

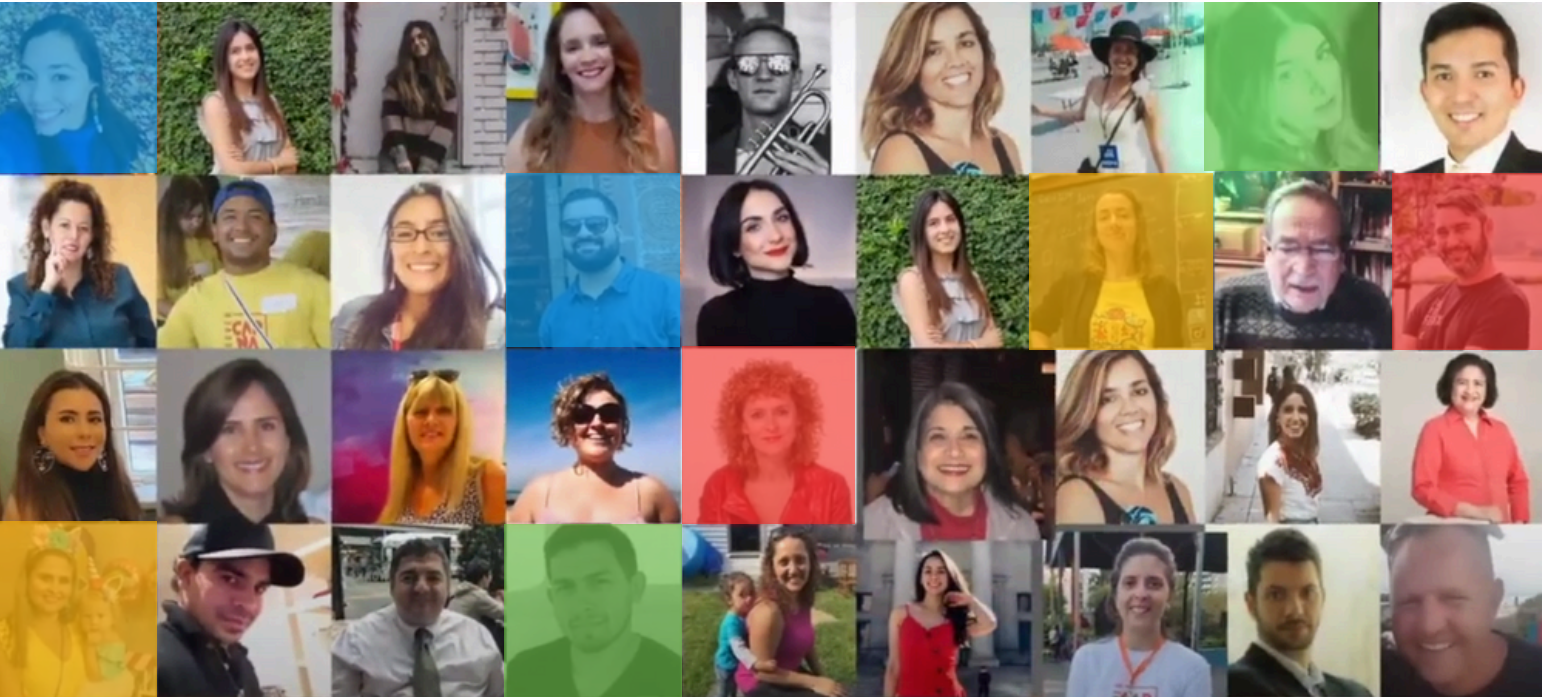


# Numbers 2023

 **Latincouver**  
The Latin American Plaza in BC



# 2023



Latincover is the Latin Plaza where we support everyone, including new immigrants, long-time residents, and all Latin American enthusiasts. We empower and inspire individuals to fulfill their full potential while sharing Latin American culture with the community. Or something like that.

Our programs are a thrilling force of good for the community, and the sheer power of our results is undeniable, with these numbers as our resounding proof.





Our Latin American community is growing rapidly in Canada's provinces, and BC is no exception. The majority of Latin American immigrants to Canada come from Brazil, Mexico, and Colombia, with 17 other nationalities from the region following close behind.

Each year, more than 28,500 people from LATAM become permanent residents, and we are proud that more than 4,000 of them call BC home.

BC is also a top destination for educational pursuits. In 2023, nearly 12,700 students from LATAM were enrolled in educational institutions in our province. With a vibrant culture of nearly 200,000 Spanish and Portuguese speakers, BC attracts an increasing number of Latin American newcomers and new businesses adding diversity, talent, and flavor to our society.

Through our programs and events Latincouver has been a cornerstone and support to such a growth and we are proud to withstand with our background community





# Welcome Message for Latincouver **ANNUAL REPORT 2023**

**Hello Everyone,**

I am thrilled to welcome you to the Latincouver Cultural and Business Society Annual Report 2023. As the founder and director, I extend my heartfelt gratitude to all our funders, sponsors, partners, team members, and volunteers.

Reflecting on the past year, I am inspired by the unwavering dedication of our community in supporting our mission to help our Latin American community in British Columbia fulfill their potential while sharing our vibrant arts and culture. In 2023, we made a positive impact within our significant growing Latin American community in Vancouver. We launched a new program for children, engaging over 120 participants to instill pride in their heritage and prepare them to be positive forces in Canada's future.



Celebrating our 15th anniversary with over 500 attendees highlighted our journey and envisioned our future. We hosted renowned international and national entertainment acts, including Proyecto Uno, Aterciopelados, Barka Show, and TangoLibre from Montreal, and funded youth projects with social impacts on Canadian society. Our health program provided essential information in Spanish and Portuguese, and our Tourism and Hospitality program helped 35 newcomers advance their careers. We supported more than 500 local artists in our main events, support that will help them thrive in the long run.

Despite the challenges of 2023, including reduced government funding and the global financial crisis, we persevered by assessing and standardizing team salaries, strengthening our financial systems, and implementing new policies. Latincouver now has over 35 staff members and 450 volunteers, reflecting our commitment to diversity, equity and inclusion with a team largely formed by new Canadians, women, and members of the BIPOC and LGBTQ+ communities.

