

ANNUAL REPORT

20

22



ROSAes
ROJO
superviviendo



Mission

ROSAesROJO makes **wellness and cancer prevention** accessible to Hispanic **women and their families** in the United States. 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.

Vision

Our vision is to **dismantle income, language, and education barriers to health** and well-being for Hispanic women and their families in the US by **delivering culturally tailored and accessible chronic disease and cancer prevention programs**.

When people are **informed and in control of their health, they improve behavioral health** and are more motivated to utilize resources and implement solutions.



Why cancer prevention in Hispanics?

- **One in four Hispanics** in the US lives below the poverty line (KFF 2021)
- Hispanics make up **57%** of the nation's uninsured (KFF 2021)
- **Cancer is the leading cause of death** among Hispanics in the US (ACS 2021)
- **42%** of cancer cases could be prevented with a better lifestyle (ACS, 2021)
- **1 in 3 Hispanic women** will be diagnosed with cancer during their lifetime (ACS, 2021)

Lifestyle decisions have a **34% direct impact on our health outcomes** and **Social Determinants of Health** have a **47% impact**.

(American Journal of Preventive Medicine, 2016).

Much of our wellbeing is in our CONTROL!

Wellness Programs

ROSAesROJO helps reduce health disparities among Hispanics through El Camino Rojo and SuperVive Comunidad. We know that it will not be easy to completely eliminate cancer and other chronic diseases that are diminishing the dignity of life for Hispanics in the United States. However, we want to educate on how to prevent them and thus empower our community.

The Rojo Way



El Camino Rojo consists of 23 hours of wellness education (face-to-face or online), 100% in Spanish and culturally relevant. We know that the primary language and effective communication with our communities are key to saving many lives, when we talk about prevention and wellness.

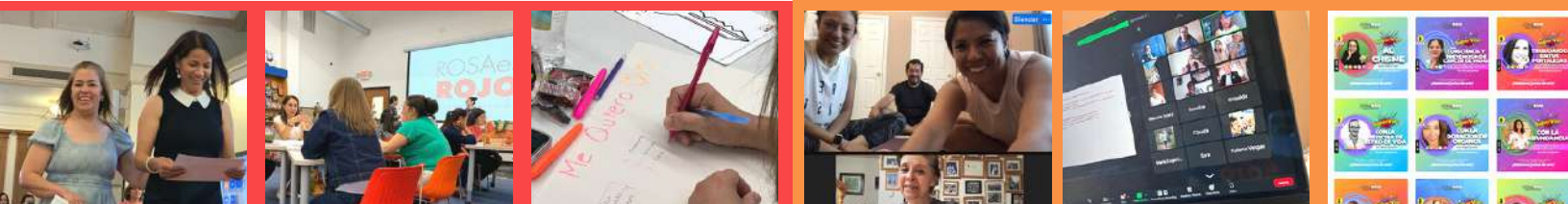
SuperVive Comunidad



In 2022, **SuperVive** launches as a wellness community based on a downloadable mobile app. With asynchronous and synchronous content, SuperVive Comunidad is empowering the health and well-being of Hispanics. We take advantage of technology for the benefit of the community, creating support networks.



Available:





Beneficiaries

- **98% women - 2% men**
- **84%** are married or living with a partner; **5%** are single mothers/fathers, **11%** are single
- County of residence: Dallas **39%** / Tarrant **23%** / Collin **22%** / Denton **8%** / Others **8%**
- **72%** have a household income of less than \$50k a year
- **80%** are between 31 and 55 years of age
- **49%** do not work or do not have a permanent income
- **39%** are undocumented immigrants

Impact

98% of our participants RECOMMEND our programs.

96%

MAINTAINED OR IMPROVED THEIR HEALTHY FOOD CHOICES

90%

MAINTAINED OR IMPROVED THEIR MENTAL HEALTH

86%

MAINTAINED OR IMPROVED THEIR PHYSICAL ACTIVITY

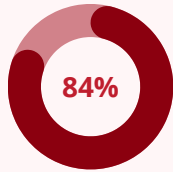
85%

MAINTAINED OR IMPROVED THEIR RESILIENCE AND WELL-BEING*

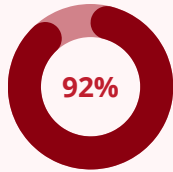
*Measured by the University of Pennsylvania wellness assessment tool: the PERMA test.

