



**HUELLAS**  
LATINAS

# 2024 Annual Report

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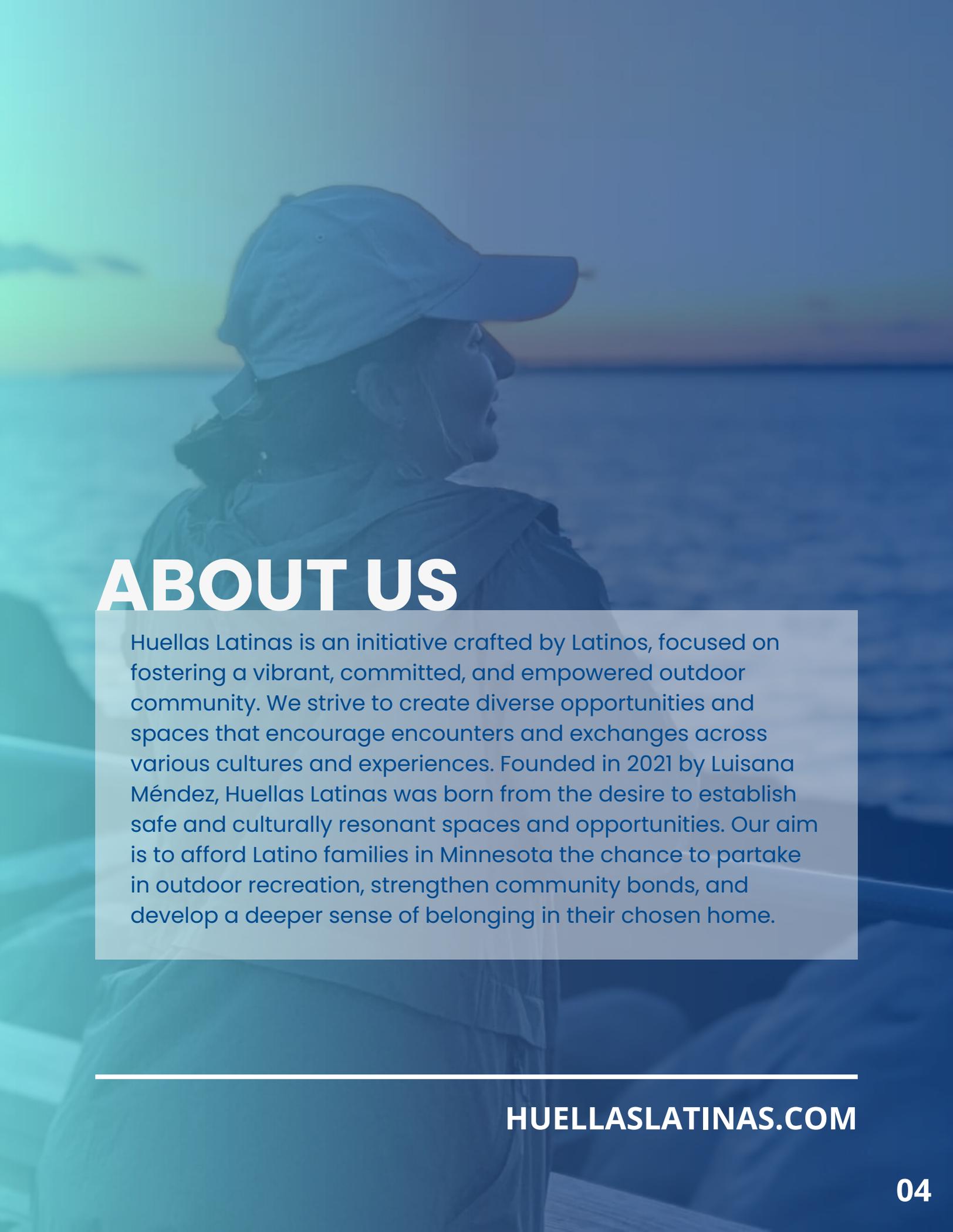
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# ABOUT US

Huellas Latinas is an initiative crafted by Latinos, focused on fostering a vibrant, committed, and empowered outdoor community. We strive to create diverse opportunities and spaces that encourage encounters and exchanges across various cultures and experiences. Founded in 2021 by Luisana Méndez, Huellas Latinas was born from the desire to establish safe and culturally resonant spaces and opportunities. Our aim is to afford Latino families in Minnesota the chance to partake in outdoor recreation, strengthen community bonds, and develop a deeper sense of belonging in their chosen home.

