



# 2023

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# Annual REPORT



**PREPARED BY**

XXXXX

XXXXX

**PRESENTED BY**

XXXXX

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# About Us

Huellas Latinas is an initiative conceived by Latinos, aimed at inspiring the formation of a vibrant, committed, and empowered outdoor community. We are dedicated to providing diverse environments for the encounter and exchange between various cultures and experiences. In 2021, the founder, Luisana Méndez, established Huellas Latinas with the purpose of creating safe and culturally appropriate spaces. Our goal is to offer Latino families in Minnesota the opportunity to enjoy outdoor recreation, strengthen community bonds, and foster a sense of belonging to the place they call home.



# Reflections on 2023

The year 2023 has marked a significant period of transition, growth, and collaboration for Huellas Latinas. Throughout the seasons, we have taken the initiative in organizing a wide range of outdoor activities, including hikes, cross-country skiing, nature walks, forest bathing, bird watching, canoeing, kayaking, camping, backpacking, and more. Ending the year with a total of 80 activities that impacted the lives of over 510 Latinx families.

Adhering to our commitment to provide unique and enriching experiences, Huellas Latinas has actively forged strong alliances with other organizations. This year, we collaborated with more than 18 organizations, establishing important partnerships for the planning and organization of activities as a collaborative effort to bring these opportunities, as well as future ones, closer to the community.

We have taken on the responsibility of bridging the gap between the community and various government agencies and organizations. Therefore, through Huellas Latinas, we participated in the Roundtable with Secretary Haaland to discern strategies that promote diversity and inclusion in recreation, as well as in other spaces where we have shared our perspectives.

The training of our team has also played a leading role in 2023 to offer a safe and enjoyable environment in our activities. This year, we participated in First Aid and Pollinator training. We also obtained certification in Archery with Dakota County. We took part in the National Campout with Latino Outdoors and initiated a Forest Bathing certification with ANTF.

We express our gratitude to our allies and our community for trusting Huellas Latinas to organize and provide outdoor experiences and fun for Minnesota families. Huellas Latinas has made tireless efforts in transitioning to a 501c3 status, reflecting our dedication to serving the community and enhancing our impact.

# Our Vision

Our vision is to create a future where Latinx communities are equitably represented and actively engaged in outdoor activities and spaces, enhancing their quality of life, strengthening community bonds, and actively participating in the conservation and sustainability of our natural environment.



# Our Mission

Huellas Latinas aims to inspire and empower Latinx communities to embrace and engage in outdoor recreation, through year-round inclusive and culturally-responsive outdoor recreation programs, to promote well-being, connections to nature, foster and sense of belonging and strengthen community bonds

# Our Value

- **Inclusivity:** We cherish the rich cultural backgrounds, experiences, and perspectives of Latinx communities, fostering an inclusive and welcoming atmosphere for everyone. Our commitment extends to people of all ages, races, colors, religions, political affiliations, genders, gender identities or expressions, sexual orientations, and national origins, enabling them to explore and appreciate the outdoors together.
  - **Empowerment:** We empower Latinx communities by providing comprehensive resources, skill-building opportunities, and knowledge-sharing platforms that enable them to confidently engage in outdoor activities and develop a deep connection with nature.
  - **Well-being:** We recognize the significant role outdoor recreation plays in promoting physical, mental, and emotional well-being. We are dedicated to creating diverse opportunities for Latinx individuals and families to enjoy these health benefits, emphasizing the importance of a balanced, active lifestyle.
  - **Engagement:** We believe in cultivating strong community connections to inspire Latinx participation in outdoor activities, while also promoting environmental stewardship. We encourage collaboration and communication among our members to address shared concerns and support each other's growth.
  - **Sustainability and Conservation:** We are committed to preserving our natural resources for future generations. We advocate responsible management, eco-friendly practices in our programs, and environmental education, fostering a deep appreciation for nature and a strong sense of responsibility towards its conservation within the Latinx community.
  - **Adaptability:** We continuously adapt to the evolving needs of Latinx communities, embracing new ideas, technologies, and partnerships to enhance our programs and expand our reach. We strive to provide equitable access to outdoor recreation, environmental education, and resources, encouraging growth and positive change within our community.
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# Highlight In 2023



Lanzamos nuestro primer reto, “Winter Hiking Challenge 2023” como una estrategia para hacer que más personas, especialmente los miembros de la comunidad latina salgan a disfrutar del aire libre durante el invierno, en entornos naturales, saludables e inspiradores, Huellas Latinas ha diseñado un Winter Hiking Challenge para desafiar a las personas a caminar por 6 senderos diferentes durante el invierno.