As of **December 2022**, we have accumulated more than **33,000** hours of wellness education, more than **16,000** reproductions of our podcast, already reaching **1,290 women who have attended The Rojo Way**, and **306 members of SuperVive Comunidad**.

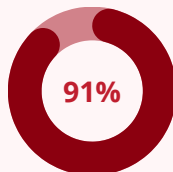
Our participants report positively influencing 6+ members of their community.



84% of the members of **SuperVive Comunidad** feel part of a community that supports their well-being.

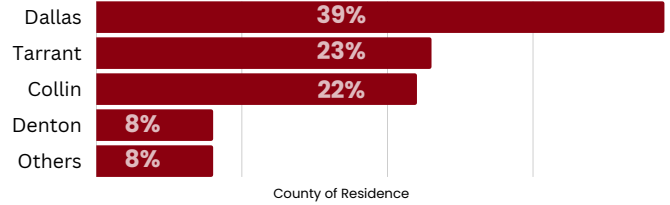


92% of our **SuperVive Comunidad** members find our wellness resources culturally relevant and competent.

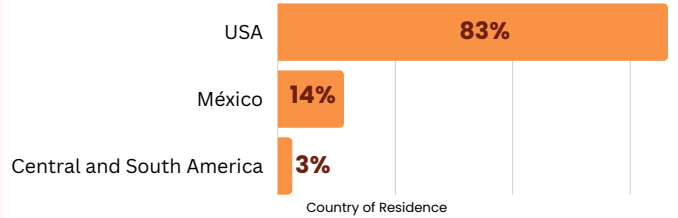


91% of our members find **SuperVive Comunidad** easy to use and access.

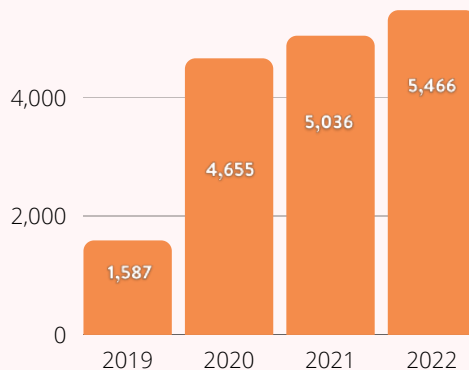
The Rojo Way



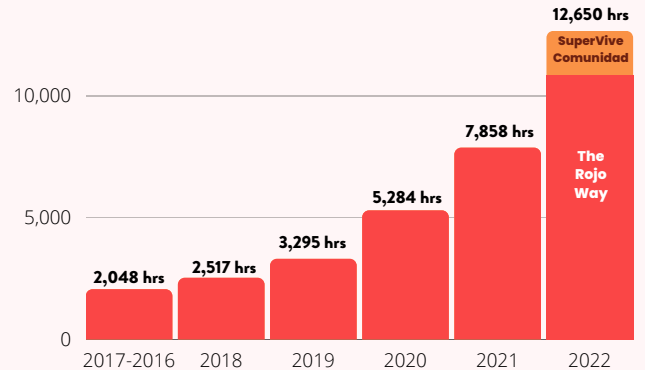
SuperVive Comunidad



PODCAST DOWNLOADS



WELLNESS EDUCATION HOURS





SUPERVIVE 2022

CARRERA virtual

SuperVive Virtual Race continues to grow with walkers, runners and cyclists!

In 2022 we had participants from different parts of the world. We also had **three times more** participants and accumulated **three times more** miles than last year.