This report is more than just figures and data—it is a testament to the hard work and dedication of our team, volunteers, and board members. Thank you to all our amigos, supporters, and Canada for allowing us to build what we love: a strong, positively inspired and passionate community.

Warm regards,

**Paola V. Murillo**

*Founder and Director*

*Latincouver Cultural and Business Society*



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**Paola V. Murillo**

*Founder and Director*

*Latincouver Cultural and Business Society*

Latincoover's iconic Carnaval del Sol, **Promoting Culture's** Pillar, was planned and executed in a park, Jonathan Rogers, this year. The plazas were once again brought to life very successfully and there was a place for everyone: families, young people, seniors, children, music and dance enthusiasts, culinary lovers, etc. The event was super successful, well attended, food trucks were tastefully selected and varied, logistics were neatly planned and nicely implemented and all the team: staff, contractors, members of the board, volunteers were engaged, motivated and did a fantastic job whilst having fun and bringing an amazing carnival experience to our partners, artists, vendors and more importantly, the community that was thrifty for this sort of events after 2 years of pandemic.

Latincoover was awarded in March an important contract by the Federal Government through its Ministry of Employment and Social Development to strengthen our **Empowering** pillar, with the main objective to train 80 individuals from visible minorities, new immigrants, women and youth in Creating Paths for Employment in Tourism and Hospitality.

After the pandemic, this was one of the hardest hit industries and many individuals who worked there in 2021 had to look for opportunities elsewhere. The government and Latincoover partnered to educate participants, to offer training and work placements in different sectors i.e Event planning, Hospitality, tourism, airlines, etc. We successfully completed the first cohort for 14 participants out of which 12 obtained job offers within one month of finishing their program and 2 decided to become entrepreneurs and started a company. We started the second cohort of the year with 18 participants; we are currently looking for placements for their practicums. Latincoover may have 2 or 3 positions available for them at the organization to plan events for 2023.

Our Executive Director returned from her maternity leave early July and boosted the organization with new and fresh ideas to develop our other important pillars: LCBN and Supporting Communities whilst at the same time reinforcing Culture and Empowerment.



In early September the organization was awarded another shared cost agreement by the provincial government through its Ministry of Social Development and Poverty Reduction, **Empowering**, to educate, offer work placement opportunities and job development skills to 24 individuals through a Project Based Labour Market Training (PBLMT) in IT Network Administration with a year duration divided in two cohorts. This is Latincoover's second PBLMT. The first cohort started officially in October and is currently in progress and the second should start late January next year. The team has worked hard in executing the project using all the lessons learned from the program we executed last year.

Lastly, to wrap our **Promoting Culture**, we received additional funding from a non-traditional funder (Pacific Economic Development Canada one of seven RDA - Regional Development Agency in Canada)) to develop and execute our ever growing event Latin American Heritage month. A gracious and fun event during nearly 4 weeks with different artists and events; all in all, a magnificent celebration of our Latin culture in the beautiful setting of Granville Island. During Latin American Heritage

Month, we safely welcomed thousands of guests visiting the various events with artists from a wide spectrum of latin culture, the first market opened to people to untap our goods and traditions. A great way to share culture bringing happiness and joy to a community in preparation for the winter.

**Supporting Communities.** The main projects developed for this pillar were the ongoing Safer Spanish and Portuguese Speaking Communities offering our communities accurate and official information about vaccination in our social media, creating and delivering podcasts to discuss concerns about the topic, workshops to inform in a safe environment about sensitive and controversial health issues with the main objective to generate confidence on our health authorities whilst respecting decisions taken by individuals properly informed considering underlying health issue, personal beliefs, etc.

We continued supporting our Seniors with a varied annual program which was interactive, informative and joyful.







Connecting Business. We continue our efforts with entrepreneurs, coaches and prepared the terrain for major activities next year i.e. Pitch Fest, Latina American Awards on many more.

There was also a great opportunity to partake in a great initiative called “Thriving Nonprofits” to educate our Executive Director, members of the board and myself to understand the different ways organizations like ours can use tools and information to be able to create new financial opportunities to support our growth and sustainability.

We were able to retain valuable human resources within our core staff and thus, strengthen our position which continuity and knowledge offers. The operation grew substantially with more programs to execute which meant our shared services departments i.e. Financial, Marketing and Human Resources were reorganized with added personnel to increase capability in order to be able to execute and be prepared for all the beautiful things planned for 2023.

I so much look forward to 2023, Laincouver’s 15th anniversary, celebrating such milestone, recognizing our past, enjoying our present and plan the future

**Martha Jara**  
Director of Operations



## THE TEAM BEHIND THE SCENES



**Paola Murillo**  
Founder and Executive  
Director



**Martha Jara**  
Director of Operations



**Pilar Hansen-Holm**  
Production Manager



**Felipe Gajardo**  
Fundraising &  
Grants Sr. Manager



**Natalia Parga**  
Communications  
& BD Sr. Manager



## THE TEAM BEHIND THE SCENES



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



**Juanita Lopez**  
Marketing Team Leader



**Eleanore Sayo**  
Finance Coordinator



**Maria Margarita**  
Finance Support



**Fabian Montenegro**  
IT Support



## THE TEAM BEHIND THE SCENES



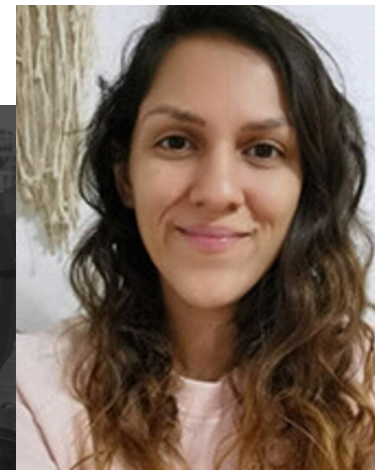
**Oleksandra Bazeliuk**  
HR Coordinator



