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ANNUAL REPORT 2025

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LATINCOUVER CULTURAL & BUSINESS SOCIETY

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www.latincoover.ca

Latincouver 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, Latincouver 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.

www.latincoover.ca

CONTACT US AT

plaza@latincoover.ca

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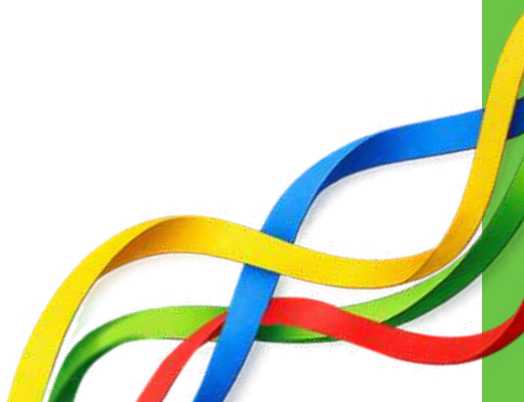
- CWRG Medical
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LUIS BRASDEFER

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

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

Dear LatinCouver Community, friends, and supporters,

It is a privilege to present the LatinCouver Cultural and Business Society Annual Report for this year, a moment to reflect on our progress and recognize the collective effort that makes our work possible. I extend my sincere gratitude to our funders, sponsors, partners, team members, and volunteers whose continued support drives our mission forward.

This past year we have continued strengthening our role as a bridge between Latin America and Canada, fostering cultural pride while creating new opportunities for connection, collaboration, and economic engagement. Our programs and initiatives continue to expand in depth, reaching more individuals and supporting our community in more meaningful ways.

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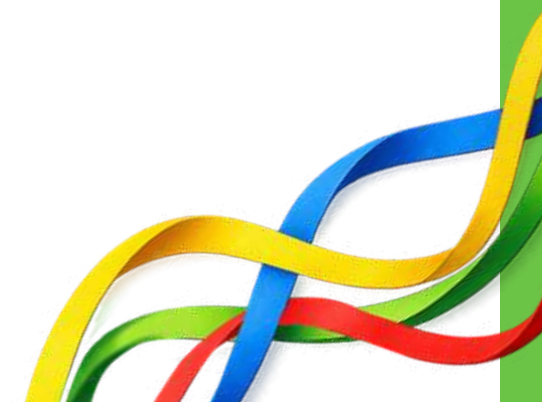
At the heart of everything we do is our commitment to empowering the Latin American community and integrating it as an important element of the Canadian cultural and economic environment. We believe in culture as a catalyst for inclusion and shared prosperity. Through our events, business initiatives, and community programs, we continue to elevate Latin voices and showcase the richness and diversity of our heritage.

As we look ahead, we remain focused on building sustainable impact, strengthening partnerships, and expanding our reach across Canada and beyond. The future holds exciting opportunities, and we are confident that, together, we will continue to grow and thrive.

Thank you for being part of this journey!

Luis Brasdefer

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



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PAOLA MURILLO

*Founder and Director
LatinCouver Cultural & Business Society*

MESSAGE FROM THE **FOUNDER & EXECUTIVE DIRECTOR**

Message for the Annual General Report 2025

Dear Friends,

Welcome to the **LatinCouver Cultural and Business Society Annual Report 2025**. This past year has been both challenging and deeply meaningful, defined by resilience, growth, and the strong embrace of our community. Together, we have worked to bring LatinCouver back to a more stable and sustainable place, building a solid foundation for the future.

Moments like these reaffirm the importance of organizations like LatinCouver. We remain committed to supporting and uplifting Latin American communities across British Columbia by fostering culture, connection, and opportunity.

Over the past year, we have strengthened our impact and presence, including participation in **Web Summit** and a growing partnership with the **World Trade Centre**. We also expanded our relationships with **Latin American consulates** across Canada, further strengthening our global and diplomatic connections.

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Carnaval del Sol continues to be the heart of our cultural calendar. In 2025, it reached a new level of recognition with **the presence of Premier David Eby** and other government representatives, alongside **international consulates**, highlighting Latincoover's role in the social and economic fabric of the province.

We also celebrated a historic milestone with our first-ever **Fundraising Gala**, a powerful moment of community support that helps ensure the continuity of our work after **18 years**. At the same time, our **Latin Plaza Hub** received significant renovations, evolving into a true community space designed to support our growing programs and events.

Looking ahead, **our 2026 theme** is **Play Loud, Celebrate Proud!** It reflects our commitment to boldly sharing our culture, celebrating our identities, and creating spaces where our community feels seen, valued, and empowered.

Our focus for 2026 is on alignment, collaboration, and working smarter together. Key priorities include leveraging **FIFA-related opportunities**, strengthening The Plaza (both physical and digital), showcasing Latin-American culture, expanding our reach and attendance, building strategic partnerships, ensuring long-term sustainability, and increasing engagement with the Brazilian community.

This year is about intention, teamwork, and shared purpose. Each of you plays an essential role, and by supporting one another, we can make 2026 our strongest year yet.

Thank you for your continued commitment, passion, and dedication. I look forward to continuing this journey together and building meaningful impact.

Warm regards,

Paola Murillo

Founder and Director

Latincoover Cultural & Business Society



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ABOUT US

Latincouver is a premier non-profit organization dedicated to celebrating, preserving, and strengthening Latin American culture within the Canadian mosaic. Through high-impact events, strategic business initiatives, and community programs, we create a dynamic ecosystem for cultural exchange, professional empowerment, and cross-cultural connections.

As the leading Latin American organization in British Columbia, we serve as a vital bridge between our community and broader Canadian society. Our platform champions entrepreneurs, artists, and newcomers, fostering an inclusive environment where Latin heritage is not only celebrated but integrated into the social and economic fabric of Canada.

Inspired by the traditional concept of "La Plaza", the heart of a Latin American city, Latincouver has evolved into a welcoming point of connection. Our physical headquarters, the Latin Plaza Hub, stands as a testament to this vision: a vibrant, expanded space where ideas, diverse cultures, and people converge to build a more resilient and connected community.

OUR MISSION

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

OUR PILLARS

Latincouver offers specialized programs designed to serve and elevate our community. Our efforts are guided by **four strategic pillars**:

- **Promoting Culture:** Showcasing the richness of Latin American arts, traditions, and contemporary identity.
- **Connecting Business:** Bridging local talent with global opportunities and fostering entrepreneurship.
- **Empowering People:** Providing the tools, mentorship, and networks for professional and personal success.
- **Supporting Communities:** Building strong alliances with other non-profits and diverse groups to strengthen social impact.

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THE BOARD OF DIRECTORS



Luis Brasdefer
BOD President



Rochelle Grayson
BOD Treasure



Gerardo Corro
BOD Secretary

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 **LatinCouver**
The Latin American Plaza in BC



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ADVISORY BOARD MEMBERS



**Honorary Consul
Antonio Arreaga**
Advisory Board Member



Klaus Butnner
Advisory Board Member



Enersto Miranda
Member at Large

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 **Latincouver**
The Latin American Plaza in BC



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LATINCOUVER TEAM

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Luis Brasdefer
BOD President



Rochelle Grayson
BOD Treasure



Gerardo Corro
BOD Secretary

ADM & OP



Paola Murillo
Executive Director



Menilson Filho
Executive Assistant
Community Program
Coordinator



Claudia Ariza
Finance & Operations
Manager

LC ADVISORS



Belen Feltrin
External Auditor



Ana Zavalishna
HR Advisor

HR

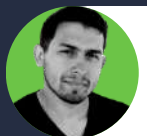


Juliana Denipote
HR Coordinator



Natsumi Okamura
HR Coordinator

IT

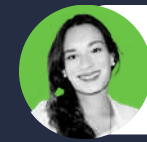


Fabian Montenegro
IT Support

FINANCE



Claudia Ariza
Finance & Operations
Manager



Margarita Fernandez
Financial Controller



Patricia Sousa
Finance Assistant

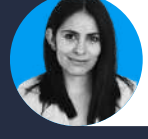
GRANTS



Linda Purcell
Fundraising & Grants
Sr. Manager



Sofia Treminio
Grants & Development
Manager



Stephania Nieto
Grant Writer



Paula Cardenas
Grant Writer

DIGITAL MKT



Christian Batalha
Marketing
Team Leader



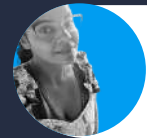
Gilly Wong Ruiz
Content Coordinator



Vitoria Nery
Content Coordinator



Fernanda Santos
Marketing Assistant



Mariela Ibarra
Marketing Support

PROJECTS



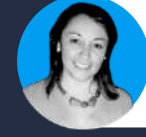
Paloma Morales
LAHM / Latino Seniors
in BC Coordinator



Luz Otero
Logistics Coordinator



Paulina Andrade
Logistics Coordinator



Claudia Barreto
Projects and
Events Assistant



Claudia Oyarzabal
Project Coordinator

BUSINESS



Pilar Hansen-Holm
Project Sr. Manager



Emiliano Sobrino
Sales Coordinator



Santiago Rodriguez
Business Coordinator

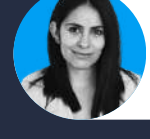
PROGRAMS



Mariana Vargas
Programs Manager



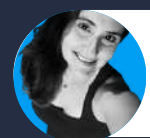
Stephanie Salmon
Event Marketing
Specialist - LCBC



Stephania Nieto
LCBC Coordinator



Menilson Filho
Community Programs
Coordinator



Stephanye Noro
IPF Project Assistant
PBLMT

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WHAT WE DO

AND OUR IMPACT

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

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OUR PILARS

- **PROMOTING
CULTURE:**

Through our diverse Latin backgrounds, we promote artists, musicians, dancers, gastronomy, culture, and the history of our ancestors. We organize and host amazing events such as Carnaval Del Sol, Carnavalito on The Road, Brazilian Experience, Chiquitzin Kids Fiesta, soccer tournaments, and Latin American Heritage Month (LAHM), among others.

- **CONNECTING
BUSINESS | LCBC:**

With the Connecting Business & Latin-Canadian Business Council (LCBC), we support entrepreneurs, professionals, and SMEs by promoting a strong business ecosystem founded on connection, collaboration, and growth. Through strategic initiatives, mentorship, and networking, we create opportunities both locally and internationally.

- **EMPOWERING
PEOPLE:**

We inspire and support individuals to reach their full potential through training and mentoring programs that build skills, knowledge, and confidence for success in Canada. We effectively implement programs such as PBLMT and Micro Grants, and we continuously seek new funding opportunities to expand our impact through future initiatives.

- **SUPPORTING
COMMUNITIES:**

We offer inclusive spaces and programs to support seniors, children, families, and other minority groups. Our initiatives aim to help them settle, foster social interaction, promote safety and well-being, reduce isolation, and combat racism and discrimination. With the programs Public Health Agency of Canada (PHAC) and the Immunization Partnership Fund (IPF), we disseminate important health information.



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WE ARE THE PLAZA

Latincouver aims to fulfill people's potential while we are sharing our Latin American Culture and strengthening our community.



PHYSICAL LATIN PLAZA HUB:

68 Water Street



ONLINE PLAZA:

Latin Plaza Hub Platform



LATIN
AMERICAN
EXPERIENCE



LCBC MEMBERSHIPS

SHE LATINA

GO EXPAND



EDUCATION



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REPORTE ANUAL AGM 2025

CONNECTING BUSINESS



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LATIN-CANADIAN BUSINESS COUNCIL

EXECUTIVE SUMMARY

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.



1,300+
• Attendees



200+
• Business
Connections



50+
• Vendors



80+
• Speakers

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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 2025, 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.



500+

Women Impacted



60+

Women-Led
Businesses Supported



First Edition: GBV
Prevention Program



SHE LATINA
PROGRAM



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1. PITCH FEST:

Held on **March 6, 2025**, 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 2025 Pitch Fest provided valuable exposure and resources to help entrepreneurs grow their ventures.

EVENT OVERVIEW:



- **Date:** March 6, 2025
- **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

EVENT OUTCOMES:



- Business
Registered

SPONSORS:

- WE BC
- Modo
- YVR
- Futurpreneur
- Aragon.



300

- Attendees

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CACHATINA

THE WINNER:
CACHATINA

Laura Guzman



Founded by Laura Guzman, Cachatina is an affordable luxury footwear brand rooted in craftsmanship, comfort, and intention. Each pair is handmade in Colombia by skilled artisans using high-quality leather and produced in small batches, on demand. We believe beautiful shoes should feel as good as they look - and should be made in a way that respects people and process.



XUMUL

SECOND PLACE:
XUMUL

Maria Osorio



Founded by Maria Osorio, Xumul offers a unique digital transformation experience that places your organization's greatest engine at the center: your people. We drive deep, lasting change by coaching and empowering the personnel responsible for the processes that lead to your success.



