



Latinitas

Impact Report 2023-2024

LETTER FROM EXECUTIVE DIRECTOR

Saludos from the Executive Director, Gabriela Kane Guardia,

The 2023-2024 year was truly a landmark for Latinitas! We proudly celebrate the strides we've made in empowering all girls to innovate through media and technology. Key milestones include:

- Welcoming our second-ever Executive Director and launching an Advisory Council with leaders from across Texas.
- Showcasing our **Chicas Roboticas** curriculum on NBC Nightly News on Christmas Day, shining a national spotlight on Latinitas.
- Building relationships in Washington D.C. as JCPenney's National Partner for Hispanic Heritage Month and engaging with the Congressional Hispanic Caucus.
- Hosting thought leaders such as SBA Administrator Isabella Guzman and Members of the European Parliament for impactful dialogues on technology and public policy.
- Completing the **Measure CARE Model**, which developed an anti-racist framework for data collection and established a Theory of Change for Club Latinitas, reaffirming our commitment to culturally relevant education.

Latinitas expanded its reach this year with innovative programs and collaborations:

- Debuting **Future Chica** in San Antonio, offering a unique conference experience.
- Introducing Architecture and Engineering weeks at our summer camps, providing immersive STEM learning opportunities.
- Graduating participants from Workforce Readiness programs with Google Certificates, culminating in professional networking events with resume reviews and mock interviews.
- Formalizing a partnership with the University of Houston-Downtown, creating paid internships, bilingual content, and piloting media workshops for high school students.
- Launching the new **Conversando** podcast series to amplify voices in our community.

We honored our supporters through events like the **Open House** and **Purple Party Pickleball Tournament**, which helped achieve our largest budget to date. We were also proud finalists of Impact Austin, receiving recognition for our work in equity.

Latinitas remains dedicated to advancing our mission through our four core pillars: **STEAM Education, Career Exploration, Digital Equity, and Economic Opportunity**. Thank you for joining us in creating opportunities for girls and their communities to lead with confidence.

– Gabriela Kane Guardia



2.1 MISSION

To empower all girls through media & technology.



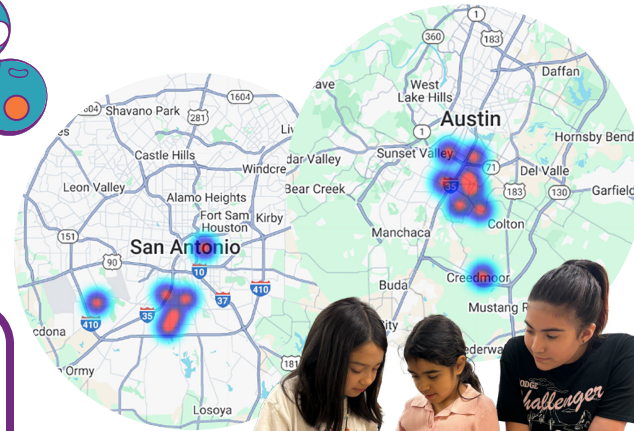
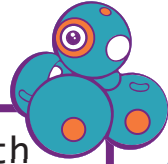
Flagship Programs

Club Latinitas

Club Latinitas is a culturally relevant afterschool program focused on informal STEM learning, providing a safe and supportive environment for girls to build confidence, develop leadership skills, and explore creative career pathways.

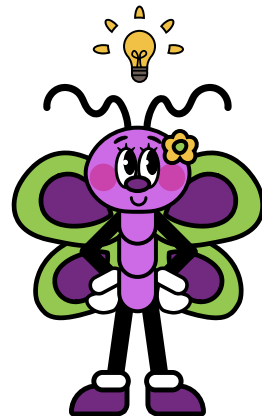
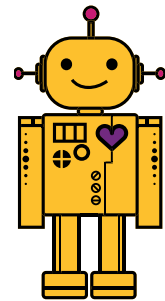
87.5% enrollment growth from fall 2023 to spring 2024

100% of our Clubs are in Title I schools in Austin, Del Valle, San Antonio



Chica Conferences

Chica Conferences are empowering, hands-on events that introduce girls to STEAM careers through mentorship, collaboration, and real-world problem-solving.



