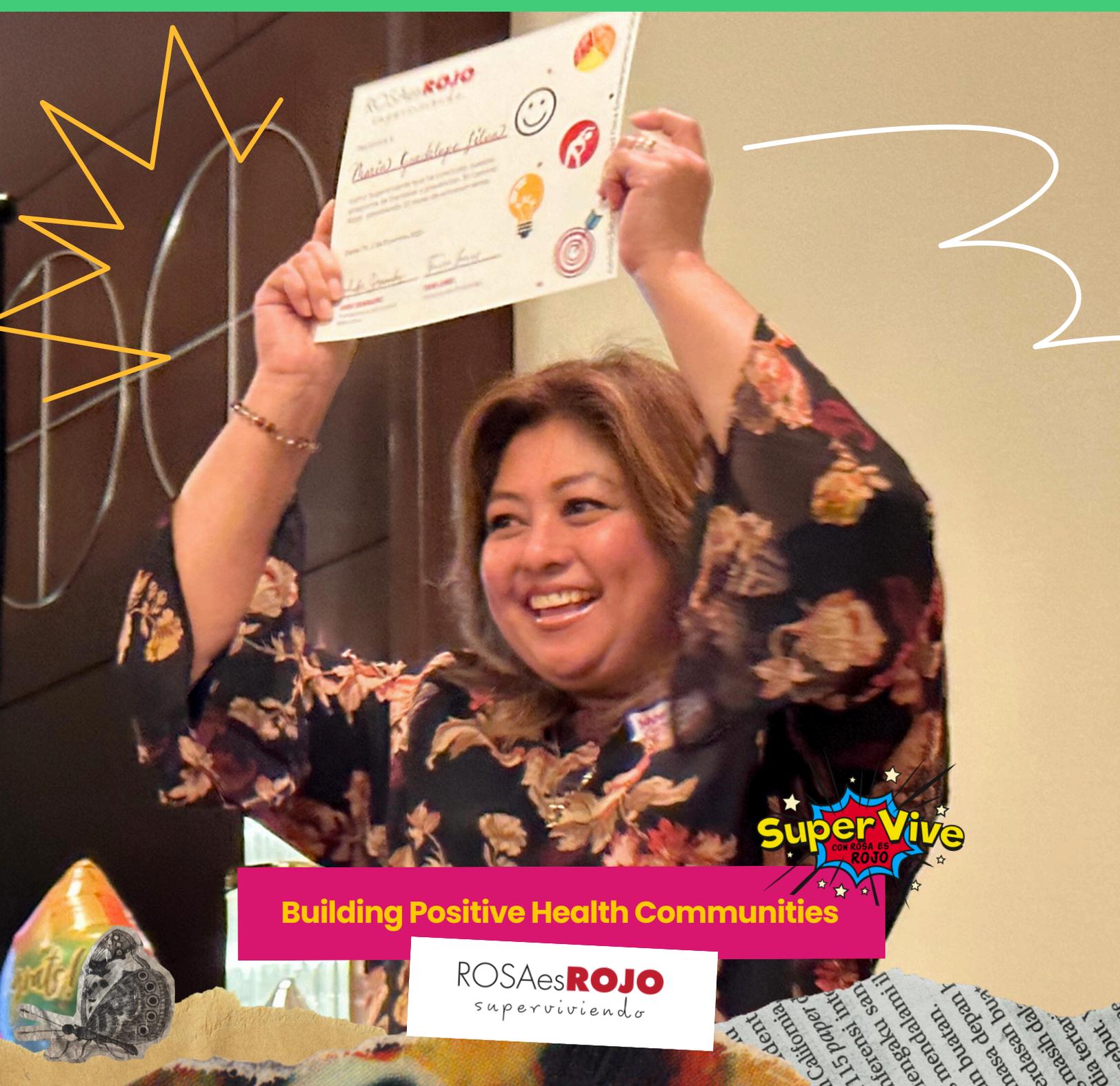


2023

IMPACT REPORT



Building Positive Health Communities

ROSAes**ROJO**
superviviendo

A REFLECTION

These are some words that come to mind and heart when describing 2023 in ROSAesROJO:

Empowerment

We have had a special intention this year: to value and revere the skills and strengths of our participants. They arrive already showing tremendous resilience, courage, generosity, empathy, determination, creativity. It is in the personal encounter with them and, of them with ReR, where they discover a platform to explore new vocations, continue preparing themselves as leaders and be **agents of change** in their communities, promoting health and well-being. These great women give meaning to our mission and are the center of our work!