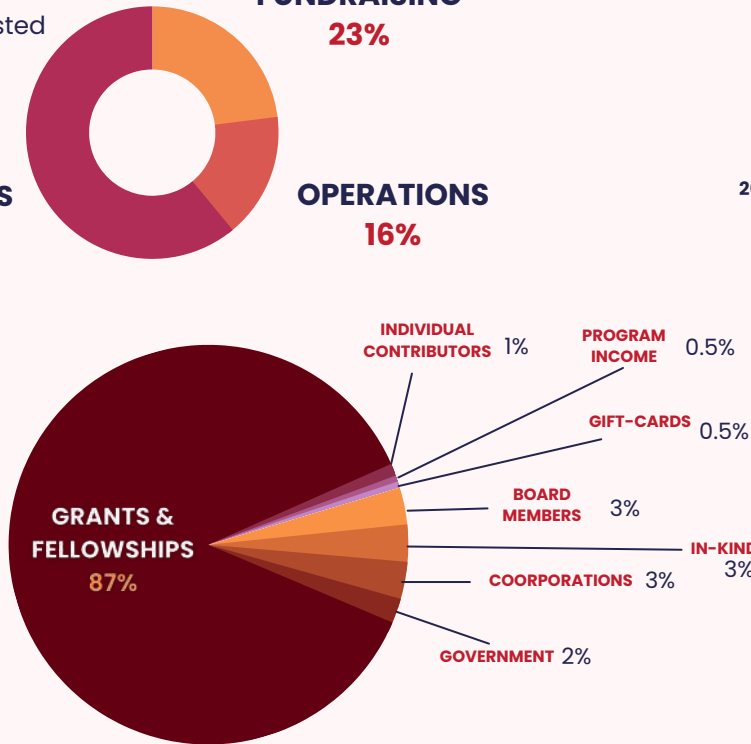
In 2022, we invested our income as follows:

PROGRAMS
61%

FUNDRAISING
23%

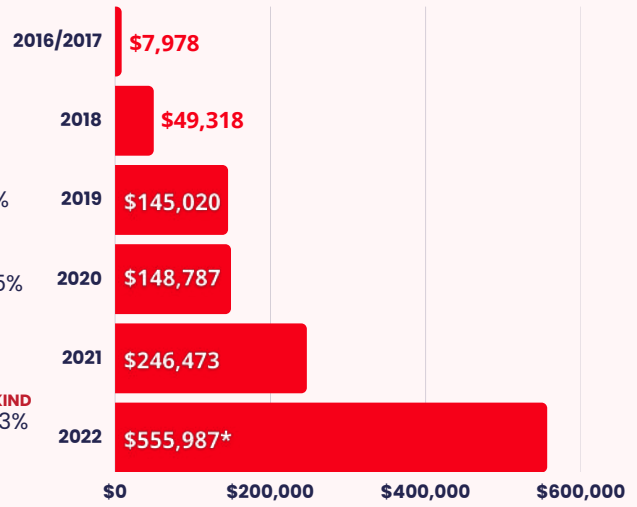
OPERATIONS
16%

2022 TOTAL INCOME



Finances

TOTAL INCOME OVER THE YEARS



- As of 2021, the accounting system changed from 'Cash' to 'Accrual'.
- The income data in the graph matches income from the annual form 990.
- The 2022 data may vary after the final review of the Independent Auditor.





Milestones



We were chosen as Fellows of this great community. Among 2,698 applications, from 146 different countries, 38 innovators were selected in 2022. Tremendous achievement!



We were selected as part of The Racial Equity Fund of The Dallas Foundation.



We are part of the United Way of Tarrant County Safety Net.



We received a donation for a new module for The Rojo Way:

Empowered Health. In addition, we work with The CDC Foundation to review the content they produce for Hispanics in the US, ensuring that it is relevant and thus reducing the language and cultural barriers.



We received a multi-year grant from The Addy Foundation.



For the first time we received a multi-year Community Impact grant from United Way Dallas.



We were chosen as Fellows with MIRA, sharing a community with innovators from India, Norway and the US.

Your donation makes our mission come true



“

"SuperVive Comunidad It has helped me to **ingrain** new and healthy habits."
-Lili, SuperVivor

"Now I know that **investing** time in my health is the best gift."
-Rosie, SuperVivor

"The best gift this 2022 was to have found ROSAesROJO because I **learned** to take care of myself."
-Clau, SuperVivor

"I thank ROSAesROJO for supporting and thinking about our **community**."
-Claudia, SuperVivor

"They came into my life at a difficult time to offer **the best guidance and support**."
-Liliana, SuperVivor