**Paloma Morales**  
Seniors and LAHM  
Project Coordinator



**Menilson Filho**  
Executive Assistant



**Mariana Vargas**  
Mariana Vargas | SIP



**Diana Lee**  
Administrative  
assistant | PBLMT



**Christian Batalha**  
Social Media  
Coordinator



# Promoting Arts & Culture

UPDATE 2023

 **Latincover**  
The Latin American Plaza in BC

ArtCelsior

UPDATE 2023

# OUR ACTIVITIES:

- BRAZILIAN CARNAVAL 2023
- INSPIRATIONAL LATIN AWARD 2023
- CARNAVAL DEL SOL & LATIN AMERICAN EXPERIENCE PRESS CONFERENCE 2023
- CARNAVAL DEL SOL
- SOCCER TOURNAMENT
- LATIN ART WORKSHOP
- OPENING NIGHT CONCERT
- LATINCOUVER'S 15TH YEARS JOURNEY LATIN CIRCUS ORCHESTRA
- FLAMENCO & TANGO
- FIESTA BLANCA CRUISE
- LATIN AMERICAN FILM NIGHT
- ACROSS THE AMERICA
- LATIN AMERICAN HERITAGE MONTH



# CARNAVAL DEL SOL



UPDATE 2023



LATIN AMERICAN  
HERITAGE MONTH



Promoting  
Arts & Culture

UPDATE 2023



## In Person Events



LAHM OPENING  
CEREMONY



Flamenco, Tango,  
and Wine



Parranda Latina, Una  
Noche de Venezuela  
y Colombia



Noite de Festa  
Brasileira



Jorge Vercillo in  
Concert

## Online Workshops



## Latin Market Ft. Dia de los Muertos

### Workshops

- How to dance capoeira
- How to dance Afro Zumba & Macuele
- How to become La Catrina
- How to dance Salsa

## Reach



540.000  
Impressions on  
social media

Work with  
42 Influencers  
with over  
778,600  
followers in total





## LATIN AMERICAN HERITAGE MONTH

**28,000 +**  
Attendees  
impac

**24**  
Events and  
Activities

**280**  
Artists, Speakers  
and Facilitator

**553,000**  
Reach on  
social media



Promoting  
Arts & Culture

UPDATE 2023

### SUCCESS:

This year, we saw an increase in the number of participants. We had an excellent concert with the Colombian rock band 'Aterciopelados,' along with an exhibition of traditional Latin American costumes. Additionally, this year, the Consulate of Guatemala joined the celebration with a very emotional event featuring an exhibition and workshop on Barriletes (Guatemalan kites). The opening ceremony this year was dedicated to Brazil.

### FACTS:

The exhibition of traditional costumes from various consulates such as Guatemala, Panama, and Costa Rica, as well as support from the Venezuelan community and folk dance groups from El Salvador, Mexico, and Peru. The partnership with Granville Island was further solidified this year.



# TESTIMONIES

## LAHM 2023

I had the opportunity to attend the Latin American Heritage Month the past 3 years and I have loved the experience. The altar is always so beautiful, the meaning behind this celebration is important for the community to celebrate/ remember our ancestors and the Latin American roots.

**Yudi Soennichsen**

Latin American Heritage Month has become a highlight to me and my family, it has been an incredible opportunity to keep honoring our Latin heritage and traditions and it's something we now look forward to.

**Maria Ponce**

I went with my family to several activities. It is incredible that in Vancouver we can share our culture far from home. After many years living here my children born here can experience a little the magic of being Latino and learn part of their culture through Latino Heritage Month. Thank you for making this possible.

**Olivia Maisonville**

Vancouver Latin American Heritage Month is such an amazing event, well coordinated and diverse. I had a blast in any of the activities that I participated in.

**Yoss Méndez**





**Empowering  
People**

UPDATE 2023

 **Latincouver**  
The Latin American Plaza in BC



# SIP



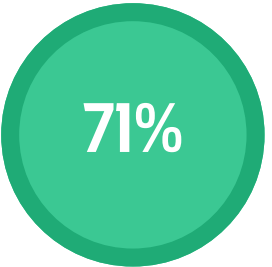
Cohorts



Participants Across The Four Cohorts



Participants Secure Employment During the Program



Women



Different Countries



# MICROGRANTS

UPDATE 2023



2 Cohorts



5 topics of mentoring sessions

- 1. Business plan
- 2. Finance and budgeting
- 3. Marketing and Social media
- 4. Public speaking and communication
- 5. Emotional Intelligence



# TESTIMONIES

## SOCIAL IMPACT GRANTS PROGRAM FOR YOUTH

### Nicole Gonzalez Filos

**Project:** Our Resilient Roots

I found that providing mentors was one of the most rewarding parts of the program. They were all polite and brought in effective insights for my project. I also found the categories beneficial, such as Business, Finance, Public Speaking, Emotional Intelligence, and Marketing.

I wish that Marketing went right after the business planning mentor as I found that it was left last, and I could have benefitted from the class much earlier in the program. Besides that, I am enjoying the project process and find the program excellent for young individuals wanting to begin projects that make a positive impact on our society.

### Vicky Huang

**Project:** Unicodemy

I can say the SIGY program is extremely valuable. It offers a community for Unicodemy to engage with. The mentorship sessions are simply golden. Your roster of mentors give us so many inspiration, ideas, and insights. The connections we make through the program are impossible to find anywhere else. The only area of improvement is to foster a more intimate Latincouver tie. As a Latina-founded startup, Unicodemy would love to be a part of both only the SIGY program, but also Latincouver.

**I hope you have a great weekend!**

**Best regards,**



## Isabel Miller Iparraguirre

### Project: Transcontinental Beats

The mentorship series is very useful as it gives participants a moment to touch base with professionals (who are very non-judgmental and encouraging) thus making the process of completing project goals less intimidating. The application process was smooth as the team was able to respond in helpful ways should any questions arise, and the application format was useful for the project itself as it helped to outline the key goals of the project so transitioning into project execution was a lot smoother. It was great to have budget templates and business outlines already ready to use.

Perhaps a component that might make the program even better would be to have some sort of networking platform/session

**but I am not sure how this would look like!**  
**Thank you so much!**



**Connecting  
Business**

UPDATE

2023

 **Latincouver**  
The Latin American Plaza in BC





UPDATE 2023



## Pitch Fest

About Pitch Fest had almost 200 attendees, 8 entrepreneurs pitch their business ideas. The increasing demand of women entrepreneurs has led to rethink a program that keeps supporting more women in their growth.





