

# Latini<sup>ti</sup>tas

## IMPACT REPORT 2024-2025



# A LETTER FROM THE EXECUTIVE DIRECTOR

FY25 was a defining year for Latinitas.

From July 2024 through June 2025, we moved beyond business as usual. We launched two new signature events, formalized a new mission, clarified our strategy, and aligned our programs with intention.

With support from the Powell Foundation, Latinitas partnered with The Bridgespan Group to develop a strategic plan that will guide our growth. This process sharpened our focus and strengthened our foundation.

Our mission, empowering girls and their communities through culturally relevant education, now anchors every program and partnership.

This year, Latinitas delivered 103,272 impact hours across Central Texas. Through Club Latinitas, Camp Latinitas, and Startup Chica, girls built technical skills, practiced leadership, and gained confidence in their futures.

We also stepped into new community visibility. **Culture is Strength**, our inaugural fashion show with JCPenney, celebrated cultural pride alongside leaders such as Councilmember José Velásquez. **TechKermés** brought more than 200 community members together for a vibrant celebration of culture, technology, and the arts.

At the same time, our multi-generational programs expanded, supporting families and adult learners with digital access and workforce readiness.

FY25 reflects what happens when mission and execution align. We move forward with clarity, ambition, and gratitude for the community that makes this work possible

