



ANNUAL REPORT



WWW.LATINOLEADERSHIPNW.ORG



New Name, Bigger mission., Same Us!

This past year has been full of growth and new experiences for our team, organization, and community. As we celebrate our 10th anniversary in SW Washington, we acknowledge our roots during our transition to becoming Latino Leadership Northwest.

Our annual Clark County Latino Youth Conference will continue to thrive in our community as we expand on our goals, programs, and connections.

We strive to grow alongside our community to continue to meet the needs of Latino youth, young professionals, and parents. Our mission, to create opportunities for Latino youth and help them gain the skills needed to build healthy relationships and advocate for their education, continues to be our driving force.



Diana's Letter to the Community



As we come to the end of the first month of the year, I wanted to take a moment to reflect on how far we've come in 2021, where we are, and where we're going as an organization in 2022 and beyond.

The impact of the Covid-19 pandemic will continue into the new year, and leaders need to determine the right balance between driving toward their organization's goals and ensuring wellness.

If the past two years have taught us anything, it's that the way we work and live is overdue for an evolution, and while this shift was in motion pre-pandemic, the calls for change have amplified and there's no returning to the way things used to be. The challenge at hand is what organizations, and workplace providers will do about it.

I expect to see a surge of demand for local meetings and events in 2022 and beyond as organizations truly embrace hybrid work and realize the value of bringing teams together with intention, to build trust, and reestablish values.

At our core, Latino Leadership NW is a community-first organization and our journey over the past two years has been a testament to that value. With that said, I could not begin without acknowledging those who continue to humble and inspire me as a Founder and Director, a heartfelt thank you for your resilience and congratulations for all that you achieved in 2021. To our incredible team, community members, and partners, your unwavering support has helped us navigate through the uncertainty and reimagine Latino Leadership NW. It's truly a testament to our entire community that we are entering this next chapter with so much excitement and optimism.

Diana's Letter to the Community (Cont'd)

As I look back at our 10+ year history, it's clear that our vision to elevate advocacy, leadership, inspire and career pathways for Latinx community leaders is coming to fruition, although at a rate significantly faster than anticipated. Our unwavering trust in our team, faith in our mission, and commitment to creating strong and relevant experiences and opportunities have carried us through these challenging times and positions us for continued growth in the future.

Despite the uncertainty that came with a global crisis, and the incredible shift we've witnessed in the role non-profit organizations over the last couple years, my confidence in the Latino Leadership team, capability to innovate and the community we help to support has never wavered. Community and deep human experience will continue to drive our strategy as we look to serve our community in more places and exciting new ways. And with that foundation set, this year, we're prepared to dream big and further the movement to implement, stabilize and normalize equity and social justice.

I look forward to expanding our community and I hope to see you soon.

Diana Avalos-Leos

Executive Director and Founder of LLNW



Orugas a Mariposas: Youth Behavioral Health Program

In March of 2021, LLNW launched the **Orugas a Mariposas: Youth Behavioral Health Program**. Our team of community leaders, educators, and interns developed this culturally centered pilot program in response to a lack of mental health programming for Latino and BIPOC youth in SW Washington.

Our amazing collegiate interns worked alongside community professionals and experts in their field to create a safe environment for students to take charge of their learning and start conversations about their mental and behavioral health.

Each session was co-created and facilitated by one of our interns, **ensuring that our empowered youth voices are centered every step of the way.**



Thanks to **All In Washington COVID Relief Fund Youth Behavioral Health Grants Program**, we hosted six virtual workshops with topics ranging from self-love and self-care to generational trauma and healing.

Each learning session was paired with an in-person connection-building activity like art studios, escape rooms, and even a day trip to the aquarium! For many of our students, this meant getting to experience some things for the first time.

Orugas a Mariposas: Lessons Learned

After our first virtual conference in 2020, we had some experience hosting students via a virtual platform. Holding SIX student-led sessions in ONE year was a whole new experience for us.

While we had some minor hiccups in the beginning stages, our fears quickly vanished after our first session, where we had 15 students join us for our workshop on Self-care and Self-love. Every session averaged at about 15 - 20 students, with our most popular session on generational trauma and healing, hosting 21 students, along with our hosts, youth Interns, and community partners.