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# FROM OUR FOUNDER

## **We walk together. We care together. We grow together**

In 2024, we carried out **82 activities where more than 325 Latinx families** participated in our outdoor experiences—from local walks to more adventurous outings like camping, kayaking, forest bathing, and archery. A major milestone this year was hosting our first event outside of Minnesota, exploring the Apostle Islands.

**We collaborated with over 45** organizations, agencies, and small businesses, and established new partnerships that helped us strengthen our activities, share resources, and expand the impact of our mission.

**We invested in training for our team and volunteers**, including: First Aid, Canoe Safety, and Teamwork. We became certified as Forest Therapy Guides, making us the first organization in Minnesota to offer this type of activity in Spanish. Some of our team members also took part in LatinoLEAD's ALP 2024 leadership program, further developing their leadership skills and strengthening our network within the Latinx community. We also attended key conferences and trainings such as the National Outdoor Recreation Conference (Reno, NV), LiderCON (Richfield), MCN & MCF Conference (Saint Paul), and the Great Lakes Outdoor Summit (Duluth), as well as nonprofit finance trainings.

We shared the voice of Huellas Latinas through a variety of platforms and spaces. **Our Huellas Latinas Podcast published 38 episodes in 2024**, giving voice to our community, partners, and like-minded organizations. We also participated in the "Historias y Huellas" podcast with Mariela Rivero, "MC Fireside Chats" with Modern Campground, and recorded a feature with Prairie Sportsman for PBS (Granite Falls, MN) that will air in 2025. We were featured in the MinnPost article "Outdoor Recreation for Communities of Color" and participated in the Latino Outdoors panel: "More Than a Walk in the Park."

# FROM OUR FOUNDER

This year, **we also took part in decision-making and planning spaces** to ensure Latinx voices are represented in conservation and outdoor recreation efforts. We participated in focus groups for Dakota County Parks, the UMN Botanical Garden, and the Capitol Mall Project, contributing ideas to their development plans. We also served on the planning committees for Fiesta en la Nieve and Latino Nature Fest, and joined the C&NN Twin Cities Advisory Council for the May 2025 conference in Saint Paul. We facilitated talks for students at Hiawatha Leadership Academy's Conservation Club and hosted a Spanish-language webinar on the Superior Hiking Trail.

In 2024, we also reached a long-awaited milestone: **we received our official designation as a 501(c)(3) nonprofit organization**, reaffirming our commitment to the Latinx community and the continued growth of our mission. We were honored to be nominated as Partner of the Year by Hispanic Access Foundation for our work during Latino Conservation Week, received the **Nonprofit of the Year Award from Minnesota Latin Radio**, and were selected to **co-host the 2025 Leave No Trace Spotlight** project at Lebanon Hills Regional Park in partnership with Dakota County Parks.

**We are deeply grateful** to every person, volunteer, organization, and family who has believed in Huellas Latinas. Everything we've accomplished is the result of our collective commitment.

In 2025, we aim to strengthen volunteer development, introduce new outdoor experiences, deepen our partnerships, continue learning and sharing knowledge, and begin laying the foundation for our first official staff team—marking a new chapter in our story.



# OUR MISSION

Huellas Latinas is dedicated to inspiring and empowering Latinx communities to embrace outdoor recreation. By offering inclusive and culturally responsive programs throughout the year, we aim to promote well-being, deepen connections to nature, foster a sense of belonging, and strengthen community ties.