Systems Change

We started the conversation on this topic by questioning and learning. I thank our donors, mentors and advisors for joining me in reflecting on how ReR contributes to solving causes of social problems and inequities, not just treating their symptoms. We have developed a deep awareness to understand the barriers to access to health in our community. The board of directors, team and volunteers now have a clearer vision of how to dismantle them and who to collaborate with. Our community programs are **changing paradigms** and unhealthy behaviors, **establishing alliances** with organizations to achieve this. I highlight the work we did this year collaborating with the CDC Foundation on the new Empowered Health module, educating more Hispanic women to take leadership in their health, teaming up with their community and medical teams.

* Buttorff C, Ruder T, Bauman M. Multiple Chronic Conditions in the United States.
** American Journal of Preventive Medicine, 2016

"I got to meet and **connect with these incredible, inspiring, and generous people** who drive real social change in the world, spreading **love, justice, power and kinship**. One of my favorite takeaways from this Reunion was understanding that being a social entrepreneur goes far beyond producing mere outputs or outcomes. **It's about responding with love and responsibility to a CALL**. The power of community is the BEST gift to grow and sustain myself on this thrilling and never-ending journey as social innovator."

AIDÉ GRANADOS, ON THE ECHOING GREEN FELLOW CONVENING, MINNEAPOLIS, MN, JUNE 2023

echoing
green



Growth

This year may not surpass the revenues of the previous one; however, behind each output and outcome you will read, there is deep reflective work. Tough questions and feedback have made us mature, **better understand our identity**, and thoroughly review our mission and vision. Today, we have proven results in designing and facilitating educational content on well-being and prevention (not just cancer prevention!) relevant to our beloved community. It has been a great team effort!

Community

According to the CDC (2021), Hispanic immigrants, especially women, experience greater isolation and loneliness, resulting in a negative impact on their health. Now, individuals with strong social connections, in other words, social capital, typically enjoy better health, and those in good health tend to maintain stronger social ties. It's clear: **Community is a source of health!** It is an incredibly powerful tool for sustainability. In our case, ReR participants living in communities contribute extraordinary strength to maintaining lifestyle changes, and these are transformations that we will likely see in the long term with a generational impact!

Learning about the trillions of dollars annually allocated to healthcare in this country, to care for individuals with chronic and mental health conditions*, sends shivers down my spine. If only we all invested a bit more resources in prevention, and not so much in intervention, adopting healthier lifestyles, building community, and collaborating with our healthcare professionals, we would tell a different story. **Can you imagine?** I can envision more joy, resilience, hope, productivity, and, of course, less suffering, injustice, and inequality.

At ReR, we understand we are an instrument for building Positive Health Communities. We unapologetically focus on chronic disease prevention (not just its cure) through lifestyle choices, which represent 34% of a person's health**. **This is good news!**

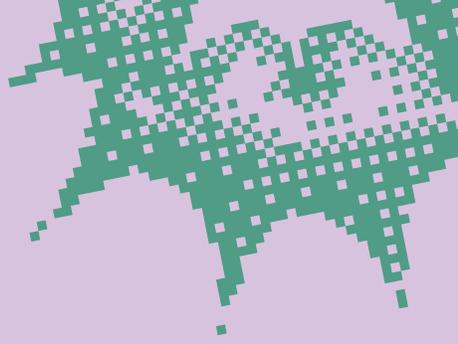
As a beautiful Spanish song says, "I tell you this from the bottom of my soul and with an open heart," thank you for sharing this vision with me and striving to achieve more equity in health and well-being!