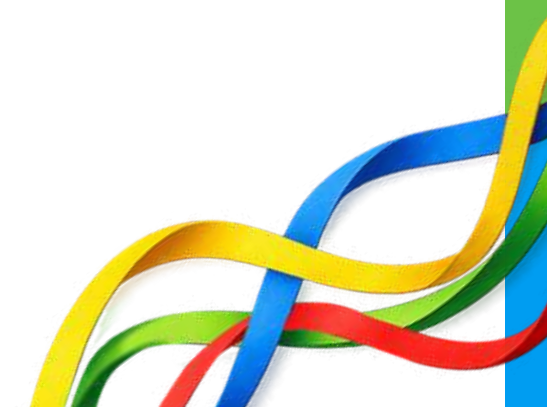
INSIDE VIEW
GLOBAL

THIRD PLACE:
INSIDE VIEW

Maria Garcia



Founded by Maria Garcia, Inside View is a Vancouver-based IT consulting and product development company dedicated to making a positive global impact. We specialize in revolutionizing IT challenges by setting new standards for excellence and sustainable practices.



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TESTIMONIALS & COMMUNITY IMPACT



Looking back on my experience with Pitchfest, I can honestly say it was one of those moments that really pushed me to grow as an entrepreneur.

The workshops were a big part of that. When you're building something, you usually have a million ideas running at once, and it's easy to feel a bit all over the place. Pitchfest helped me slow down, get clear on what I was actually trying to build, and put a real plan behind it.

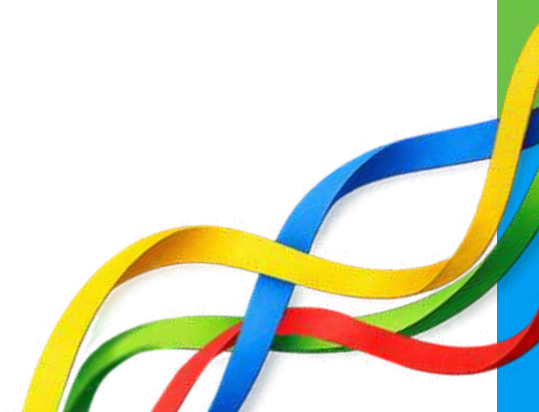
It also pushed me outside of my comfort zone in a good way. Presenting, refining the message, and being open to feedback - all of that helped me become more confident in how I talk about my business and the direction I'm taking.

At the same time, the experience reminded me that even with a solid plan, things don't always go exactly how you expect - and that's okay. There's a balance between being prepared and staying flexible, and the program really helped me understand that.

Overall, it wasn't just about pitching. It was about learning how to think more clearly, communicate better, and trust the process a bit more.

Since then, my company has grown, we are now in two boutiques , Shoes on Fourth in Vancouver and Adorn in Calgary; and we're continuing to build our presence online.

And honestly, a lot of respect to all the women who show up and put themselves out there - it takes courage every single time!" - Laura Guzman



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2. PEER MENTORING PROGRAM: APRIL 2025

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:



- **Date:** February - March
- **Location:** Online - Weekly sessions
- **Mentor:** Nancy Wingdham

PEER MENTORING PROGRAM: SEPTEMBER 2025

This was a program held for 7 participants, where they covered topics related to each person's challenge in their way to entrepreneurship.

EVENT OVERVIEW:



- **Date:** September - October
- **Location:** Online - Weekly sessions
- **Mentor:** Pati Silva

TESTIMONIALS & COMMUNITY IMPACT



This mentorship not only helped her recognize the value of her business, but also the value of my own work. I realized that even though my company is small, just myself and one team member, I can still think big. As she spoke about her business, she began to understand that it is more than a cleaning service; it offers added value and has the potential to grow beyond what she initially imagined”

- *Valentina Chauta*

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3. INDIGENOUS WOMEN (POP UP MARKET)

Support women artisans, representatives of indigenous communities of Mexico showcasing their products, with the mission to increase the exposure and scope of their business, providing an economic, social, and cultural impact with potential new collaborations.

EVENT OVERVIEW:

This event will gather women artisans, Indigenous community organizations setting a platform to connect with potential opportunities for them to grow.



- **Date:** April 09 and 10, 2025
- **Location:** Latin Plaza Hub
- **Time:** 2PM - 6PM

TOPICS:

- **Immerse in the culture:**
Discover Handcrafted, Unique Creations – shop stunning textiles, and traditional crafts, all made with ancestral techniques.
- **Live Demonstrations** – Watch artisans showcase their creative process and ancestral techniques.
- **Networking & Community Building** – Connect with Indigenous entrepreneurs, artists, and allies working towards cultural preservation and economic empowerment.
- **Inspirational Presentations** – Hear from Indigenous women leaders sharing their journeys, challenges, and triumphs.



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4. MENTAL HEALTH SESSIONS:

It is a community-based mental health initiative designed to support the emotional and psychological wellbeing of women, particularly those navigating the unique challenges of migration, caregiving, and daily life stressors. This program will provide accessible, culturally-relevant, and trauma-informed support through a structured Mental Health Series and the creation of The Safe Circle intentional spaces where women can gather, share, and heal.

EVENT OVERVIEW:



- **Date:** Last Thursday of each month.
- **Location:** Latin Plaza Hub
- **Mentor:** Roxxana Giles

PROGRAM OBJECTIVES

- Promote emotional awareness and resilience among women.
- Provide tools to manage stress, burnout, and emotional challenges.
- Foster a sense of belonging and community through safe, supportive environments.
- Address the unique mental health needs of migrant women.

TOPICS OF THE SERIES:

- **Series 1:** Re-conectando con mi Propósito
- **Series 2:** Duelo del Migrante
- **Series 3:** Independencia Emocional

OUTCOMES & IMPACT

- At least 90 women will participate in the Mental Health Series.
- Creation of sustainable peer networks and community support systems.
- Increased access to culturally-sensitive mental health tools.
- Measurable improvement in participants' emotional awareness and stress management, assessed through surveys and focus groups.

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5. SHE LATINA - PAVILION

CARNAVAL DEL SOL

This year's Carnaval del Sol marked the successful debut of the She Latina Plaza, the festival's first dedicated space designed specifically to empower women-led businesses. The initiative was born from a mission to support female entrepreneurs and startups that often find traditional booth costs out of reach, providing them with an accessible and affordable platform to showcase their work.

EVENT OVERVIEW:



Date: Carnaval del Sol, 12 & 13 July

Location: Jonathan Rogers Park



14

Vendors

CARNAVALITO ON THE ROAD

At this year's Carnavalito on the Road Langley, we proudly introduced the She Latina Tent, featuring five women-led vendors. This marks the inaugural year of providing a dedicated space specifically designed to help women promote their businesses and gain visibility within the community.

EVENT OVERVIEW:



Date: Carnavalito on the Road, 30 August

Location: Douglas Park, Langley, BC.



5

Vendors



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GO EXPAND PROGRAM

The Latin Canadian Business Council serves as a strategic catalyst for international growth through its Go Expand program, dedicated to supporting SMEs through specialized online workshops and high-level networking opportunities. The council further amplifies its global footprint by serving as Community Partners at Web Summit, bridging the gap between regional talent and the world's premier technology stage. These efforts culminate in Expoplaza Latina, their flagship annual platform designed to foster regional connectivity and drive sustainable business expansion across the Americas.



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1. WEB SUMMIT - COMMUNITY PARTNERS

This year, we were honored to serve as Community Partners at Web Summit Vancouver, a milestone that further solidifies our role in the global tech and business ecosystem. A highlight of our participation was hosting a featured session on the 'Future of Workforce,' which drew an exceptional, standing-room-only crowd and sparked vital conversations about the evolving professional landscape. To complement the summit experience, we hosted an exclusive networking event at our Latin Plaza Hub facilities, providing a dedicated space for attendees to forge meaningful connections and strengthening the ties within our vibrant community.

EVENT OVERVIEW:



- **Date:** May 27-30
- **Location:** Convention Center

2. EXPOPLAZA LATINA 2025

ExpoPlaza Latina 2025: *The Future of Workforce* brought together over 400 attendees, more than 50 speakers, 12 panels, and strategic roundtables at the Vancouver Convention Centre, creating a dynamic space for dialogue on innovation, talent, and workforce transformation between Canada and Latin America. The event connected leaders from business, government, academia, and the innovation ecosystem, fostering meaningful conversations, partnerships, and opportunities to better align talent, technology, and economic growth in a rapidly evolving global landscape.

EVENT OVERVIEW:



- **Date:** November 21, 2025
- **Location:** Convention Center
- **Time:** 9am-7:30pm

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EVENT OUTCOMES

ExpoPlaza Latina 2025 successfully strengthened connections between Canada and Latin America by bringing together a diverse group of leaders, organizations, and innovators. The event generated meaningful dialogue around workforce transformation, talent development, and cross-border collaboration, while positioning LCBC as a key convener in this space.

Participants established new strategic relationships, explored partnership opportunities, and gained actionable insights on aligning talent, technology, and business needs. The event also increased visibility for sponsors and partners, expanded access to entrepreneurial ecosystems, and laid the foundation for future initiatives focused on implementing solutions for a more inclusive and competitive workforce.

TESTIMONIALS & COMMUNITY IMPACT

“

My experience at Expoplaza was amazing. As first time attendee, I loved to see all the angles presented, including my own as entrepreneur in the sector. Listening from government officials and seeing the intersectionality between needs & solutions sprinkled with the real life point of view and applications was a fantastic! Being in the panel with other amazing women in this field reminded me of the importance of community and having spaces like this, meant for shared knowledge, growth and opportunity. Thank you Latincouver for always supporting the growth of our communities!”

• *Monica Hernandez*

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LCBC MEMBERSHIPS

We officially launched our membership program in 2025, and we're thrilled to have already seen some amazing organizations join us. Our members come from diverse industries, bringing a wealth of experience and expertise. Together, we're creating a collaborative network focused on growth, innovation, and delivering impactful solutions. We're excited to continue expanding and building strong partnerships with these dynamic organizations as we move forward.



30

We had 30 Business
members in the first year

LCBC MEMBERS MEET UP EVENT

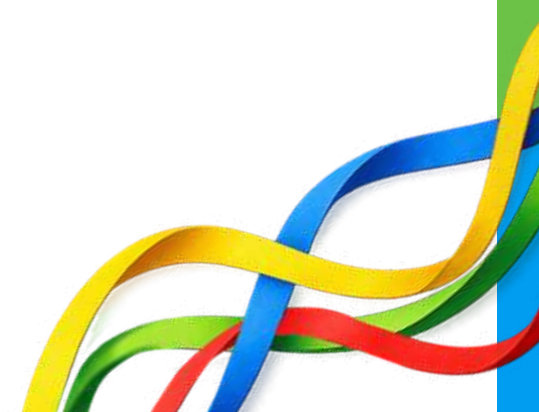
KEY BENEFITS:

- Strategic Connections and Partnerships
- Brand Visibility and Positioning
- Access to Resources and Mentorship



4

Networking events



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REPORTE ANUAL AGM 2025

PROMOTING ARTS & CULTURE



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PROMOTING 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 2025, Latincouver deepened its commitment to cultural promotion by expanding its reach with **five major events**:

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- **Brazilian Carnaval:** A dynamic cultural event showcasing Brazil's traditions, music, and energy.
- **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 American 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.**
- **Feliz Natal:** celebrates Christmas and the **holiday season** through Latin American music, food, performances, traditions, and community connection.

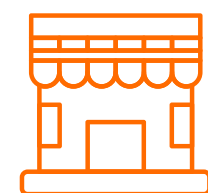
Each of these events reflects Latincouver's **strategic vision** to ensure that Latin American culture is accessible, celebrated, and valued across different sectors of society. These initiatives have **strengthened economic development, enhanced multicultural integration, and provided new opportunities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



56,700+
• Attendees



750+
• Volunteers



149
• Vendors



5,800+
• Hours of
volunteering



745+
• Artists

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BRAZILIAN CARNAVAL

The **Brazilian Carnival 2025** was a key cultural initiative by **Latincouver**, bringing the vibrance, energy, and traditions of Brazil to Vancouver. With the themes "**Brazilian Carnival- Night Party**" and "**Brazilian Carnival - Family Party**", this year's events successfully connected the Brazilian community through music, dance, and cultural expression.

This edition provided an **immersive experience**, attracting **700+ attendees**, **Brazilian artists**, and **exhibitors**. The festival featured **live samba performances**, **capoeira showcases**, **brazilian dance class**, **family and children experiences**, and **interactive workshops**, bringing activities for families, and adults.

Brazilian Carnival 2025 **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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1. BRAZILIAN CARNAVAL - NIGHT PARTY

EVENT OVERVIEW:

- **Date and Time:** Feb 21st, 2025
- **Time:** 10:00PM - 2:00AM
- **Location:** The Pearl - The Pearl, 881 Granville St, Vancouver, BC V6Z 1L1, Canadá
- **Target Audience:** Adults

 **344**
• Attendees

PERFORMANCES:

- Dj Luiz Campos
- Brazilian Swag
- Nando Aguiar
- Meni - Axé Band
- Sambacouver

SOCIAL MEDIA:

 **2.219 VIEWS**
• 5 posts on Facebook

 **1.267 VIEWS**
• 9 posts on Instagram

 **NEWSLETTER**
(3 posts):

- Jan. 23, 2025 - 5.114 Opens;
155 Clicks
- Jan. 28, 2025 - 5.092 Opens;
150 Clicks
- Feb. 20, 2025 - 5.293 Opens;
171 Clicks
- Total: **15,499**
• Opens



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2. BRAZILIAN CARNAVAL - FAMILY

EVENT OVERVIEW:

- **Date and Time:** Feb 22nd, 2025
- **Time:** 10:00 AM - 6:00PM
- **Location:** Latin Plaza Hub - 68 Water St., V6B 1A4
- **Target Audience:** Family oriented



300

• Attendees



5

• Vendors

PERFORMANCES:

- Dj Luiz Campos
- Brazilian Swag
- Nando Aguiar
- Meni - Axé Band
- Sambacouver

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:



The event was absolutely amazing, and all attractions were very well chosen, creating an authentic and vibrant experience.”