220 Attendees

\$27,000 Scholarship Funding



Code Chica

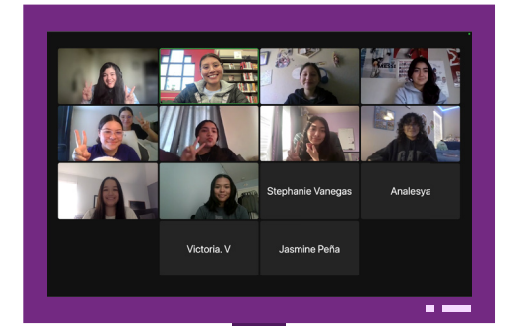
Code Chica is a dynamic coding program that equips girls with technical skills, mentorship, and confidence to pursue careers in technology.

Testimonials:

"Code Chica has helped me in my confidence programming pathway that I want to take in college"

"This class has given me an introduction to coding. This helps me for my future because I want to major in computer science or cybersecurity"

"I learned about different coding languages and what each did. I also learned how to edit the appearance of a webpage with CSS"



100% Recommendation Rate

Camp Latinitas

Camp Latinitas is an immersive summer program where girls explore STEAM fields through hands-on projects, mentorship, and creative themes like Architecture, Engineering, Power, Design, and Media.

3528 Impact hours

Testimonials:

"At Camp Latinitas, I learned that everyone has the power to make a difference"

"At Camp Latinitas, I learned that I can create a business"

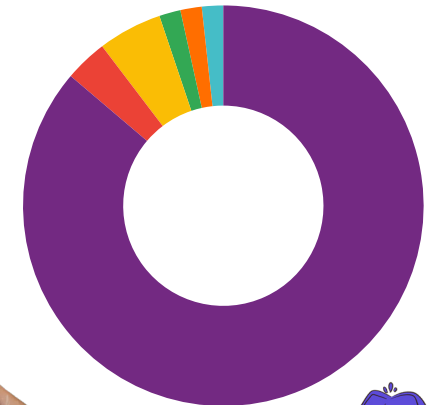
"Power Chica means to fight what you believe in"

"Camp Latinitas involves a lot of fun technology"

"I've been coming to Camp Latinitas for years, so I really like it and I definitely want to come back next year!"

Camp Demographics

- Latine or Hispanic
- Prefer not to say
- African American
- Pacific Islander or Native Hawaiian
- Afro Latine
- Caucasian



Multi-Generational Programs

Latinitas Multi-Generational Programs provide free bilingual digital literacy and tech education for families and adults.

1169.5 hours of impact

Testimonials:

“Before I was not able to apply to jobs online, I would have to go to their offices. Now I can go online and apply for different jobs and create and work on my resume”

“I feel fulfilled and more independent with the knowledge I’ve gained with Padres Digitales classes. Today I can surf the internet and go into my son’s school portal and see the progress he is making.”

“It’s really important for programs (Padres Digitales) to exist because it’s support for parents because sometimes we feel blinded by all the technology that we wish to know”

“En este mundo digital tenemos que aprender sobre todo lo que hay en línea. Nuestro mundo ya dejó de ser de papel”

Padres Digitales

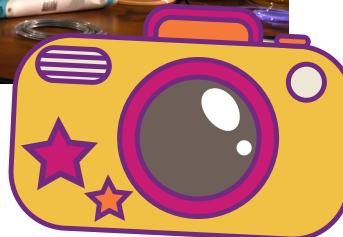
Free bilingual digital literacy for parents, guardians or supporters of our students.

Tech Familia

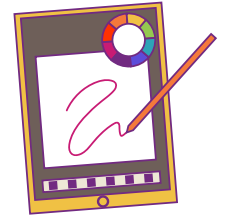
Free workshops focused on STEAM activities from podcasting to robotics for the whole family at public libraries and community centers.

Google Certificates

Provides adults with access to in-demand jobs through rapid reskilling in the fields of IT support, data analytics, project management, and user experience (UX) design.



Latinitas Media



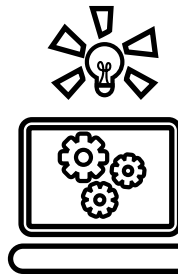
Latinitas Magazine

An online publication dedicated to exploring topics at the intersection of popular culture, technology, Latina identity, and new media, providing a platform for thought-provoking articles, creative content, and storytelling by and for Latinas.



Conversando

A Latinitas podcast that explores the diverse experiences of being Latino, offering engaging and thoughtful conversations that delve into the cultural, social, and professional impacts of Latino identity with insight and levity.



Workshop Series

A dynamic series of virtual workshops designed to equip students with essential skills for excelling in the media industry. In collaboration with the University of Houston-Downtown, sessions included a magazine workshop focused on writing and journalism and a podcast workshop exploring digital marketing and production. These hands-on experiences provided students with valuable tools and insights into the rapidly evolving world of media.

Partners





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