# OUR VISION

Our vision aims to forge a future where Latinx communities are equitably represented and actively engaged in outdoor activities and spaces. This engagement seeks to improve their quality of life, reinforce community ties, and encourage active participation in the conservation and sustainability of our natural surroundings.

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## Inclusivity

We value the diverse cultural backgrounds, experiences, and viewpoints of Latinx communities, creating an inclusive and welcoming environment for all. We encourage exploration and appreciation of the outdoors together, fostering a sense of unity and shared adventure.



## Empowerment

We empower Latinx communities by offering comprehensive resources and opportunities for skill development. This enables individuals to confidently participate in outdoor activities and establish a profound connection with nature.



## Well-being

Acknowledging the vital role of outdoor recreation in enhancing physical, mental, and emotional health, we are committed to offering varied opportunities that underscore the importance of maintaining a balanced and active lifestyle.



## Engagement

Our aim is to foster strong community bonds and inspire involvement in outdoor activities. We promote collaboration and open communication among members to address collective concerns and facilitate mutual growth.



## Sustainability and Conservation

We champion sustainable management and eco-friendly practices in our programs, cultivating a deep respect for nature and instilling a sense of stewardship towards its preservation within the Latinx community.



## Adaptability

Responding to the changing needs of our community, we embrace innovation and build partnerships to enrich our programs. Our goal is to ensure equitable access to outdoor recreation, adapting our offerings to meet the community's evolving preferences and requirements.



# PROGRAMS

In 2024, **Huellas Latinas' Raíces program** solidified itself as a powerful tool to connect the Latino community with Minnesota's natural spaces. Inspired by the idea of strengthening community bonds and the relationship with the land, **Raíces offered accessible, educational, and culturally relevant activities**, promoting the enjoyment of nature through group walks, birdwatching, hiking challenges, and community celebrations.

Throughout the year, **we organized 53 activities, representing 65% of all Huellas Latinas activities in 2024.** Of these, 46 were group walks that allowed people of all ages to step away from their daily routines, reconnect with nature, and enjoy the company of fellow community members. These walks took place in Dakota County Parks, the Bloomington National Wildlife Refuge, and Eastman Nature Center, demonstrating our commitment to equitable access to diverse green spaces.

In addition, we organized 2 birdwatching activities in collaboration with the Land of Lakes Bird Alliance and the Bell Museum, offering participants the chance to learn about local biodiversity and responsible birding practices. 3 community celebrations and 2 more challenging hikes (The Spring Seven Miles Challenge & Fall into Ten Hiking Challenge) rounded out the program, further strengthening the sense of community and belonging.

Thanks to key partnerships with organizations such as Dakota County Parks and Three Rivers Park District, Raíces achieved a remarkable impact: **around 80% of all Huellas Latinas participants took part in this program.** Each gathering was an opportunity to promote safe hiking practices, raise awareness about respecting local wildlife and flora, and demonstrate that access to nature is a right for all.

With this program, we didn't just walk – we cultivated a sense of identity, care, and belonging, making each step a testament to the transformative power of nature.



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*“Thanks to Huellas’ leadership, I’ve learned that leaders thrive and create lasting, positive change when they have their community’s support. During the hike, participants shared advice and encouraged each other in their pursuits. I learned that community is fundamental to a leader’s growth.” –*

**Marie LePage**

# TESTIMONIALS

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**ALAS**

In 2024, Alas provided the Latino community with **immersive and transformative experiences** in the forests and parks of Minnesota, **promoting responsible exploration, outdoor skills learning, and the strengthening of community bonds**. This program gave participants the opportunity to disconnect from daily routines and venture into nature through challenging hikes, camping experiences, and activities designed to foster safety, environmental care, and the proper use of equipment for multi-day adventures.

Over the year, **we organized 7 camping trips**, 6 of which took place in Minnesota state parks including McCarthy Beach State Park, Saint Croix State Park, Tettegouche State Park, Itasca State Park, and Nerstrand Big Woods State Park. **These camping trips represented 8.5% of Huellas Latinas' total activities in 2024**, yet their impact was significant: each experience provided a full immersion into nature that strengthened not only participants' practical skills but also their confidence and connection to the natural world.