# EXPOPLAZA LATINA

- New valuable partnerships
- Reinforce existing relationships
- Integration of different communities during the event (LGBTQ+ / Indigenous)
- A platform during 2 days NOV 15 & 16 that served as a dynamic training event, with powerful networking opportunities.
- World quality Latin American speakers for the first time in Vancouver for Expoplaza Latina



Expoplaza Latina strengthened the business program during 2023:



**+20**

Hours of  
Workshop  
Sessions

**+30**

Speakers

**59%**

Women  
Entrepreneurs

**41%**

Men

**53%**

Entrepreneurs

**22%**

Small Business  
Owners

**16%**

Employees

**9%**

Students

**179**

Participants





# Supporting Communities

UPDATE 2023



LATIN  
PLAZA  
HUB



# Latino Seniors

Of British Columbia

## Latino Seniors

45

Activities

1,280

Participants

95%

Of Participants  
Aged 55+



Supporting  
Communities

UPDATE 2023

### SUCCESS:

The achievement of this year was opening the Latincouver offices to welcome our seniors every second Thursday of the month for the 'Social Hour!' The first hour hosts the 'Book Club' where a book is chosen to be read during the month, and in the following session, it is discussed within the group, and a new book is selected for the next month. The rest of the hour is dedicated to activities to reinforce memory, games, educational, cultural, or entertainment activities. Seniors have also become an important part of the Carnaval del Sol and Latin American Heritage Month.



# TESTIMONIES

## LATINO SENIORS PROGRAM

Every day, there are more seniors in B.C., which means we represent a wealth of accumulated experience over many years. It is important to share this experience for the benefit of the entire Vancouver society. To achieve this, it is necessary to gather seniors in an environment of friendship, respectful collaboration, mutual assistance, pursuing common goals that benefit the entire community, especially seniors. These have been, for me personally, the objectives and work plan of the Latino Seniors Council.

**Don Antonio Arreaga**

This excellent program that brings us together while we immerse ourselves in Latin art and writing, thank you.

**Idalba Sepulveda**

I feel very happy to belong to this Latincouver program. It is very important to appreciate the relationships with people who, being from other countries, speak our language and express their own experiences. In this highly participative group perfectly led by Paloma, who had the support of other people from within the group or outside.

**Dr. Jorge Martinez**

Latincouver's SENiors program is very important as it enables members to socialize in a safe and friendly environment. It has been a real privilege to be part of this. The book club helps maintain a healthy mind and is also a space to share our identity as Spanish speakers.

**Patricia de la Maza**



UPDATE 2023



# Chiquitzin Children Program

At Chiquitzin Plaza Cafe, we hosted several activities aimed at reconnecting children with their Latin heritage through the Reggio Emilia Approach, an educational philosophy focused on preschool and primary education that encourages children to explore, learn, and express themselves through their senses. The space was open three days a week, allowing kids to learn while having fun and engaging in sensory exploration. Additionally, we celebrated various themes and holidays with a touch of Latin culture, including singing songs in Spanish and teaching Latin American stories





## ACTIVITIES 2023

We organized 6 activities for the children while we are also hosting at our location.

- Science Workshop for kids
- Valentine's Day Party - Lights and sound
- Easter Party
- Mother's Day
- Summer at Carnaval del Sol
- Halloween
- Feliz Navidad with our children

**WE ENGAGE OVER 350  
CHILDREN AND FAMILIES**



# QUANTIFYING PURPOSE

Our numbers for Human Resources  
Marketing / Grants / Finance



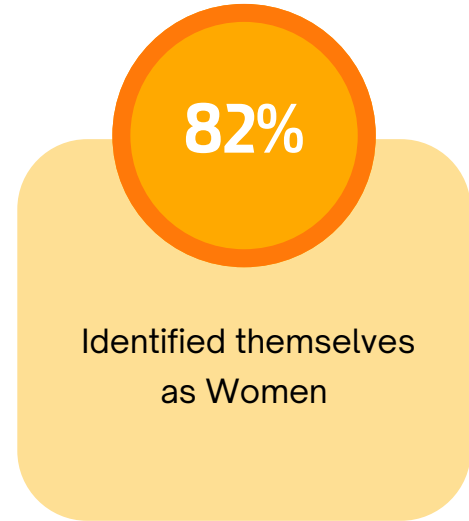
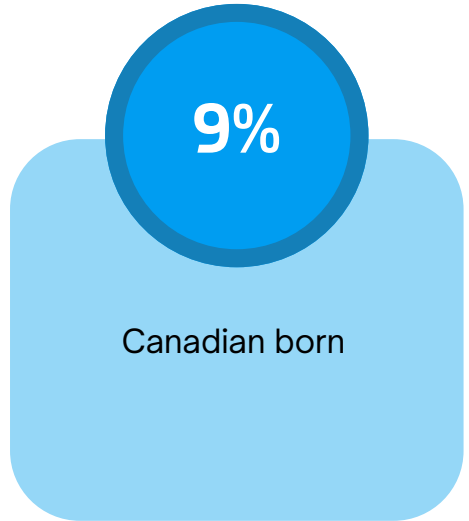
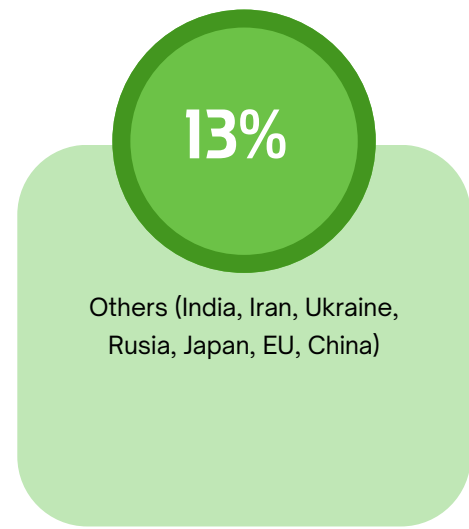


# HUMAN RESOURCES

In 2023 we had 98 volunteers who stayed for at least 3 months who contributed to approximately 10,100 hours of work. We also had 300+ short term volunteers for major events such as Carnaval de Sol and Latin American Month and 50+ for other events like Brazilian, Pitch fest, Christma, etc. Temporary volunteers contributed approximately 4,000 hours.