Zoom also provided a platform for students to be vulnerable in a safe and supportive environment. We utilized chat functions and media, like Jam Board, to help students interact without the pressure of turning their cameras or mics on. Ultimately this allowed us to capture great moments between attendees and the LLNW team.



Student Feedback and Student Comments

"This is our first time going to a theater in the US!"
said Arlet and Aylin Diaz
(Spider-Man Movie night)

"Thank you so much for this opportunity! We really wish we could've stayed longer and will definitely sign up for future events"
- Generational Trauma and Healing.

"We were able to talk about things that are taboo in our culture without worrying about anything"
- Student feedback on Sexuality and Mental Health Session

Orugas a Mariposas: Student Work

Worthy of My Culture

by Shirley Diaz

What if you stop telling me
how I should look like?

Maybe if I didn't see my reflection it
would be better off that way.

Your words hurt me.

"Go back to your country, we don't want
you here, wet back, or even beaner"

Maybe if you didn't put that in my
head everything would be fine.

But it's every time I see someone who is
white and is praised for it, I wish I were
praised for being who I am.

Deep down we all wish to be
someone who we aren't.

But it all goes back to our unfair society
that dictates what should be praised
and what shouldn't.

When will be the moment that society
accepts everyone no matter what their skin
color is, and what is praiseworthy.



CLARK COUNTY

Latino Youth Leadership

CONFERENCE



A Message from Our Keynote

"In the two years that I have participated in this conference, it has been a very rewarding experience. Last year I hosted the event, while this year, I was the keynote speaker. Both truly have a different dynamic within the conference, but they both allow the opportunity to connect with the youth in different ways. I would encourage other BIPOC leaders to consider participating in this conference." **Cristhian Canseco Juarez**



2021 Clark County Latino Youth Conference Recap!



2021 will be a year to remember!

With 54 students from across Washington state, we hosted three hours full of learning, connection, and fun!

A special thanks to our guest speakers who so generously donated a wide array of prizes from fully stocked backpacks, hoodies, Air Force One's, one-of-a-kind art pieces, and much more. Between the uproars of thank you's, and email drops for connecting with mentors, our chatbox was filled with love and support for our presenters and attendees.

Student Feedback and Student Comments

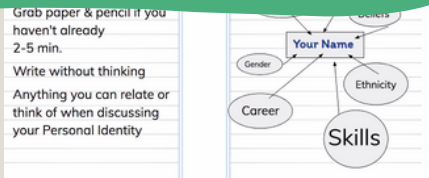
"For the longest time, I didn't even realize there were so many events and organizations for the queer community!!"
(Student)

"Very awesome conference!
Highly impressed!!"
- Kim Morgan (Parent)

"Hello, Ms. Rose! I would like to thank you for making it possible to attend such helpful events to encourage leadership within our community."
- Aylin Diaz (Student)

"It was great! Obviously, wish it could've been in person but it's okay"
- Elvia Santos Dominguez (Young Professional)

"¡Sí se puede! ♥"
- (Student)



Celebrate! 10 Years of Impact

After ten years of connection, impact, and growth, the LLNW team hoped to celebrate this momentous milestone with our community. Like many others, we had to adapt and keep our community safe.



We celebrated via a social media campaign FILLED with throwbacks from the past ten years. We invited our community to celebrate with us by sharing personal impact stories from collaborators and conference attendees, ways to help, and opportunities to donate and support our work.

The LLNW team took this time to reflect on our growth as an organization, and as a team. For the first time ever, we were able to support four collegiate Interns who helped pave the way for programming and connection within our community. This team of young leaders led community interviews with past conference attendees and community collaborators,



"Diana Avalos Leos has been an integral part of our progress with LULAC as well as her organization. We are excited to constantly partner with them and share their successes and assist them in bearing the challenges we face every day here in Clark County" Ed Hamilton

"CCLYC/LLNW has given so many opportunities. I remember when I first joined the team, I was one of four adults who were helping Diana Avalos with the conference. It gave me my first opportunity to be a part of something bigger" Ana Betancourt Macias

We are grateful for these connections that support our work, youth, and community. LLNW will continue to expand alongside our growing audience, as we continue to elevate youth voice, Latinx power, and community resilience.



