



# ANNUAL REPORT



2024

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# LATINCOUVER CULTURAL AND BUSINESS SOCIETY

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# 2024

www.latincoover.ca

**Latincoover Cultural & Business Society** is a non-profit organization, renowned as the modern-day Latin Plaza in Vancouver—a social and economic hub at the heart of the community. We play a vital role in bringing people together in British Columbia by hosting businesses, as well as social and cultural activities throughout the year.

**For more than 17 years**, Latincoover has been a leading organization dedicated to **supporting communities, promoting culture, connecting business, and empowering Latin Americans** in Canada. Proudly, we are the largest Latin American non-profit organization in the country, serving as a key point of reference for newcomers.

Our network and services provide opportunities to learn more about Latin America and Vancouver. **Be part of our plaza**, where you'll find the perfect environment, essential tools, and the right networks to help you grow.

**CONTACT US AT**

**[plaza@latincoover.ca](mailto:plaza@latincoover.ca)**

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# MESSAGE FROM THE **PRESIDENT OF THE BOARD OF DIRECTORS**

**Dear Latincouver Community, friends and supporters,**

It is an honor to welcome you to the Latincouver Cultural and Business Society Annual Report 2024, where we reflect on the remarkable achievements of the past year. As President, I am incredibly grateful for the support of our funders, sponsors, partners, team members, and volunteers who continue to believe in our mission. Thanks to their dedication, we have strengthened our presence in British Columbia, fostering a dynamic Latin American community and sharing our beautiful and extensive culture with Canada.

Our commitment to empowering Latin Americans and those who embrace our culture remains stronger than ever. Over the past year, we have expanded our reach, built meaningful connections, and created opportunities that celebrate and preserve our heritage.

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Despite financial challenges and rising costs, we remained resilient, securing vital resources and implementing sustainable strategies for long-term growth. One of our priorities has been ensuring fairer compensation and recognizing the invaluable contributions of our team, whose passion and dedication drive Latincouver forward.

As we reflect on our accomplishments, this report tells a story of perseverance, passion, and community impact. None of this would be possible without the unwavering support of everyone involved in Latincouver.

As a president, it has been an incredible journey to witness the organization's growth, overcome challenges, improve operations, adapt to changes, and see the positive change it has brought to our community.

I want to extend my deepest appreciation to the entire Latincouver family—our board, staff, volunteers, partners, and supporters—who have contributed to making this organization what it is today. My support for Latincouver remains strong, and I look forward to seeing it continue to thrive and create meaningful opportunities for years to come.

Thank you for your trust, dedication, and belief in the power of our culture. Together, we will keep building, connecting, and celebrating Latin American heritage in Canada.

**With gratitude,**

**Leticia Ramirez**

*President of the Board of Directors  
Latincouver Cultural & Business Society*



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# MESSAGE FROM THE **FOUNDER & EXECUTIVE DIRECTOR**

**MESSAGE FOR THE ANNUAL GENERAL REPORT 2024**

**Dear Friends,**

Welcome to the Latincoover Cultural and Business Society Annual Report 2025, reflecting on the incredible milestones achieved in 2024. As the founder and director, it fills me with immense gratitude to thank our funders, sponsors, partners, team members, and volunteers who continue to champion our mission. Together, we are fostering a thriving and vibrant Latin American community here in British Columbia, while proudly sharing the richness of our culture with Canada.

At Latincoover, our mission remains steadfast: to empower Latin Americans and enthusiasts by celebrating and preserving our heritage. Over the past year, we have deepened our impact and broadened our reach, strengthening our connections and building bridges within our diverse community.

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In 2024, our children’s program flourished, welcoming hundreds of young participants to activities designed to nurture pride in their roots and prepare them to contribute positively to Canada’s future. This growth is a testament to our commitment to investing in the next generation and ensuring they embrace their heritage while building their future.

The past year was filled with incredible moments as we showcased the best of Latin American culture through international and local artists. Our events celebrated the beauty of our heritage, creating vibrant spaces for connection and joy. The Carnaval del Sol, a cornerstone of our cultural calendar, brought together a vast and diverse audience, solidifying its place as one of Canada’s most cherished cultural events.

While navigating rising costs and funding challenges, we adapted and thrived. Through tireless efforts, we secured additional resources and strengthened our financial systems, ensuring sustainable practices for the years ahead. Most importantly, we took steps to offer fairer and more equitable compensation to our team, recognizing the incredible value they bring to Latincouver.

Latincouver was supported by a passionate team of staff members and volunteers who embody diversity and inclusion. With a strong representation of BiPOC individuals, women, and members of the LGBTQ+ community, our team reflects the vibrant mosaic that defines our society. Many of them found their first Canadian work experience with us, and we are proud to have been a stepping stone in their professional journeys.

As we celebrate our achievements, I invite you to explore the pages ahead. This report goes beyond numbers and data—it is a story of resilience, passion, and collaboration. None of this would have been possible without the dedication of our team, the generosity of our sponsors and funders, and the unwavering support of our community.

Thank you for believing in us and for helping us make a difference, year after year. Together, we will continue to empower, connect, and celebrate the beauty of our Latin American culture.

**With gratitude,**

**Paola VM**  
*Founder and Executive Director*  
*Latincouver Cultural & Business Society*



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# WHO WE ARE



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# ABOUT US

Latincouver is a non-profit organization dedicated to celebrating and strengthening Latin American culture in Canada. Through events, programs, and business initiatives, we create opportunities for cultural exchange, professional growth, and community connections.

As the largest Latin American organization in British Columbia, we serve as a bridge between Latin Americans and the broader Canadian society. Our platform supports entrepreneurs, artists, and newcomers, fostering a vibrant and inclusive space where Latin heritage thrives.

Inspired by the concept of la plaza—the heart of social and economic life in Latin America—Latincouver is more than an organization; it is a meeting place where ideas, cultures, and people come together to build a stronger community.

## OUR MISSION

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

## OUR PILLARS

Latincouver offers programs that are aimed at serving the community. The following four pillars guide our efforts

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





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# THE BOARD OF DIRECTORS



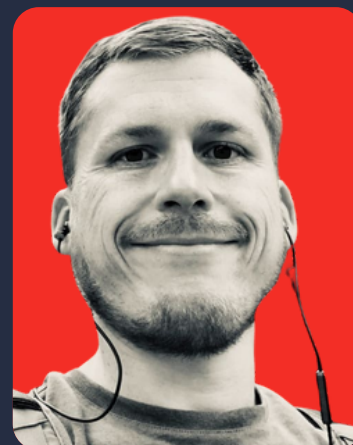
**Leticia Ramirez**  
*Interim President  
Board of Directors*



