

MI GENTE

MI PUEBLO



2025

## ANNUAL REPORT

*Visible. Connected. Thriving.  
En la movida. On the Move.  
En la lucha.*

# OVERVIEW



## Vision

All Latine communities are visible, connected, and thriving.\*

## Mission

We activate and connect nuestra gente to experiences in culture, healing, and advocacy for social justice.

## Values

- **Community** — We lead with relationships and collective care
- **Equity** — We challenge systems that exclude and erase
- **Healing** — We honor wellness as cultural, emotional, and ancestral
- **Creativity** — We believe art is both expression and resistance
- **Learning** — Through culture, celebration, and research
- **Advocacy** — Visibility is a form of justice

# BOARD MEMBERS



*Jessica Estévez*

Mission Mover (ED)

*Isha Delvalle*

Co-Chair

*Fred Rosario*

Secretary

*Pedro Pedraza*

Board Member at Large

*Sylvia Acevedo*

Co-Chair

*Aaron Zarate*

Treasurer

*Kimberly Devitto*

Communications (At Large)

*Jomar Lopez*

Board Member at Large

# LEAD MOVERS



*Ruby Pacheco*

Reclamando Mover (Program)

*Alexa Espinosa*

Marketing Mover/Director

*Jocelyn Jarvis*

Evaluation Mover

*Rose Cervantes*

Reclamando & Storyteller Mover

*Ketsy Ruiz*

Artist-in-residence & Social Media Mover

*Zulekha Foulén*

Operations & Grant Writing Mover

Mi Gente Mi Pueblo was born from a simple but powerful truth: **our stories matter and thriving requires visibility.**

What began as a seed for learning (for a local philanthropic partner) with **intimate gatherings and listening sessions** — people coming together to create, and celebrate culture — quickly became something deeper, something more. These early spaces revealed **a deep hunger for connection, visibility, and belonging.** Folks weren't just attending events; they were finding fuel.

As the movement grew, so did our purpose. Mi Gente Mi Pueblo expanded into **storytelling, healing-centered programming, and arts-based advocacy.** Programs like **Movida** and **Reclamando** emerged as spaces where culture could be reclaimed, joy could be practiced, and collective power could take shape towards thriving conditions.

Today, Mi Gente Mi Pueblo stands as a **Latina-led, community-rooted organization committed to uplifting, preserving and cultivating Latine identity through art, healing, and action.** We are not just hosting events — we are building a cultural ecosystem grounded in love, courage, and shared leadership.

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# OUR STORY



81%  
Latine vendor  
visibility Increase



90%  
felt more connected  
to the Latine culture  
after attending  
MOVIDA



Reclamando our Untold Stories Exhibition & MOVIDA

# 2025 MOVIDA HIGHLIGHTS



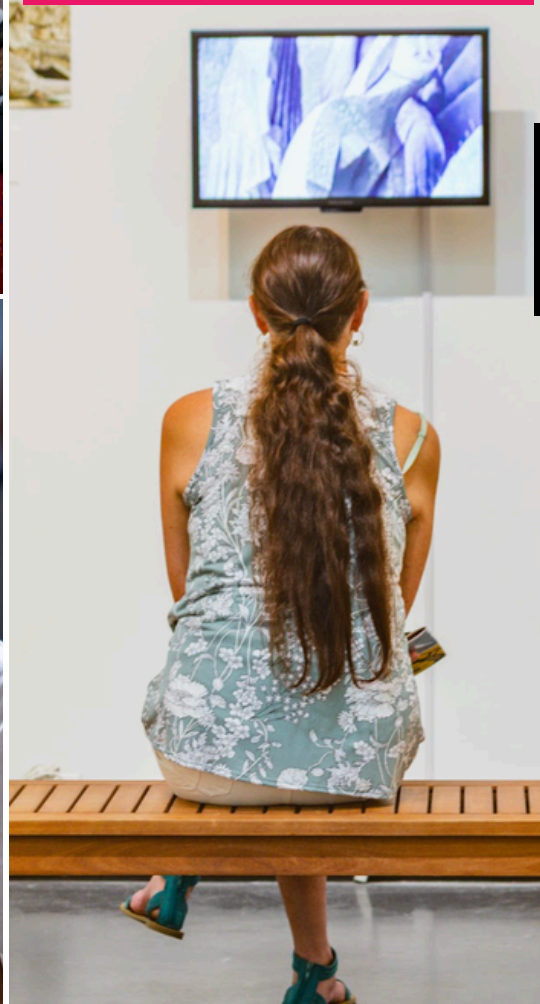
creative  
expression  
encouraged



BELONGING



Entrepreneurship  
opportunities



# PROGRAM OVERVIEW

“Seeing our culture celebrated  
healed something in me.”