*-Gabriela Kane Guardia*



## OUR MISSION EMPOWERING GIRLS AND THEIR COMMUNITIES THROUGH CULTURALLY RELEVANT EDUCATION.

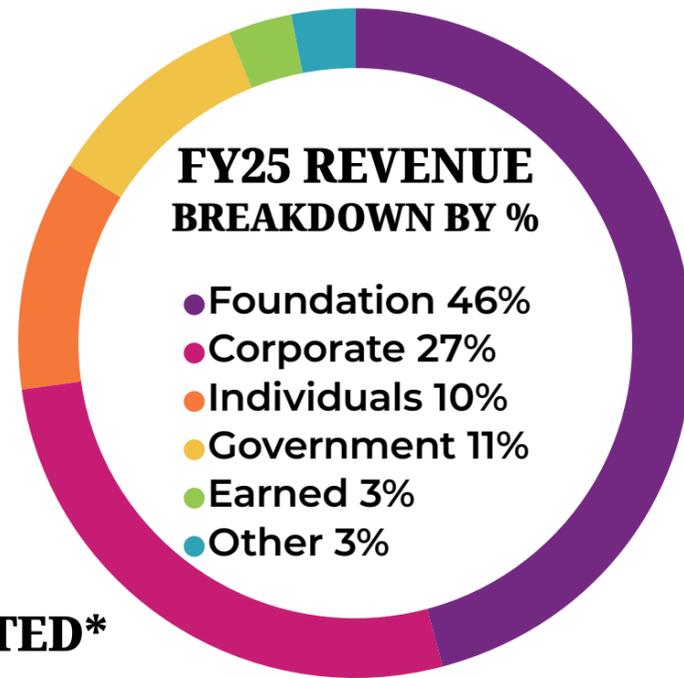
### SPONSORS



# LATINITAS BY

# THE NUMBERS

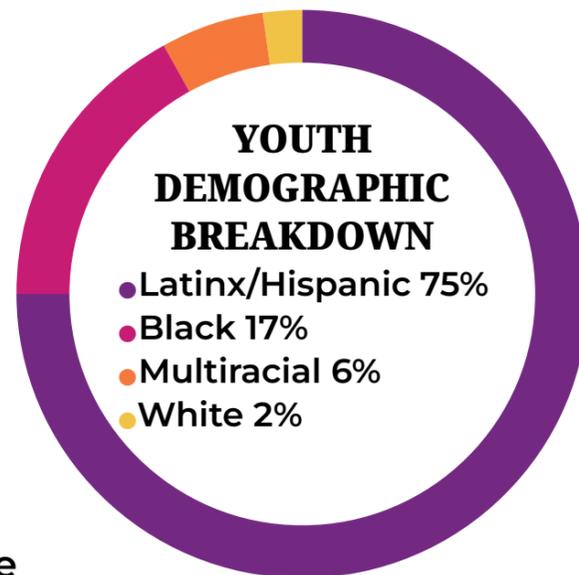
**103,272**  
TOTAL IMPACT HOURS



**13**  
UNIQUE SCHOOLS IMPACTED\*

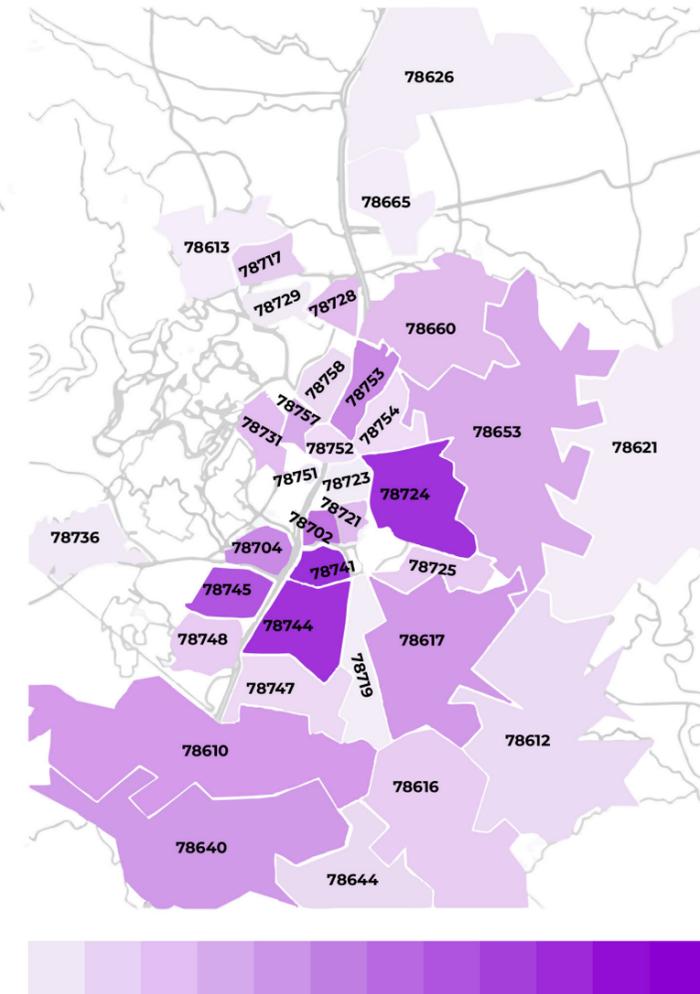
\*this includes Club & Padres in San Antonio & Austin

**114**  
YOUTH IMPACTED BY THE  
CHILD WELFARE SYSTEM



**100%**  
of Club Latinitas  
students qualify for free  
or reduced-price lunch

## YOUTH BREAKDOWN BY ZIP CODE



Least amount of  
youth per zip code

Most amount of  
youth per zip code

**Zip Codes:** 78702, 78723,  
78744, 78741, 78704, 78745,  
78214, 78221, 78211, 78201

**470**

**STUDENTS  
SERVED**

**9-14**

**AGE RANGE  
OF YOUTH**

# FLAGSHIP PROGRAMS



**13** SCHOOLS

**205** STUDENTS

**70,664**  
IMPACT HOURS

Our afterschool program develops students into Power Chicas capable of solving any problem through the use of our TEKS-aligned STEAM curriculum. In addition, students will follow the Power Chica problem solving process to develop their Confidence, Connections, Curiosity, Creativity, and Collaboration skills.