The volunteering program efforts attracted circa 450 volunteers with contributions in excess of 14,000 hours to our organization.

**Few demographics of our volunteers:**



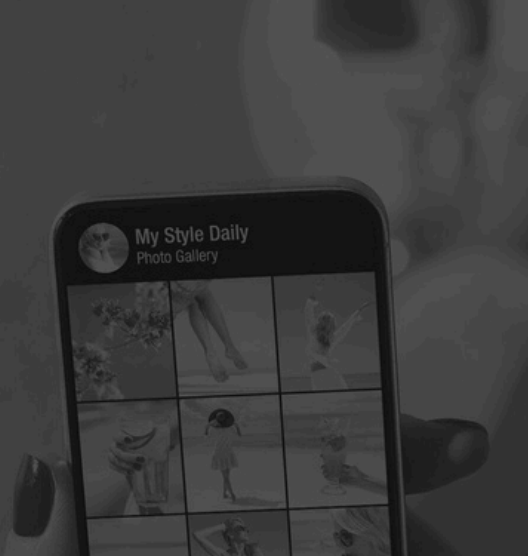
**10**  
Full-time employees in 2023

**+2**  
Part-time employees

**28**  
Contractors

**3**  
Outsourcing service companies





# MARKETING

UPDATE 2023



**Website**  
**148,500**  
 Page views over the year



**LinkedIn**  
**3,571**  
 Followers



**Tiktok**  
**285**  
 Followers



**Newsletter**  
**9,022**  
 Open rate: 51%

## Podcasts



Latinos en Canada



Brasileiros em Vancouve

## Highlights

Total Websites: 8  
 Total Social media channels: 18  
 Total number of digital platforms: 26

Social Media		Followers	Post	Reach	Engagem ent
Facebook		25,732	361	370,768	251,400
Instagram		17,579	513	132,391	15,960
	<b>TOTAL</b>	43,311	874	503,159	267,360
Newsletter		17 K contacts	9 sent-19 group		




## Our community let us know through social media how much they enjoy the events


Being in touch with the community via social media is key to building genuine relationships and staying connected with our audience. This regular interaction enhances engagement, visibility, and authenticity, fostering a supportive and informed community that feels valued and connecte

## TESTIMONIES

UPDATE 2023




- 


**instigado\_capoeira** 4w  1


it was wonderful as always, thank you @latincouver for one more time to invite us to perform 🥰👏👏👏👏

Reply
- 


**latincouver** 4w  1

@instigado\_capoeira You gave incredible artistic performances! Thank you for brightening up our event! ❤️👏👏

Reply
- 

**frankiethemusician** 5w    1

Was my pleasure to be a part of thos 😊🙏

Reply Hide
- 

**lahmfestival** 5w  1

@frankiethemusician Thank you, Frankie! You are amazing!

Reply



# TESTIMONIES

UPDATE 2023



jenn\_cerg 5w

Hola! Yo quiero ir pero no alcancé registro que puedo hacer? 😞



Reply



lahmfestival 5w

@jenn\_cerg Hey, Jenn! Please check your Direct Message. 😊



Reply



bruceias 6w ❤️ 🇵🇷

Espléndido ❤️



Reply Hide



lahmfestival 6w

Thank you for your kind words @bruceias



Reply



alini.e.garcia 6w ❤️ 🇵🇷

How to register for the workshop?



Reply Hide



lahmfestival 6w

Hello, thank you for your question! You can register at [www.latincouver.ca/lahm](http://www.latincouver.ca/lahm) 👍 👍 @alini.e.garcia You'll see the whole programme there! If you have any questions, please contact us!



Reply

# GRANTS



Details	2023	2022	2021	2020	2019
Funding applications prepared	92	72	83	47	27
Funding dollar amount received	35	36	41	22	19
Funding applications approved	\$1,714,871	\$1,600,064	\$945,614	\$436,744	\$426,576

The Fundraising and Grants Manager is Linda Purcell. She is a CPA, CGA, and has a BA from UBC in English Literature and Creative Writing.

- Lucia Pacheco
- Luisa Cunha
- Sarah Johnston
- Caitlin McKay
- Eric Lee
- Sadie Baker
- Ivana Jaziv
- Stephanie Prentice

# FINANCES

UPDATE 2023

Revenues						
	Connecting Business	Empowering People	General	Promoting Culture	Supporting Communities	Total
Restricted Revenues	31,959	1,018,764	30,829	452,784	180,536	1,714,871
Unrestricted Revenues	93,732	24,240	18,852	890,291	5,665	1,032,779
<b>Total</b>	<b>125,691</b>	<b>1,043,004</b>	<b>49,681</b>	<b>1,343,075</b>	<b>186,201</b>	<b>2,747,650</b>