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



**Glenda Farias**  
Treasurer of the  
Board



**Julian Terminel**  
Secretary  
of the Board

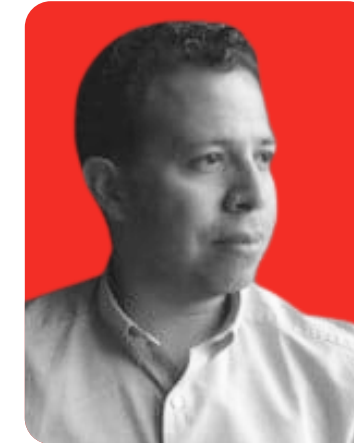


**Enersto Miranda**  
Member at Large

# ADVISORY BOARD MEMBERS



**Honorary Consul  
Antonio Arreaga**  
Advisory Board  
Member



**Marshall Gallardo**  
Advisory Board  
Member



**Glenn Sigurdon**  
Advisory Board  
Member



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# LATINCOUVER TEAM

## OPERATION



**Martha Jara**  
Director of Operations

## IT



**Fabian Montenegro**  
IT Support

## HR



**Oleksandra Bazeliuk**  
HR Coordinator

## FINANCE



**Eleanore May Sayo**  
Finance Coordinator



**Margarita Fernandez**  
Finance Support



**Patricia Sousa**  
Finance Assist

## LEGAL DEPARTMENT



**Julian Pietro**  
Pro bono Lawyer

## GRANTS



**Linda Purcell**  
Fundraising & Grants  
Sr. Manager



**Sofia Treminio**  
Grant Writer



**Taiwo Adekunte  
Aderemi**  
Grant Writer



**Elizabeth Laredo**  
Grant Writert



**Melanie Doulton**  
Grant Writert



**Eric Lee**  
Grant Writer  
and Research



**Luisa Cunha**  
Grant Writer



**Stefhania nieto**  
Grant Writer

## ADM



**Paola Murillo**  
Executive Director



**Menilson Filho**  
Executive Assistant



**Martha Jara**  
Director of Operations

## MKT COMM SALES



**Nathalia Arcila**  
Communications &  
BD Sr. Manager



**Erika Oliveira**  
Community Manager



**Cesar Romero**  
Public Relation



**Emiliano Sobrino**  
Sales Coordinator

## DIGITAL MKT



**Juanita Lopez**  
Marketing Team  
Leader



**Christian Batalha**  
Social Media  
Coordinator



**Clara Mantovani**  
Designer



**Alex Trujillo**  
Content Coordinator



**Gilly Wong Ruiz**  
Content Coordinator

## PROJECTS



**Pilar Hansen-Holm**  
Project Sr. Manager



**Paloma Morales**  
LAHM/Latino Seniors  
in BC Coordinator



**Claudia Ariza**  
Business Analyst



**Nathalia Arcila**  
Project Vendors  
Coordinator



**Victor Boaventura**  
Project Vendors  
Coordinator



**Tom Landa**  
Artist Director



**Pablo Calderon**  
Project Assistant



**Xiaotong**  
Project Assistant



**Marco Villar**  
Project Assistant

## PROGRAMS



**Felipe Gajardo**  
Programs Sr. Manager

## PROGRAMS



**Martha Jara**  
Director IPF

## PROGRAMS COORDINATORS



**Stephanie Salmon**  
Event Marketing  
Specialist LCBN



**Claudia Ariza**  
Business Analyst



**Milena Sliz**  
People & Culture  
Specialist



**Javier Garcia  
Sacramento**  
Sales Assist -  
Education

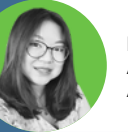


**Monica Martinez**  
Amigo Program  
Coordinator

## PROGRAMS ADM ASSISTANTS



**Mariana Vargas**  
Administrative  
Assistant SIP/  
Amigo Program



**Diana Lee**  
Administrative  
Assistant PBLMT



**Stephanye Noro**  
Administrative  
Assistant  
PBLMT



**Latincouver**  
The Latin American Plaza in BC

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# WHAT WE DO

## AND OUR IMPACT

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






# 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.

# WHAT WE DO

## AND OUR IMPACT

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



<b>+26,700</b>	HOURS OF VOLUNTEER SERVICES	<b>+330</b>	ATTENDEES UNDER LCBC UMBRELLA
<b>+49,000</b>	EVENT AND ACTIVITY ATTENDEES	<b>+151.800</b>	WEBSITE VIEWS OVER THE YEAR
<b>+160</b>	VENDORS	<b>+72.450</b>	FOLLOWERS ON SOCIAL MEDIA
<b>+ 630</b>	ARTIST	<b>3,205</b>	STREAMS ON SPOTIFY
<b>+870</b>	VOLUNTEERS	<b>43.5K</b>	VIEWS ON YOUTUBE
<b>1,500</b>	PARTICIPANTS SENIOR PROGRAMS	<b>836,34</b>	PODCAST CONSUMPTION HOURS
<b>+3,000</b>	ATTENDEES IN KID EVENTS	<b>+200</b>	ATTENDEES CONNECTED WITH RECRUITERS
<b>+20,000</b>	HEALTH (IPF) PROJECT REACHED OVER PEOPLE		

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# PROMOTING ARTS & CULTURE





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# PROMOTING ARTS & CULTURE

Latincouver's **Promoting Culture** pillar is central to its mission of fostering cultural exchange, strengthening Latin American representation, and creating meaningful connections within diverse communities. By organizing and expanding cultural events, Latincouver not only showcases Latin American traditions but also strengthens **economic opportunities, social inclusion, and cross-cultural understanding** in British Columbia and beyond.

In 2024, Latincouver deepened its commitment to cultural promotion by expanding its reach with **six major events**:

- **Brazilian Carnaval:** A dynamic cultural event showcasing Brazil's traditions, music, and energy.
- **Trail of Coffee: A specialized cultural and industry event,** providing an **immersive experience into Latin America's coffee heritage**, from bean to cup, while fostering connections between businesses, and coffee enthusiasts.
- **Carnaval del Sol:** The **largest Latin American festival in the Pacific Northwest**, offering a dynamic mix of music, gastronomy, and artistic performances to celebrate Latin culture.
- **Carnavalito on the Road:** A traveling cultural initiative bringing Latin American heritage to new communities across BC.
- **Latin America Heritage Month:** Latincouver presents a mix of artist performances, art exhibitions, workshops and events in person and online **to honor Latin America's rich culture and its influence in BC and Canada.**
- **Novena Colombiana:** One of the most important traditional Christmas celebrations in Colombia.

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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, and provided new opportunities** for businesses and cultural leaders.

**+45,000**  
ATTENDEES

**+750**  
OF VOLUNTEERS

**+160**  
VENDORS

**+ 630**  
ARTISTS

**+5,800**  
HOURS OF  
VOLUNTEERING





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# BRAZILIAN CARNAVAL 2024

The **Brazilian Carnival 2024** was a key cultural initiative by **Latincouver**, bringing the vibrance, energy, and traditions of Brazil to Vancouver. With the theme "**Brazilian Carnaval- All Day Experience**", this year's event successfully connected the Brazilian community through music, dance, and cultural expression.

This edition provided an **immersive experience**, attracting **1,260 attendees**, **Brazilian artists**, and **exhibitors**. The festival featured **live samba performances**, **capoeira showcases**, **family and children experiences**, and **interactive workshops**, bringing activities for families, and adults.

Brazilian Carnival 2024 **not only celebrated Brazilian heritage but also strengthened community ties**, provided business opportunities for vendors, and showcased Brazil's cultural richness as a key contributor to Latincouver's mission.



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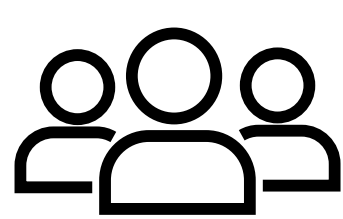
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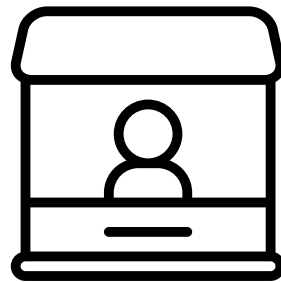
## FACTS:

- **Theme:** "Brazilian Carnaval – All Day Experience"
- **Date:** February 17, 2024

### SOLD OUT EVENT WITH



**+1,260**  
• ATTENDEES



**5**  
• VENDORS

### • PERFORMANCES & CULTURAL SHOWCASES

Featured samba, capoeira, and Brazilian music performances.

### • SOCIAL MEDIA INFLUENCE

The festival reached over 615,000 users online across Facebook and Instagram, expanding the presence of Brazilian culture in Canada.

## TESTIMONIALS & COMMUNITY IMPACT

### • 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. ”

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# THE TRAIL OF Coffee TRAIL OF COFFEE

The **Trail of Coffee 2024** was a strategic initiative by **Latincouver** designed to foster cross-cultural connections, enhance business opportunities, and celebrate Latin America's deep-rooted coffee heritage. With the theme "**Connect Through Coffee Experiences**", the event successfully positioned coffee as a cultural and economic bridge between Latin America and Vancouver.



Attendees engaged in **tasting sessions, educational workshops, industry networking, and live demonstrations**, making this a key event for coffee professionals and enthusiasts alike.

Trail of Coffee 2024 **highlighted the role of coffee as an economic driver**, reinforcing Latincouver's impact in connecting producers, business leaders, and consumers while promoting sustainable practices in the coffee industry.



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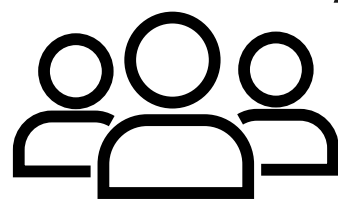
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## EVENT OVERVIEW:



**APRIL 20, 2024**

- **Location:** The Pipe Shop,  
North Vancouver



• **ATTENDEES**

**+500**

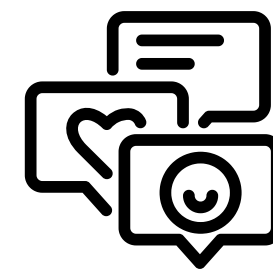
Industry professionals, business owners,  
Latin American Consulates and coffee  
enthusiasts

### • **EXHIBITORS & COFFEE BRANDS**

14 companies featuring specialty  
coffee and related products

### • **LATAM REPRESENTATION**

7 Latin American consulates participated



• **SOCIAL MEDIA REACH**

**525,000+**

Users engaged and 114,410 email sends.

### • **EDUCATION & SUSTAINABILITY**

Delivered multiple workshops & cupping  
sessions focused on ethical sourcing, roasting  
techniques, and sustainable coffee farming.

### • **COMMUNITY REACH**

Generated 579,259 impressions and engaged  
525,304 users through targeted digital outreach,  
solidifying Latincouver's role in promoting Latin  
American coffee culture in Canada.





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## 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.*”

**Trail of Coffee** is more than an event—it is a strategic initiative that strengthens trade relationships, educates consumers, and brings together a global community united by a love for coffee.





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# CARNAVAL DEL SOL & LATIN AMERICAN EXPERIENCE 2024

## EXECUTIVE SUMMARY

The **Carnaval del Sol 2024** was Latincoover's **flagship event**, uniting Latin American culture with Vancouver's diverse community. With the theme "**Celebrating Latin American Essence: Harmony, Inclusion, Diversity, and Love**", the festival highlighted the **economic, cultural, and social contributions** of Latin Americans to Canada.

Carnaval del Sol 2024 **not only celebrated Latin American heritage but also reinforced Vancouver's commitment to multiculturalism, inclusivity, and cross-cultural business collaborations.**



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## KEY HIGHLIGHTS & IMPACT:

### • ECONOMIC IMPACT

Significantly contributed to the local economy, supporting Latin American-owned businesses and vendors through increased visibility and sales.

### • CULTURAL REPRESENTATION



FEATURED

**380+**

ARTISTS FROM 15+ COUNTRIES,

bringing diverse music, dance, and artistic expressions to the community, including 50 international performers.

### • COMMUNITY ENGAGEMENT

HOSTED

**80+**

EXHIBITORS,

**40+**

WORKSHOPS

allowing attendees to experience Latin American traditions firsthand.