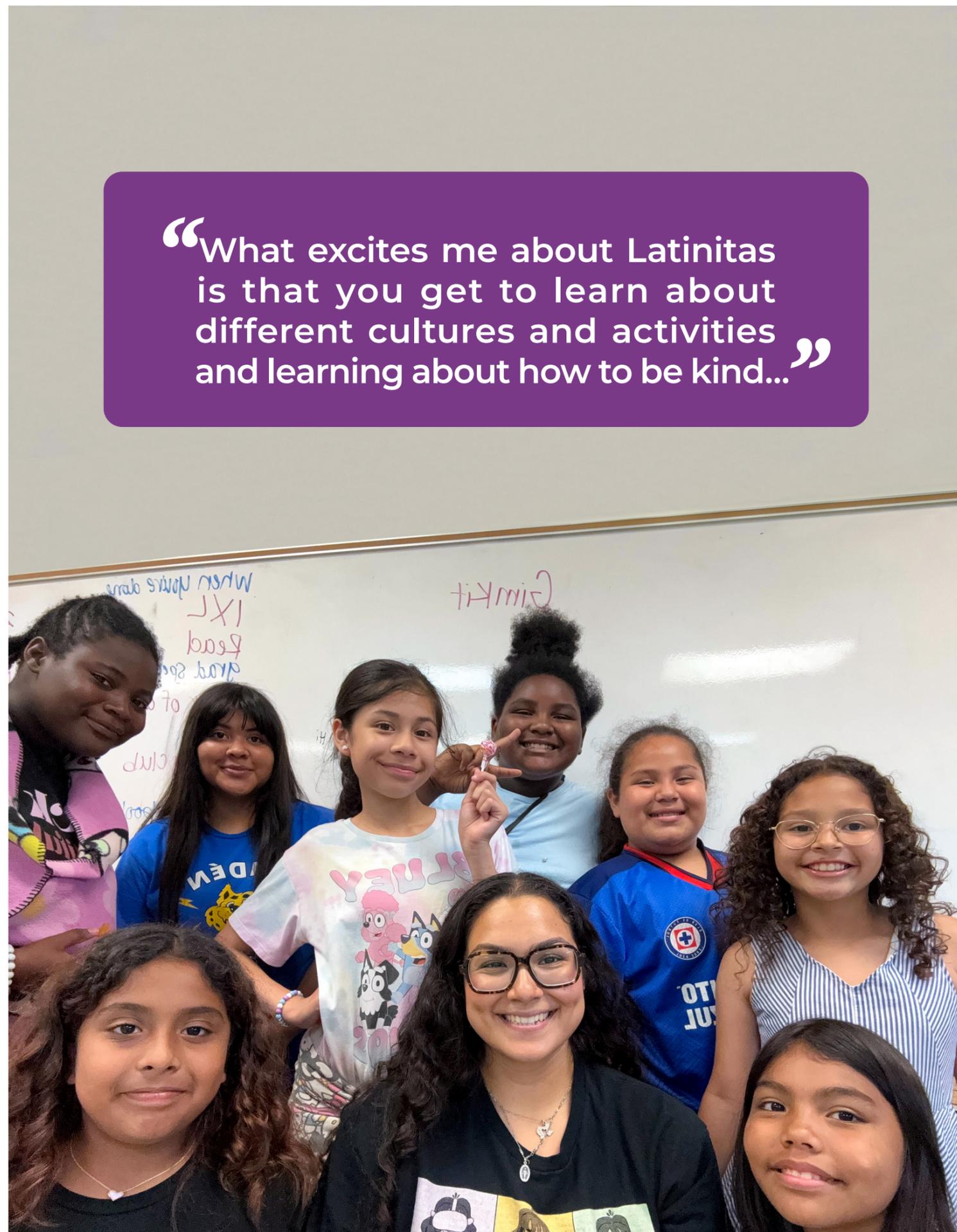
Throughout the year, students will work towards mastering these five Power Chica columns to “level up” their education and gain the recognition of being a Club Latinitas Power Chica. To become a Power Chica, students must have demonstrated an ability to solve and critically examine interpersonal, academic, and community problems.

**AFTER ATTENDING CLUB LATINITAS...**

**87%**  
of students plan to go to college

**70%**  
of students know how to work on science projects

“What excites me about Latinitas is that you get to learn about different cultures and activities and learning about how to be kind...”