- *Diego Ribeiro do Rosario*

ATTENDEE TESTIMONIAL:

AMEEEEEEEIIIIII

- *@priscilahilland*



- *@sarita.moves*

SPONSOR TESTIMONIAL:



First of all, I want to thank you for the wonderful event and tell you that you were amazing. I’m already seeing feedback from everyone congratulating the organization. You nailed it, really! My friends also loved it—everyone had great things to say about the party. They were impressed with the organization because that’s not what they’re used to in Brazilian parties. So, I really want to highlight that you did an outstanding job. It was truly, truly amazing. Thank you for the opportunity to partner, for introducing me to everyone, you know?! They are wonderful. Meni is amazing. I loved meeting all of you; it was a gift for me, really! Thank you so much, and let’s keep in touch...

- *Karla Lobão* alotagency@latincouver.ca

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CARNAVAL DEL SOL & LATIN AMERICAN EXPERIENCE 2025

EXECUTIVE SUMMARY:

KEY HIGHLIGHTS & IMPACT:

- **Economic Impact:** The festival acts as a marketplace for emerging and minority-owned businesses, directly supporting local economic inclusion.
- **Cultural Representation:** 360+ artists representing 15 Latin American countries
- **Community Engagement:** Hosted **80+ exhibitors** and **30+ workshops**, allowing attendees to experience Latin American traditions firsthand.



20,000+

• Attendees



360+

• Artists



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- **Social Media Influence:** Reached **over 1.6M impressions** online, expanding awareness and appreciation for Latin American culture.
- **Diverse Programming:** We introduced 10 plazas featuring 120+ hours of programming throughout the festival.
- Beer Plaza & DJ programming with high-energy Latin music with signature moments like La Hora Despechada Integration of healing space and community support activities.
Colombian Vallenato Concert for Opening Night

EXHIBITORS & WORKSHOPS:



60

- Vendors and exhibitors, and activities for kids, seniors, and families.,



40+

- Workshops on Latin culture

- **Social Media Reach:**
- **Total audience reach of 44.1M** through press and digital media
- **Sponsors:** 21 corporate, institutional, and cultural partners



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LATIN AMERICAN EXPERIENCE 2025

**“Embrace our Passion...
Celebrate Together.”**

The 2025 Carnaval del Sol and Latin American Experience Events brought together nearly 20,000 attendees to celebrate Latin American culture, diversity, and community. The program featured 10 plazas, 120+ hours of cultural programming, over 300 artists from 12 countries, 60 vendors, and activities for all ages.

The Latin American Experience kicked off with a successful press conference at Granville Island Brewing, followed by key events including Samba do Meni, Parranda Vallenata, the After Party, and the Mini Soccer Cup—each energizing the community through music, culture, and sport. Family-focused programming like the Chiquitzin Kids Fiesta also brought together over 250 attendees.

THE 2025 EDITION INCLUDED:

SAMBA DO MENI

The night came alive with an electrifying performance by Samba do Meni, joined by incredible guest artists who kept the energy soaring.

For the first time ever, DJs Lu and Luiz Campos took the stage with an exclusive B2B set, delivering an unforgettable, high-energy funk experience that had the crowd moving all night. Surprises throughout the evening added to the excitement, bringing together 300 attendees for a vibrant and unforgettable celebration.



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OPENING NIGHT PARRANDA VALLENATA

With more than 800 attendees, the night pulsed with energy as Alejandro Palacio arrived direct from Colombia to bring the soul of vallenato to Vancouver. Former lead singer of Binomio de Oro de América, he lit up the stage with his powerful voice, magnetic presence, and a vibrant fusion of traditional vallenato with pop and tropical rhythms—creating an unforgettable, high-energy experience filled with Colombian pride.

The event became a true celebration of Colombian culture, where guests from all backgrounds immersed themselves in music, flavor, and tradition. Attendees enjoyed authentic Colombian cuisine alongside Granville Island Beer and Sol Beer, adding to the festive atmosphere. Proudly sponsored by Union's Food Latino, the evening set an incredible tone for the Latin American Experience 2025.



COLOMBIAN PARRANDA AFTER PARTY

The official Carnaval del Sol After Party kept the energy soaring with an electrifying performance by DJ SP, one of Canada's hottest rising talents and the official music curator for Fuego Fuego 2024. Blending Reggaeton, Salsa, Afrobeat, Cumbia, Bachata, and Dancehall, her dynamic set kept the dance floor alive all night, delivering nonstop rhythm and pure energy.

Extending the spirit of Carnaval del Sol into the night, this vibrant celebration brought people together for an unforgettable experience of music and connection. Presented in partnership with Union's Food Latino, the Colombian After Party was the perfect finale to keep the festivities going and celebrate the pulse of Latin American culture.



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SOCCER TOURNAMENT: MINI WORLD CUP

The Soccer Mini World Cup brought together 12 teams for two days of exciting street football, celebrating connection, inclusion, and Latin American pride. Families and fans joined in the energy of friendly competition.

A special Canada vs. USA match featuring embassy officials added a unique community spirit. Sponsored by ElectroLit, the tournament highlighted teamwork and cultural diversity through the beautiful game.



CHIQUITZIN KIDS FIESTA

The Chiquitzin Kids Fiesta brought together over 200 attendees for a vibrant day of culture, creativity, and fun. Families enjoyed a dynamic mix of performances and hands-on activities, including a Talent Show, Magic Show, mask-making, puppet building, and interactive games.

Blending Latin American culture with playful French immersion, the event created a joyful and inclusive space where children connected with language, creativity, and their cultural roots.



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TESTIMONIALS & COMMUNITY IMPACT

VOICES FROM THE COMMUNITY

Beyond the celebration, Carnaval del Sol drives community connection, cultural exchange, and economic opportunity. Here's how it has impacted those who experienced it firsthand

VENDOR TESTIMONIAL:

“ My first time with my food truck at the Carnaval del Sol. It was a great experience, well organized and we were very happy to have the opportunity to be there. Definitely it was a great group of organizers making dreams reality.”

• *Los Guerreros*



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CARNAVALITO ON THE ROAD

EXECUTIVE SUMMARY:

The **Carnavalito on the Road 2025** 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.



CARNAVALITO
On the Road



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KEY HIGHLIGHTS & IMPACT:

- **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 **31 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 **second edition in Langley**, successfully reaching a new audience and setting the stage for future expansions.

EVENT OVERVIEW:



- **Date:** August 30, 2025
- **Location:** Douglas Park, Langley
- **Time:** 9am-7:30pm



ATTENDEES

3,000+

People from local and migrant communities

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TESTIMONIALS & COMMUNITY IMPACT

VENDOR TESTIMONIAL:

“It’s awesome, honestly, it’s kinda crazy to see this kind of representation since it’s not that common. We’ve had so many people stop by, and the response has been amazing.”

VOLUNTEER TESTIMONIAL:

“It’s been really interesting so far. I’ve loved being part of it, it just feels super family-friendly, and everyone’s been so welcoming.”

In conclusion, Carnavalito on the Road 2025 successfully brought Latin culture to new regions, reinforced Latincouver’s mission, and strengthened community ties through meaningful engagement.

ATTENDEE TESTIMONIAL:

“It’s a great festival for kids, they’re having a blast! I love that you’ve got soccer and games too. My kids are loving it, it’s such a great spot for families.”

SPONSOR TESTIMONIAL:

“This is my first time here and I’m really enjoying it. The people are amazing, and it’s great to support something that feels so positive.”



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LATIN AMERICAN HERITAGE MONTH

In October and November 2025, we, hosted the seventh annual Latin American Heritage Month (LAHM) in Vancouver. The festivities, held from October 14 to November 2, featured a diverse array of in-person events, workshops, and exhibitions that celebrated the richness and diversity of Latin American cultures.

This year, LAHM also expanded into the City of Burnaby in partnership with Tourism Burnaby and Amazing Brentwood through a Día de los Muertos celebration. The event was a successful addition to the festival, attracting approximately 6,000 attendees and further strengthening cultural engagement and community participation across the region.

Another highlight of the festival was the Catrina Parade, which brought together more than 1,000 participants walking through Granville Island, which continues to be one of the main partners of LAHM.



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KEY HIGHLIGHTS OF LAHM 2025:

- **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 35 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, Amazing Brentwood, Tourism Burnaby.
- **Government supporters:** Canadian Heritage - Building Communities Through Arts and Heritage, British Columbia, City of Vancouver, Creative BC, Explore Burnaby
- These events took place at notable venues such as Granville Island, Amazing Brentwood , and Latin Plaza Hub, contributing to the vibrant cultural landscape of Vancouver.

ATTENDEES/IMPACT:

- **Over 32,000 attendees** across all festival locations. **(Market day of the Dead 12,000 at Granville Island. 6,000 Brentwood, Burnaby).**



32,000+
• Attendees



38
• Vendors



325+
• Artists
(35 performances)



120+
• Volunteers



1,500+
• Hours of
volunteering

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ATTENDEES TESTIMONY :

LAURA CORDOBA - VOLUNTEER

“ My experience as a volunteer during Latin American Heritage Month was very meaningful, as I consider it very important to preserve one of our most beautiful traditions. There were significant moments when I understood that we are not only volunteers but also ambassadors of our cultures.

Seeing how many foreigners were moved by the Day of the Dead altar, sharing some of their own cultural celebrations, or even the occasion when a French teacher, with all the affection and respect that the holiday deserves, conveyed to his students the full meaning and value of receiving the souls of those who have gone before us year after year.

And even a conversation we had with the families of those who lost loved ones during the Lapu Lapu festival made me understand that, despite language and geographical barriers, Latin Americans are perceived as some of the kindest and warmest heroes in the world, always ready to offer a helping hand or a word of comfort when needed. I have always been proud to be Mexican, and although my personal and academic development led me to move to Canada, I am so glad to have found Latincouver and to be part of such a beautiful community that reminds me to be proud of my roots.



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LIZ JIMENEZ - VOLUNTEER

“

LAHM 2025 has been a wonderful experience for me. This is my second year participating as a Storyteller on the Ofrenda, and I also had the opportunity to share the traditions of my hometown in Mexico related to the Dia de los Muertos celebration. Being part of this beautiful event not only allows me to celebrate my traditions but also provides a chance to share them with a diverse group of people, so everyone can enjoy and learn together.

SILVANA GOLDEMBERG

“

I want to thank you and your team of volunteers for all the support and hard work to make the 7° Spanish Book Fair a great success. Having this event during the Latin American Heritage Month helped us to reach even more people interested to know about our culture and connect with our artists. The public, the musicians, and the authors had a wonderful opportunity that we hope we can repeat next year.

CARMEN KEITSCH

“

Thanks to the commitment of Latincouver, their sponsors and volunteers in the Latin America Heritage Month, I had the opportunity to show kids and adults in a fun way how important is to preserve cultural identity. In this contemporary society remembering our ancestors, our true identity, our ancestral culture.

It was an enjoyable workshop, where they learned to make their own Papel Picado to decorate their altar on the day of the dead or make Papel Picado to decorate their future celebrations. Now they have the knowledge to pass on to their family and friends.

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FELIZ NATAL

Feliz Natal, hosted by Latincouver, was a vibrant one-day holiday celebration, bringing families and community members together through festive music, performances, food, vendors, crafts, and cultural traditions. 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.

A multicultural, music-filled gathering that flows from a casual coffee party into live performances, dance, and traditional holiday celebrations, ending with a lively and interactive finale.

EVENT OVERVIEW:

- **More than 1000 attendees** during the day.
- The event featured products from **15 businesses**, including wellness brands, craft artisans, and food vendors. Families enjoyed interactive kids' activities, including storytelling like posada and novena colombiana, , Christmas crafts, , and a photo booth.
- Live Latin music by Colectivo Yolotl, Las Primas de Vancouver, Meni, DJ Gera who added to the festive atmosphere. and a moment for **attendees to network.**
- We added this year a "Rama Veracruzana" and did a small parade in Water Street.



1,000+

• Attendees



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REPORTE ANUAL AGM 2025

SUPPORTING COMMUNITIES



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SUPPORTING COMMUNITIES

We foster inclusion through programs for seniors, youth, newcomers, and equity-deserving groups. Our initiatives tackle social isolation, racism, and barriers to integration while prioritizing safety and mental health.

In partnership with various governmental and non-governmental organizations, we disseminate accessible and culturally relevant health information to communities. Mental health remains a key priority across all programming, ensuring participants have access to supportive environments and resources that foster emotional well-being and resilience.