These programs and events are dedicated to Increasing Latine visibility and belonging, advocating for greater conversations and reflections on our shared cultura

## *Reclamando*

A virtual and In-person space for storytelling, reflection, and intergenerational dialogue that encourages cultural healing and restoration

## *Movida*

An annual, community-led cultural gathering designed to strengthen economic opportunity, healing, and connection within the Latine creative ecosystem.

## *Artist in Residence*

Led by SPIN El Poeta, Mi Gente creatives are offered one-on-one sessions, group learning, workshops, and shared digital spaces to support their craft and reclaim their worth



# COMMUNITY PARTNERS

We continue to grow and learn from Intentional partnership In the community.

Tampa Bay Latin International Film Festival  
St. Petersburg Truth Racial Healing and Transformation  
Al Downing Jazz Association  
Creative Pinellas  
The Vecina Cafe  
Stageworks Theater  
Allendale United Methodist Church



## 96% of program participants felt events were inclusive and welcoming

Through gatherings, programs, and collective action, we deepened connections across our community while expanding access to welcoming, culturally grounded experiences

## 200% increase in newsletter subscribers in 2025

Marketing visibility through channels such as MailChimp for community communications and social media platforms for content creation increases Latine engagement

## 60 new indiv. donors contributed to MiGente

With greater financial support and organizational maturity, we can continue grow our programming for Latine advocacy

## 90% of participants reported a stronger sense of community.

Community members witnessed commitment advocacy Initiatives, healing and activate community

# IMPACT AT A GLANCE

Mi Gente Mi Pueblo remains a community-powered organization where relationships, creativity, and shared leadership fuel our work. In 2025, MiGente continued expanding cultural programming and artist opportunities while building the infrastructure needed for long-term sustainability. As an emergent organization, our financial picture reflects both investment in community impact and the reality that much of the work continues to be sustained through volunteer leadership and pro bono support. Additional Impact from organization withdrawing support for social justice Initiatives.

### *Financial Overview*

Total Revenue ---	<b>\$25,850</b>
Total Expenditures ---	<b>\$32,497</b>
Net Revenue ---	<b>-\$6,647</b>

### *Primary Revenue Partners*

1. Foundation for a Healthy St. Petersburg
2. Community Foundation Tampa Bay
3. Juvenile Welfare Board
4. City of St. Petersburg
5. Tampa Bay Rays
6. Wal-mart
7. 60 Individual Donors

In addition to financial resources, MiGente's work is powered by significant volunteer leadership - who we call "movers". In 2025, **community members invested over 10,000 hours of volunteer time** in designing and implementing programs that uplift Latine culture, healing and thriving across Tampa Bay.



# FINANCIAL SNAPSHOT

# LOOKING FORWARD: 2026



## *Call to Action*

Mi Gente Mi Pueblo invites you – organizers, creatives, investors, partners, and community members – to be part of this movement. At a time when Latine communities continue to navigate systemic inequities, cultural erasure, and limited access to resources, this work is not optional – **it is essential**. Building spaces of belonging, opportunity, and healing is a collective responsibility.

## *Take action today:*

- **Grow the impact** by joining our team as a mover
- **Support the work** by becoming a monthly donor or sponsoring a program
- **Share YOUR story** by amplifying Mi Gente through your networks
- **Invest in culture** by becoming sustainability partner to co-create healing-centered spaces

# THANK YOU

For supporting a future where Latine communities are visible, connected, and thriving.

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 [www.migentemipueblo.com](http://www.migentemipueblo.com)

EIN TAX ID: 88-4412470



## Additional Opportunities for Support

1. Fund Development (Strategy, Sponsorship Outreach, Donor Database set up)
2. Marketing & Communications (Media Relations, Graphic design, Storytelling and documentation (photography, video, podcasters))
3. Technology Systems (Monday.com, Learning & Evaluation, Google Workplace Safety Supports)
4. Legal (Non-profit compliance, Intellectual property protection, Partnership MOUs)
5. Anything that your creativity & passions support to grow our mission!