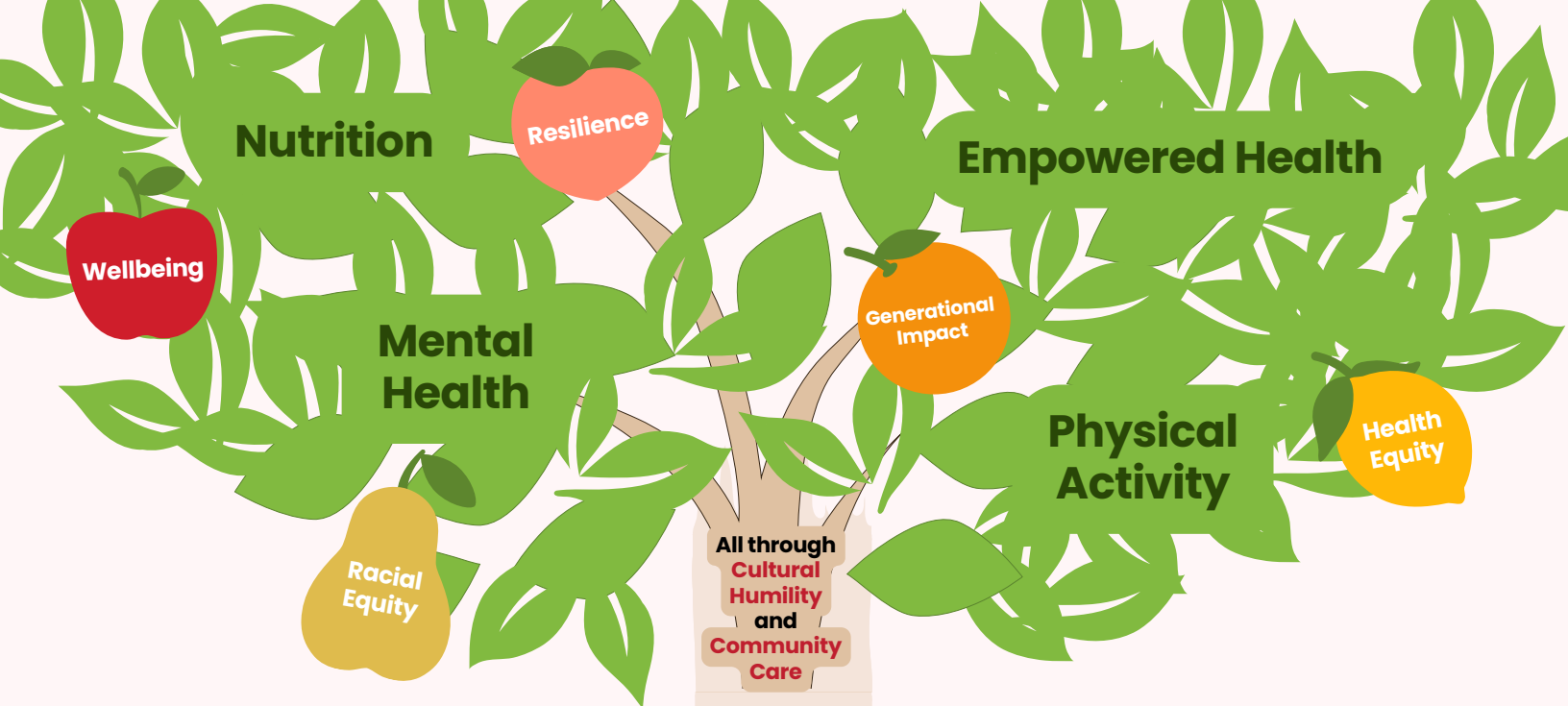
"Thank you for supporting us and encouraging us to be **better** every day. ROSAesROJO is very valuable."
-Karen, SuperVivor

Please consider supporting our growth and mission by clicking below or visiting rosaesrojo.org



THANK YOU Community Partners and Donors





This is possible by educating them on how to have a **healthier lifestyle**

ROSAes **ROJO**
superviviendo

Working to dismantle income, language, and education **barriers** to health and well-being for **Hispanic women and their families** in the US

Cancer is the **leading cause of death** among **Hispanics** living in the US

ACS, 2021

Direct impact in Health Outcomes

Social Determinants of Health

KFF, 2021