Aidéé Granados

Founder & CEO, ROSAesROJO™



STORIES THAT EMPOWER



1

Meet Rosie: Example of Proactivity

"ROSAesROJO programs and their support have helped me **live a healthier and happier life**. I know I still have a lot to learn, but **I am committed to following this path of well-being.**"



 [READ MORE](#)

2

Meet Lili: Example of Community

"Today I know that **if the community grows and prospers, I will too**. I am grateful to ROSAesROJO and **SuperVive Comunidad** for **teaching me, inspiring me and motivating me** to love myself and a healthy life in an easy and practical way."



 [READ MORE](#)



3

Meet Julia and Lety: Example of Leadership

“By the end of The Rojo Way we were wanting to change the world, and although it is sometimes complicated, we want as many people as possible to go through this path. Believe me, this program makes a difference.”



 [READ MORE](#)

4

Meet Lenia: Example of Learning

“ROSAesROJO really changes your life, and above all it provides you with complete and easy to understand information to improve our nutrition, mental and physical health.”



 [READ MORE](#)

5

Meet Ericka: Example of Positive Change

“Sometimes change is difficult, but ROSAesROJO made us make these changes little by little and taking our time. This brought me great benefits. It changes your life!”



 [READ MORE](#)





Mission and Vision

ROSAesROJO provides health and well-being education to Hispanic women and their families in the United States by creating Positive Health Communities where culturally tailored and accessible chronic disease prevention programs are at the center.

We use four pillars to drive equitable whole health behavioral change: Nutrition, Mental Health, Physical Activity and Empowered Health.

ROSAesROJO dismantles income, language, and education barriers to health and well-being for Hispanic women and their families in the U.S.

We are leading Hispanics to live healthier lives and reduce the incidence of chronic diseases among them.

"I had the opportunity to attend the eleventh graduation of The Rojo Way. I loved **being able to celebrate with the participants the beginning of a new path** towards a healthier lifestyle. What surprises me and **fills my heart with joy is the big difference there is when you physically see the participants.** The power of a hug, the value of a smile, the strength of a community that drives you to be a better version of yourself, is something I can only express with words like happiness, blessing, love and gratitude."

LIZ GUTIÉRREZ, ON EL CAMINO ROJO GRADUATION CEREMONY. DALLAS, TX, DECEMBER 2023



SOCIODEMOGRAPHY

 **97%** are women  **3%** are men

 **89%** are between 30 and 59 years old

 **85%** are married or lives with a partner

 **87%** has a household income of less than \$50k dollars a year

 **53%** does not work or does not have a permanent individual income

 **63%** has a high school level of education or less

 **34%** reported that they are undocumented immigrants*

*Non-obligatory information for participants to respond



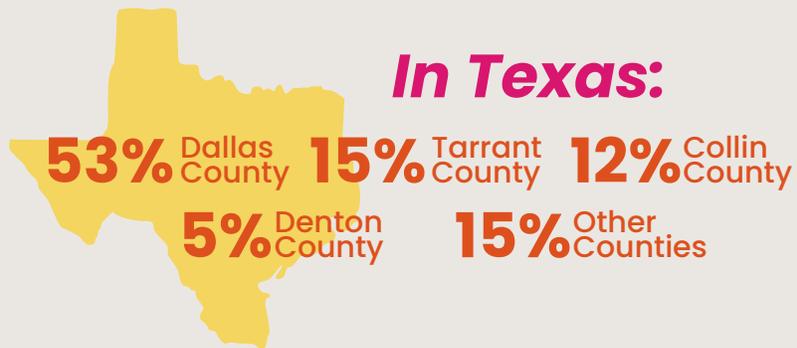
In 2023:

 **78%** of our program participants live in Texas

 **10%** of the participants in our programs live in other states of the United States (NY, CA, VA, mainly)

 **12%** of the participants (especially in SuperVive Comunidad) live in Mexico, Argentina, Bolivia, Colombia, Guatemala, among others.