Relive a piece of our History!



2011

WHERE IT ALL BEGAN!

Our First conference hosted 60 students from the Vancouver School District

2014

WE ESTABLISHED OURSELVES AS A 501C3

Begin looking at funding and sustainability



2015

PARTNERSHIPS GREW!

Collaboration with LULAC and Adelante begins

2012-13

WE GREW!

By years two and three we hosted more than 200 students!



2015

BEGAN PLANNING FOR THE PARENT LEADERSHIP INSTITUTE!

In Partnership with WSU



Relive a piece of our History!



2016-17

PARENT LEADERSHIP INSTITUTE IS LAUNCHED!

In Partnership with WSU

2018

THE CONFERENCE MOVES TO WSU!

The conference outgrows the Clark College campus and a new partnership begins at WSU Vancouver.



2016-17

ANNUAL YOUTH CONFERENCE!

Annual youth leadership conference grows to more than 400 students

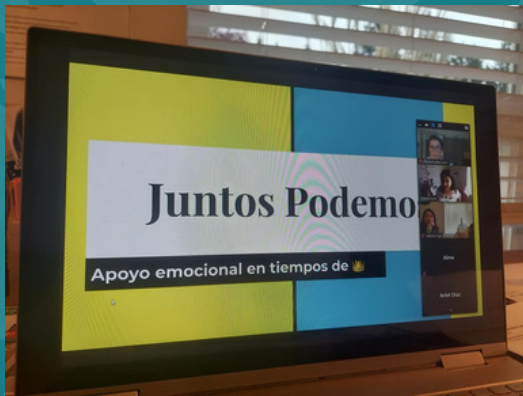


2019

ALONG CAME COVID...

Covid changes everything and the agency adapts to become a trusted provider of covid prevention information and community connection
(Compassion and Safety for All campaign)

Relive a piece of our History!



2020

THE CONFERENCE GOES VIRTUAL

The youth conference goes virtual and capacity work continues, despite overwhelming challenges

2020

EMOTIONAL LEARNING COLORING BOOK

This coloring book helps parents and caregivers to help children identify and process big emotions to improve child mental health and family wellbeing.



2020

WE GOT INTERNS!

What started with a youth video contest soon led to more once restarted working these amazing young leaders!



2021

ORUGAS A MARIPOSAS

Orugas a Mariposas: Youth Behavioral Health Program



Give More 24, Be Boundless!

September 2021 was a busy month for the LLNW team! Thanks to the Community Foundation for Southwest Washington, we were able to participate in the Give More 24 community fundraising event for the first time EVER!

Give more 24 is a community-wide event in SW Washington where local organizations and nonprofits show off their work, host virtual fundraising events, and rally the local community for donations!

Thank you for the \$2,260 that was gifted by donors and local community members. Your donations help support our programming and community efforts, from the \$25 that purchases program incentives, to \$120 to support eight hours of work for our collegiate interns.



Boundless

Save the Date!

Give September 23rd at GiveMore24.org

Thank you for your donations!



- Katherine Budd
- Ann Banceu
- Rosa Gilbert
- Major W. Harris, Jr
- Jesus E Huerta
- Sydney Johnson
- Cristhian Canseco Juarez
- Delena Meyer
- Kim Morgan
- Ewa North
- Kyle Roslund
- Paul Speer
- Jared Strawderman
- Brett Greenwood-Wing
- Holly Williams



\$2,260!



Boundless

Lessons Learned:

Give More 24 was a huge learning experience for the LLNW team. Next year we'd like to incorporate more of a live online presence with live updates with interactive games and raffles. This was our first year participating but it won't be our last!



Compassion and Safety for ALL!



Latino Leadership Northwest has been recognized, by the Washington State Department of Health, as a leading voice in public health messaging among the Latino population of SW Washington.



Our *Compasión y Seguridad para todos* (Compassion and Safety for All) campaign continues to elevate public health messaging, keeping the language, culture, and community a top priority.