### • SOCIAL MEDIA INFLUENCE



Reached **over 1.6M impressions** online, expanding awareness and appreciation for Latin American culture.



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- **DIVERSE PROGRAMMING**

Attracted attendees across all age groups with **12 thematic**

- **EXHIBITORS & WORKSHOPS**

**80+**

EXHIBITORS,

**40+**

WORKSHOPS

on Latin culture

- **SPONSORS**



25 corporate, institutional, and cultural partners.



- **SOCIAL MEDIA REACH**

Over 1.6M impressions across platforms.

- **TOTAL AUDIENCE REACH OF**

**44.1M** Through press and digital media



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# LATIN AMERICAN EXPERIENCE 2024

“ From samba to soccer, from flamenco to fiesta — The Latin American Experience 2024 reminded us that culture is not something we consume, it’s something we live. ”



In **2024**, Latincouver brought the **Latin American spirit to life** through **five unforgettable events** that lit up **Metro Vancouver**. From **music, dance, and gastronomy** to **sports, family activities, and cultural pride**, the **Latin American Experience (LAE)** series celebrated the **richness and vibrancy of Latin heritage** while fostering **inclusion, community connection, and intercultural dialogue**.

These events acted as **cultural bridges**, offering a powerful space to **honor Latin roots** and inviting **broader communities to discover, share, and celebrate** the diversity that makes British Columbia stronger and more united.

## THE 2024 EDITION INCLUDED:

### • OPENING NIGHT

**270+ attendees** gathered at **Jonathan Rogers Park** for an electrifying cultural launch featuring **DJ Gambeat** and members of **La Mano Negra**. A fusion of **reggae, salsa, dub, and cumbia** set the tone for the summer. Attendees also enjoyed the **exclusive Carnaval del Sol beer**, created with **Granville Island Brewing** — a night of **rhythm, connection, and cultural pride**.



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## • FLAMENCO, TANGO AND WINE

At the elegant **Pipe Shop** in North Vancouver, **150 guests** immersed themselves in **Spanish and Latin rhythms**. The evening featured live performances by **Qairo (flamenco ensemble)** and **Tango in Fusion**, paired with **gourmet paella and fine wine** — a night where **art, flavor, and tradition** came together beautifully.

## • SOCCER TOURNAMENT: MINI WORLD CUP

A **two-day tournament** that brought together **16 teams** from **Latin America, Canada, and the Caribbean**. With **550+ attendees**, the event combined **sport, music, Zumba, DJs, and youth games**, becoming a celebration of **identity, heritage, and intergenerational bonding** — fútbol as a symbol of **community pride**.

## • BRAZILIAN FIESTA

Hosted at **Fox Cabaret**, this colorful evening showcased the heart of Brazilian music. Artists **Flavia Nascimento (Montreal)**, **Tio Chorinho (Toronto)**, and **AmarElas (Vancouver)** led the audience through a journey of **Samba, Forró, MPB, and Bossa Nova**. A **soulful, energetic, and authentic celebration** of Brazil's cultural richness.

## • CHIQUITZIN KIDS FIESTA

A **family-focused cultural festival** at **Brentwood Mall Plaza** with **2,000+ attendees**. Activities included **puppet shows, storytelling, face painting, workshops, and a kids' talent contest**. The event created a joyful, educational environment to **connect children with Latin American roots and values**.



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## TESTIMONIALS & COMMUNITY IMPACT

- **VOICES FROM THE COMMUNITY**

The impact of Carnaval del Sol extends beyond entertainment; it fosters a sense of belonging, economic growth, and cross-cultural connections. Here are some testimonials from individuals who experienced it firsthand:

- **VENDOR TESTIMONIAL:**

“ Our participation in Carnaval del Sol exceeded our expectations. We experienced a surge in sales and expanded our customer base significantly. ”





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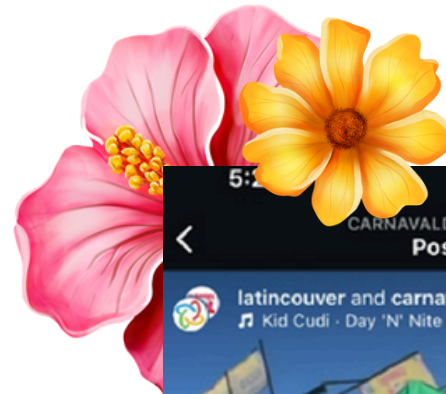
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### • VOLUNTEER TESTIMONIAL:

“ *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.



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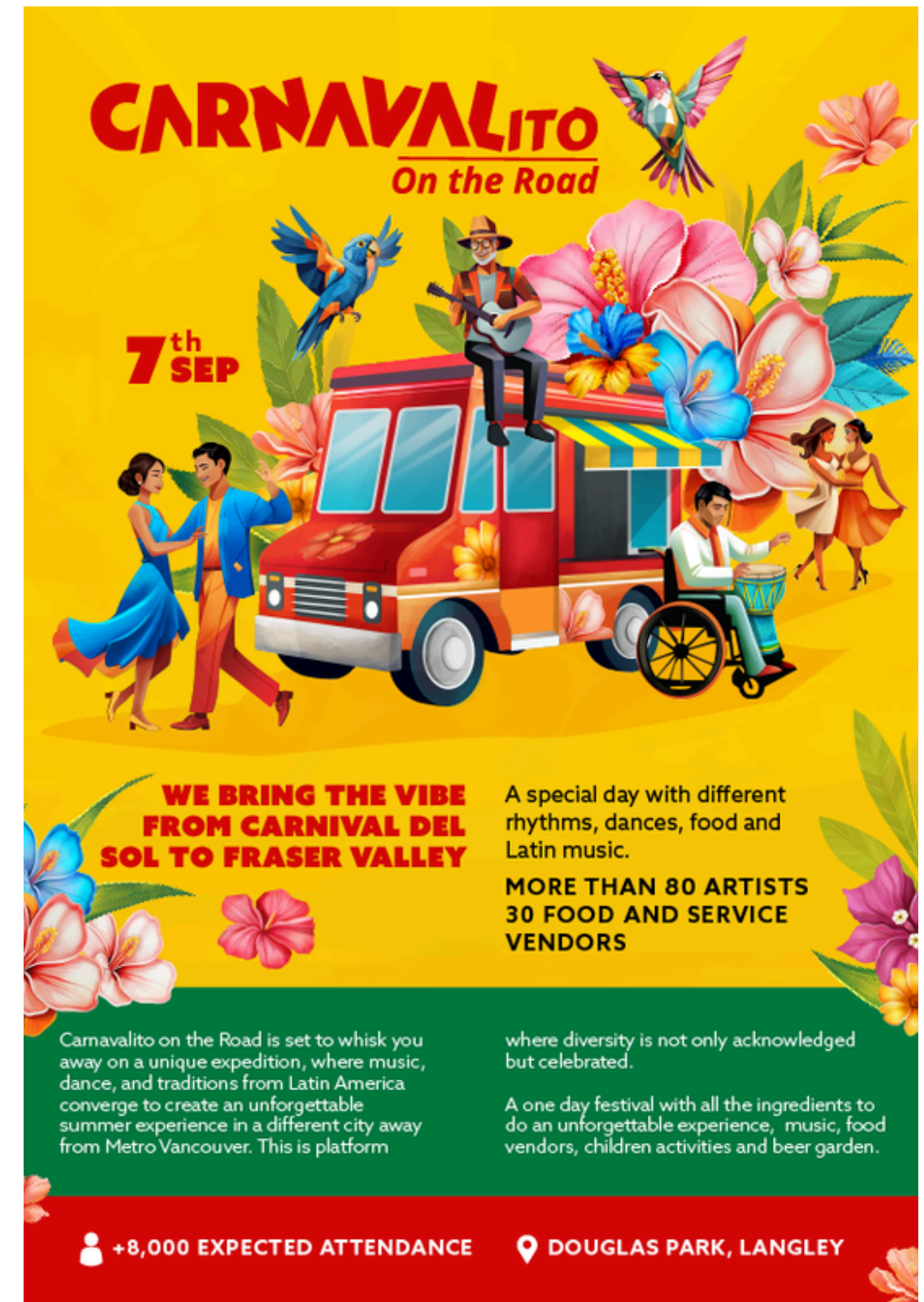
**CARNAVALITO**  
*On the Road*

# CARNAVALITO ON THE ROAD

## EXECUTIVE SUMMARY:

The **Carnavalito on the Road 2024** was a groundbreaking initiative by **Latincouver**, designed to expand cultural outreach and bring **Latin American heritage directly to communities across British Columbia**. With the theme “**Celebrating Latin American Vibrance Across BC**”, this event focused on fostering inclusion, cultural exchange, and community engagement in a more localized setting.

Carnavalito on the Road aligned with **Latincouver’s mission to promote Latin American culture and foster economic and social integration**, making Latin traditions accessible to broader communities in BC.



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## KEY HIGHLIGHTS & IMPACT:



**SEPTEMBER 7, 2024**

- **Location:** Douglas Park, Langley

### • COMMUNITY SUPPORT & INTEGRATION

Created a welcoming space for **migrant workers and Latin American families**, providing **social resources, healthcare support, and cultural connection**.



### • ECONOMIC IMPACT

Supported **over 30 vendors and small businesses**, helping Latin entrepreneurs showcase their products and services.