In Texas:



"I have had a **unique opportunity to learn with many other social innovators**. I greatly benefit from potential partnerships to co-create opportunities encouraging inclusion, equity, and justice. This encounter has been **'REGENERATIVE'**. I am ready to keep building positive health communities that change lives for the best.
Let's SEED and CEDE power!"

AIDÉ GRANADOS, ON THE ECONOMIC INCLUSION FORUM AND EQUITY RETREAT OF WORLD EDUCATION SERVICES. WASHINGTON, DC, DECEMBER 2023

"It was very **moving to meet people from different social, ethnic and economic backgrounds, eager to work together to achieve a better future** for historically marginalized communities. I learned that we are on the right path, but there is **still much we can continue to build.**"

ANDREA MELGUZO, ON THE ECONOMIC INCLUSION FORUM AND EQUITY RETREAT OF WORLD EDUCATION SERVICES. WASHINGTON, DC, DECEMBER 2023



SOCIAL DETERMINANTS OF HEALTH

We have identified four main barriers to accessing health and well-being in our communities:

1

LANGUAGE

- **81% of Hispanic adults** in the United States prefer health professionals who speak Spanish.
- **Only 7% of medical doctors in the U.S.** and 9% of health professionals are Hispanic.
- **Sometimes Hispanics rely on their children as interpreters.**
- **Almost 50% of Hispanics say they are unhealthy because they do not understand health instructions** due to cultural and language differences. (PRC, 2022)

3

INCOME

- **25% of Hispanics in the United States** live below the poverty line. (KFF, 2021)
- **20% do not have health insurance;** More than double that of their white peers. (KFF, 2021)
- **Legal status can be a barrier** to higher income and financial stability. (CMS, 2019)

2

SOCIAL CAPITAL

- **Numerous Hispanic immigrants confront obstacles and threats beyond their control.**
- **Hispanic immigrants, particularly women, experience greater social isolation and loneliness** than U.S.-born Hispanics and other groups, resulting in increased rates of adverse health outcomes. (CDC, 2021)
- **Loneliness increases the chances of premature death** by 20%: about the same effect as obesity. (The Guardian, 2016)

4

CULTURE

- **Fear and shame are beginning to be considered social determinants of health.**
- **Fear due to situations such as immigration status, language barrier, etc.**
- **Embarrassment due to cultural prejudices** regarding medical check-ups and conversations considered taboo. (NLM, 2017)

"I had the opportunity to attend **Focus for Health's annual gratitude summit in New Jersey**. During the event, I really enjoyed connecting with other nonprofit leaders, learning from inspiring speakers, and relaxing in such a beautiful setting. **It was very inspiring to meet so many passionate and dedicated people who are making a difference in the world.** I also found the educational sessions at the summit very valuable. I learned a lot about new trends and fundraising strategies."

LAURA MENDIVIL, ON THE FOCUS FOR HEALTH APPRECIATION SUMMIT. NEW JERSEY, NJ OCTOBER 2023



FOCUS FOR HEALTH FOUNDATION

Being at **The Rojo Way graduation in Dallas** was very impactful. Witnessing the transformation of Hispanic women through health, wellness and empowerment was inspiring. **Seeing the joy on our survivors' faces as they received their diplomas was very moving,** but connecting with them in person and talking about the positive changes in their lives was even more meaningful. The human connection made this experience very beautiful.

SARA SANTIAGO, ON EL CAMINO ROJO GRADUATION. DALLAS, TX, DECEMBER 2023



HEALTH CONSEQUENCES

These barriers are causing:

1

60% of people in the U.S. have at least one chronic illness.

(CDC, 2023)

2

The main cause of mortality and morbidity in Hispanics in the U.S. is cancer.

(ACS, 2022)

3

Suicidal thoughts reached 23% among Hispanics.

(CDC, 2021)

4

Hispanic adults in the U.S. are 70% more likely to be diagnosed with diabetes.

(OMH, 2018)

5

46% of Hispanic adults in the U.S. suffer from obesity.

