



ROSAesROJO superviviendo

2021 Annual Report

Social determinants of health limit well-being in vulnerable communities, and **ROSAesROJO bridges this gap.**

We meet people where they are with **cultural humility and respect.** Addressing the root cause needs of income, language, and education barriers to medical and mental health through our programs, **makes a true difference in Hispanic SuperVival.**

PURPOSE

In ROSAesROJO we are making wellness and cancer prevention **accessible to Hispanic women** and their families in the US. We educate them on the topics of nutrition, mental health and physical activity, using **Cultural Humility and Community Care** as part of our social innovation. We are leading Hispanics to live **healthier lives** and reduce the incidence of chronic diseases, primarily cancer, among them.



Why cancer prevention in Hispanics?

- **One in four** Hispanic people in the US, lives below the poverty line (KFF 2020)
- Hispanic people compose **57%** of the nation's uninsured (KFF 2020)
- **Cancer is the leading cause of death** among Hispanics in the US (ACS 2020)
- **42%** of cancer cases could be prevented with improved behavioral health (ACS, 2019-2020)
- **1 in 3** Hispanic women will be diagnosed with cancer during their lifetime (ACS 2020)



ROSAesROJO improves Hispanics' health disparities through culturally tailored workshops/mentoring ("The Rojo Way") and a successful podcast ("SuperVive") soon to pilot as a virtual Hispanic Wellness Community app. We are not going to treat our way out of cancer and other chronic diseases that are diminishing the dignity of life of Hispanics living in the US. Instead, we want to educate on how to prevent them and empower our community to make it possible.

Signature Programs

THE ROJO WAY

20 hours of in-person or online wellness workshops and 1:1 mentoring. 100% in Spanish and culturally relevant. Effective communication is key to saving many lives when we talk about cancer and chronic diseases.



SUPERVIVE

Self-care alone can't heal communities; our beneficiaries share their skills, resources, and gifts to support one another. That's why SuperVive is evolving. What began with a podcast and YT channel (2019), is ready to pilot as an app with both asynchronous and synchronous content to form a virtual community to empower well-being.



Beneficiaries

- **100%** are Hispanic women
- **75%** are 31 to 50 years old
- **87.8%** are married or living with a partner; **4.6%** are single moms
- **74%** have a family income below \$50k a year
- County of residence: Dallas **48%** / Tarrant **23%** / Collin **13%** / Denton **9%** / Others **7%**
- **50%** have 5 to 9 family members living in the same household
- **72%** do not work or have a permanent income
- **43%** are undocumented immigrants



Participants that positively influenced **6+** community members:



Participants take this work home to their communities, creating a ripple effect that can truly reduce community health disparities.

Impact

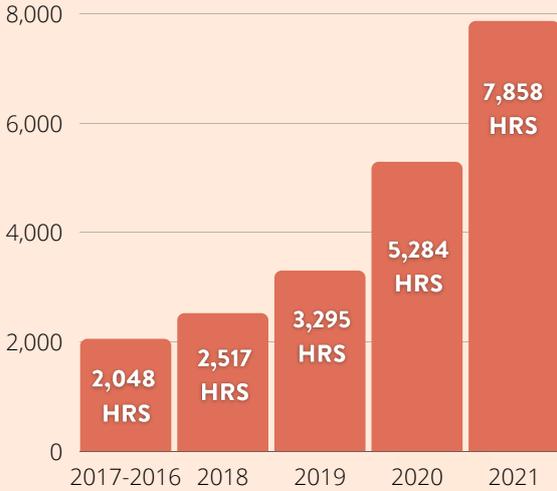
As of December 2021, we delivered 21,000+ hours of wellness education, reaching 1,051 women in The Rojo Way.

We measure not only knowledge, but a change in behavior.

100% of our participants recommend our programs.



WELLNESS EDUCATION HOURS



PODCAST LISTENERS



99%

MAINTAINED OR IMPROVED CHOICE IN FOOD OPTIONS

100%

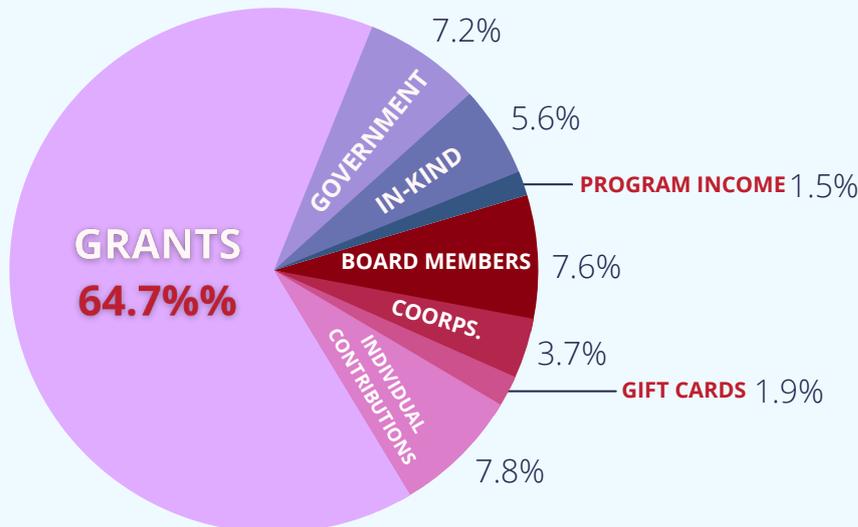
MAINTAINED OR IMPROVED MENTAL HEALTH AND PHYSICAL ACTIVITY

80%

*MAINTAINED OR IMPROVED THEIR RESILIENCE & WELLBEING

*Measured by the University of Pennsylvania's wellness evaluation tool: the PERMA Test.

INCOME SOURCES IN 2021



Financials

TOTAL INCOME THROUGH THE YEARS



EXPENSES ANALYSIS:

In 2021, we invested \$172K dollars as follows:



Rosa Es Rojo™: an effective solution for wellness and cancer prevention for Latinas in America



Special Recognitions

In May 2021, ROSAesROJO participated in the CDC Foundation Empowered Health Cancer-Free Challenge. **Our social innovation was chosen as a Top 5 Idea Winner around the world.**

In 2021, we were selected as part of the **Nonprofit Success Institute of Collin County**, powered by United Way Dallas, CFT and Toyota

When people are informed and in control of their health, they become confident and motivated to seek resources and implement solutions. **We are challenging the way we face adversities** by focusing not only on the person affected, but on the family/community/village, as a whole, **with compassion and resource affordability.**

You donation makes our mission a reality

Over the last five years, we've subsidized many expenses **thanks to volunteers, staff, board members.** However, **more operating funds are needed to continue building capacity.** Increased unrestricted funds for operational expenses will help us retain staff and build out our operations.



Please consider a donation to support our growth and mission here:

DONATE

or by going to rosaesrojo.org

Thank You! Community Partners and Donors

Rather than **delivering the program** ourselves, we have proven to be much more **efficient and effective** when **working with community partners** serving the **Hispanic community.** ROSAesROJO's partners invite and present our programs as a priority service for them so that we can deliver and facilitate them in a trusted environment.



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