40 miembros de nuestra comunidad se dieron cita para salir de su zona de confort y disfrutar del invierno 2023

## Aliados del Reto



Apple Valley	19
Austin	2
Birchwood	3
Blaine	5
Bloomington	20
Brooklyn Center	7
Burnsville	47
Chanhassen	2
Chaska	2
Columbia Heights	3
Coon Rapids	2
Cottage Grove	2
Dayton Mn	1
Eagan	13
Eden prairie	22
Edina	5
Elko new Market	2
Falcon Heights	11
Faribault	10
Gibbon	1
Hopkins	1
Houlton, WI	1
Inver Grove Heights	7
Lakeville	3
Lino Lakes	16
Little Canada	4
Maple Grove	4
Maplewood	24
Minneapolis	95
Minnnetonka	1
Mounds view	1
New Brighton	2
North Hudson	1
Northfield	2
Oakdale	1
Omaha, NE	1
Otseo	14
Prior Lake	17
Richfield	6
River Falls	4
Rogers	1
Rosemount	2
Roseville	1
Saint Paul	115
Savage	2
Shakopee	1
Shoreview	2
Spring Lake Park	3
St Anthony	8
St Anthony	1
Vadnais Heights	1
Villard	6
West st paul	1
Woodbury	16
Zumbrota	1

# Highlight In 2023



**80**  
Activities

2021 = 35  
2022 = 60



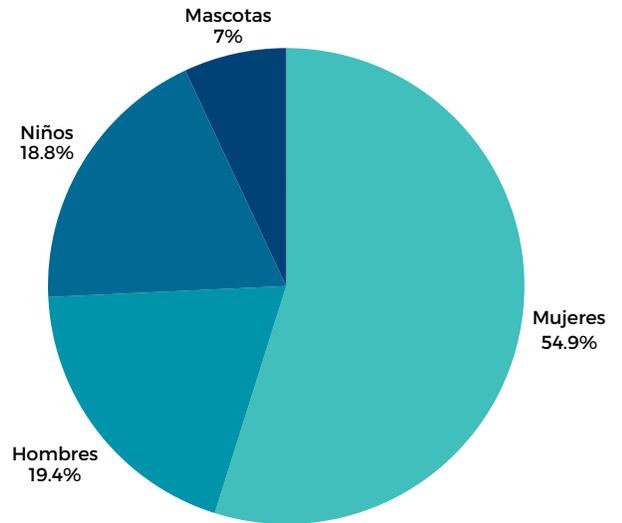
**510+**  
Families

2021 = 217  
2022 = 391

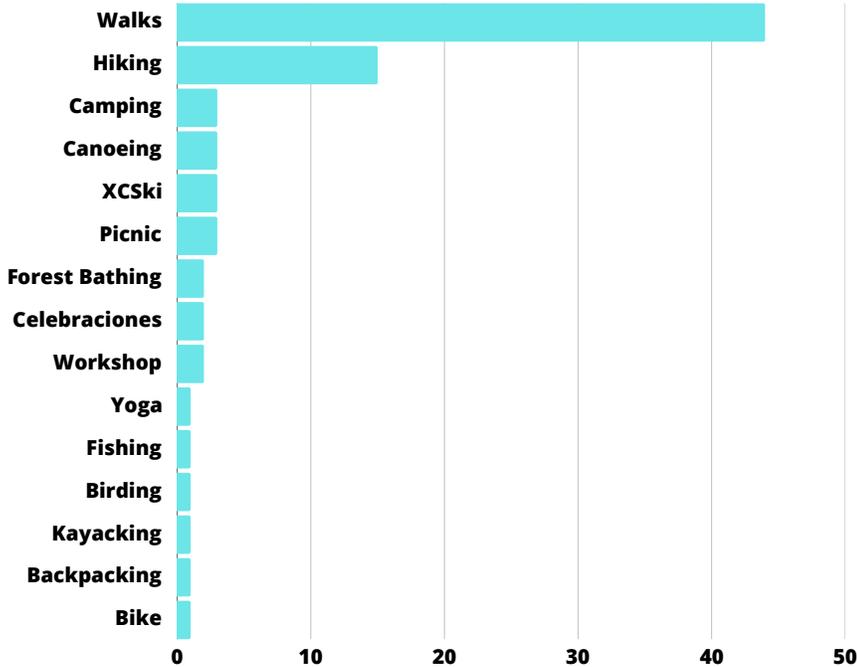


**918**  
People

2021 = 363  
2022 = 717



# Highlight In 2023



Actividades que se realizaron por primera vez

- New Year Hike\*
- Ice Fishing
- Slow Hike at SNA
- Backpacking
- Tubing in Cannon River
- Canoa y Camping
- Adult Learn To Ride
- Kayak in Saint Croix River - Repetir
- Walks con jóvenes y en inglés
- Plumas, garras y picos
- Luminary Walk
- Actividad de Navidad
- Nature-Inspired Vision & Goals Retreat

