria Pinche Taco Shop
- Canadian Blood Services
- Televet
- Mil Tomates Tacos
- Translink
- Spark CG
- TalentLift
- Eight Ounce Coffee
- Modo
- Specialty Beans
- Unplugged
- Bell Alliance
- Christopher Stewart
- North Alpha Painters
- Next Goal Agency
- Heritage Month
- Alas Students
- Alianza Francesa
- Black Business
- BrainStation
- Brazilian Association
- CAMSC
- Coastal Jazz and Blues Society
- Colombian Community of Vancouver
- Comunidad Mexicana en Vancouver
- Concord
- Consulado Mexico
- Dra. Marissa Garcia
- Delaz
- Ecuadorian Association of BC
- Emprendedoras House Society
- Flamenco Rosario
- Futurpreneur
- Gastown
- Gourmeth
- Granville
- Indigenous Friends Association
- LCC
- La Taqueria
- Langley Community Services Society
- Le Relais Francophone
- LOCARNO
- MAPLE
- MOA
- Machete
- Mariachi los Dorados
- Mexican Community
- Mi tierra Latina
- Mil Tomates
- Mosaic
- Mosaic Engage
- PICS
- PuSh Festival
- Public Health Agency of Canada
- RedGlobal
- Risa en Tu Idioma
- SBOT
- SUCCESS
- Salsa Cruise
- South Granville Senior Centre
- Successful Women Canada Society
- TFO
- Tamaly Shop
- The Stoke Market
- UVANU
- VAST
- VIFF
- VLAFF
- VPS
- WEBC
- Western Community College
- Union Latino Food

MEDIA PARTNERS

- 101 Media Bunker
- 604NOW
- 980CKNW
- Best Places
- Canadian Immigrant
- Daily Hive
- El bus de la 7
- Omni TV & City TV
- Shaw Multicultural
- The Georgia Straight
- TheProvince & VancouverSun
- Univision
- Vancouver's Best Place

CONSULATES

• Brazil	• Guatemala
• Chile	• Panama
• Colombia	• El Salvador
• Costa Rica	• Mexico
• Peru	• USA

LATIN AMERICAN COMMUNITIES

• Argentina	• Venezuela
• Brazil	• Mexico
• Colombia	• Paraguay
• Cuba	• Ecuador
• Peru	



THANK YOU



Latincouver
The Latin American Plaza in BC