### • CULTURAL ENGAGEMENT

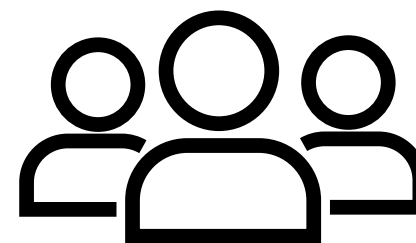
Featured **live performances, dance workshops, and interactive experiences**, giving attendees an authentic Latin American festival experience.

### • INCLUSIVE FAMILY-FRIENDLY ACTIVITIES

Included a **Family & Kids Plaza**, artisan and food markets, and a community services area.

### • EXPANDING LATIN PRESENCE IN BC

Marked the **first edition in Langley**, successfully reaching a new audience and setting the stage for future expansions.



### • ATTENDEES

**3,000+**

People from local and migrant communities.





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## TESTIMONIALS & COMMUNITY IMPACT

### • 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.”

In conclusion, Carnavalito on the Road 2024 successfully brought Latin culture to new regions, reinforced Latincouver's mission, and strengthened community ties through meaningful engagement.



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**LATIN AMERICAN  
HERITAGE MONTH**

*Festival*

# LATIN AMERICAN HERITAGE MONTH

In October and November 2024, Latincouver, a prominent non-profit organization dedicated to promoting Latin American culture in British Columbia, hosted the sixth annual Latin American Heritage Month (LAHM) in Vancouver. The festivities, held from October 15 to November 3, featured a diverse array of in-person events, workshops, and exhibitions that celebrated the richness and diversity of Latin American cultures.





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## KEY HIGHLIGHTS OF LAHM 2024:

### • IN-PERSON EVENTS

The festival offered several engaging events, including cultural performances, community gatherings, and interactive experiences that showcased Latin American traditions and fostered community engagement.

### • WORKSHOPS

More than sixteen workshops provided participants with opportunities to immerse themselves in various aspects of Latin American culture, such as dance, art, and culinary traditions.

### • EXHIBITIONS

The festival featured four exhibitions, including traditional altar installations and art displays, offering attendees a visual journey through Latin American heritage.

### • PARTNERS

Granville Island, Consulate of Mexico, Consulate of Panama, Consulate of El Salvador, Gathering Place.

These events took place at notable venues such as Granville Island, University Canada West, and Latin Hub, contributing to the vibrant cultural landscape of Vancouver.





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ATTENDEES/IMPACT

**28,000+**

(Market day of the Dead 12,000)



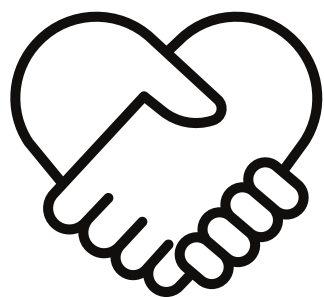
**20**

VENDORS



**+140**

ARTISTS



**+210**

OF VOLUNTEERS

**+1,270** HOUR  
OF VOLUNTEERING





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## 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. ”





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# NOVENA COLOMBIANA

## A CELEBRATION OF CULTURE AND COMMUNITY

Organized by Latincouver with support from the Colombian Consulate, the **Colombian Novena** brought together families for three days of festive celebration, blending Christmas traditions with Latin American culture. The event featured a variety of activities designed to engage the community while promoting cultural connection.



## EVENT HIGHLIGHTS

- Special message from the **Consul of Colombia**
- Film screening of *Chichipatos! Qué chimba de Navidad*
- Comedy show by **Elvia Pinilla**
- Colombian snacks and interactive activities, including translating Colombian idioms into English



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## FAMILY & EDUCATIONAL ACTIVITIES



- **Storytelling in Spanish** with Silvia García, fostering language skills
- **Zumba for Kids**, introducing Latin rhythms
- **Bites of the Forest**, a workshop exploring natural ingredients
- **Sustainable Christmas Decoration Workshop**, promoting creativity and environmental awareness

## FESTIVE CONCLUSION

- **Bingo**, live music by Klave Kids and Franki Hidalgo
- **Novena prayers**, accompanied by buñuelos, natilla, and **chocolate caliente**
- **Los Parranderos** led a joyful singing of Christmas carols

The **Colombian Novena** successfully blended cultural celebration, learning, and holiday cheer, leaving attendees with a strong sense of community.





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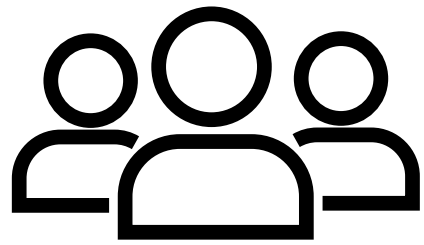
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## KEY FACTS & IMPACT



**DECEMBER 20-22, 2024**

• Location: Latincouver Plaza Hub



• ATTENDEES

**+250**

People from local and migrant communities.

• KEY SUPPORTERS

Consulate of Colombia.

• ARTISTS & PERFORMANCES

Traditional Latin dance, live music,  
and stand-up comedy.





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## TESTIMONIALS & COMMUNITY IMPACT

### • 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.”





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Reporte Anual AGM 2024

# SUPPORTING COMMUNITIES



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# LATINO SENIORS OF BC

## • PROGRAM

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

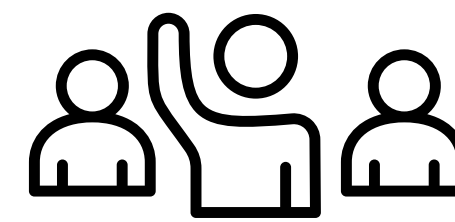
The first Tuesday of the month, we have our monthly meeting where members provide guidance on the activities they would like to carry out.

## • 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.

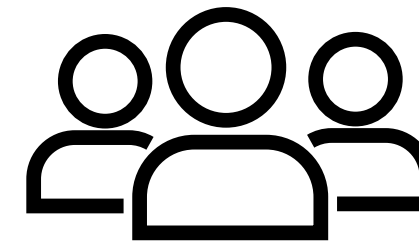
## • FACTS:

THE DELIVERY OF  
**70 ACTIVITIES** WITH OVER



**1,500**  
PARTICIPANTS,

## • ATTENDEES



**95%** Of them  
**AGED 55+**

**28**  
OF VOLUNTEERS

**480 HOUR**  
OF VOLUNTEERING

## • PARTNERS

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



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## 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.* ”



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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.

A place where kids connect with  
Latin American Culture





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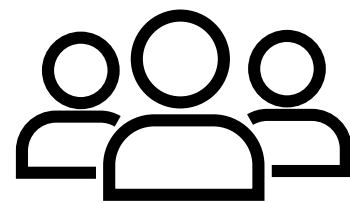
## ACTIVITIES 2024



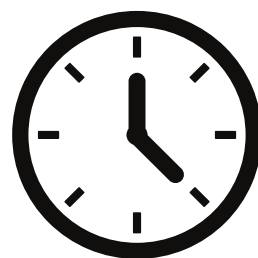
### EVENT: EMBRACING LOSS



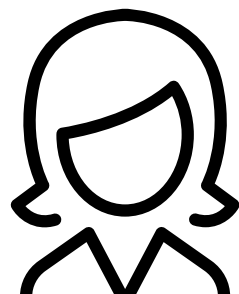
- **AUGUST 15TH, 2024**
- **Location: Latincoover Office - In person**



- **ATTENDEES**  
**+250**



- **TIME:**  
**5 PM - 6 PM**



- **ATTENDEES**  
**9 Women**





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## • OVERVIEW:

At Chiquitzin, we are committed to supporting both children and parents in their holistic development, recognizing the importance of emotional well-being for the entire family. As part of this commitment, we hosted a special workshop for mothers and women facing grief, led by Ingrid Brito, Grief Coach. Using the metaphor of life as a train journey, the session provided participants with practical tools to navigate grief.



## • KEY TOPICS COVERED:

- **Stages & Types of Grief** – Denial, anger, bargaining, depression, acceptance.
- **Practical Tools** – Meditation, journaling, farewell rituals, and community support.
- **Supporting Others** – How to offer meaningful and empathetic support.
- **Helping women process loss**, heal, and continue their life journey with strength.



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

## PROJECT OVERVIEW:

### 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.



C a r n a v a l   D e l   S o l



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Carnaval Del Sol



Latin American Heritage Month - Market

# KEY FACTS & ACHIEVEMENTS

## • REACH:

The project reached over

**20,000** with more than 500  
**PEOPLE,** participants engaged  
in major events.

## • KIOSKS AT EVENTS:

- Carnaval del Sol  
(July 2024): **200** Participants
- Carnavalito on the Road  
(September 2024): **100** Participants
- LAHM Market  
(November 2024): **200** Participants



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## • PARTNERSHIPS:

Collaborated with **The Hispanic Council** and **SUCCESS**, enhancing project impact through workshops, senior-focused events, and vaccination clinics.

## • CONTENT STRATEGY

Developed bilingual (Spanish, Portuguese, English) marketing materials, podcasts, social media campaigns, and interactive games at events to inform and engage communities.

## • PODCAST

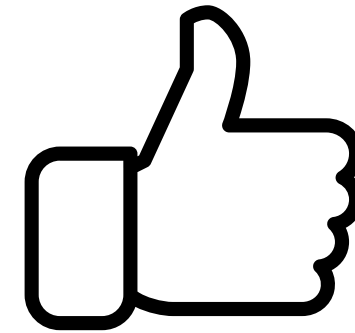
This program has gained visibility through our podcast "**El Festival de los Latinos en Canadá**," which has reached a significant audience, with

**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.

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## KEY DELIVERABLES

### • WORKSHOPS & EVENTS

Conducted workshops for seniors, hosted national-level panels, and participated in major events such as **Carnaval del Sol** and **Latin American Heritage Month**.