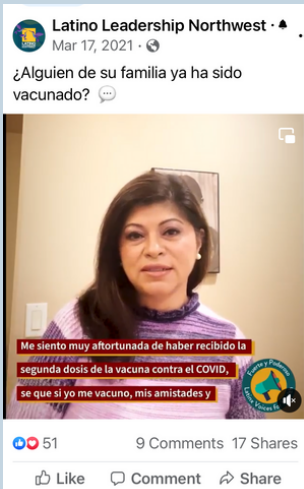
This year our efforts expanded beyond social media posts and coloring books. In February 2021 we launched our **Latinx Voices for Health Equity**, community influencer video campaign! Local community members, doctors, and school administrators helped us create targeted health messaging on Covid-19, vaccines, mental health, and more.



We utilized platforms like Facebook, Instagram, and Tik Tok to reach every sector of our audience, from the teens scrolling through their FYP on Tik Tok, to parents whose main source of news comes from Facebook. We used virtual platforms to connect with and educate our audience, keeping language and culture a core priority.



Social Media by the Numbers



TOP PERFORMING FACEBOOK POST

12.8K People Reached
64 Reactions
17 Shares



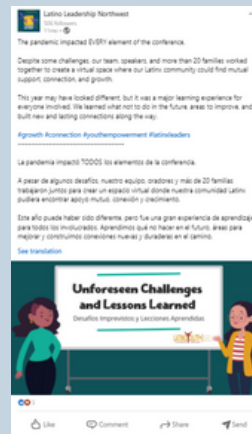
TOP PERFORMING TIKTOK

735 People Reached
64 Reactions
25 Likes



TOP PERFORMING INSTAGRAM POST

962 Views
4,578 People Reached
48 Interactions



TOP PERFORMING LINKEDIN POST

773 Impressions
122 Organic Impressions
12 Clicks

IN 2021, OUR FOLLOWING GREW BY
34%

Solidarity, support, and connection are essential to community health and wellbeing. With so much of our efforts focused on youth and community engagement, we strive to incorporate your voice every step of the way. Expanding our work, mission, and values to meet the needs of those we serve.

CURRENT #'S

Instagram Followers: 377
LinkedIn: 504
TikTok Followers: 61
TikTok Likes: 517
YouTube: 47
Facebook: 1,594



2021 Community Needs Assessment

76%

de los participantes de la encuesta se identifican como adultos, con un 24 % de los resultados provenientes de jóvenes y adolescentes.

72%

of EVERYONE who took our survey identified as Hispanic or Latinx

80% students who participated in this survey identified as Hispanic or Latinx

20%

of Latino Parents chose Spanish as their preferred language

This highlights the importance of Bilingual messaging and community resources

10%

identifies as undocumented

These numbers directly align with regional data

Latino Leadership Northwest has been working in SW Washington for more than a decade to meet the educational and leadership needs of youth and their families. We want to ensure the programs and activities we offer are meeting the needs of Latino youth and their families across Clark County, and the region as a whole.

This year, we partnered with Deviant Compassion Consulting to build our capacity and connect in new ways with our community. Together we created a six-minute needs assessment to make sure we have your voice guiding what we do next.

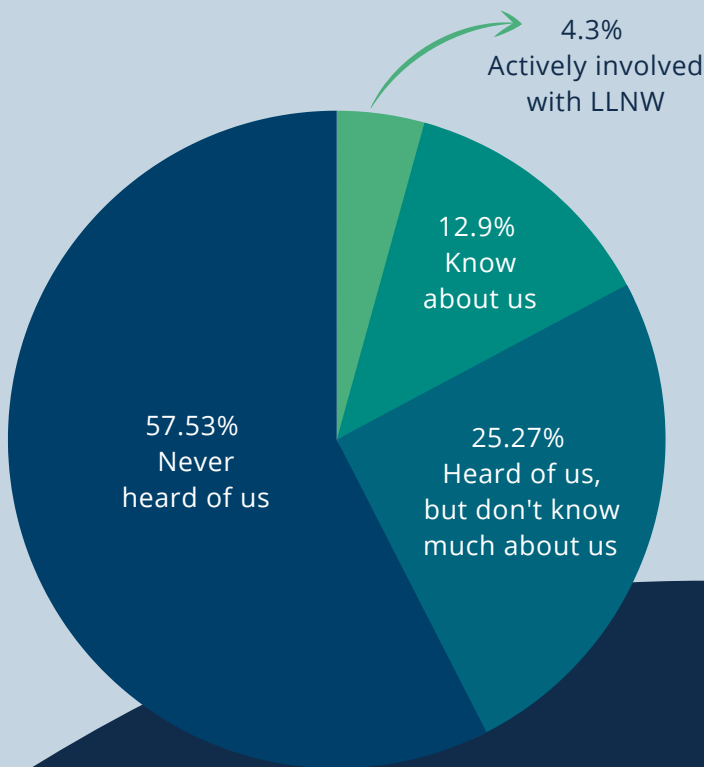
This survey incorporated targeted questions for our audience groups, including youth and teens, parents, young professionals, community members, educators, and school administrators. Participants were asked questions about their demographics (age, race, language preferences, etc), knowledge of existing community programs, and what support is needed for the different groups we serve.