In 2025, the main results achieved under this pillar included:



1.500
Seniors



745
People accessed
mental health & grief
support resources



80
women supported
with GBV prevention
tools & information



60
New Amigos



500
Children's Program
Participants.



850
People reached with
health & vaccination
information



14
podcast episodes



157
fundraising gala
attendees



Talk 10
Latincouver
talks

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LATINO SENIORS OF BC

Our 2025 Seniors Program began in April 2025 and will run until March 2026, marking the fourth year of this ongoing initiative.

On the first Tuesday of each month, program members gathered for planning meetings, where they shared feedback and helped guide the activities they wanted to see throughout the year.

SUCCESS:

The Latin Plaza Hub opened its doors for Seniors Program activities every second Thursday of the month, providing a consistent and welcoming space for seniors to connect, learn, and stay active in the community. From July to November 2025, the program expanded with new sessions such as chair yoga, wellness workshops, and memory workshops.

To make the program more accessible, we also introduced online sessions, allowing seniors facing mobility, distance, or scheduling barriers to participate from home and remain connected to the community..

The delivery of
63 • Activities

ATTENDEES:

1.500

- participants, 95% of them aged 55+
- 28 volunteers
- 480 Hour of volunteering

PARTNERS:

- South Granville Seniors Centre
- Seniors Link
- Seniors 411
- Gathering Place



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TESTIMONIALS & COMMUNITY IMPACT



Latincouver and the Seniors Program have given me a reason to step outside, connect with others, and rediscover joy. The book club opened my eyes to reading in a new way, and chair yoga brings me peace and calm. It feels like a safe place where friendships grow and aging feels vibrant and meaningful.”

• *Marlene Potie*



Latincouver’s Seniors Program has inspired me to stay active, connected, and engaged. The book club, social hours, and chair yoga have created a safe, supportive space that brings us together and encourages vibrant aging.”

• *Magaly Marquez*



What I value most about the Seniors Program at Latincouver is the sense of community it creates. Being part of a group where everyone feels welcomed and respected has made a real difference in my life. The activities bring us together, encourage conversation, and help build meaningful friendships. Sharing experiences, learning together, and supporting one another has reduced isolation and strengthened our sense of belonging. This program reminds us that aging is not something we do alone, but something we experience together.”

• *Magnolia Villalobos*

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CHIQUITZIN KIDS CHILDREN PROGRAM

During 2025, the Chiquitzin Program delivered a range of activities and events designed to support newcomer and immigrant parents in their integration and connection within multicultural Canada. Through these initiatives, the program created welcoming spaces for families to build community, access resources, and strengthen their sense of belonging. By fostering cultural exchange and peer support, Chiquitzin contributed to helping parents navigate their new environment with confidence.



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EL DÍA DEL NIÑO – PRELOVED KIDS’ TRADE EVENT:

An initiative where families can exchange gently used toys, clothes, and children’s items they no longer need.

Activity for Children: "Discovering the World Through the Senses" Stimulating the senses (sight, hearing, smell, and touch) for deep discovery and experimentation with various textures, sounds, and scents.



- **Date:** April 26th, 2025
- **Venue:** Latin Plaza Hub - In person
- **Time:** 10 am - 3 pm

CHIQUITZIN KIDS FIESTA

In the framework of CSOL, the Chiquitzin Kids Fiesta welcomed over 200 attendees for a cultural and creative family event combining Latin American culture, French immersion, performances, and interactive activities for children.

MINI BILINGUALS

A SPACE FOR PLAY, LEARNING, AND CONNECTION

In this program, children have the opportunity to strengthen their connection with Spanish. Through play, music, and imagination, we create a safe and joyful space where the language is lived, felt, and enjoyed.

ACTIVITIES INCLUDE:

- Games and interactive activities.
- Rhythmic songs and games – to learn vocabulary through movement and music.
- Read aloud – with puppets, big books, and active participation.
- Arts and crafts – using key words like colors, shapes, and objects.
- Sensory and role-play games – like the store, the house, or the vet.
- Culture and tradition – traditional legends and Latin American cultural celebrations through play and imagination.



- **Date:** Sep 6th - Dec 6th, 2025
- **Venue:** Latin Plaza Hub - In person
- **Time:** 11 am - 12 pm



8 KIDS

- **Ages:** 2 - 6 yrs old

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HEALTH & WELLNESS

MENTAL HEALTH: GVB

GENDER-BASED VIOLENCE PROGRAM

The Gender-Based Violence Program, developed under the She Latina initiative, is a comprehensive, bilingual program designed to support, educate, and empower women affected by violence and those who want to support survivors. The program combines 8 interactive workshops and 6 podcast episodes, bringing together experts such as psychologists, legal professionals, and community leaders to address gender-based violence from emotional, legal, social, and economic perspectives.

Through practical tools, real-life insights, and accessible resources, participants gain knowledge on prevention, healing, rights, and support systems, creating a safe and inclusive space for learning, awareness, and community connection.

**80**

• In person
Attendees

**8**

• Interactive
Workshops

The program also strengthened community engagement by connecting participants with experts and resources, fostering dialogue around prevention and support, and reducing stigma associated with gender-based violence. Additionally, it contributed to capacity building within the community by promoting education, early intervention, and access to culturally relevant information, laying the foundation for ongoing support and long-term impact.

WORKSHOPS:

- **Understanding Gender-Based Violence** — Forms and Impact.
- **Identifying Red Flags and the Cycle of Abuse**
- **Emotional Abuse and Gaslighting** — Rebuilding Self-Trust.
- **Legal Rights** — Protection, Immigration & Custody.
- **Financial Empowerment** — Reclaiming Economic Independence.
- **Building Community** — Support Systems and Connection.
- **Navigating Mental Health** in the Context of Intimate Partner Violence and Migration Journeys.
- **Healing the Self** — Trauma Recovery and Emotional Safety.



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PODCAST:

- **Understanding GBV**
- **Why they stay**
- **Breaking the Invisible Chains:** Emotional Abuse and Gaslighting
- **Legal rights and Testimony II**
- **Financial Empowerment** — Reclaiming Economic Independence
- **Accessing for Help**

TESTIMONIALS & COMMUNITY IMPACT

“In a poignant reflection on the program’s impact, one participant shared her journey of resilience. After arriving in Canada, she navigated the isolation of an abusive relationship, initially unaware of the resources available to her. She noted that while the journey has been difficult, the program provided the clarity and support she needed to move forward. Today, she has transformed her experience into a mission of advocacy, stating: 'Now I know more, and I’m sure I can support other women the way I was supported.' Her story underscores the program’s vital role in empowering women to reclaim their lives and become leaders within their communities.”

- *Monica Perea*

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KAPWA & COMUNIDAD: COMMUNITY HEALING INITIATIVES:

Following the Lapu-Lapu Festival tragedy, Latincover responded to a moment of deep grief felt across both the Latin American and Filipino communities. Recognizing the need for care, connection, and collective healing, Latincover created trauma-informed and culturally meaningful spaces where community members could gather, reflect, remember, and support one another.

Through art, storytelling, dialogue, and shared remembrance, the program honoured those affected by the tragedy while strengthening solidarity between Latin American, Filipino, and broader Vancouver communities.



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PHASE 1: RISING TOGETHER THROUGH HEALING (IMMEDIATE RESPONSE)

This phase provided immediate, culturally grounded support, helping community members process fear, grief, and anxiety while rebuilding confidence to return to public spaces.

- **COMMUNITY WORKSHOP**

Healing & Safety Preparation Event
(July 3, 2025):

Pre-festival session supporting community members, vendors, and staff in preparing to safely return to public events, with guidance from PHSA.

- Estimated reach: 100 participants.

- **HEALTH & WELLNESS BOOTH**

“Tahanan de Esperanza”
(July 12–13, 2025):

Two-day mental health booth offering culturally grounded support, multilingual resources, on-site counselling support, and interactive elements like the Hope & Solidarity Message Wall.

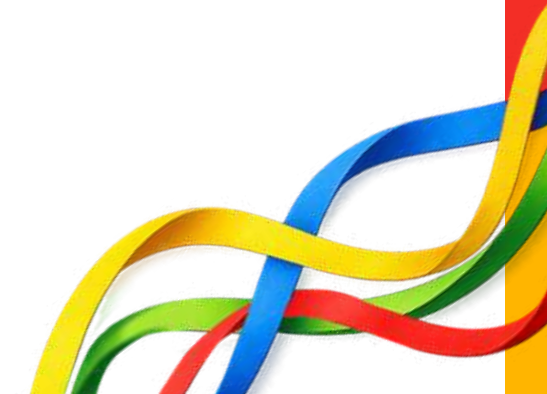
- Estimated reach: 500 participants over two days.

- **GROUP HEALING SESSIONS**

Wellness Circles
(4 sessions, July 12–13, 2025):

Facilitated healing circles providing grounding practices, reflection, and peer support in a culturally safe space.

- Estimated reach: Approximately 40 participants.



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PHASE 2: COLLECTIVE HEALING THROUGH DIALOGUE (ONGOING RECOVERY)

This phase focuses on deeper healing and long-term resilience by creating spaces for reflection, dialogue, and connection.

- **PSYCHOLOGICAL FIRST AID
(PFA) TRAINING SESSIONS**
(September 29 & October 2, 2025):

Built staff and volunteer capacity to respond to emotional distress in a trauma-informed way.

- Estimated reach: 20 participants

- **COLLECTIVE STORYTELLING CIRCLE**
Stories at the Altar
(October 18, 2025):

Intercultural remembrance space connecting Latin American and Filipino traditions.

- Estimated reach: 15 participants.

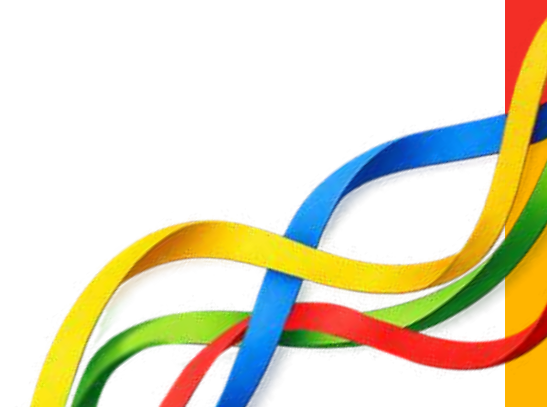
- **MENTAL HEALTH WORKSHOP SERIES**
(October–November 2025):

A series of culturally grounded workshops addressing mental health through different lenses, including migratory grief, food and healing, and youth resilience.

- Estimated reach: 70 participants.

WHAT'S TO COME (2026)

- 3 Mental Health Workshops (Feb–May 2026): Continued delivery of culturally grounded mental health programming
- **2 Group Counselling Sessions (Mar–May 2026):** Trauma-informed sessions to support deeper healing and peer connection.



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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



CARNAVALITO



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Reach: The project reached over **35,000+** people, with Total Direct In-Person Engagement: 1000 participants in our events.

KIOSKS AT EVENTS:

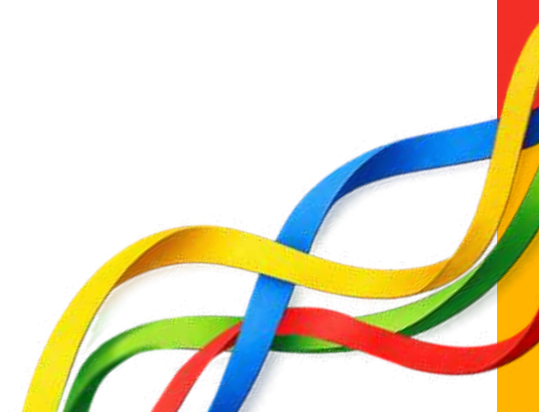
Carnaval del Sol (July 2025):	150 • Participants
Chiquitizin (July 2025):	50 • Participants
Carnavalito on the Road (September 2025):	150 • Participants
LAHM Market (November 2025):	250 • Participants

HEALTH FAIRS & COMMUNITY OUTREACH:

St. Peter Parish Health Fair:	50
Reach - Community Centre:	200

DIGITAL & MEDIA OUTREACH

- The program increased its visibility through the “Brasileiros no Canadá” podcast, with episodes related to this initiative reaching 200+ views.
- Educational articles shared on social media generated 200+ likes, helping expand awareness within the community.
- **Partnerships:** 30% increase in partners compared to last year, including new collaborations with Vancouver Coastal Health and Fraser Health, significantly strengthening the project’s reach and service capacity.
- **Content Strategy:** Developed multilingual (Spanish, Portuguese, English) marketing materials, podcasts, social media campaigns, and interactive games at events to inform and engage communities.
- **Vaccination Clinics.**
 - 2 vaccination clinics delivered in 2025.
 - 130+ flu and COVID-19 vaccine doses administered.
- **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:** Provided educational workshops for seniors, led national-scale panel discussions, and participated in major community celebrations 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 2025 to 2026.