### • SURVEY DATA

Partnered with **Verapax** for research to evaluate the effectiveness of the campaign through surveys, tracking its impact from 2024 to 2026.

## SUCCESSES

### • ENGAGEMENT AT EVENTS:

The event kiosks attracted strong participation.

### • EXPANDED REACH

Partnerships strengthened outreach and provided culturally relevant resources to better serve the community.

## CHALLENGES

### • ACCESS FOR TEMPORARY WORKERS

Temporary workers face barriers to vaccination due to limited access, insurance issues, and lack of awareness.

### • COMMUNITY HESITANCY

Some community members remain hesitant about vaccinations, affecting engagement at certain events or clinics.

## LOOKING AHEAD: 2025 PLANS

### • PANEL DISCUSSION

Organizing a panel with scientific experts and community leaders from **Ontario** and **British Columbia** to address challenges in minority communities and promote vaccine access.



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# AMIGO IN CANADA PROGRAM

## OVERVIEW & KEY HIGHLIGHTS

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, we ensure a smooth transition for newcomers to Canada.

## MEMBER BENEFITS

- Build new friendships and connections
- Special discounts at local businesses
- Discounts on Latincoover 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

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## KEY FACTS SUCCESS & IMPACT

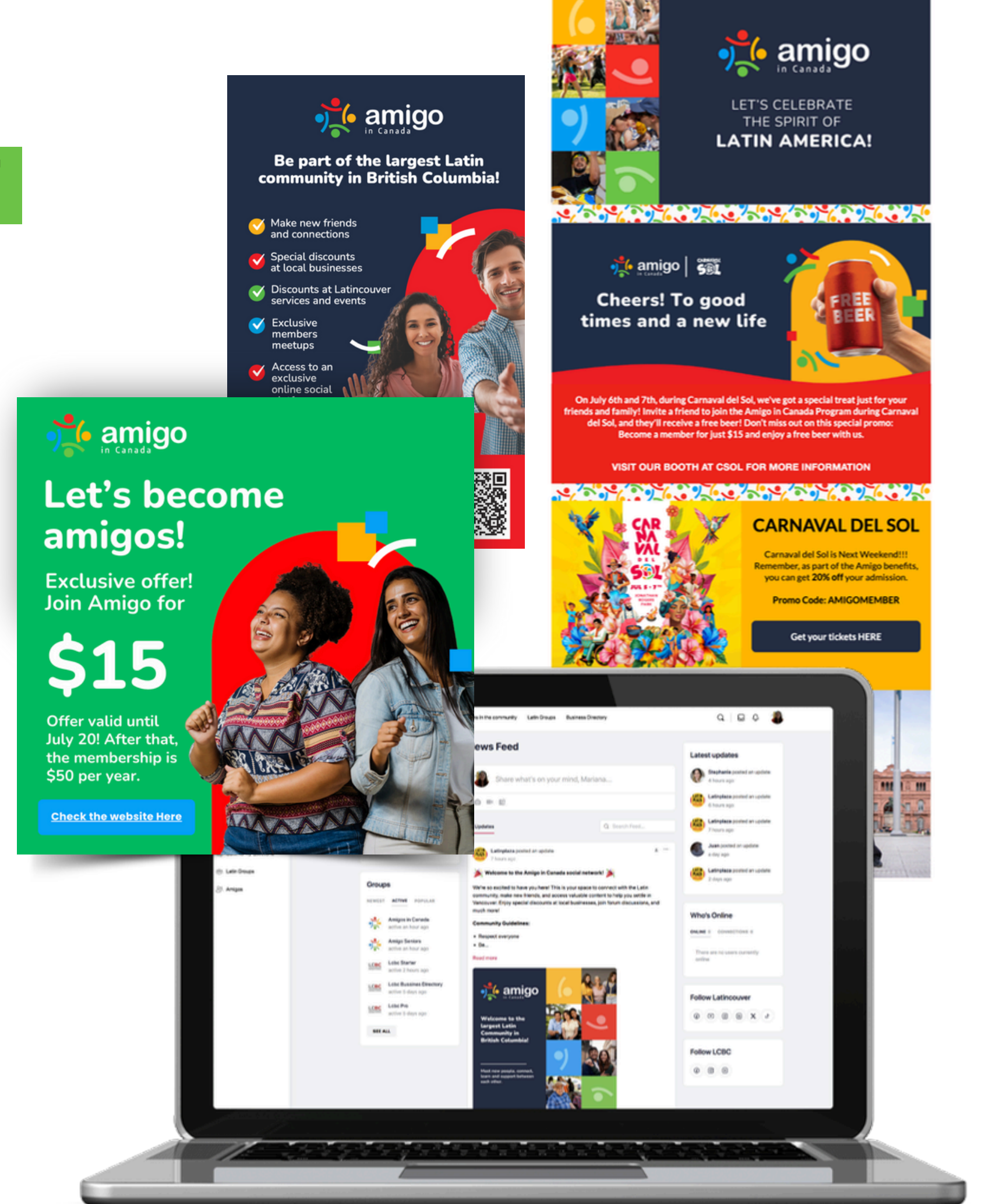
**55% • INCREASE IN  
MEMBERSHIP**

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.





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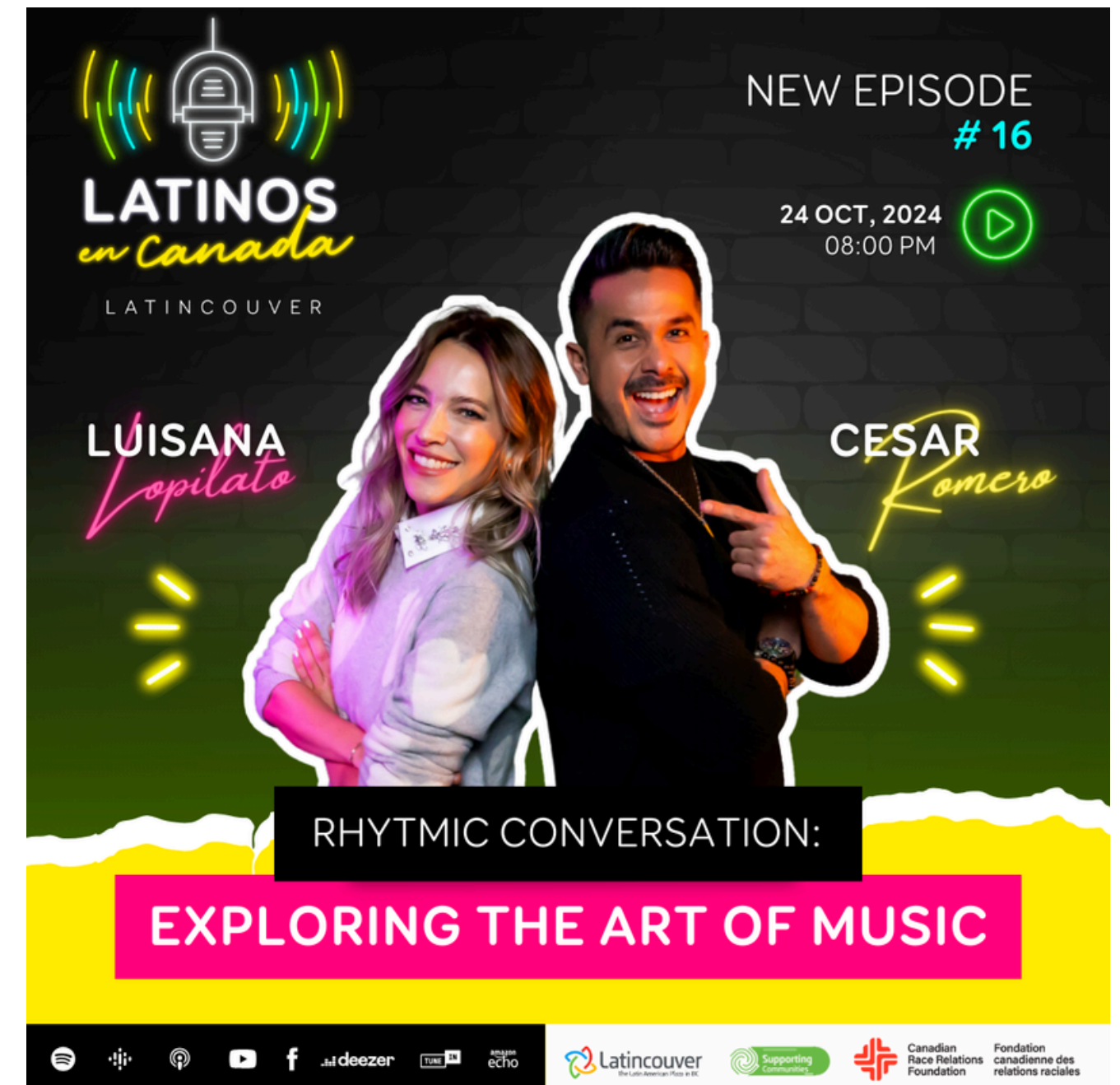
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# PODCAST: LATINOS EN CANADA & BRASILEIROS NO CANADÁ