# Highlight In 2023

## SHT

Como parte del compromiso de brindar visibilidad a los hermosos espacios al aire libre que se encuentran en Minnesota. Amplificar la presencia de la comunidad latinx, incluidos los inmigrantes y refugiados, en actividades al aire libre bajo el principio de "Outdoor para todos". Empoderar a las mujeres ayudándolas a sentirse cómodas al realizar actividades al aire libre por sí mismas, descubriendo espacios seguros y respetuosos, libres de toda forma de violencia. Y, además, aumentar la visibilidad de las notables maravillas del Northshore y del Superior Hiking Trail dentro de la comunidad de habla hispano hablante. Luisana, nuestra Directora Ejecutiva se embarco en la extraordinaria aventura de caminar las 310 millas del Superior Hiking Trail (SHT), entre agosto/septiembre del 2023, desde la frontera de Wisconsin-Minnesota hasta la Frontera. Siendo este mi primer Thru-hike.

"Comencé mi aventura con mucho entusiasmo y por 7 días me sumergí en el SHT. Caminé junto a mi sobrina Yenire y mi perrita Rey 70 millas. Luego tuve que salirme del trail por una lesión en mi tobillo izquierdo. Lejos de sentir tristeza por no completar las millas faltantes, salí inmensamente feliz y agradecida por la experiencia, y por todo lo que aprendí durante mi caminata. Estoy inmensamente agradecida por todo el apoyo recibido y emocionada por continuar este journey en los años venideros"

# Highlight In 2023

## Conferencia con 3M



Latin@ Resource Network



Wednesday, October 4, 2023  
12:00 PM – 1:00 PM  
Microsoft Teams Meeting



Luisana Méndez

Please join the 3M Latin@ Resource Network and 3M Outdoor Club for a collaborative event presenting Huellas Latinas. Huellas Latinas is a Minnesota-based non-profit that was born to inspire and empower Latinx communities to embrace and participate in outdoor recreation through inclusive and culturally responsive outdoor recreation programs throughout the year, to promote well-being and connections. with nature, foster a sense of belonging and strengthen community ties.

This month Luisana embarks on a 310-mile through-hike of the Superior Hiking Trail. This activity will make her the first Latina ever walking this trail in its entirety!

Please join us to hear Luisana share her story.

<https://huellaslatinas.com/>



Photo Credit: Luisana Méndez and Huellas Latinas

# Training and Education

- Taller Team Building with Huellas Latinas
- First AID - MNVNWR
- Polinizadores con Great River Greening
- Certification en Tiro al Arco con Dakota County
- Taller #IamRemarkable - Oct 2023 con Huellas Latinas
- LO National campout - Oct 2023 con LO
- Forest Bathing Certification - ANFT
- Fundamentals of Nonprofit Finance con Propel
  - Taller de primeros Auxilios Psicologicos - Fairview -

11/08/2023

# Networking events

- 52 Hike Challenge Minneapolis Chapter - 2 Hikes
- Hyvee
- Latine day at the Capitol - April 2023
- Outdoor Adventure Expo - April 2023
- Next Generation of Park - Presentación de Jose Gonzalz - May 2023
  - Summer 2023 BIPOC Shopping Night at Patagonia!
- Latino Chamber of Commerce MN | Latino Business Awards 2023
- The Great Lakes Outdoor Summit 2023 - Oct 2023

# advocacy

Roundtable with Secretary Haaland / June 5th

Twin Cities World Refugee Day - June 11 2023

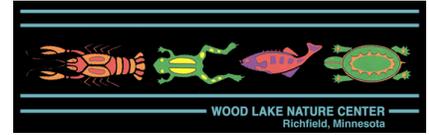
Project: Exploring truths: How racism influenced the Regional Parks and Trails and impacted the experiences of Black, Indigenous, and people of color

Metropolitan Council - Experiencias para hacer los parques más inclusivos - Junio 2023

# recognition

- Dakota County Government - XCSki with Olympian Jon Soto Moreno & Consulado de Mexico <https://www.facebook.com/photo/?fbid=497606939200206&set=a.195022572791979> & <https://www.facebook.com/photo/?fbid=577286934437915&set=a.468103975356212>
- Hello, Nature Podcast - March / July 2023 - <https://open.spotify.com/episode/3mj27w1XeIW3HINushuaFK?si=TsLZoiDIQ7-f3y4tNPOxtA>
- Round table con Deb Haaland; US Secretary of the Interior
- Latino Conservation Week: Interview with Huellas Latinas Founder Luisana Méndez - July 2023 - <https://www.greatrivergreening.org/blog/latino-conservation-week-interview-with-huellas-latinas>
- LCW - [https://www.youtube.com/watch?v=\\_D6aFp3E2VQ](https://www.youtube.com/watch?v=_D6aFp3E2VQ)
- SHT Association - Aug 2023 <https://www.facebook.com/reel/1510088183094343>
- Mpls Parks Foundation - Oct 2023 - <https://mplsparksfoundation.org/the-nature-of-community/>
- Video from Dakota Parks - <https://www.youtube.com/watch?v=ZXTMsa3iecm>
- DEIB Outdoor Podcast - Live on December 2023 <https://www.deiboutdoors.com/blog/luisana-mendez-huellas-latinas>