LAHM



SUCCESSES

- Expanded access to culturally safe vaccination services in 2025 by delivering seasonal vaccination clinics that provided **influenza and COVID-19 vaccines to 155 individuals**, prioritizing **Latinx, BIPOC, immigrant, and other vulnerable communities**, and helping reduce barriers to immunization while strengthening vaccine confidence.
- Improved vaccination awareness through targeted community outreach and digital engagement, reaching **over 8,000 individuals** throughout 2025. Educational materials were distributed directly to **300 community members**, while strategic social media communications expanded access to reliable vaccine information to **over 7000 individuals**, supporting informed decision-making and strengthening vaccine confidence among **Latinx, BIPOC, immigrant, and other vulnerable communities**.

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AMIGO IN CANADA PROGRAM

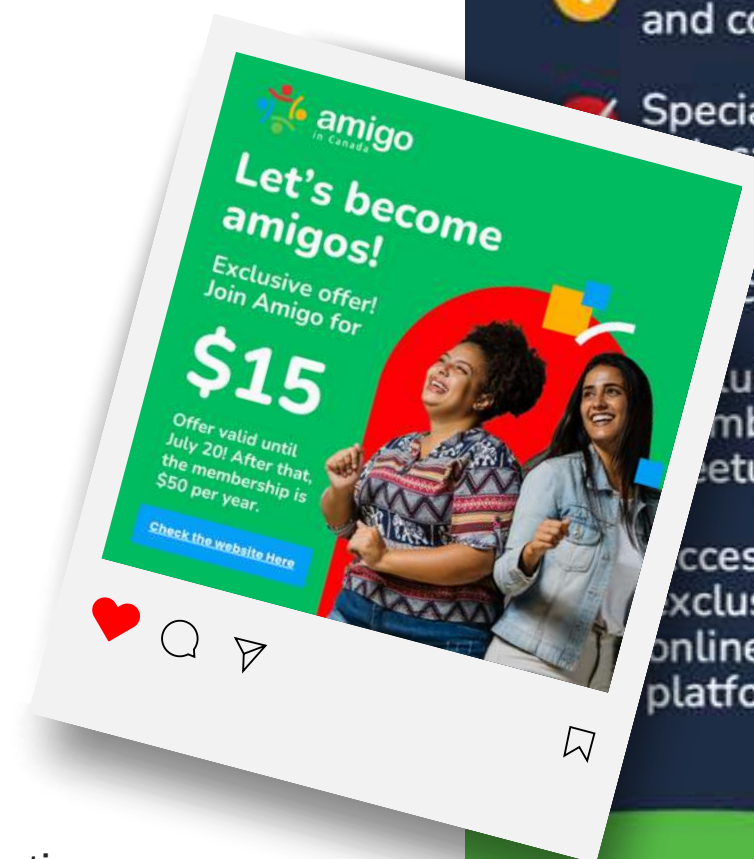
Amigo in Canada supports newcomers and individuals from diverse backgrounds as they settle into Canadian life with confidence. By fostering community engagement, social connections, and offering valuable resources, we ensure a smooth transition for newcomers to Canada.

MEMBER BENEFITS:

- Build new friendships and connections.
- Special discounts at local businesses.
- Discounts on Latincover events & services.
- Exclusive access to the 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:

- Membership continued to grow in 2025, with 60 new members joining the program, representing a 50% increase compared to 2024.
- Expanded platform content to better respond to newcomer needs and interests.
- Connect and share valuable information through the monthly newsletter.

In 2025, efforts were focused on enhancing the digital platform, developing relevant and accessible content, and increasing membership and community engagement. Additional testing and user surveys were conducted to better understand challenges and identify opportunities to improve the platform's navigation and overall user experience.





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PODCAST:

LATINOS EN CANADA & BRASILEIROS NO CANADÁ

IMPACT & KEY ACHIEVEMENTS

- 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**.

- *Brasileiros no Canadá Podcast* also had a remarkable season, hosted by respected Brazilian journalist **Menilson Filho**. This podcast had 7 posts throughout 2025, ranging from 25 to 115 views. It showed healthy engagement, with around 25% positive reactions through likes. Short clips from the podcast were also used to capture attention on social media—especially among the Portuguese-speaking community—and to support Latincouver's content across its platforms.
- The 2025 season of *Latinos en Canadá Podcast* concluded with the release of its final two episodes during the year, marking the closing chapters of the season. The project is currently on a temporary pause, as organizational resources and strategic focus were redirected toward other key initiatives, including Latincouver Talks and additional priority projects within the organization. The season included two episodes released in January and March, which reached 660 views, 17 likes, and 2 comments for the first episode, and 879 views, 18 likes, and 4 comments for the second; in addition, short-form clips were produced and shared across social media platforms.

SUCCESS & GROWTH:

- Strong **YouTube** performance defined the 2025 season, maintaining the podcast’s visibility and audience engagement even after production paused in March. While Spotify reflected lower activity, **YouTube** **continued driving reach, discoverability, and community connection** through video-based storytelling.
- **Strategic audience insights:** Audience behavior in 2025 confirmed YouTube as the podcast’s strongest growth platform, while **Spotify remained important for loyal returning listeners**. This shift highlights the opportunity to prioritize video-first content and short-form storytelling in future seasons.
- Despite a shorter production cycle, Latinos en Canadá Podcast continued strengthening its position as a trusted voice for the Latin American community in Canada, **preserving audience interest and brand relevance throughout the year**.

PODCAST PERFORMANCE REPORT

SPOTIFY

Streams: **1,612** Consumption
Hours: **462.05**

Audience Demographics:

Female: **75.9%** Male: **25,1%**

YOUTUBE

Views: **12.7K** Consumption
Hours: **616.4**

Audience Demographics:

Female: **37%** Male: **63%**

TESTIMONIALS:



@fernandosouza9678 7 months ago

Bom dia, já no início me identifiquei, saúde mental é o que pega, a cultura do tudo pra ontem, está gerando muito estresse no ambiente de trabalho.

Translate to Spanish



@Vivermzvideos 2 years ago

Excelente y muy ameno episodio! Felicidades chicos.

👍 2 🗨️ 🍷 Reply



@cristhadry85 2 years ago

😊 t toca invitar a la Karina chaschas,d ecua tb ❤️,esta chevere tu podcast 😊 y ojala hable...d rebelde way 😊😂 la lu

👍 1 🗨️ ❤️ Reply



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PODCAST LATINCOUVER TALK

The Latincouver Talks podcast published a total of 10 video episodes in 2025, released between February and December. The content maintained a consistent presence throughout the year, featuring a variety of interviewees, which contributed to natural variations in performance across episodes.

On average, each video generated approximately 100 views. Performance varied depending on the featured guest, suggesting that audience interest is strongly influenced by the relevance or recognition of each interviewee. In total, the podcast accumulated 751 unique views over the year.

A notable insight is that 91% of the views came from non-followers, highlighting strong discoverability and the ability to reach new audiences beyond the existing community. This represents a significant opportunity for continued audience expansion.

This high level of reach from non-followers also presents an opportunity to further strengthen engagement pathways. Enhancing the call-to-action (CTA)—particularly encouraging viewers to follow or subscribe—could further support conversion of this visibility into sustained audience growth and long-term community development.

10 video episodes
in 2025



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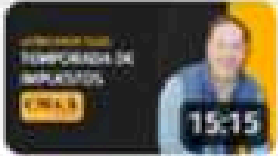
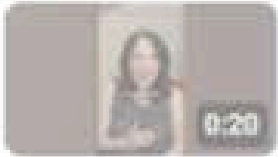
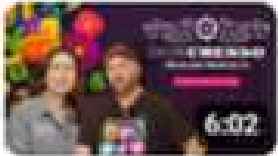
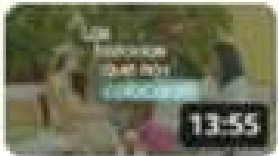
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KEY RECOMMENDATIONS

- Enhance and make CTAs more prominent within videos (verbal and visual prompts).
- Include clear follow/subscribe messaging in captions and descriptions.
- Leverage high-performing guests to drive audience retention and cross-promotion.
- Test hooks in the first 3–5 seconds to improve engagement and watch time.

Overall, *Latincouver Talks* demonstrates strong potential in audience reach and discovery, with clear opportunities to optimize conversion strategies and maximize growth.

Video		Visibility	Restrictions	Date	Views	Comments	Likes (vs. dislike...
	Consejos Claves para la Temporada de... La temporada de impuestos se acerca, ¿estás preparado? Presentar impuestos ...	 Public	Copyright	Mar 9, 2025 Published	181	0	100.0% 6 likes
	El Amor y el Cerebro: Una Mirada desde... Este episodio de Latincouver Talks nos trae una conversación especial sobre el...	 Public	Copyright	Feb 12, 2025 Published	191	0	100.0% 9 likes
	The Future of Latinos in Canada: A Co... In this episode, Anaïda Pollevre discusses her journey from Venezuela to Canada an...	 Draft	None				Edit draft
	Soulfulness of Flamenco: Interview wit... Rosario Ancer, Artistic Director of Flamenco Rosario, describes flamenco a...	 Public	None	Sep 11, 2025 Published	63	0	-
	Don Chendo: From a Dream to a Legac... Don Chendo Mexican Products, proud sponsor of the Latin American Heritage...	 Public	Copyright	Oct 28, 2025 Published	16	1	100.0% 1 like
	Las Historias que Nos Colocaron EP ... A veces cargamos creencias, miedos y expectativas que no elegimos. En este...	 Public	None	Oct 30, 2025 Published	31	0	100.0% 2 likes

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UNA PAUSA CON PAO PAO



OCTOBER 2025 PERFORMANCE REPORT

The podcast *Una Pausa con Pao Pao* published two episodes during October 2025, supported by a Reel shared on Meta to promote the content and drive visibility.

PERFORMANCE OVERVIEW

- **EPIISODE 1**

Total Views: **179**

Average Watch Time: **3:00 MINUTES**

- **EPIISODE 2**

Total Views: **31**

Average Watch Time: **2:30 MINUTES**

KEY INSIGHTS

The first episode significantly outperformed the second in terms of reach, achieving more than five times the number of views. This suggests stronger initial interest, potentially driven by factors such as topic relevance, timing, or distribution effectiveness.

In terms of engagement, both episodes show relatively strong **average watch time**, indicating that viewers who started the content remained engaged for a meaningful duration. Episode 1, in particular, demonstrates solid retention with a 3-minute average watch time.

However, the sharp decline in views for Episode 2 may indicate:

- Reduced promotion or distribution.
- Lower audience interest in the topic or guest.
- Limited retention of audience from Episode 1.

OPPORTUNITIES FOR IMPROVEMENT

- Strengthen consistency in promotion across episodes, especially leveraging short-form content like Reels.
- Analyze the differences in topic, format, or hook between Episode 1 and Episode 2 to identify performance drivers.
- Reinforce audience retention strategies between episodes (e.g., teasers, episode continuity, or follow-up messaging).
- Optimize the first seconds of each episode to maintain and replicate the engagement seen in Episode 1.

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UNDERSTANDING GBV PODCAST – 2025 PERFORMANCE REPORT

The *Understanding GBV (Gender-Based Violence)* podcast published a total of three episodes in 2025, released between November 12 and December 16. The series focused on raising awareness and fostering understanding around complex issues related to gender-based violence.

PUBLISHED EPISODES

- *Understanding Gender-Based Violence | **Ep. 1***
- *Why They Stay — Understanding the Complex Realities Behind Gender-Based Violence | **Ep. 2***
- *Breaking Invisible Chains: Emotional Abuse & Gaslighting | Erin Seeley (YWCA Metro Vancouver) | **Ep. 3***

PERFORMANCE OVERVIEW

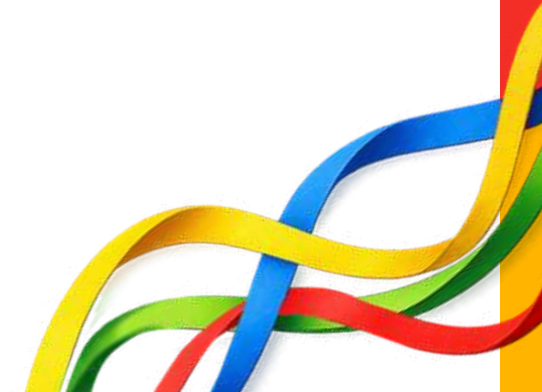
- **Total Content Pieces:** 3
- **View Range:** 1 to 8 views per episode
- **Average Retention Rate:**
Between 26% and 31%

KEY INSIGHTS

While the podcast addresses highly relevant and impactful topics, overall reach was significantly limited, with very low view counts across all episodes. This indicates challenges in **distribution, visibility, and audience acquisition**.

Despite the low number of views, the **retention rate (26%–31%)** suggests moderate engagement among the small audience that did access the content. This indicates that the content itself holds value, but is not effectively reaching its intended audience.

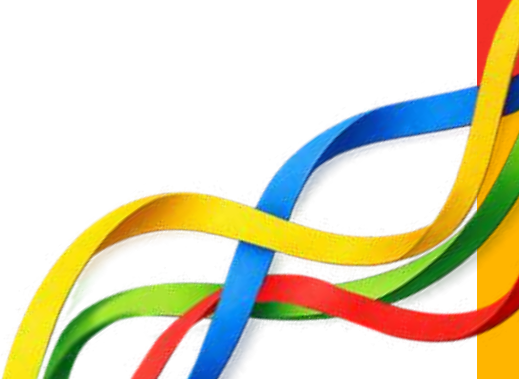
The subject matter—focused on gender-based violence—may also require more **sensitive, targeted, and strategic positioning** to connect with the right communities and stakeholders.