## 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**.



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## • 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



@nonomiyazawa5851 • 6 months ago

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

Reply

0 replies



@weislupp • 4 months ago

Hermosa, espontánea y transparente Lu, saludos desde Argentina lo mejor para vos

Reply

0 replies



1



## • PODCAST PERFORMANCE REPORT

### SPOTIFY

STREAMS

3,205

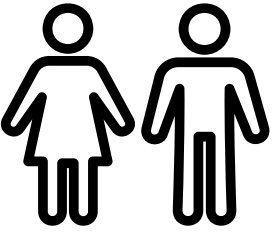
CONSUMPTION HOURS

836.34

### AUDIENCE DEMOGRAPHICS

77.6%

Female



22.4%

Male

### YOUTUBE

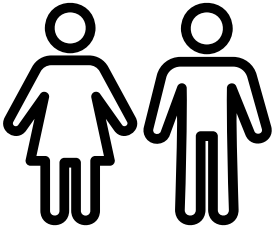
VIEWS

53,484

### AUDIENCE DEMOGRAPHICS

32%

Female



68%

Male



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## • OVERVIEW & HIGHLIGHTS

- The **2024** season of *Latinos en Canadá Podcast* featured **Luisana Lopilato**, an actress with **7M+ followers**, and **César Romero**, a renowned Ecuadorian TV host. Their participation **elevated engagement** and expanded our audience reach.
- *Brasileiros no Canadá Podcast* also had a remarkable season, hosted by respected Brazilian journalists **Menilson Filho** and **Erika Oliveira**, further strengthening its influence within the **Latin American community in Canada**.



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# 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.





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# 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



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## NEW KIDS' SPACE: A PLACE FOR LEARNING & FUN

With our move from the 3rd to the 4th floor at **68 Water St., Vancouver**, we transformed our space to better serve the community. 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.





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## 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



SPECIAL DISCOUNTS  
AVAILABLE FOR MEMBERS  
AND PARTNERS!

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.

Through these initiatives, **Latin Plaza Hub continues to empower, educate, and celebrate Latin American culture, ensuring that our community has the spaces and opportunities to thrive.**



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# EMPOWERING PEOPLE



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# 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.



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## • IMPACT & ACHIEVEMENTS

**86** PARTICIPANTS  
TRAINED

**82** Graduates earned  
certifications and  
enhanced their skills



**23** Participants secured  
jobs in the industry

Strong female  
participation:

**61**  WOMEN  
TRAINED



## 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



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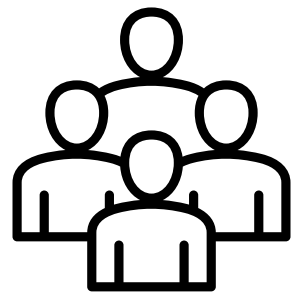
## JOB FAIR

To bridge the gap between employers and job seekers, Latincouver hosted a **Job Fair on March 7th, 2024**, marking a powerful conclusion to the SIP Program.

### • SUCCESS HIGHLIGHTS

20

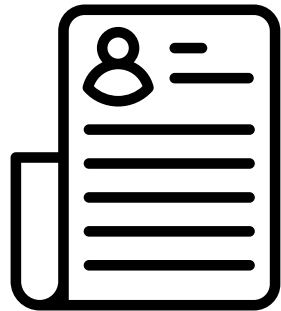
- Companies & organizations participated



• MORE THAN

200

- attendees connected with recruiters



- Direct hiring opportunities & resume exchanges





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The event not only **opened doors for job seekers** but also strengthened **Latincouver's** role in fostering employment within the **Tourism & Hospitality** sector.



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## EXPANDING KNOWLEDGE: THE SIP PODCAST SERIES

To further **empower aspiring professionals**, Latincouver launched a **six-episode podcast series** featuring **industry experts**. Topics included:

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

With **education, networking, and career-building at its core**, the *SIP Program* left a **lasting impact**, equipping participants with the **tools and connections to thrive in Canada's Tourism & Hospitality industry**.





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# 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**.





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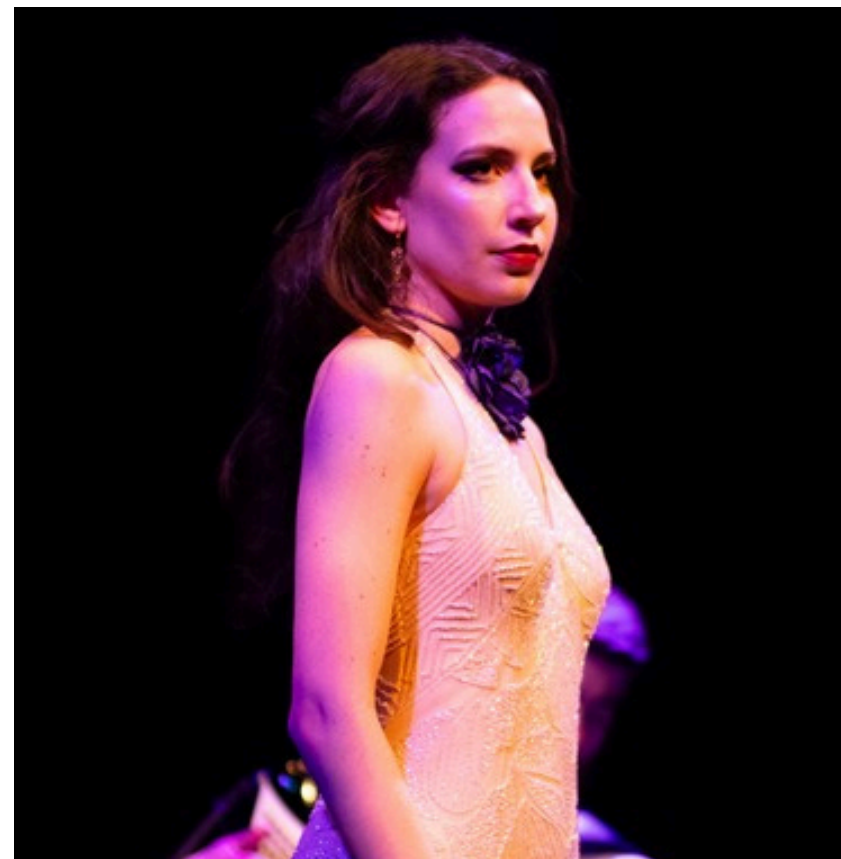
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At the **beginning of 2024**, Latincoover successfully **wrapped up the previous intake**, with **24 impactful community projects completed**. A **closure ceremony** celebrated the achievements of participants and the **positive impact they created**.

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# A BOLD STEP FORWARD: 2024-2027 MICRO-GRANTS DIVERSITY STREAM

In **December 2023**, Latincouver secured a **three-year contract** to lead the *Micro-Grants Diversity Stream (2024-2027)*—a **milestone initiative** designed to **amplify diversity** by funding organizations that serve **Indigenous and underserved youth**.

## • EMPOWERING FUTURE LEADERS

- Third program intake launched in 2024
- 25 young changemakers from Metro Vancouver onboarded in April
- 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

This **transformative journey** will reach its **final phase between January and March 2025**, culminating in **tangible community-driven initiatives**.



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# DIVERSITY & REPRESENTATION: WHO WE EMPOWER



## • TOTAL MINORITY YOUTH SUPPORTED:

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





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Through education, funding, and mentorship, this pioneering initiative is empowering the next generation of social innovators, ensuring lasting change in communities across Canada.



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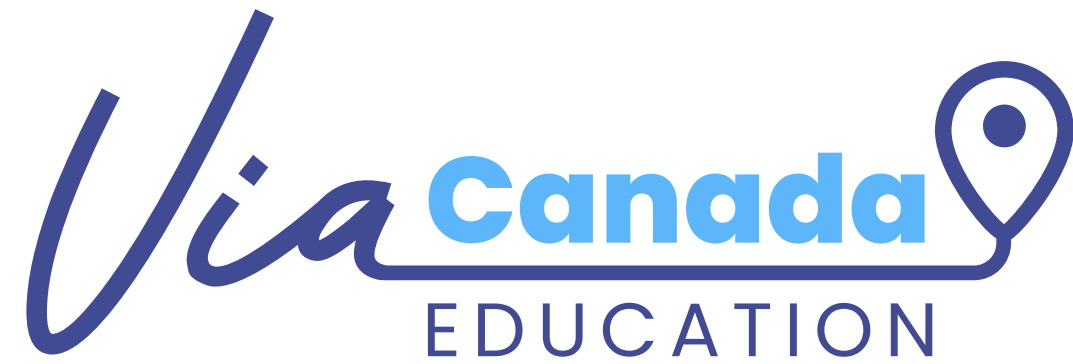
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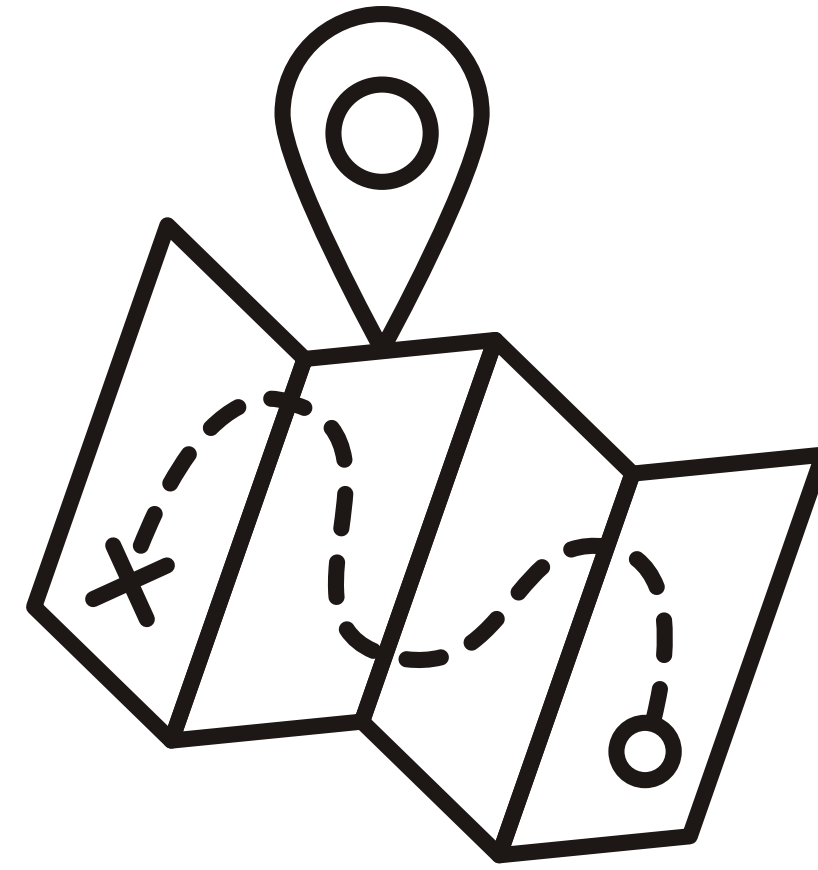
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# VIA CANADA