One of the year's highlights was organizing our **first-ever men-only camping trip**, held at Sakatah State Park. This unique experience brought together a diverse group to share learning, stories, and camaraderie in the outdoors, setting a precedent for future inclusive programs designed specifically for different identities and groups within our community.

Additionally, in 2024, **Alas made a historic leap by holding a camping trip outside of Minnesota**, exploring the breathtaking **Apostle Islands in Wisconsin** in collaboration with Wilderness Inquiry. This adventure not only expanded our geographic reach but also reinforced the spirit of exploration and community that defines the program.

Thanks to Alas, **approximately 38% of all Huellas Latinas participants in 2024 enjoyed unforgettable camping and adventure experiences**, learning essential skills, sharing unique moments, and deepening their connection to nature and to each other.



**7**

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*“Junto con mi familia, participé en los campamentos familiares de Huellas Latinas y fueron experiencias muy valiosas, que nos permitieron convivir con otras familias, conocer otras culturas y especialmente fortalecer la unión familiar. Ir a campar tiene su magia, te permite crear memorias inolvidables; Compartir caminatas, juegos, fogatas y actividades que fueron diseñadas para fortalecer el respeto, la solidaridad y sobre todo la empatía . Para los niños fue una oportunidad de aprendizaje, diversión y resiliencia.*

*Ser parte de Huellas Latinas y participar en los campamentos a tenido un impacto positivo en mi familia, especialmente porque nos ha permitido tener más conocimiento sobre la importancia de cuidar el medio ambiente, nos permite ser parte de la comunidad y sobre todo que nos llevamos gratos recuerdos y el deseo de seguir participando en actividades con Huellas Latinas.*

*Huellas Latinas no es solo una organización que se encarga de expandir el amor a la naturaleza si no que es el lugar donde encuentras una segunda familia que te reciben con los brazos abiertos y te enseñan a dejar huellas....*

*Quien llega a Huellas Latinas en Huellas se queda por siempre !!!*

**-Luisa Rios**

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**TESTIMONIALS**



# PROGRAMS

In 2024, **Latidos** invited participants to explore an intimate and spiritual connection with nature, creating a space for introspection and personal well-being. This program offered experiences that combined the **transformative power of natural environments with reflective practices**. Each activity was designed to **nurture emotional, physical, and mental balance**, fostering a deep appreciation for natural landscapes and their positive impact on our lives. Latidos created moments of calm, inspiration, and growth, helping participants align themselves with the rhythm of nature.

Throughout the year, we organized 2 **“Green Connections” workshops** in collaboration with the Hennepin County Health Department, addressing key topics such as the link between nature and personal well-being, the importance of trees for planetary health, and environmental justice. We also hosted 12 Forest Bathing sessions in partnership with the Minneapolis Parks Foundation, Dakota County Parks, and Three Rivers Park District, providing immersive, sensory experiences that encouraged participants to **slow down, breathe, and reconnect** with their surroundings. Collaborations with organizations such as Renacer, CAPI, Centro Tyrone Guzman, and Raíces Sagradas further strengthened the impact of the Forest Therapy walks, bringing diverse community voices into the program and expanding access to mindful and restorative practices.

2024 marked a significant milestone, as we offered our first-ever Forest Therapy sessions fully in Spanish, making Latidos the first program in Minnesota to provide this experience in an accessible way for the Latino community. **These activities represented approximately 20% of Huellas Latinas’ total activities in 2024**, impacting over 130 participants who engaged in walks, workshops, and wellness-focused activities.

As part of our commitment to holistic health, we organized a Hike & Yoga retreat in collaboration with Dakota County Parks and Yoga for the People, combining hiking, yoga, journaling, and sound bath **practices to cultivate physical and mental well-being**.

Through this program, Huellas Latinas not only provided opportunities for reflection and healing, but also highlighted the importance of personal wellness, environmental health, and community connection, reinforcing the role of nature as a space for transformation and care.