(CDC, 2021)

6

39% of Hispanic adults in the U.S. have high blood pressure.

(CDC, 2021)

THE GOOD NEWS

LIFESTYLE CHOICES

and comprehensive health behavior changes represent the

34% OF THE PERSON'S HEALTH.

47% depends on the social determinants of health, and the rest is determined by clinical treatments and the environment.



(Hood, et al 2016)

THERE IS POWER IN OUR HANDS!



SUPERVIVE COMUNIDAD

SuperVive Comunidad is an application with both asynchronous and synchronous content, building a virtual community to **empower the health and well-being of Hispanic women.**

SuperVive Comunidad emphasizes taking responsibility for personal and community health. **Through this program, we leverage technology for community benefit,** creating networks of support and responsibility and **connecting women in a community of well-being to reduce chronic diseases.**

WHAT CAN YOU FIND?

- Weekly Podcast
- Live Classes
- Expert Capsules
- Group Coaching
- Wellness Videos
- Recipes
- Health Challenges
- Virtual Gym
- Meditations

And a GREAT community to share, inspire and get closer to health!

DOWNLOAD
OUR APP

Available:



THE ROJO WAY

The Rojo Way offers direct health and wellness education designed to prevent chronic diseases, either in person or online, **100% in Spanish and culturally relevant.**

This 23-hour program is comprised of 19 hours of **interactive workshops designed using the Accelerated Learning Methodology**, and 4 hours of individual mentoring sessions where **our Ambassadors act as accountability partners** to help participants develop a personalized Action Plan and goals, and reflect on progress.



"In May 2023, I had the opportunity to travel to Dallas to facilitate part of the training for Ambassadors and visit our Community Partners. When our Community Partners open their doors to us to present the ROSAesROJO mission and be able to invite their participants to our workshops, it is truly incredible. We are all working together for a common goal: the comprehensive well-being of our Hispanic community."

TANIA LEMUS, ON THE AMBASSADOR TRAINING. DALLAS, TX, MAY 2023



"I invested my year in Mira Fellowship to drive the growth of the SuperVive Comunidad app, which began as a pilot in April 2022. Meeting fellows from around the world gave me a tremendous sense of HOPE. If we set out to dream, plan, pilot, execute and thus change what does not work today, this world will be much better. Mira is the inspiration for a better world."

AIDEÉ GRANADOS, ON THE MIRA FELLOWSHIP COMMUNITY CONVENTION. SAN FRANCISCO, CA, SEPTEMBER 2023



OUR PROGRAMS

IMPACT

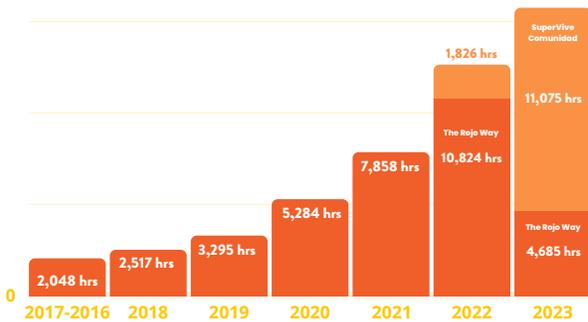
Although Hispanics in the United States face many health challenges, we have a longer life expectancy and lower mortality rates compared to other groups, especially evident among immigrants who are less acculturated. **This highlights the impact of healthier lifestyles from our home countries on better health outcomes.**

Acculturation brings both positive and negative effects. Among the unfavorable, we tend to adopt a more Western diet (which is not healthy) and may become more inactive. Additionally, there remains a stigma around discussing our mental health, hindering help-seeking. While acculturation is inevitable (and also positive), **preserving our cultural heritage alongside accessible wellness resources fosters a healthier community!**

Practicing healthy habits and providing culturally relevant content in Spanish are crucial for promoting well-being among Hispanics in the United States.