“I would like to say that being at this camp made me feel like I was embracing my culture, and now I feel like a confident Chica”

# Camp Latinitas

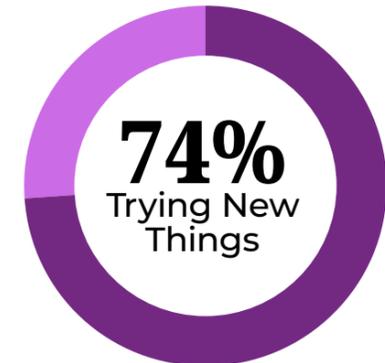
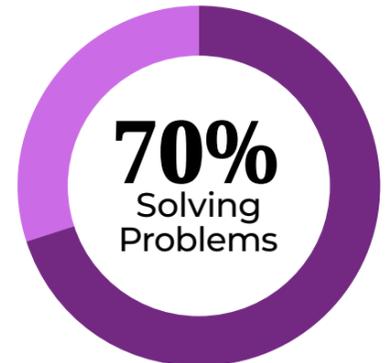
**30,400**  
IMPACT HOURS

Camp Latinitas offers engaging week-long summer programs for students ages 9–14 where participants unleash their creativity, build meaningful friendships, and explore a variety of STEAM-themed activities. Through hands-on projects in areas like architecture, design, media, and engineering, campers gain confidence while discovering future career possibilities. Camp Latinitas creates a safe, welcoming space where uniqueness is celebrated, individuality is embraced, and students are encouraged to be their authentic selves. Families are invited to celebrate campers' hard work and accomplishments at a weekly showcase.

- ARCHITECTURE CHICA
- DESIGN CHICA I
- DESIGN CHICA II
- MEDIA CHICA
- ENGINEER CHICA

} **5** WEEKS  
} **148** STUDENTS

### AFTER ATTENDING CAMP, STUDENTS FELT MORE CONFIDENT IN...





## Conferences

Startup Chica is an exciting one-day conference where students ages 9-14 build businesses and friendships by leveraging STEM skills to learn about entrepreneurship.

At Startup Chica, students will gain insights from industry experts, and get the opportunity to apply their newfound knowledge by developing their own social enterprise.

- **SAN ANTONIO, OCTOBER 2024**  
**JEWEL WIETZEL CENTER**
- **AUSTIN, APRIL 2025**  
**ANN RICHARDS SCHOOL**  
**FOR YOUNG WOMEN LEADERS**

**768**  
IMPACT HOURS

**86**  
STUDENTS IN  
ATTENDANCE



**3 out of 4**  
students felt more confident  
creating a business after  
attending Startup Chica

“It was cool to see actual business women who have had an impact”



“Latinitas es una asociación bastante buena y con maestras excelentes, pacientes y amorosas, así que si escuchan sobre sus clases o programas, no duden en entrar y asistir de acuerdo a sus posibilidades.”

“Latinitas is a really great organization with excellent, patient, and caring teachers. If you hear about their classes or programs, don't hesitate to join and participate.”



# MULTI-GENERATIONAL PROGRAMS



**477**  
FREE LAPTOPS distributed to the community through Latinitas multi-gen programs FY24/25

Free program that provides targeted digital literacy training for parents, family members, and other individuals within a student's support network.

Through structured workshops and guided practice, participants develop the foundational technology skills needed to navigate school communication platforms, access academic information, and **increase involvement in the student's educational journey.**