2021 Community Needs Assessment (Cont'd)

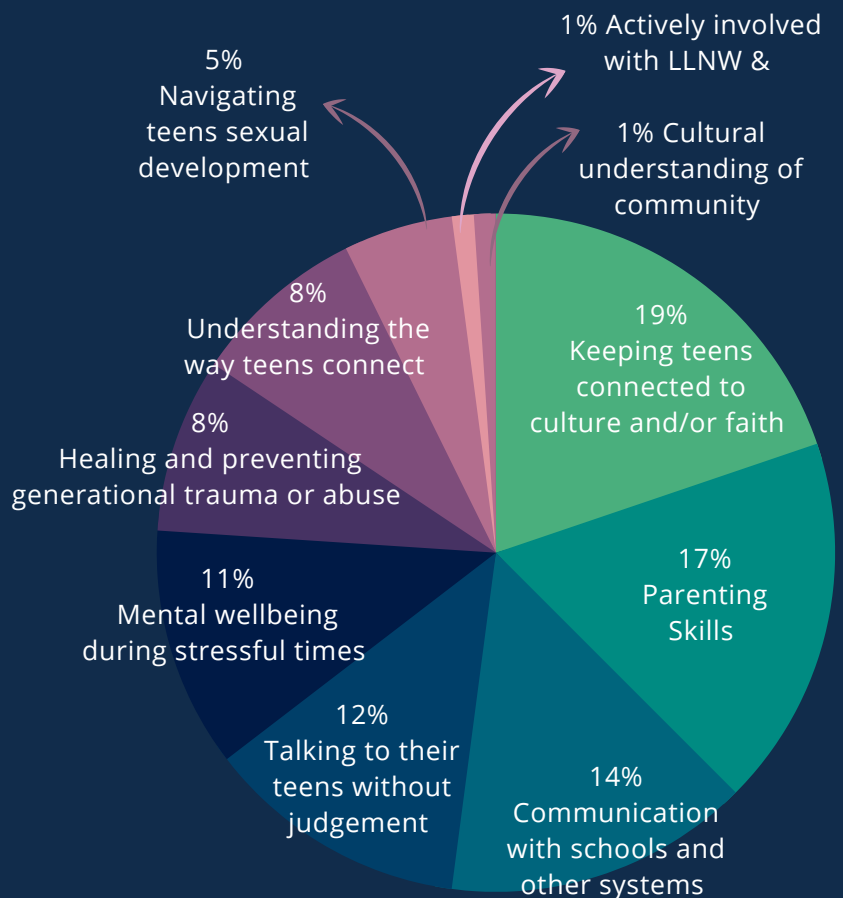
FAMILIARITY WITH LLNW(ALL)

This chart shows a direct example of our growing visibility within our community. While roughly 29% of Latino parents hadn't heard of us before this survey, it is a testament to our reach, and mission to grow! If they didn't know about us before, they sure do now!



PRIORITIES AND COMMUNITY NEEDS (PARENTS)

When polled, parents and adults focused their priorities on; Keeping teens connected to culture and/or faith, Parenting Skills, and Communication with schools and other systems, but showed awareness for other issues like talking to teens without judgment and Mental wellbeing during stressful times.