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*"This program helped me realize how much I need to take breaks. It's like nature is embracing me." – Participant.*

*"Being in nature renews my soul, but I suffer from chronic pain, which prevents me from enjoying activities that involve a lot of movement. I think this experience is perfect for me. I can enjoy, connect, and have fun without pain." – Participant.*

*"I really enjoyed today's experience; I felt very comfortable. I was able to reconnect with my inner child and remember how much I enjoyed being and playing in nature, being creative." – Participant.*

# TESTIMONIALS



Inspired by the dynamism of nature and the excitement of intense experiences, the Fuego program invited the Latino community to ignite their adventurous spirit and explore new limits. This program was designed for those seeking to go further, immersing themselves in the natural environment through unique activities that change with each season. **From snowy winter challenges to vibrant summer adventures**, Fuego offered participants the opportunity to experience nature at its fullest.

In 2024, we organized an archery and canoeing activity in collaboration with Dakota County Parks, giving participants the chance to combine precision, focus, and the thrill of water. We also held a cross-country ski activity in partnership with Three Rivers Park District, exploring the winter landscape.

Additionally, Fuego offered two cycling activities: a community bike ride led by our volunteers and our participation in the Twin Cities Bike Tour in collaboration with the Bicycle Alliance of Minnesota, **promoting active transportation, camaraderie, and the enjoyment of the outdoors.**

In total, **the activities of this program represented approximately 6.5% of all Huellas Latinas activities in 2024**, impacting dozens of participants with experiences that sparked a passion for adventure, physical activity, and outdoor movement.

Through Fuego, **Huellas Latinas reaffirms its commitment to offering inclusive, energetic experiences adapted to the conditions and needs of the community**, inviting everyone to experience nature in a full, dynamic, and memorable way.



# PROGRAMS



# TESTIMONIALS

***“Thanks to Huellas Latinas, I learned to see the world through different eyes. I found freedom in nature, and with it, the inner peace I so desperately needed.” – Janier Gonzalez***

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**325+**  
FAMILIES

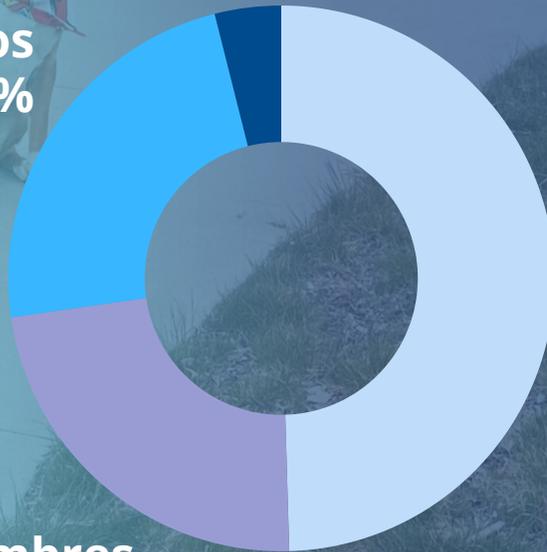
**514+**  
PEOPLE ENGAGED

Niños  
23.4%

Mascotas  
3.9%

Mujeres  
49.5%

Hombres  
23.2%



**OUR IMPACT**

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🌿 juntos, recorrimos un total de 3,608 millas, esos son más de 7.2 millones de pasos dados. Pero, más allá de los números, este esfuerzo colectivo representa un impacto real en la salud personal, la conservación del ambiente y el fortalecimiento comunitario:

♥ **Promoción de la Salud y el Bienestar:** Caminar en la naturaleza ha demostrado científicamente reducir el estrés, mejorar la salud mental y fortalecer el sistema inmunológico. Participantes reportaron sentirse más saludables, motivados y conectados después de cada actividad.