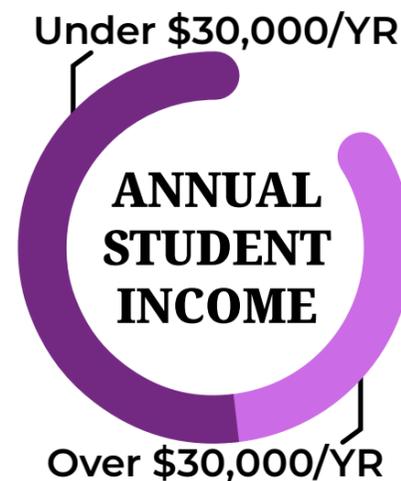
- BERTHA SADLER MEANS ES
- RODRIGUEZ ES
- KEALING MS
- LINDER ES



**1440**  
IMPACT HOURS

**31** STUDENTS

**100%** of students now feel confident using a computer after attending

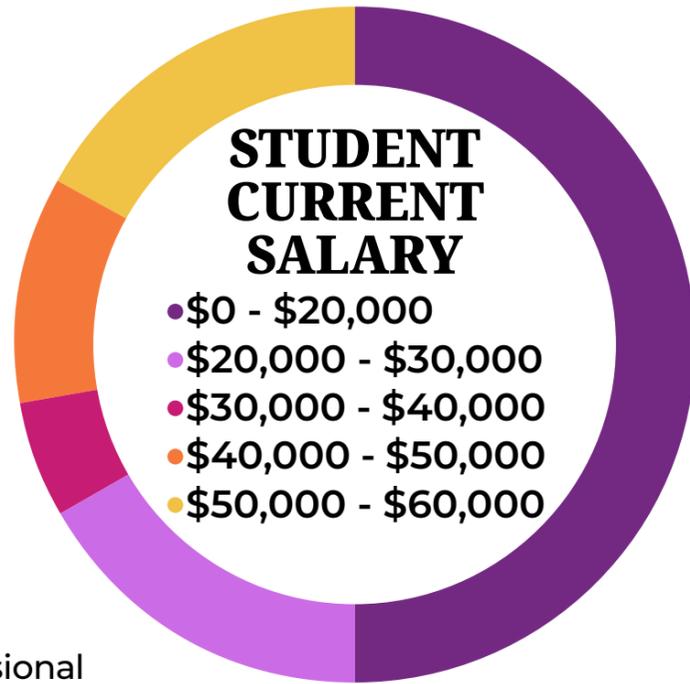


Latinitas

# Workforce Readiness

Workforce Readiness is a job development program designed to help adults start, improve, or change their career path. Participants will earn certifications in a skill of their choice while joining a supportive network of peers.

This program offers access to professional development workshops covering resume building, skills for economic growth, finance and budgeting. All while empowering individuals to confidently navigate their career journey and achieve their goals.



**77%**

of participants joined to search for a new career opportunity

**94%**

of participants plan on using their certificates to seek relevant employment

“10/10 Recommend. It is a great opportunity to gain new skills that can be applied to current positions if you want to grow or, if you are looking to find a new career!”





# Latinitas Tech Kermés



Rooted in the tradition of a kermés, the Techkermés is a vibrant, family-centered community event that blends culture, technology, and education into an interactive celebration designed to inspire the next generation of leaders while creating an inclusive environment that welcomed the entire community. A wide range of corporate, nonprofit, and creative partners hosted interactive activations offering hands-on learning, resources, and engagement opportunities for families to explore STEAM and cultural pride.

### Partner Activations:

- Applied Materials
- Garcia Law
- CapMetro
- Waterloo
- Abbott
- Kaalo
- Cirrus Logic
- Austin PBS
- Cephalopod Studios
- Science in a Suitcase
- H-E-B
- EA
- Tyrex
- Straybird Studios
- The Mosaic Workshop

# 200+

**PEOPLE IN ATTENDANCE**

### Cultural & Artistic Performances:

- Roy Lozano's Ballet Folklórico
- Danzas Venezuela
- Estilo Peruano
- Tusuy Sonqo
- Danza Azteca

**Latinitas** & **JCPenney** present:

## Culture is Strength

Community Celebration

JCPenney and Latinitas celebrated their partnership with the *Culture is Strength* Fashion Show, featuring JCPenney's *Hope & Wonder* Hispanic Heritage Month collection. The runway highlighted family-friendly back-to-school and fall looks, bringing community members together as models from Latinitas programs, volunteers, and families showcased the collection. The show celebrated style and cultural pride, with vibrant performances honoring Hispanic and Latinx heritage. One hundred percent of proceeds supported Latinitas' mission to empower girls and their communities through culturally relevant education. The event reinforced the idea that culture is strength in both word and action.



# JCPenney

## hope & wonder

## Austin PBS





@Latinitas



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@Latinitas



@Latinitasatx

[www.latinitasonline.org](http://www.latinitasonline.org)