By the Numbers



Grants awarded in 2021:
\$202,680

10
years of service
in Clack County

Interns attended
21+
planning meetings
for the orugas
workshops



54

Orugas a Mariposas
Youth attendees

Orugas a Mariposas Average
Workshop Attendance:
15-20 students



of Mentors
we collaborated
with in 2021:

14

20+ 

Hours of Conference
planning and prep



Donations:
\$3360.71

5+

of times Alma reminded Rose
of something during a meeting

2

of times rose cried
while writing a grant...

8+

of motivational
speeches given to Rose



What's Coming Next?

The LLNW team has an exciting year planned with new programs, partnerships, and projects!

In January of 2022, LLNW was awarded a Washington Youth Sexual Health Innovation and Impact Network (WYSHIIN) grant from the Washington State Department of Health! We are currently in the process of planning a culturally centered, multigenerational sexual health pilot program for Latino youth and their caregivers. This program is tailored to meet the immediate needs of Latino teen sexual health and education. With support from local organizations and collaborative partners, we couldn't be more excited to begin implementing this impactful programming within our community.

We still need:

- Peer mentors (parent and youth coaching)
- Workshop facilitators
- Program evaluators
- Curriculum review and development

Along with new programming, LLNW is focusing efforts on expanding our advisory board, keeping diversity and equity a top priority. LLNW is working to transition a larger role and broaden our impact in the Pacific Northwest. As we shift to a sustainable organization with diverse programs, our focus is on inviting a new board to help develop our priorities and expand our vision for the next generation of leaders.

Community and deeply human experiences will continue to drive our strategy as we look to serve our community in exciting new ways, and continue to grow to meet the needs of Latino youth and their families.

Want to get involved? Email us now at Hello@latinoleadershipnw.org



Thank You's

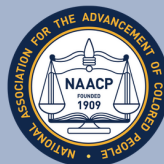


Partners:

- YWCA Vancouver
- NEXT
- LULAC SW WA
- Latino Community Resource Group
- Fourth Plain Forward
- WSU Vancouver
- Washington State Department of Health
- Clark County Public Health
- Vancouver Public Libraries
- Esperanza Health Centers
- NAACP Vancouver
- Washington Nonprofits
- SWEC

Funders:

- Washington State Department of Health
- Group Health Foundation
- Community Health Plan of Washington
- ALL in WA
- Columbia Sportswear
- Community Foundation for SW Washington
- The Portland Trailblazers



Thank You's

Orugas a Mariposas:

- **Jair Carlos**, LLNW Intern & WSU Student
- **Alma Melchor Burgos**, LLNW Intern & WSU Student
- **Luis Huerta**, LLNW Intern & WSU Student
- **Sam Meza**, LLNW Intern & WSU Student
- **Bethany Rivard**, Fort Vancouver HS
- **Ashley Pirrone**, Fort Vancouver HS MEChA
- **Racheal Williams**, Lifeline Connections
- **Esme Garcia**, Lifeline Connections
- **Tyler Monk**, The Underdog Mentality
- **Genie Gomez**, Community volunteer
- **Rodolfo Serna & Uncle John**, Redstone Collective
- **Jessie Spiney**, YWCA Vancouver
- **Lulu Vega**, YWCA Vancouver
- **Melissa Gonzalez**, Columbia River Mental Health
- **Maranda Heckler**, Columbia River Mental Health

Conference:

- **Minerva Pardo**, Educator and Community Volunteer
- **Monica Santos- Pinacho**, WSU
- **Oscar Sanchez**, Migrant Educatio - ESD189
- **Rebecca Rodella**, Tattoo artist, Community Volunteer
- **Wendy Marvin**, Business Owner, Community Volunteer
- **Cristhian Canseco Juarez**, Peace Health, LULAC
- **Katherine Rodella**, Washington State University

Collaborators:

- **Delena Meyer**, Deviant Compassion Coaching
- **Emma Boucher**, Deviant Compassion Consulting
- **Jeananne Atthowe**, Deivant Compassion Consulting
- **Lacey Faight**, Spry
- **Hilda Lail**, FCRC/LLNW
- **Lili Salazar**, Uni Web Digital
- **Briana Miranda**, Uni Web Digital



WASHINGTON STATE
UNIVERSITY

