



Latini^{ti}tas

Empowering All Girls to Innovate with Media and Technology

Impact

2022-2023

Latinitas New Era

I started volunteering with Latinitas in early 2021 to support their efforts commissioning a series of mosaic portraits to uplift women in Austin. I continued volunteering on the fundraising committee for a year until joining the team as the Development Director. As a STEAM advocate and a Latina, I was so excited to be part of an ecosystem that was putting the "A" in STEM education, recognizing elements of arts, culture, and creativity that are essential components to every industry. This mission is one dear to my heart, especially as I've witnessed my own younger sister grow in her confidence and coding skills through Latinitas. I'm eager to continue contributing to a mission that is so close to home. We have an immense opportunity to continue serving the Central Texas community with digital equity tools, career exploration, and educational programs that create self-sustaining families measured by improved economic opportunity outcomes.

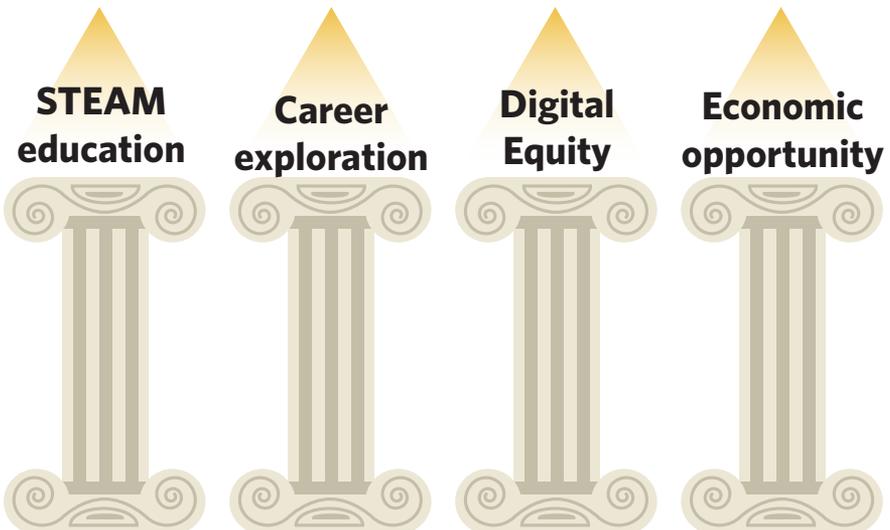


-Gabriela Kane Guardia
Interim Executive Director

Our Mission Statement

Empowering all girls to innovate through media and technology

How We Serve Our Community:



Flagship Programs

Club Latinitas- After-school programs focused on technology, digital media, culture and identity.

Chica Conferences- One day events where technology and media are used as tools for career exploration.

*Direct impact on 200 students fall 2022 Future Chica (Austin), Startup Chica Mini Pflugerville), Startup Chica SA

Code Chica- program where teen girls build a website using HTML/CSS or Javascript.

Chicas Roboticas- Latinitas own state-competing middle school robotics team.

Camp Latinitas- Week-long intensive day-camps focused on themes like filmmaking, design-thinking, video game design, coding, healthy living, entrepreneurial learning and advocacy.

Multi-Generational Programs

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.

Latinitas Media

Latinitas Magazine- The first digital magazine made by and for young Latinas.

Conversando- A Latinitas podcast that delves into the multifaceted experiences and real-world implications of being Latino.

Workshop Series- Workshops designed to empower with the knowledge and skills needed to navigate and excel in today's media landscape.

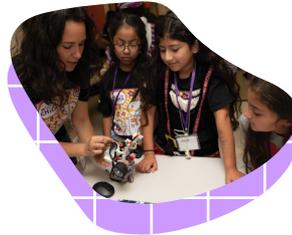
10% Increase in students cultural confidence since joining club

Student interest in studying STEM increased from **46%** to **87%***

*Based on students who only answered pre surveys & post surveys



Chicas Roboticas won the **Breakthrough Award** for the First Lego League Qualifiers Season 2022- 2023



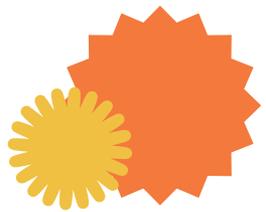
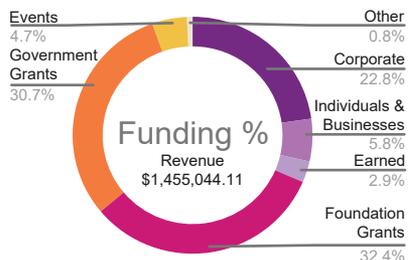
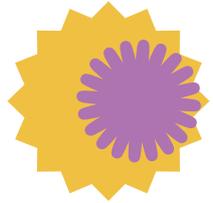
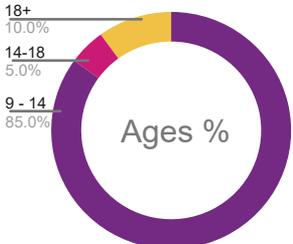
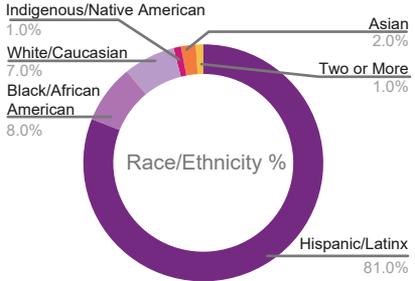
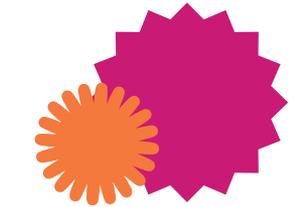
100% Club Latinitas said they can be themselves at Club

89% of participants feel confident in pursuing a STEM degree

*Future Chica 22



Our Impact Overview



1064.25

Total hours of programming

513 Club	235 Camp	150 Code Chica	29 Conference
9.25 Padres Digitales	100 Chicas Roboticas	25 Google Certificates	3 Tech Familia

Top Donors in 2022-2023



Testimonials

"I feel fulfilled and I feel like I can be more independent because with the knowledge I gained during the classes today I can surf the web, enter the school web page which means I can enroll my son. I can see the progress that he is making. I no longer have to ask for help because I can do it myself. **It's really important that programs like this exist because it is a support for us as parents** because a lot of times it can feel like we are blind because we cannot enter a computer and complete our tasks since *the one who does not know is like the one who does not see.*"

- Amanda Gomez
Padres Digitales' 22/23

"Latinitas is the only place which has felt like **home** since moving to the U.S from Venezuela."

- Camila R.
Camp Latinitas' 23

"I learned that I really want to pursue computer science because it genuinely makes me happy and I can't wait to improve the world with the skills that I acquire."

- Attendee
Code Chica Summer' 22

"I now feel **confident** to run a group to present a pitch myself."

- Paloma
Conferences Fall' 22

"I want to be an aerospace engineer."

- Clara
Future Chica Conference' 22

"I learned that I have **power** and can make a **difference.**"

- Attendee
Camp' 22

"Being Latina is powerful and beautiful."

- Attendee
Club Spring' 23



Experience
21ST CENTURY
Technology >

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