Sources: * NCBI, 2021* Novant Health, 2020

WELLNESS EDUCATION HOURS



As of December 2023, we have accumulated **more than 49,000 hours of wellness education**, serving more than **1,560 women** in The Rojo Way and more than **690 members** in SuperVive Comunidad.

We are proud to see our participants adopt healthy behaviors that empower them to flourish:



92% of our participants maintained or improved **their healthy food choices.**



89% of our participants maintained or improved **their physical activity.**



89% of our participants maintained or improved **their mental health.**



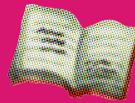
88% of our participants maintained or improved **their health empowerment.**



90% of our participants maintained or improved **their well-being.**



87% of our participants **feel part of a wellness community.**



94% of our **SuperVive Comunidad** members find our wellness resources **culturally relevant.**



92% of members find **SuperVive Comunidad** easy to **use and accessible.**

99% of our participants **RECOMMEND** our programs



Total direct participants in 2023:

780

The Rojo Way: **277**

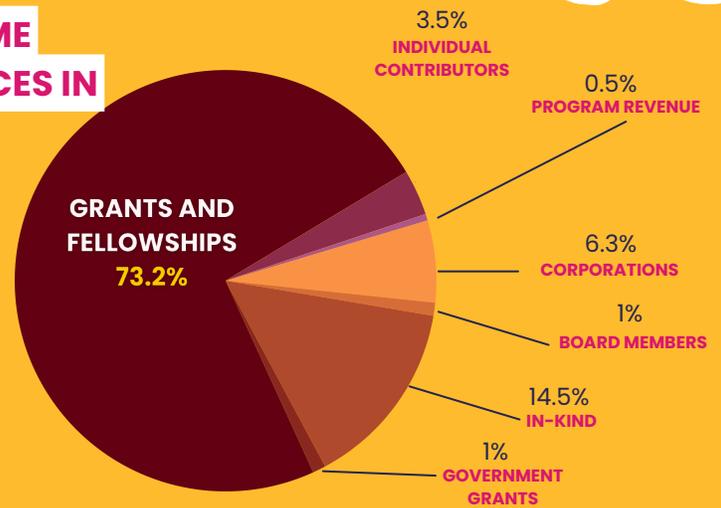
SuperVive Comunidad: **693**

OUR NUMBERS

IN 2023, WE INVEST OUR INCOME AS FOLLOWS:



INCOME SOURCES IN 2023:



TOTAL INCOME OVER THE YEARS (FORM 990)



- Amounts expressed in U.S. dollars.
- Starting in 2021, the accounting system changed from "Cash" to "Accrual".
- The income data in the graph matches income in the annual form 990.
- The 2023 data may vary after the final review of the Independent Auditor.

"I found exceptional community partners at our local stores who supported us through their donations to run our programs. I also enjoyed collaborating with several corporations who sponsored our **Annual SuperVive Virtual Race**. This became a reality once again for more than **470 participants**, who logged more than **8,300 miles** walking, running and cycling."

DANIELA JOCIK-MARTIN,
SUPERVIVE VIRTUAL RACE 2023



SPECIAL THANKS

Everything we accomplished this year was thanks to all of our community partners and donors, and we want to recognize them in a special way. **THANK YOU** for believing in our mission.



AND FINALLY:

We thank our participants, volunteers, ambassadors, staff and Board of Directors:

Albertina Cardiel - Board Chair | Jenny Apperti - Secretary |
Citlali Sarabia - Treasurer | Adriana Mendez-Rugh |
Arlene Betancourt | Blanca Montellano | Diana Charbonneau |
Gildardo Zafra | Josue Mendez | Laura Motta-Mena | Zach Garrison

And also to YOU, for supporting us and reading us.

IF YOU WANT TO SUPPORT OUR MISSION

DONATE HERE

CONTACT

www.rosaesrojo.org

info@rosaesrojo.org



[@rosaesrojo](https://www.instagram.com/rosaesrojo)

P.O. Box 250435
Plano, TX 75025-0435
[+1 \(469\) 431-0232](tel:+14694310232)