## 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**.



We **guide and support** students throughout their journey, offering **top-tier educational partnerships, up-to-date policy insights**, and resources to enhance **professional growth**.

Our program serves **aspiring immigrants, international students, and foreigners in Canada** seeking **quality education** as a pathway to new opportunities.

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## 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.



We plan to **proactively resume operations** once the regulatory landscape stabilizes.



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# CONNECTING BUSINESS



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# 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.



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# 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.

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.

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# 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



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# PITCH FEST

Held on **March 7, 2024**, Pitch Fest is an elevator pitch competition where Latin women entrepreneurs present their business ideas to a panel of judges. The event offers participants the chance to win prizes aimed at advancing their businesses, as well as opportunities for networking and mentorship. The 2024 Pitch Fest provided valuable exposure and resources to help entrepreneurs grow their ventures.

## EVENT OVERVIEW:



**MARCH 7, 2024**

- **Location:** The Heritage Hall
- **Time:** 5PM

The live pitch competition provides Latin American women entrepreneurs with invaluable opportunities to connect, prepare, and grow their business idea. Through this stage, participants gain visibility and access to a network of industry experts, potential investors, and fellow entrepreneurs. The competition also serves as a platform for these women to refine their business strategies and presentation skills. Winners receive recognition and prizes, financial support, mentorship, and resources to help them advance their ventures.

Overall, the experience fosters a supportive community that empowers Latin American women entrepreneurs to succeed and scale their businesses

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## EVENT OUTCOMES:



- **BUSINESS  
REGISTERED**

- **SPONSORS**

- WEBC
- La Taqueria
- Tequila Cabron
- Bloom in BC
- Aragon Academy Launchpad

- **ATTENDEES**





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**RISE**  
swimsuits

## THE WINNER: **RISE SWIMSUITS** PARTICIPANT

**Pam Montoya Rise Swimsuits** is a sustainable swimwear brand dedicated to producing high-performance swimsuits made from recycled polyester derived from ocean plastic. Committed to environmental conservation, we have allied with Biodiversity, an organization actively involved in protecting Malpelo Island from illegal fishing. recovered fish nets.



## SECOND PLACE: **WESTPLAY**

**Westplay**  
Enjoying Everyday

A family-owned company dedicated to turning recreational ideas into exciting projects. With a highly qualified team, they provide a top-quality equipment at highly competitive prices creating playground with different materials.



## THIRD PLACE: **VITAL HEALING**

**VITAL  
HEALING**  
SANACION VITAL

**Funded by Dianeris Posada**, a certified Integrative Nutrition Health Coach with a specialization in toxins and heavy metals and their impact on the human body. Dianeris offers personalized coaching services that integrate nutrition, lifestyle, and toxin awareness to support overall well-being.

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# PEER MENTORING PROGRAM: APRIL 2024

This was a program held after Pitch Fest, with the Finalists, where they covered topics related to each person's challenge in their way to entrepreneurship.

## EVENT OVERVIEW:



### APRIL

- **Location:** Online
- Weekly sessions
- **Mentor:** Julia Falci

## EVENT OUTCOMES:

TESTIMONIAL VIDEO: [Link to a video](#)





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# SHE LATINA CHRISTMAS MARKET

**The SHE LATINA Christmas Market is a unique celebration of creativity, entrepreneurship, and community spirit, hosted by LCBC and Latincover.**

The SHE LATINA Christmas Market, hosted by Latincover, was a vibrant one-day event that celebrated and supported women entrepreneurs. The market brought together the community to enjoy shopping, live music, family-friendly activities, and cultural experiences. With a curated selection of vendors offering handmade crafts, artisanal food, jewelry, and more, the event provided attendees with unique holiday gifts while promoting local talent.



The event featured products from 11 women-led businesses, including wellness brands, craft artisans, and food vendors. Families enjoyed interactive kids' activities, including storytelling, Christmas crafts, Zumba, and a photo booth, while live Latin music by Los Parranderos de Vancouver added to the festive atmosphere.



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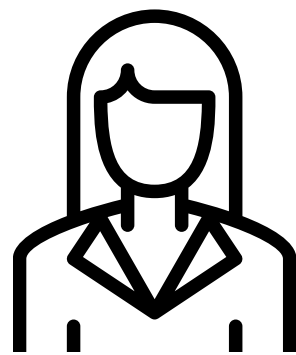
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The SHE LATINA Christmas Market, hosted by LatinCouver, was a vibrant one-day event that celebrated and supported women entrepreneurs. The market brought together the community to enjoy shopping, live music, family-friendly activities, and cultural experiences. With a curated selection of vendors offering handmade crafts, artisanal food, jewelry, and more, the event provided attendees with unique holiday gifts while promoting local talent.

## THE EVENT FEATURED PRODUCTS FROM



11

**WOMEN-LED  
BUSINESSES,**

while live Latin music by Los Parranderos de Vancouver added to the festive atmosphere.





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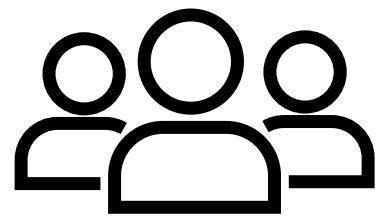
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## EVENT OVERVIEW:

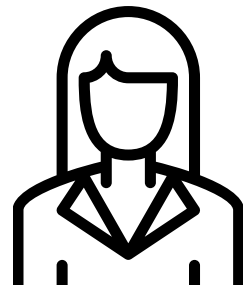
• MORE THAN



# 200

ATTENDEES  
during the day

• THE EVENT FEATURED  
PRODUCTS FROM



# 11

WOMEN-LED  
BUSINESSES,

Including wellness brands, craft artisans,  
and food vendors. Families enjoyed  
interactive kids' activities, including  
storytelling, Christmas crafts, Zumba,  
and a photo booth,





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- Live Latin music by **Los Parranderos de Vancouver** a Venezuelan music group, who added to the festive atmosphere. and a moment for **attendees to network.**
- The event included a dynamic day with a **Coaching session** and **meditation** on how to have a business with a purpose, thinking about our human side.





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## 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.



WE HAD

20

**BUSINESS  
MEMBERS**  
In the first year



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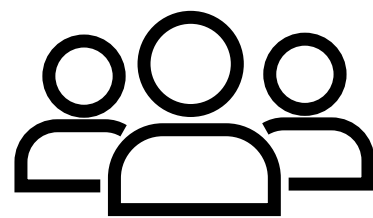
# MONTHLY TRAININGS / WORKSHOPS

We had monthly workshops to support entrepreneurs and people getting ready for the Canadian market

## EVENT OVERVIEW:

- Online and in-person  
**WORKSHOPS**

- **AROUND**



# 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





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# LCBC MEMBERS MEET UP EVENT

## EVENT OVERVIEW:

- 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.