# our Partners (18 news)



# our Sponsor



ARC'TERYX  
TWIN CITIES



ARC Teryx: para el Winter Hiking Challenge

BikeMN para el Winter Hiking Challenge

Quiropractico: terapias

Venture Pal USA: Electrolitos, botella de agua, morral

SHT Association: libros, mapas, regalos, seguimiento

Trails Fiffter: comida

Burrito Mercado - Navidad con Huellas Latinas

Comunidad

# Our Team

HUELLAS LATINAS ANNUAL REPORT 2023

## Board



Luisana Mendez Escalante (He, His, Him, Él)  
Fundador y Director Ejecutivo



Juan Carlos Rodriguez Muñoz (He, His, Him, Él)  
Presidente de la Junta Directiva



Liliana Sánchez Montenegro (He, His, Him, Él)  
Vice Presidente de la Junta Directiva



Katherine Payer (He, His, Him, Él)  
Tesorera



Tania Eden-Pineiro (He, His, Him, Él)  
Relaciones Corporativas



Patricia Aguilar Ortiz (He, His, Him, Él)  
Miembro de la Junta Directiva



Dinorah Martinez (He, His, Him, Él)  
Miembro de la Junta Directiva

# Voluntarios



Gaby



Oscar



Esmeralda

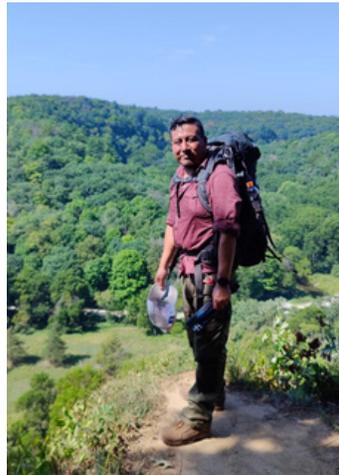
Yenire



Catalina



Jorge



Voluntario



Mayra y su Familia

Mensaje a los voluntarios

**Work with us**  
**llamado a la**  
**acción**

# Testimonios

Version Ingles-

Huellas latinas made me feel a sense of belonging, and connection to my latina/ Hispanic community .  
I have met so many wonderful people and shared amazing experiences- including my first time camping!  
Thank you Huellas Latinas for making me feel part of a community, helping me establishing roots and making me feel like im part of a family! - Roxana

Versión español

Huellas latinas me ha dado un sentido de pertenencia y conexión con mi comunidad latina/hispana.  
He conocido tanta gente maravillosa y he compartido experiencias increíbles, -  
mi primera vez acampando! ¡Gracias Huellas Latinas por hacerme sentir parte de una comunidad, ayudarme a establecer raíces y hacerme sentir parte de una familia!- Roxana



A Través de una convocatoria de Huellas Latinas nos enteramos de un campamento dentro de un parque en minnesota y decidimos acudir

Desde el momento en que llegamos al campamento, el aire fresco y la belleza natural nos envolvieron.

Las diferentes actividades previamente planeadas nos dieron la oportunidad desde el día uno de conocer más acerca del entorno y de los animales que habitaban ese lugar.

Las noches alrededor de la fogata se convirtieron en el corazón del campamento. El convivir con familias de diversos países le dieron un valor agregado a nuestra experiencia, claro que las risas no faltaron.

Para tener una experiencia redonda el hike en el que nos guió Luisana fue uno de los momentos más memorables porque aunque muchos íbamos con la firme idea de solo recorrer la mitad del camino el paisaje y la compañía hizo que termináramos el camino completo sin sentir el cansancio.

Al regresar a casa, llevamos con nosotros no solo recuerdos fotográficos, sino también un sentido renovado de comunidad y pertenencia. - Yuri



MI mamá y yo el verano pasado--tuvimos la oportunidad de participar en un campamento organizado por HUELLAS LATINAS--una experiencia muy agradable en un ambiente familiar y seguro donde conocimos y compartimos con más familias por 3 días, disfrutamos de caminatas por el área, una tarde con juegos para niños y para toda la familia, noches con fogatas 🔥 cuentos, relatos y experiencias compartidas, disfrutamos y compartimos diferentes comidas de nuestros diferentes países, una gran oportunidad para conocer más personas que ahora se han convertido mas que amistades, en una gran familia con la que seguiremos compartiendo experiencias 🤗❤️ gracias Huellas Latinas 🥰🤗 - Magdalena