OPPORTUNITIES FOR IMPROVEMENT

- **Content Curation:** Refine messaging, titles, and thumbnails to improve clarity, emotional connection, and accessibility.
- **Distribution Strategy:** Strengthen partnerships with aligned organizations (e.g., community groups, nonprofits, advocacy networks) to expand reach.
- **Content Reactivation:** Repurpose existing episodes into shorter clips, quotes, and educational snippets to redistribute across platforms such as Instagram, LinkedIn, and YouTube Shorts.
- **Audience Targeting:** Develop a clearer audience profile (e.g., educators, community leaders, support networks) and tailor messaging accordingly.
- **Storytelling & Framing:** Emphasize human stories, practical insights, and actionable takeaways to increase relatability and shareability.

2		Understanding Gender-Based Violence Ep. 1 Nov 12, 2025	6	2:40	(17.1%)
3		Why They Stay – Understanding the Complex Realities... Nov 24, 2025	4	4:14	(26.8%)
4		Know Your Rights: Protection, Immigration & Custody ... Jan 13, 2026	1	4:30	(26.0%)
5		Breaking Invisible Chains: Emotional Abuse & Gaslight... Dec 16, 2025	1	6:25	(31.2%)



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LATIN PLAZA HUB

CONNECTING AND STRENGTHENING THE COMMUNITY

During 2025, Latin Plaza Hub continued to create meaningful opportunities to showcase and promote Latin American culture in Vancouver. Throughout the year, the Plaza hosted a variety of celebrations, workshops, and community events that fostered connection through culture while addressing diverse community needs. These initiatives supported areas such as mental health, wellness, social engagement, and skills development, contributing to a more inclusive and vibrant community.



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CULTURAL & EDUCATIONAL CLASSES

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

CLASSES FOR ADULTS:

- **Latin Dance (Reggaeton Class)** – Wednesdays | 6:00 - 7:00 PM
- **Hilos & Amigos** – April 17 | 6:00 - 8:00 PM
- **Spanish for Beginners** – Tuesdays & Thursdays | 6:00 - 7:30 PM
- **Salsa for Beginners** - Thursdays | 5:30 - 6:30 PM

CLASSES FOR KIDS:

- **Cuenta Cuentos (Storytelling in Spanish)** - Saturdays | 10:30 - 11:30 AM
- **Taller de Lenguaje de Señas** - January 11 | 11:30 a 12:30 AM
- **Zumba Kids** – Saturdays | 11:30 AM - 12:30 PM

SOCCKER HUB:

- **Independiente del Valle vs. Atletico Mineiro** - October 21st | 5:30 PM
- **U. de Chile vs. Lanus** - October 23rd | 3:00 PM
- **Atlético Mineiro vs. Independiente del Valle** - October 28th | 5:30 PM
- **Lanus vs. U. de chile** - October 30th | 3:00 PM





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RENTAL SPACE: A HOME FOR COMMUNITY EVENTS

In November 2025, 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 space** 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.

The Latin Plaza Hub has demonstrated measurable cultural and community impact, including:

- Hosting over 20 cultural events celebrating Latin American music, dance, and heritage.
- Engaging more than 1865 attendees through performances, exhibitions, and community gatherings.
- Supporting over 50 artists by providing opportunities for exposure and artistic development.
- Showcasing more than 10 art pieces in the Hub's gallery, featuring both Latin American and Indigenous artists.

These outcomes highlight the Hub's growing role as a cultural anchor and community connector in British Columbia.

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AUDIENCE DEMOGRAPHICS & DIGITAL ENGAGEMENT JAN – DEC 2025

During this period, Latin Plaza Hub and Latincoover demonstrated strong digital reach and community engagement. The organization's social media presence includes 5 active channels, a Facebook community of over 370,000, and 36,500 followers, complemented by more than 16,000 website views. The newsletter reaches over 13,000 subscribers, connecting members across Vancouver (34.6%), Burnaby (9.1%), Surrey (6.7%), Coquitlam (3.6%), North Vancouver (3.5%), New Westminster (2.9%), and Langley (2.4%).

Social media performance highlights include 79,838 views, 11,558 reach, 4,043 visits, 680 content interactions, and +510 new followers. Audience demographics for Latin Plaza Hub show 72.5% women and 27.5% men, reflecting a strong engagement among female community members while maintaining diverse participation across age groups and locations.



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FUNDRAISING GALA NIGHT

Latincouver's 2025 Fundraising Gala brought together community members for an unforgettable evening inspired by the vibrant cultures of Latin America. Hosted during Valentine's season, the event successfully combined gastronomy, live entertainment, and community engagement—creating a meaningful space to celebrate, connect, and give back.

EVENT DETAILS:



- **Date:** February 13, 2025
- **Location:** Heritage Hall
- **Time:** 6:00 PM – 11:00 PM
- **Attendance:**

157 GUESTS.

- **Collection:**

\$22,500

- **Donation:**

\$3,800



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PROGRAM HIGHLIGHTS:

- Welcome reception
- Live saxophone
- Community leaders
- Cultural dining experience
- Live musical performances
- Silent auction

GUEST EXPERIENCE:

CULINARY JOURNEY

Guests enjoyed an interactive 4-course dining experience curated by renowned Latin American chefs. Each dish represented a different country, showcasing authentic traditions and flavors from Peru, Colombia, Mexico, and Brazil.

LIVE LATIN ENTERTAINMENT

The evening featured captivating performances, including romantic saxophone melodies and live cultural music, creating an immersive and vibrant atmosphere throughout the event.

NETWORKING & COMMUNITY BUILDING

The gala provided valuable opportunities for guests to connect with community leaders, professionals, and supporters who share a commitment to cultural engagement and positive social impact.

CELEBRATION & DANCE

The evening concluded with a lively celebration, where guests enjoyed music and dancing, further strengthening community bonds.

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REPORTE ANUAL AGM 2025

EMPOWERING PEOPLE



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EMPOWERING PEOPLE

We inspire and support individuals to reach their full potential through training and mentoring programs that build skills, knowledge, and confidence for success in Canada. We effectively implement programs such as PBLMT, CRWG, Music Hack, and we continuously seek new funding opportunities to expand our impact through future initiatives.

In 2025, the main results achieved under this pillar included:

Micro - Grants

24 

impactful community-led projects successfully completed

Medical Laboratory Assistant - CWRG

20
Participants

89%
Employment rate

94% participants reported significantly improved career prospects

Medical Administrative Assistant Program- PBLMT

800
Applicants received

3 Cohorts

21 week training model

The Music Hack – Empowering Emerging Talents (MEET)

10 emerging artists

10 professional digital portfolios

5 Specialized workshops

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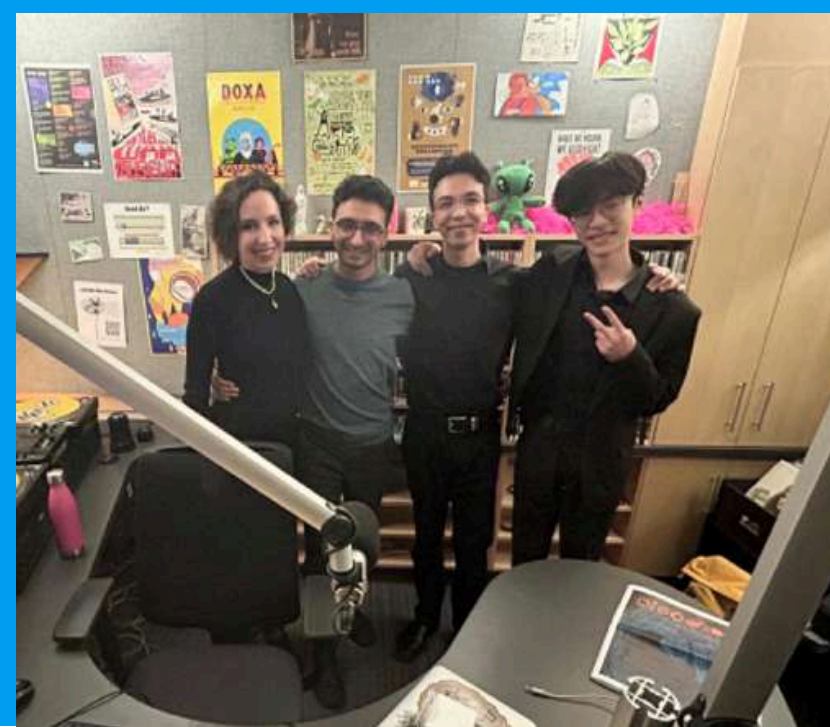
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EMPOWERING YOUNG CHANGEMAKERS:

DRIVING SOCIAL IMPACT ACROSS CANADA

The Canada Service Corps (CSC), an initiative of Employment and Social Development Canada (ESDC), continues to support grassroots innovation through its Micro-Grants Program. This initiative empowers young leaders aged 18–30 to create meaningful change in their communities while building leadership skills, fostering civic engagement, and gaining valuable hands-on experience.

At the start of 2025, Latincouver successfully concluded a previous program intake, celebrating the completion of 24 impactful community-led projects. A closing ceremony brought participants together to recognize their achievements and the positive contributions they made across their communities.



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Following the three-year contract in December 2023, Latincoover launched its fourth program intake in 2025, welcoming 25 young changemakers from Metro Vancouver in April. Each participant received a \$4,500 grant to design and implement their own social impact project.

Throughout the program, participants have been supported through one-on-one mentorship with industry experts, gaining key skills in:

- Business planning.
- Marketing and social media.
- Budgeting and finance.
- Intercultural Communication: Inclusion Leadership
- Grant Search & Strategy
- AI Strategies for Good

This cohort is currently advancing through the implementation phase of their projects, with initiatives already generating impact across the community. The program will reach its final phase between January and March 2026, culminating in a new wave of community-driven outcomes and measurable social impact.

DIVERSITY & REPRESENTATION: WHO WE EMPOWER

TOTAL MINORITY YOUTH SUPPORTED: 24

- South Asian: 4
- Asian: 3
- Black: 4
- Latin American: 7
- Middle Eastern: 4
- Women participants: 11

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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CRWG

MEDICAL LABORATORY ASSISTANT (MLA) PROGRAM

COMMUNITY WORKFORCE RESPONSE GRANT – EMERGING PRIORITIES (CWRG)

From February to September 2025, Latincouver Cultural & Business Society, in partnership with Western Community College, successfully delivered the Medical Laboratory Assistant (MLA) Program, supporting 20 participants in accessing career pathways within British Columbia's healthcare sector.

Funded through the Canada–British Columbia Workforce Development Agreement, this program was designed to support individuals facing barriers to stable employment, including those who are unemployed, underemployed, or in precarious work.

Recruitment took place between December 10, 2024 and January 20, 2025, with a strong focus on engaging equity-deserving and underrepresented communities, including.

- Newcomers and landed immigrants (within 10 years of arrival)
- Refugees and protected persons
- People of colour
- Youth (ages 16–29)
- Older workers (55+)
- Women entering underrepresented fields

PROGRAM STRUCTURE

The MLA program provided a 30-week, comprehensive training pathway combining technical instruction, employment preparation, and real-world experience:

OCCUPATIONAL SKILLS TRAINING (22 WEEKS)

Delivered by Western Community College, covering laboratory procedures, clinical practices, and safety standards required for Medical Laboratory Assistants.

WORK EXPERIENCE / PRACTICUM (4 WEEKS)

Hands-on placements in medical laboratory settings, allowing participants to apply their skills in real healthcare environments and build industry connections.

EMPLOYMENT READINESS TRAINING

Workshops focused on resume development, interview preparation, workplace communication, and navigating the Canadian healthcare system.

FINANCIAL AND WRAPAROUND SUPPORTS

Provided throughout the program to reduce barriers to participation and support retention and completion.

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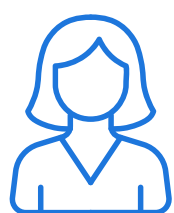
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PARTICIPANT PROFILE

The program successfully reached a diverse and equity-focused cohort:

GENDER REPRESENTATION:



100%

- Women participants

AGE DISTRIBUTION:

- **25–34:** 44%
- **18–24:** 17%
- **35–44:** 11%
- **45+:** 6%
- **Not disclosed:** 22%

PREVIOUS HEALTHCARE EXPERIENCE:

- **No prior experience:** 56%
- **Somewhat related experience:** 17%
- **Previously worked in healthcare:** 6%
- **Not disclosed:** 22%

These results demonstrate the program's strong impact in supporting women, particularly those without prior healthcare experience—enter and succeed in the healthcare workforce.

PROGRAM RESULTS

- **20** participants enrolled.
- **18** participants successfully completed the program.
- **16** out of **18** graduates secured employment within 3 months (**89%**).
- **94%** reported improved career prospects, confidence, and workforce integration.