Source: Profit & Loss Statement 2023

## Revenues per Pillar

Source: Profit & Loss Statement 2023

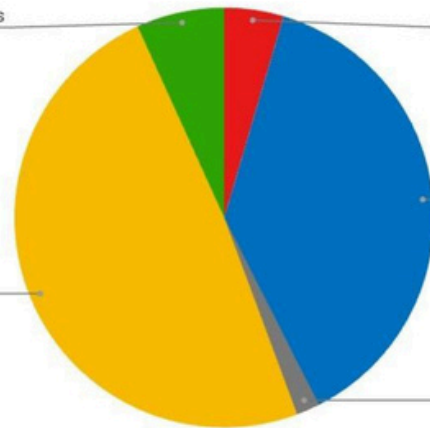
Supporting Communities  
6.8%

Connecting Business  
4.6%

Empowering People  
38.0%

Promoting Culture  
48.9%

General  
1.8%



## Revenues per Item

Source: Profit & Loss Statement 2023

Unrestricted  
37.6%

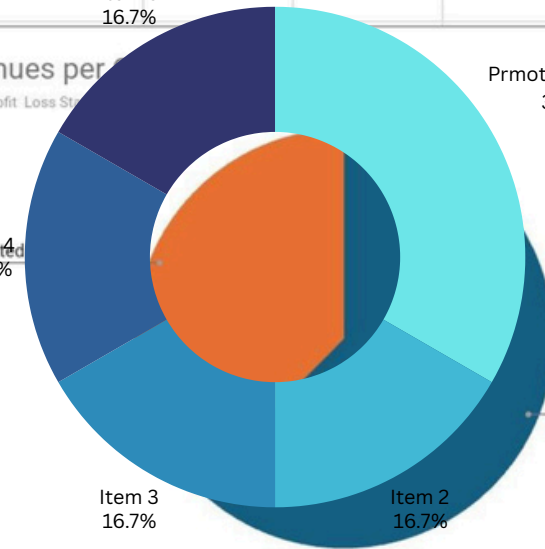
Item 5  
16.7%

Promoting Culture  
33.3%

Restricted Revenues  
62.4%

Item 3  
16.7%

Item 2  
16.7%



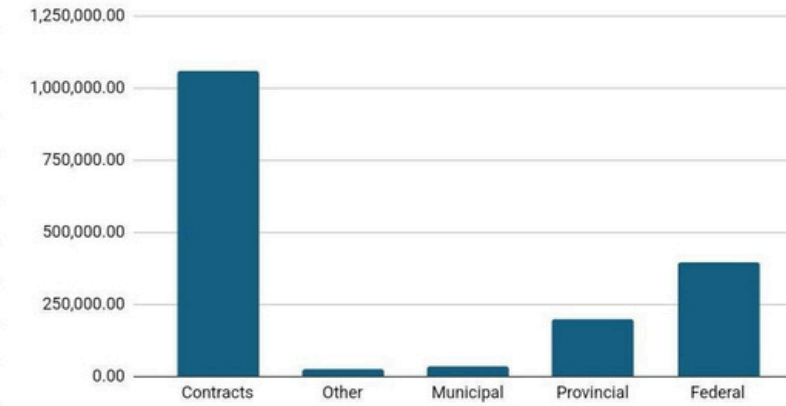


# FINANCES

UPDATE 2023

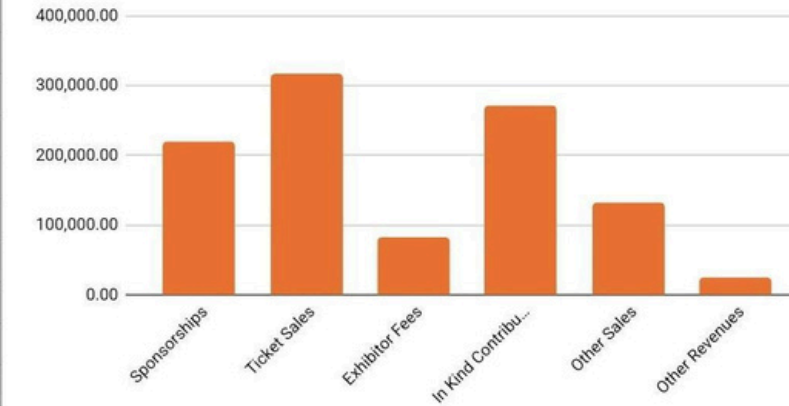
### Restricted Revenues per Source

Source: Profit & Loss Statement 2023

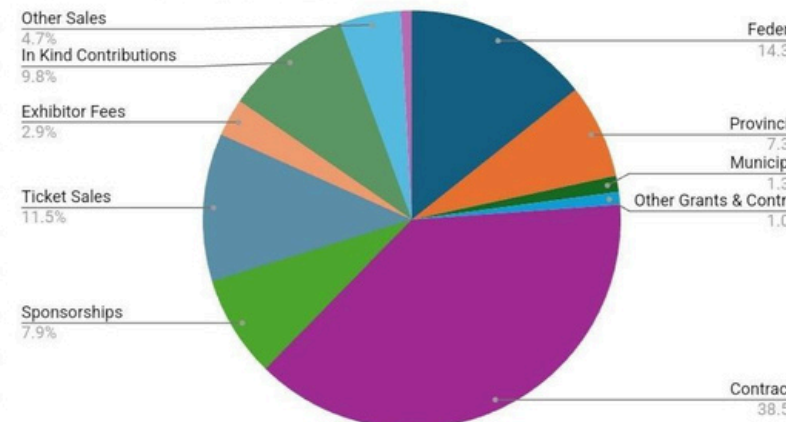


### Unrestricted Revenues per Source

Source: Profit & Loss Statement 2023



### Total Revenues per Source





# FINANCES

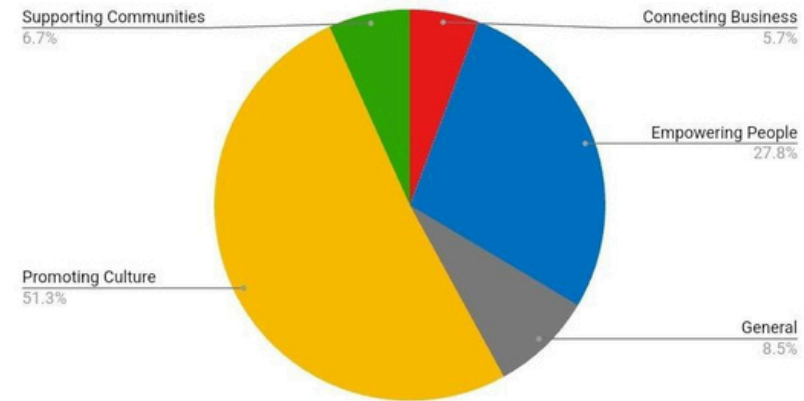
UPDATE 2023

## Expenses

	Connecting Business	Empowering People	General	Promoting Culture	Supporting Communities	Total	%
Administrative Expenses &	1,461	36,032	24,324	51,494	15,618	128,930	5%
People Costs	87,808	315,956	212,318	518,955	108,449	1,243,487	44%
Marketing & Communicati	18,639	9,412	762	298,459	26,393	353,664	13%
Logistics & Venues	39,416	10,120	1,044	358,400	3,064	412,045	15%
Service Providers	13,358	411,411	-	214,871	35,831	675,470	24%
<b>Total</b>	<b>160,682</b>	<b>782,931</b>	<b>238,449</b>	<b>1,442,181</b>	<b>189,355</b>	<b>2,813,597</b>	<b>100%</b>