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## HOW WE DO IT





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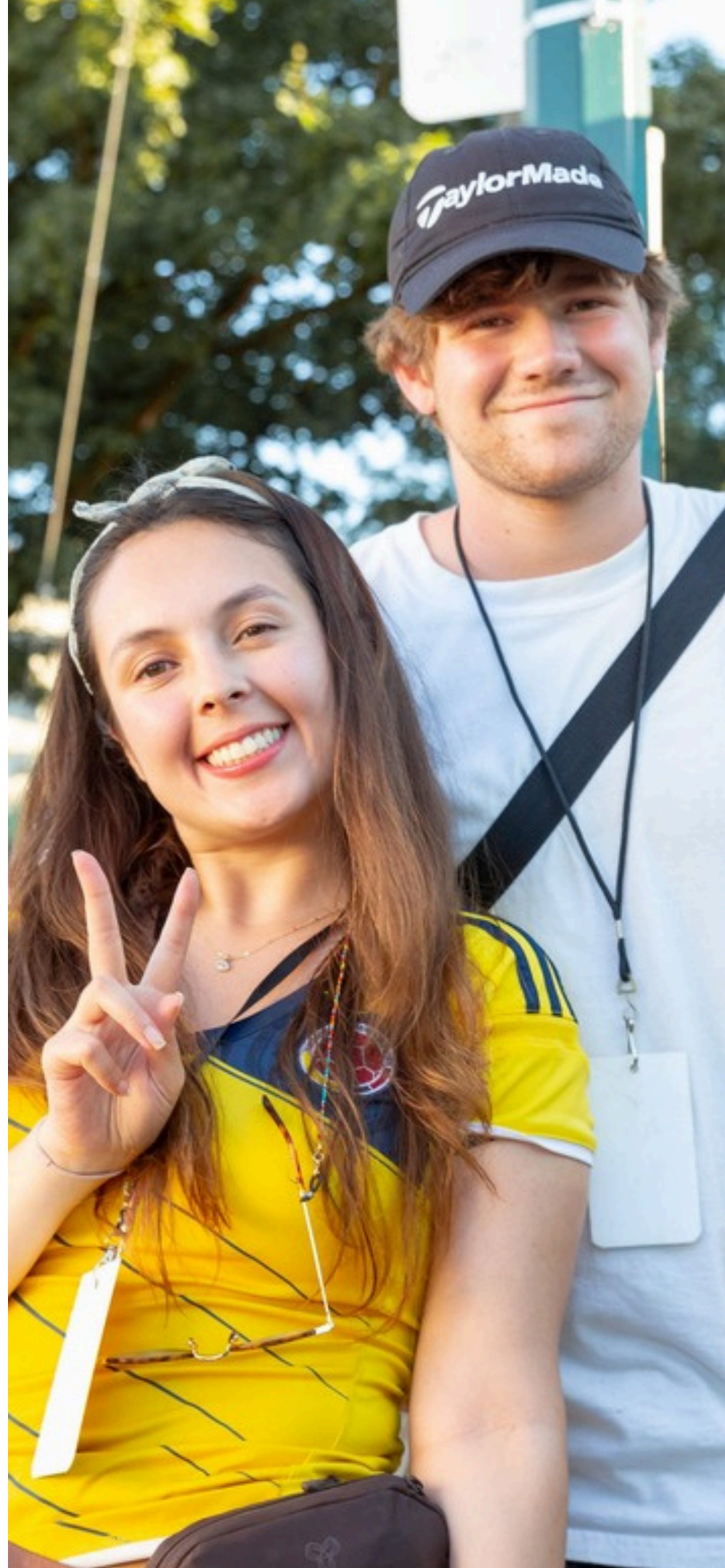
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# HUMAN RESOURCES

## 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

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## 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**  
WhatsApp  
Communities

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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

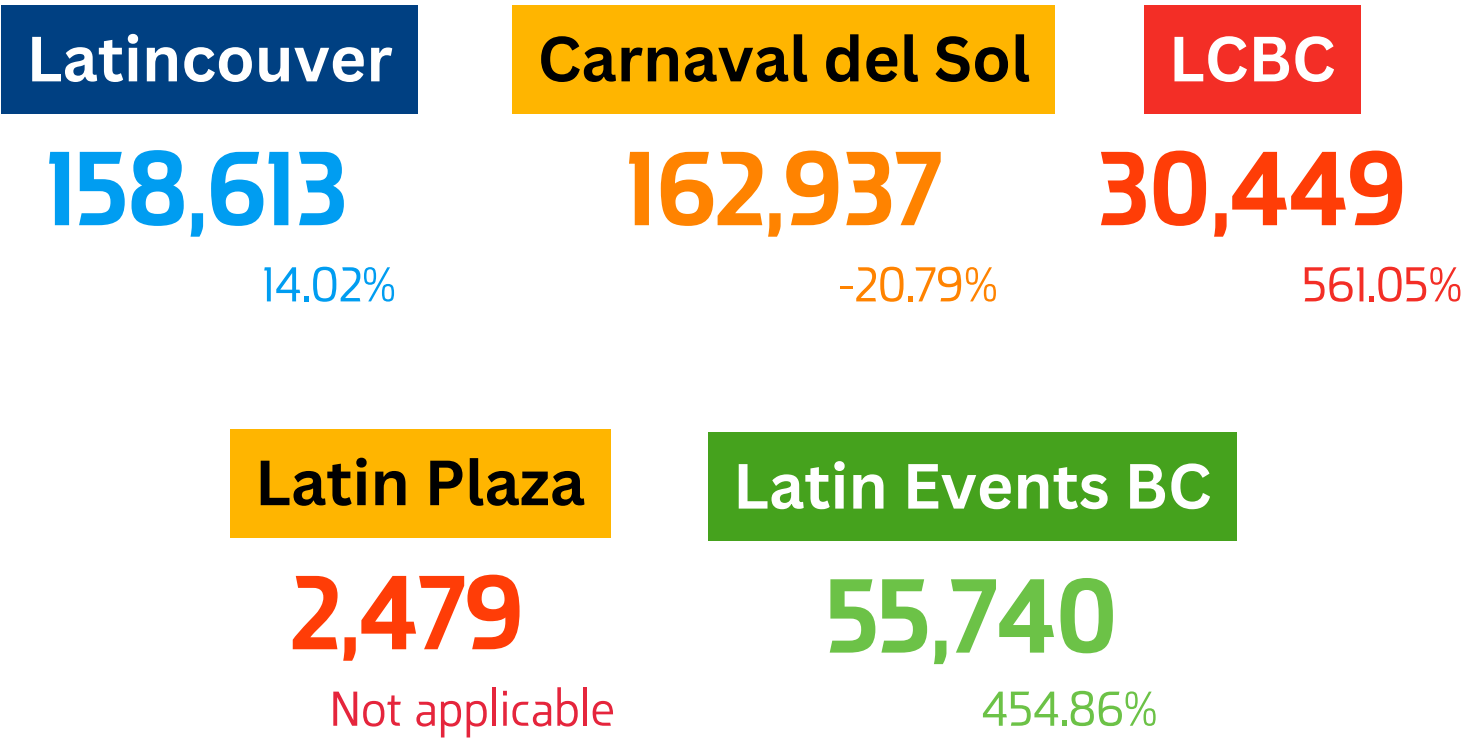
+15.230

Suscribers

Open rate: 51%



## ANNUAL WEBSITES VISITS:



TOTAL

410,218



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# 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



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# WHAT IS AHEAD





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# 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. Diversify Funding Sources

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

- Pursue corporate sponsorships and private sector partnerships.
- Expand donor outreach through targeted campaigns and fundraising events.
- Identify new grant opportunities, particularly in digital inclusion, employment support, and anti-racism initiatives.

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## 2. Adapt Programming to Emerging Priorities

To stay relevant and competitive for funding, we will:

- Expand programs focused on skills development, digital literacy, and employment readiness.
- Reframe arts and culture initiatives to integrate anti-racism frameworks, promote multiculturalism, and foster community-building.
- Strengthen community-driven initiatives that create meaningful connections and enhance public engagement with our mission.

## 3. Strengthen Community Engagement

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

- Build strategic partnerships with community organizations and stakeholders.
- Increase visibility through outreach, events, and advocacy efforts.
- Foster stronger relationships within the community to cultivate a more engaged donor base and broaden support for fundraising activities.

## 4. Build Organizational Capacity

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

- Provide training for staff and volunteers to ensure a strong understanding of Latincouver's mission and the needs of the Latin American community in Canada, making grant applications evidence-based and mission-aligned.
- Recruit and train volunteers to support grant research and grant writing, focusing on identifying new funding opportunities, tracking emerging trends, and producing high-quality, well-aligned grant applications.
- Invest in specialized training for staff and volunteers to build expertise in fundraising strategies, donor engagement, campaign development, and effective communication to improve fundraising outcomes.



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# 2025 ACTION PLAN: STRENGTHENING SUSTAINABILITY & COMMUNITY IMPACT

To thrive in a changing funding environment, Latincouver is implementing a bold 2025 Action Plan focused on:

## 1. DIVERSIFYING FUNDING SOURCES

- 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

- 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

- 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

- 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.

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# 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!



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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
- 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

PARTNERS

- 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

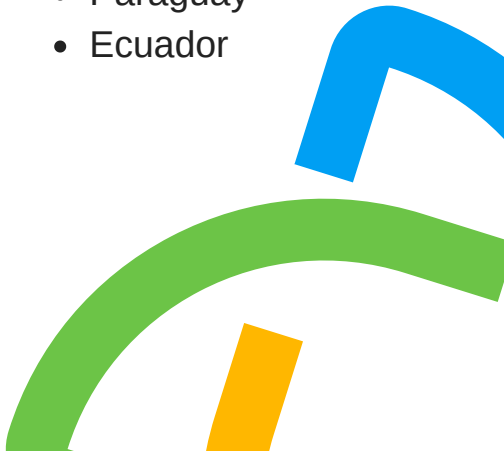
- 101 Media Bunker
- 604NOW
- 980CKNW
- Best Places
- Canadian Immigrant
- Daily Hive
- El bus de la 7
- Omni TV & City TV
- Shaw Multicultural
- The Georgia Straight
- TheProvince & VancouverSun
- Univision
- Vancouver's Best Place

CONSULATES

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

LATIN AMERICAN COMMUNITIES

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





# THANK YOU



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