This program not only equipped participants with in-demand healthcare skills, but also provided a structured and supportive pathway into employment. By combining training, practical experience, and targeted supports, the initiative contributed to both individual economic mobility and addressing labour shortages in BC's healthcare sector.

Overall, the MLA Program reflects Latincouver's continued commitment to delivering inclusive, employment-focused programming that creates meaningful opportunities for communities facing systemic barriers.

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TESTIMONIES

“ This program didn’t just give me a job. It gave me purpose. It helped me step into a future I once only dreamed about. To anyone out there who wants to step up, start fresh, or join the healthcare field — I want you to know: You can do it. If I did, you can too. And there are people and programs ready to support you every step of the way. Thank you to everyone who made this possible. You didn’t just train me — You changed my life.”

• *Annesherina*

“ Aside from feeling fortunate for boldly pursuing a path I didn’t think I would succeed in, Latincouver offered me the first significant step. I feel liberated and inspired to continue my journey. This was my greatest learning and growing experience personally and professionally.”

• *Mercy*

“ Your support not only eased my financial burden, but also gave me the motivation to work harder and believe in myself. I truly appreciate the opportunity you gave me. As I move forward into this new chapter, I will carry your kindness with me and do my best to live up to your support.”

• *Anonymous*

“ The best part, I got a job offer, and am very excited to accept it. Latincouver has impacted my family in a way that is bigger than you can imagine. Thank you, from the bottom of my heart.”

• *Anonymous*

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PBLMT

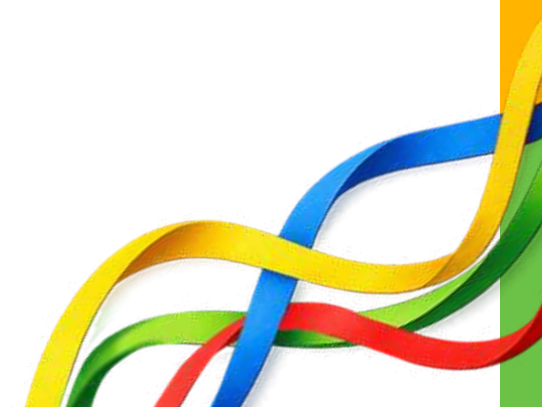
MEDICAL ADMINISTRATIVE ASSISTANT PROGRAM — PBLMT INITIATIVE

In 2025, Latincouver completed the recruitment and preparation phase for the Medical Administrative Assistant Program, funded by the **Ministry of Social Development and Poverty Reduction**. The initiative was developed to support individuals in accessing employment pathways within the healthcare administrative sector by providing **targeted training, employment readiness support, and practical work experience opportunities**. Program delivery will take place in collaboration with our training partner **Vancouver Community College**.

The recruitment phase generated significant community interest, with **over 800 applications received**. Following a competitive screening process, **17 participants were selected and confirmed by December 2025**.

The program is scheduled to run from **January 2026 to June 2026** and will be delivered over **21 weeks**. The training model combines several components designed to support participants' transition into sustainable employment, including:

- Essential Skills Training
- Employment Skills Support
- Occupational Skills Training
- Work Experience placements
- Follow-Up job search support



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Participants will obtain **industry-recognized certifications and practical training**, including **First Aid & CPR, Non-Violent Crisis Intervention, and Electronic Medical Record systems**, enhancing their readiness to enter the healthcare administrative workforce.

Looking ahead to 2026, the Medical Administrative Assistant program will help strengthen Canada's healthcare workforce by preparing participants for administrative roles through targeted training, practical experience, and employment support, contributing to workforce development and addressing labour shortages in the healthcare sector.

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THE MUSIC HACK

EMPOWERING EMERGING TALENTS (MEET)

OVERVIEW

The Music Hack (MEET) is a transformative professional development program designed to bridge the gap for emerging and underrepresented artists in British Columbia. By providing a blend of high-level technical workshops and personalized industry mentorship, the program equips BIPOC, newcomer, and 2SLGBTQIA+ musicians with the essential tools, from branding to digital presence, to build sustainable careers in the Canadian music scene.

2025-2026 AT A GLANCE (IMPACT BY NUMBERS)

- 10 Selected Emerging Artists in the cohort.
- 5 Specialized Workshops led by Juno-nominated and industry-leading experts.
- 10 Professional Digital Portfolios (EPKs) created or refined.
- 10 Hours of Intensive 1-on-1 Mentorship sessions.
- 37,000+ Total Digital Reach across social media and newsletters.

KEY HIGHLIGHTS

WORKSHOPS:

1. Artist Branding (Maikel Parets),
2. Music Business Fundamentals (Steve Kenny),
3. Recording, Production & Performance Basics (Frankie Hidalgo),
4. Digital Presence & Social Media for Musicians using AI (Ana Paula Rocha), and
5. Networking & Pitching in the Music Industry (Justin Pandos).

MENTORSHIP SESSIONS:

This stage will conclude the program with personalized sessions focusing on technical riders and career roadmaps, ensuring artists are "stage-ready" for Canadian venues.

SUCCESS STORY / QUOTE

“Through The Music Hack, we were able to connect with incredible and talented artists; we taught them how to navigate the business of music in a professional way. Seeing how committed and engaged they were was unique!”, Menilson Menezes Filho - Program Manager

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HUMAN RESOURCES

LATINCOUVER TEAM

In 2025, 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. By the close of 2025, the following positions were filled within the organization:



610+
• Volunteers



25,700+
• Hours of
volunteering



11
• Full Time
Employees



19
• Contractors



CARNAVAL DEL SOL



LAHM



EXPOPLAZA LATINA

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VOLUNTEER INITIATIVE

Volunteers continued to play a central role in Latincoover's operations and community impact in 2025.

During the year, **113 long-term volunteers** (defined as those who stayed with the organization for at least three months) supported ongoing roles across multiple departments, including marketing, human resources, communications, grants research, programs, IT, finance, event coordination, and administrative support. These volunteers contributed consistently throughout the year and helped strengthen Latincoover's operational capacity.

In total, volunteers contributed approximately **25,700 hours of service** supporting the organization's programs, events, and internal operations.

We also engaged a significant number of short-term volunteers who supported the execution of our major cultural events and community initiatives throughout the year.

For our largest flagship events, **Carnaval del Sol and Latin American Heritage Month**, we mobilized over **325 short-term volunteers**, who collectively contributed approximately **5,452 hours**. These large-scale events required extensive coordination and on-site support across logistics, operations, guest services, programming, and marketing, highlighting the essential role of short-term volunteer engagement in delivering high-impact experiences.

In addition, for other events such as **Brazilian Carnaval, Pitch Fest, Carnavalito on the Road, ExpoPlaza Latina, Chiquitzin Fiesta, and the Christmas Market**, we engaged over **185 short-term volunteers**, contributing approximately **1,106 hours**. These volunteers played a key role in ensuring smooth event execution, supporting areas such as registration, logistics, customer experience, marketing activation, and technical assistance.

Overall, short-term volunteers were instrumental in enabling Latincoover to scale its operations, expand its community reach, and deliver diverse cultural and business initiatives throughout 2025.

The volunteering program efforts attracted a highly engaged and diverse volunteer base, with contributions exceeding **614 total volunteers** and more than **25,700 hours** across all initiatives.

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VOLUNTEER DEMOGRAPHICS (LONG-TERM VOLUNTEERS)

Latincouver's **long-term volunteer base** in 2025 reflected strong cultural diversity, with representation from multiple countries across Latin America, Asia, and North America.

The largest groups of volunteers came from **Brazil and Mexico (22.7% each)**, followed by **Colombia (12.0%) and Peru (10.7%)**. Additional representation included **Ecuador and Japan (8.0% each)**, as well as **Venezuela (5.3%)**, **South Korea (4.0%)**, and smaller groups from Argentina, Canada, China, Chile, India, and Cuba.

This diverse composition highlights Latincouver's role as a multicultural hub, attracting volunteers from a wide range of cultural and international backgrounds.

Approximately **82.76% of long-term volunteers identified as women**, while **17.24% identified as men**, indicating a strong female representation within ongoing volunteer roles.

VOLUNTEER RECRUITMENT SOURCES

Latincouver leveraged multiple recruitment channels in 2025 to attract a diverse and engaged volunteer base. The primary sources of recruitment included:

- Online job boards (primarily Indeed)
- Colleges and universities (career services, job boards, presentations, and partnerships)
- Career fairs and community events
- Latincouver's official website
- Social media platforms (Instagram, LinkedIn)
- Personal referrals

Volunteers came from a wide range of backgrounds, including students, professionals, and community members, reflecting the diversity of the Latin Canadian community.



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TESTIMONIALS

“

I truly value the recognition and the support I have received from the Latincouver team. It was a meaningful experience, and I am grateful for the opportunity to contribute. I look forward to continuing this positive connection and hope to collaborate again in the future.”

• *Panteha Khodakarami*

“

Volunteering is fun! Getting to know people and having experiences that you might not otherwise. Some of the real value, though, is making connections that can help you with jobs, housing, relationships, and everything that's important in life. Volunteering is about connection, and it's nice to be connected to people.”

• *Valerie Hiscoe*

“

Being part of Latincouver has been a very special experience for me. I am leaving feeling very grateful for everything I have experienced and learned during this time. Thank you for your trust, support, and the great atmosphere at every event. I really enjoyed working with you and meeting such incredible people. I hope we can meet again sometime. A big hug and thank you for everything.”

• *Julián Fernández*



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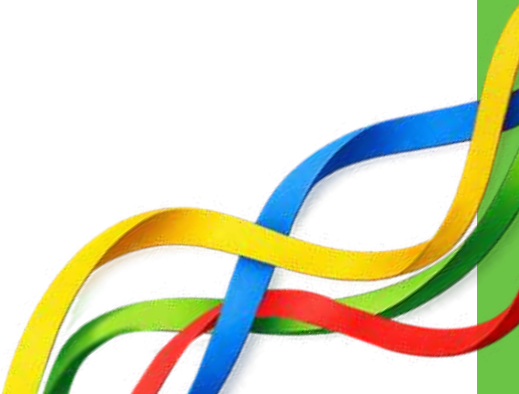
MARKETING

Latincouver Social Media Followers and Demographics Insights

ACCOUNT	TOTAL FOLLOWERS	#ACCOUNTS
Facebook	27.8K	5
Instagram	31.2K	5
Linkedin	5,2K	1
TikTok	813	2
X	2,8K	1
YouTube	1.1K	1
Spotify	909	2
TOTAL FOLLOWERS	68.9K	15

Newsletter	100k+
Eventbrite	58,018
WhatsApp Groups Community	605

WEBSITE	TRAFFIC YEARLY (2025)	LAST MONTH	BEST MONTH
Carnaval del Sol	70K	2.2K	26K (JUL)
Latin Events BC	4.4K	469	447 (FEB)
Latin Plaza Hub	2.8K	255	482 (DEC)
Latincouver	53K	6.5K	13K (OCT)
LCBC	3.1k	610	1.6K (OCT)



GENERAL PERFORMANCE

Latincouver maintains a strong digital presence within the Latin community in Metro Vancouver. The audience is primarily located in Canada, especially in Vancouver.

Performance varies significantly across platforms.

INSTAGRAM

(top-performing platform)

16,790 **+888 FOLLOWERS**

Followers Growth

+110.4% **5,965**
Engagement Total interactions

74 REELS **OVER 5,200**
Key content Reel interactions

~1,489 USERS
Average reach per reel

INSIGHT:

Visual content and short-form videos are the main drivers of growth and visibility.

FACEBOOK

(largest community but declining)

18,480 (LARGEST AUDIENCE)

Followers

929 PIECES / 107 POSTS
Content published

+68.8% **+87.7%**
Views Average reach per post

11,620 **+92.1%**
Total interactions Drop in interactions

INSIGHT:

The algorithm is reducing organic distribution. The content strategy needs optimization.

X (TWITTER)

2,850

Followers

+2.5%
Follower change

+71.7%
Posts

INTERACTIONS
Nearly Nonexistent

INSIGHT:

Currently functioning only as a secondary institutional channel.

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~70,000

Estimated total audience

IDENTIFIED ISSUE:

Growth and activity are inconsistent across accounts, indicating a lack of an integrated strategy.

However, 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.