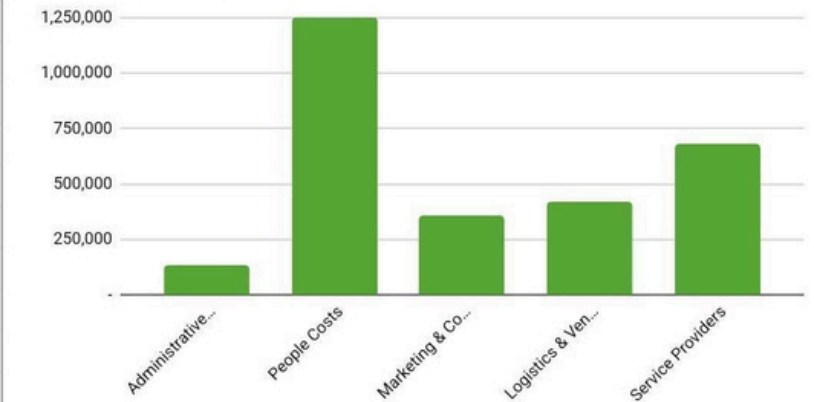
Expenses per Pillar

Source: Profit & Loss Statement 2023



Expenses per Category

Source: Profit & Loss Statement 2023





# FINANCES

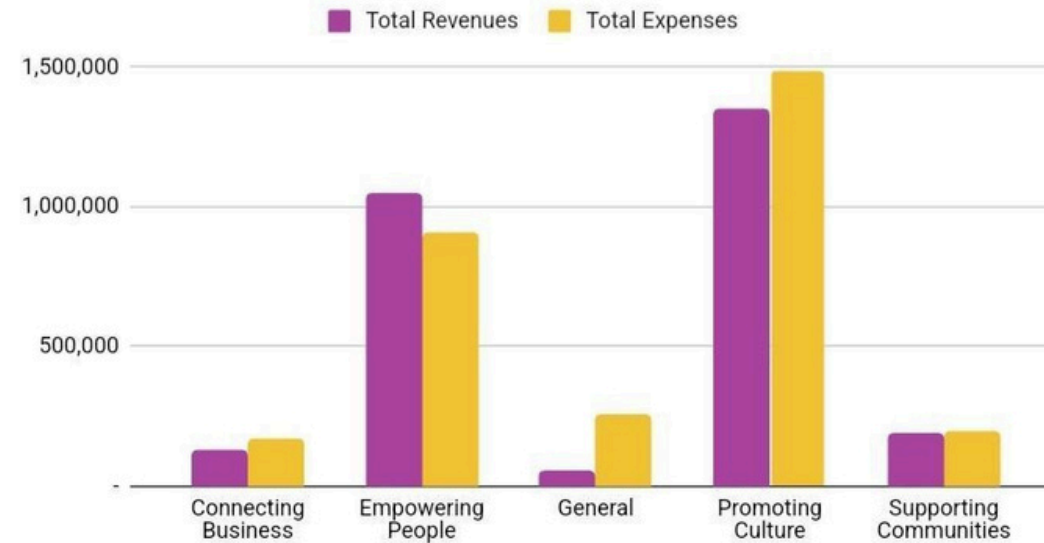
UPDATE 2023



Summary						
	Connecting Business	Empowering People	General	Promoting Culture	Supporting Communities	Total
Total Revenues	125,691	1,043,004	49,681	1,343,075	186,201	2,747,650
Total Expenses	160,682	902,931	249,094	1,483,263	189,355	2,985,324
<b>Gross Profit</b>	<b>(34,990.58)</b>	<b>140,072.87</b>	<b>(199,412.95)</b>	<b>(140,188.66)</b>	<b>(3,154.24)</b>	<b>(237,673.56)</b>
Gross Profit %	-28%	13%	-401%	-10%	-2%	-9%
Contribution to Total Gross	15%	-59%	84%	59%	1%	100%

Total Revenues & Expenses per Pillar

Source: Profit & Loss Statement 2023





# IMPACT 2023 REPORT

In 2023, main unrestricted sources saw a significant increase compared to previous years, driven by efforts to boost the popularity and visibility of various programs.

Investments in key areas like human resources, marketing, and service providers (including international artists) contributed to achieving these goals. This led to:

- A 200% rise in sponsorships

- A 100% increase in ticket sales

- A 24% boost in exhibitor booth rentals

- A 34% growth in food, merchandise, and liquor sales compared to the previous year

The positive relationship between increased revenue sources and higher expenses in key areas is evident. Improved sales and sponsorships indicate a greater impact on the community, translating to more support, visibility, and popularity for the organization and its initiatives.

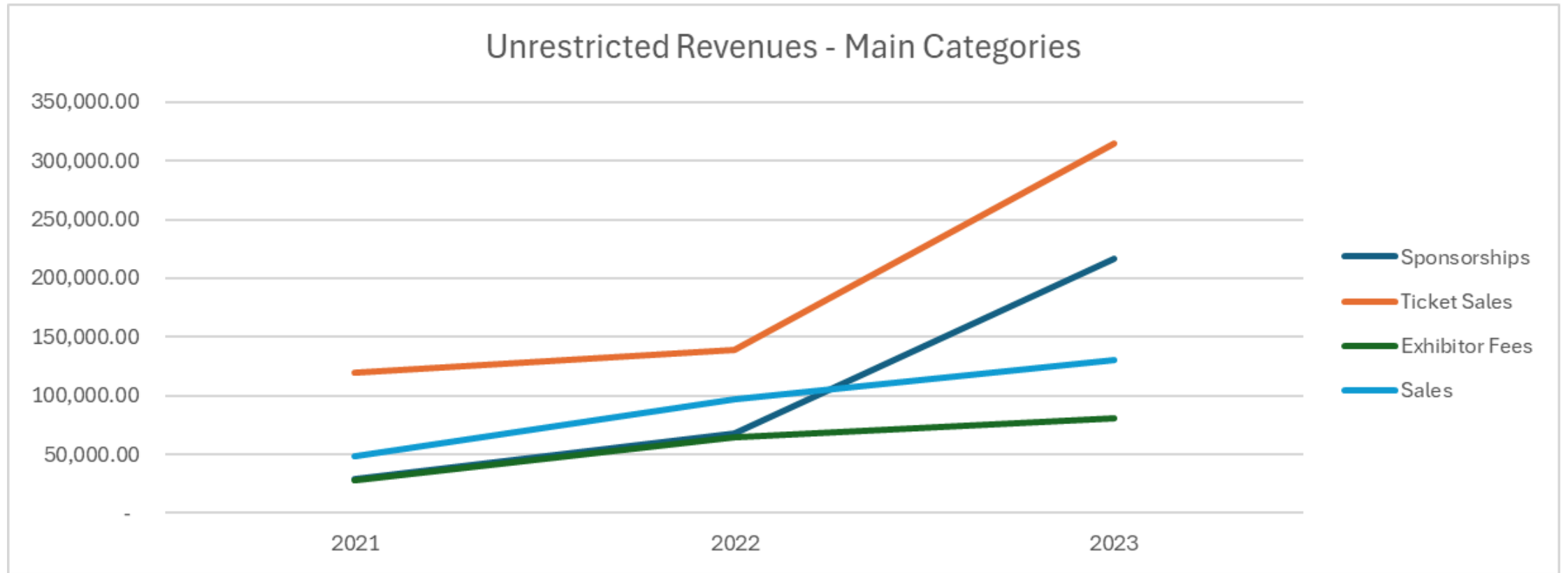
As shown in the charts below, 87% of the increase in unrestricted revenue sources is due to higher sponsorships and ticket sales, while 89% of the increase in total operating expenses is due to higher personnel costs and service providers. This suggests a strong, direct relationship between these variables, as changes in expenses are closely mirrored by changes in revenues.



# FINANCES

UPDATE 2023

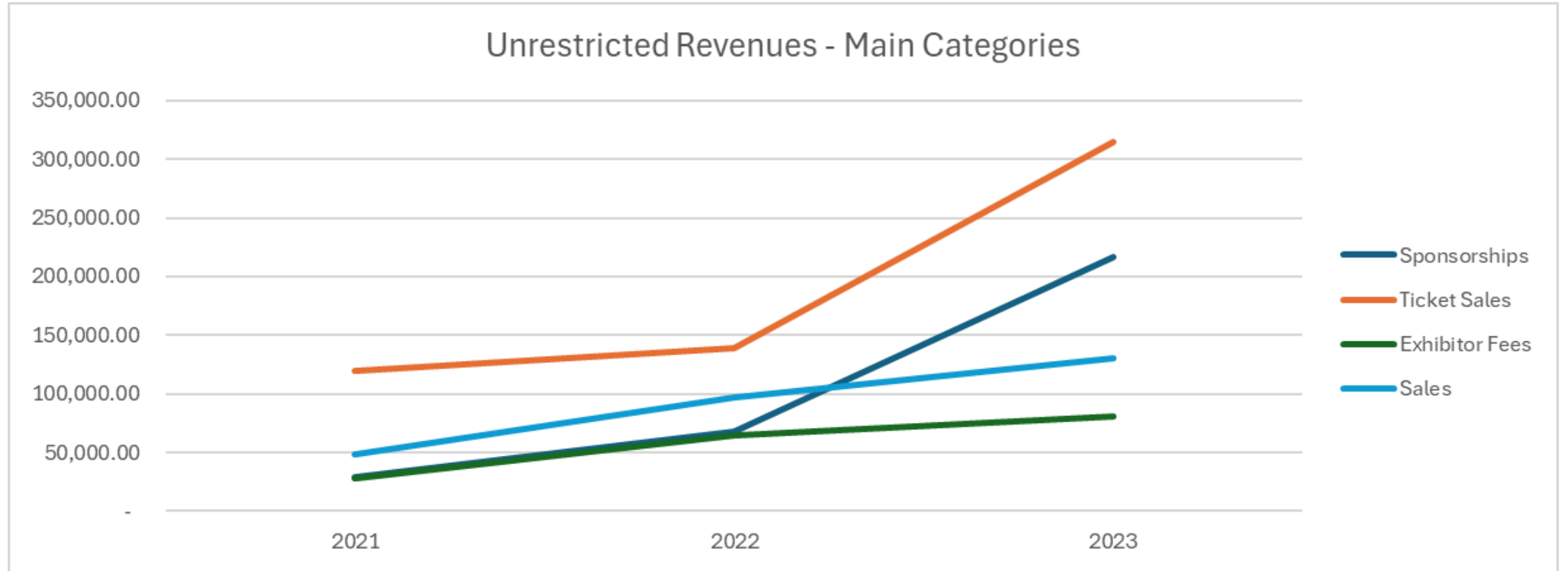
### Unrestricted Revenues - Main Categories





# FINANCES

UPDATE **2023**





In a year where we demonstrated that united efforts yield greater results when we all align towards a common goal.

Our four pillars embody our dedication and drive to amplify the voice of our Latin community.

I express gratitude to our exceptional team, including Martha Jara as the capable Interim Executive Director, Leticia Ramirez, the committed President of the Board of Directors, and Consul Antonio Arreaga, who consistently provides the right guidance in challenging times.

**Paola V. Murillo**

*Founder and Director*

*Latincouver Cultural and Business Society*



In 2023, Latincover experienced great success, and I was privileged to act as Interim ED for a few months. I appreciate the warm reception and valuable guidance provided by the Board of Directors. Our team grew, fostering a diverse and inclusive work environment.

**Martha Jara**  
Director of Operations



# Thank you! Obrigado! Gracias!

Obrigado to our community, volunteers,  
partners, and sponsors for trusting us in

# 2023