TESTIMONIALS:



nataliaparga Me encantan 🧡

19w 1 like Reply See translation



claraluzfrancocoello Excelente 🔥🔥

19w 1 like Reply



camilleplazamusic Me encantó ser parte ❤️

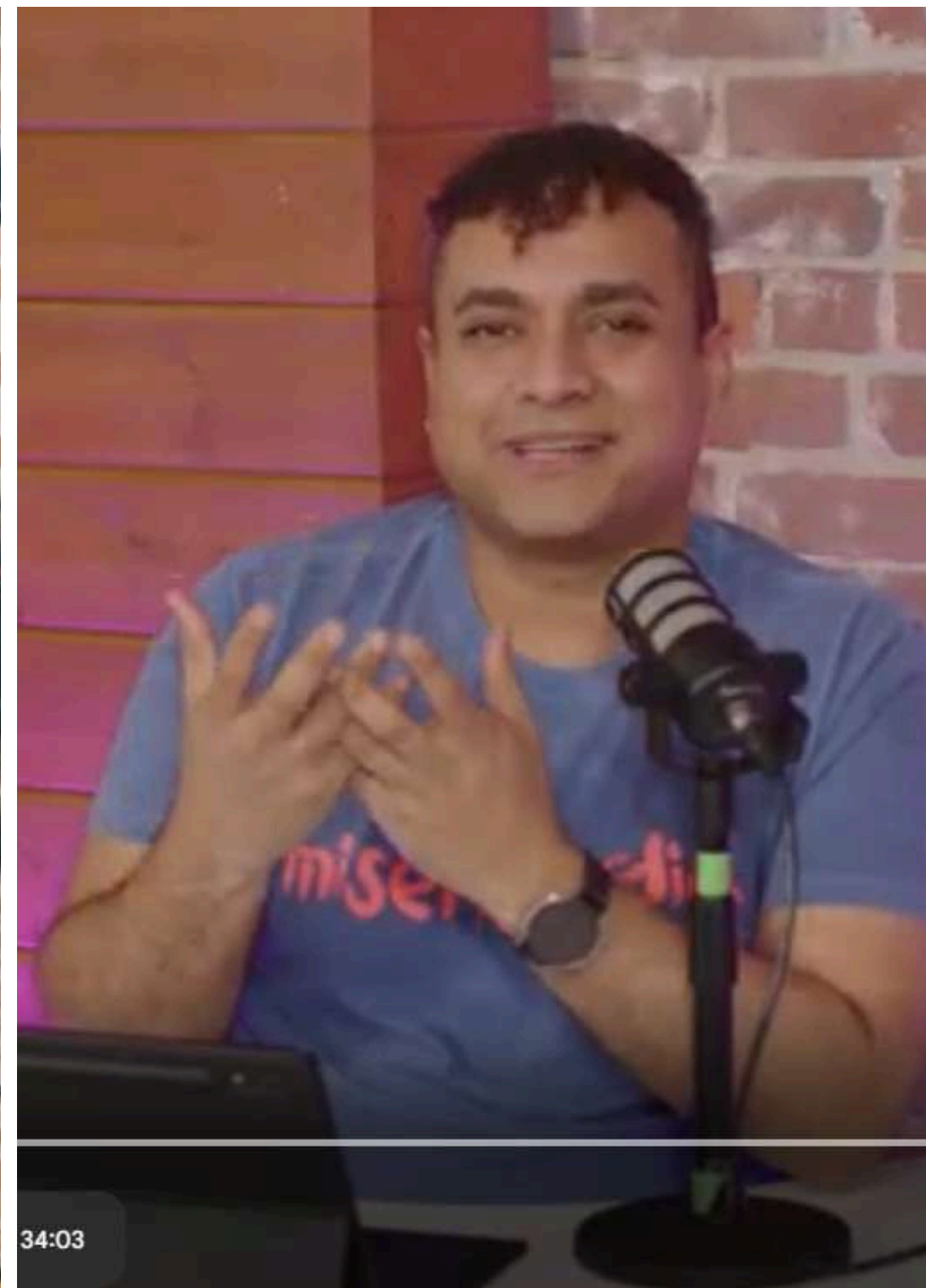
17w 2 likes Reply See translation

Hide replies



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

17w Reply



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GRANTS

In 2025, grant funding played a vital role in sustaining our mission, supporting core programs, promoting culture, and empowering the community.

- Delivered major cultural events, including Carnaval del Sol, Latin American Heritage Month, and Carnavalito, showcasing diverse artistic performances and attracting thousands of attendees.
- Expanded live music programming, creating paid opportunities for artists and increasing audience access to culturally rich performances.
- Sustained and grew seniors' programs to reduce isolation and foster cultural connection.
- Delivered Chiquitzin Kids programming, engaging children and families through music, dance, storytelling, and interactive cultural activities that promote early cultural connection and inclusion.
- Advanced SHE Latina, supporting women through entrepreneurship and workforce development initiatives.
- Strengthened the Latin Plaza Hub as a year-round cultural, educational, and community space.
- Provided micro-grants, workshops, and mentorship to young leaders and emerging artists.

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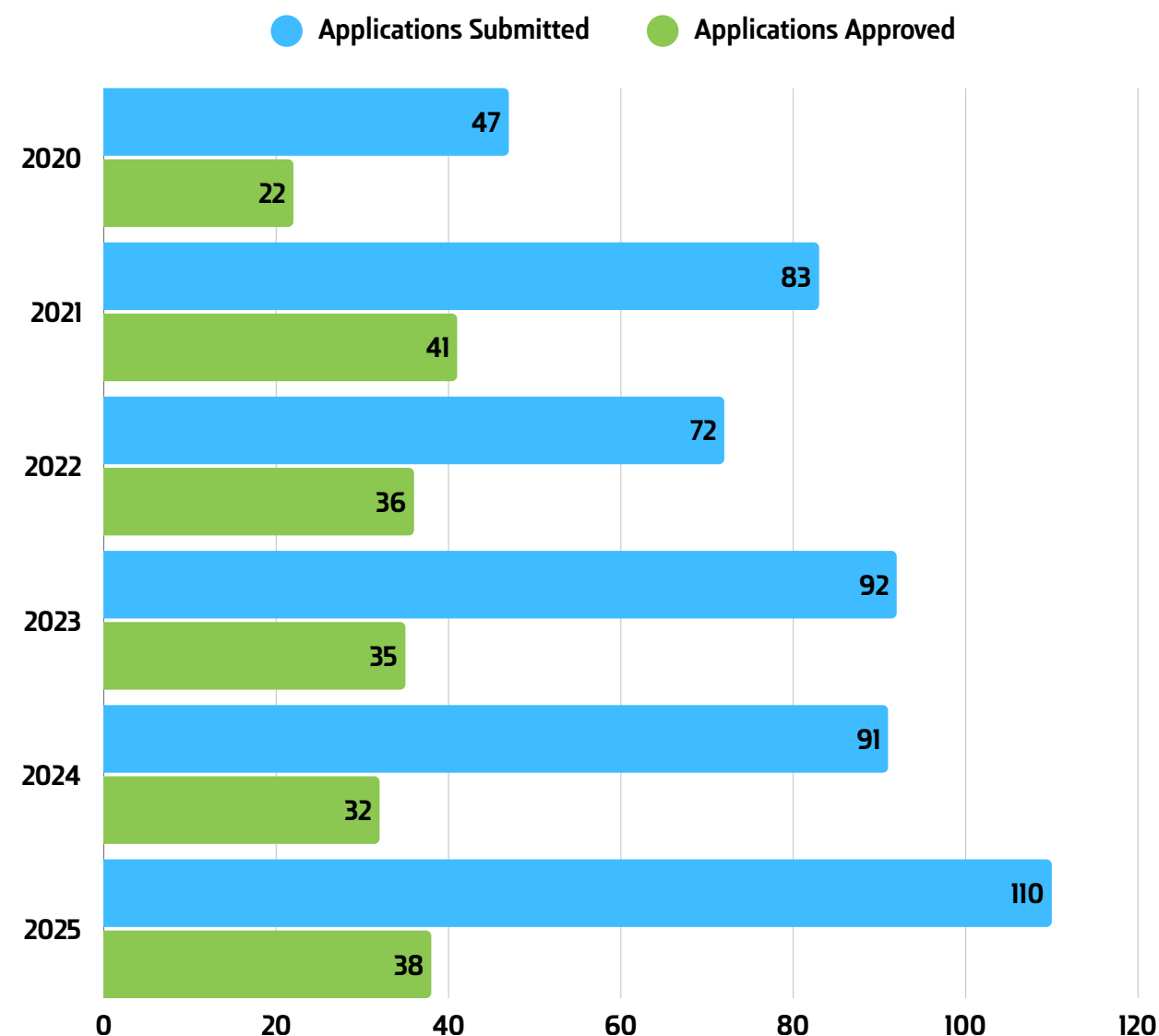
2025 presented sector-wide challenges, with declining arts and culture funding increasing competition and pressure on non-profit organizations. In response, Latincouver strengthened its focus on diversifying revenue streams, developing new partnerships, and enhancing fundraising efforts to support long-term sustainability.

Application
Submitted

110

Application
Approved

38



- Exploring new grant opportunities focused on digital inclusion, employment support, and anti-racism initiatives.
- Launching strategic fundraising initiatives, including targeted campaigns and special events.
- Repositioning programming to align with funder priorities, integrating multiculturalism, inclusivity, and community-building.
- Expanding revenue sources through corporate sponsorships, private partnerships, and philanthropic contributions.

This strategic shift supports sustainability while opening new opportunities for collaboration, innovation, and long-term impact.

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VISION AND GOALS 2026

PLAY LOUD – CELEBRATE PROUD

2026 marks an exciting new chapter for Latincoover Cultural & Business Society as we embrace our annual theme, Play Loud, Celebrate Proud. This theme reflects our commitment to boldly sharing Latin American culture, celebrating diverse identities, and creating inclusive spaces where our communities feel seen, valued, and empowered.

Building on 17 years of impact, Latincoover continues to strengthen its leadership position in British Columbia and across Canada. This leadership comes with a responsibility to generate meaningful cultural, social, and economic impact, while supporting individuals and communities in reaching their full potential in Canada.

In 2026, our focus is centered on alignment, collaboration, and sustainable growth. We aim to work more efficiently and collectively, while expanding opportunities for engagement, visibility, and long-term development across all our initiatives.



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2026 STRATEGIC PRIORITIES

- Strengthen the Plaza, both as a physical gathering space and as a digital platform that connects and supports the community year-round.
- Leverage FIFA-related opportunities through Tribuna Latina, a community-centered program that will activate the Latin Plaza Hub as a vibrant gathering space during the FIFA season. Through this initiative, community members will come together at our office and cultural hub to watch matches, participate in discussions, enjoy documentaries, experience live music performances, and engage in cultural and social activities that celebrate the diversity and passion of Latin American communities.
- Continue showcasing and celebrating Latin American culture through impactful cultural programming and community events.
- Maintain and strengthen our flagship programs and events that generate meaningful cultural, social, and economic impact within our communities.
- Expand audience reach and attendance across programs, festivals, and community initiatives.
- Increase engagement with the Brazilian community through targeted cultural initiatives and collaborative opportunities.
- Strengthen relationships with strategic partners, sponsors, and community organizations.
- Enhancing long-term financial and operational sustainability
- Improving efficiency through technology, systems optimization, and innovation (“work smarter, not harder”)
- Foster stronger internal alignment, teamwork, and communication across all departments and programs.
- Continue creating safe, inclusive, and empowering spaces for staff, volunteers, artists, partners, and community members.



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2026 IS A YEAR DRIVEN BY INTENTION, COLLABORATION, AND SHARED PURPOSE.

Together, we remain committed to building meaningful impact and strengthening the cultural and social fabric of our communities.

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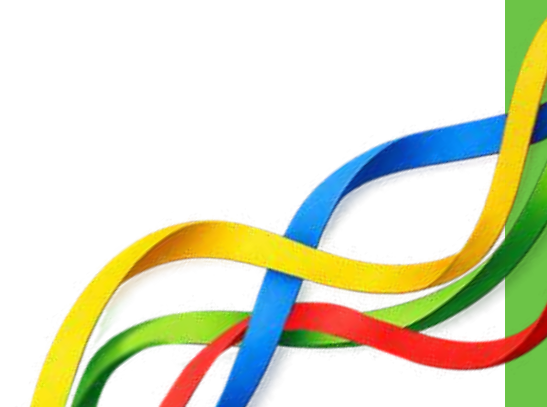


THANK YOU TO OUR SUPPORTERS

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 Arts Council
- Canada Council for the Arts
- Canadian Heritage
- City of Vancouver
- Creative BC
- CS-WineSpirits (Christopher Stewart)
- Granville Island brewery
- MolsonCoors
- MSV
- Sports Hosting City of Vancouver
- Parks and Boards
- TD Park People
- WeBC
- Aragon Launchpad Academy
- Bloom in BC
- Nature Path
- Northam Beverages
- El Torito Restaurant
- Oba Oba Brasil
- Kihada
- Internet Masterminds
- WCC
- Perez McKenzie
- Arts, Culture & Tourism, City of Vancouver
- Siempre Tequila
- Electrolit
- Remitly
- Cerveza Sol
- Cervecería Astilleros
- Royal Bank
- University Canada West
- Cuso International
- Mil Tomates Tacos
- Spark CG
- TalentLift
- Eight Ounce Coffee
- Modo
- Specialty Beans
- Unplugged
- Bell Alliance
- Next Goal Agency
- Jarritos
- Sales Closer IA
- ZENA Tech

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 Island
- Indigenous Friends Association
- LCC
- Langley Community Services Society
- Le Relais Francophone
- LOCARNO
- Have Fun
- 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
- VLAF
- VPS
- WEBC
- Western Community College
- Union Latino Foo
- Ginga Mundo

MEDIA PARTNERS

- 101 Media Bunker
- 604NOW
- 980CKNW
- 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
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- Cuba
- Peru
- Venezuela
- Mexico
- Paraguay
- Ecuador

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