🌍 **Reducción de la Huella de Carbono:** Nuestras actividades sensibilizan sobre la importancia de proteger espacios verdes, fomentando prácticas responsables como Leave No Trace y el cuidado del entorno natural. Al caminar en lugar de usar transporte motorizado para actividades recreativas, se estima que evitamos la emisión de aproximadamente 1,500 kg de CO<sub>2</sub>, equivalentes a:

- ✓ Conducir un automóvil por 4,000 millas.
- ✓ Evitar el consumo de alrededor de 150 galones de gasolina.
- ✓ Sembrar y mantener 40 árboles durante un año.

👏 **Fortalecimiento Comunitario:** Las caminatas no solo promovieron la salud y la sostenibilidad, sino que también fortalecieron los lazos comunitarios entre familias, amigos y nuevas personas que se unieron a nuestras aventuras. Creamos espacios seguros y culturalmente relevantes para que más personas latinas se conecten con la naturaleza.

# FOREST THERAPY

Our Executive Director completed her Forest Therapy Guide Certification, and we launched our Forest Therapy Walks in Spanish. We are currently the first and only organization in Minnesota offering this service focused on the Latino and Spanish-speaking community.

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## APOSTLE ISLAND

In 2024, Huellas Latinas celebrated a historic milestone by offering its first-ever program outside Minnesota, taking a group of participants to the stunning Apostle Islands National Lakeshore in Wisconsin. This unique experience allowed the Latino community to explore scenic trails, swim, kayak in Lake Superior, and admire breathtaking rock formations, while strengthening the sense of community and connection with nature. An unforgettable adventure that marked a new chapter for our organization!

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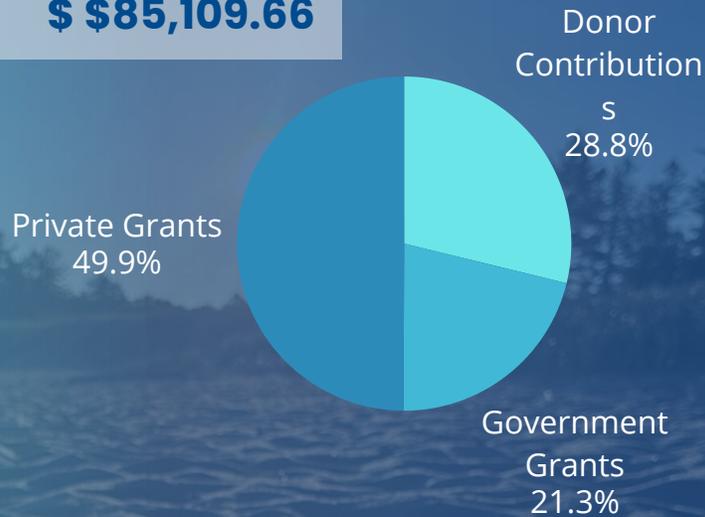
In 2024, Huellas Latinas proudly celebrated several significant achievements and recognitions that highlight our growing impact and the strength of our community partnerships:

- **Nonprofit of the Year Award: Minnesota Latin Radio:** Honored with this award in recognition of our work promoting outdoor access, wellness, and environmental stewardship in the Latino community.
- **Partner of the Year Nomination – Hispanic Access Foundation:** Nominated for our leadership and impact during Latino Conservation Week, reflecting our role as a trusted community partner in national conservation efforts.
- **Selected Host – 2025 Leave No Trace Spotlight Project:** Chosen to co-host this national initiative at Lebanon Hills Regional Park, in partnership with Dakota County Parks, to promote responsible recreation and environmental education.
- **Media Recognition & Features**
  - **MinnPost** – Article: “Outdoor Recreation for Communities of Color”
  - **PBS Prairie Sportsman** – Upcoming 2025
  - **MC Fireside Chats (Modern Campground)** – Guest
  - **“Historias y Huellas” Podcast** with Mariela Rivero
  - **Latino Outdoors Panel** – “More Than a Walk in the Park”

These honors and collaborations are a testament to the collective commitment of our team, volunteers, partners, and community. We celebrate these recognitions as milestones on our journey—and as motivation to continue building a more inclusive outdoor movement.

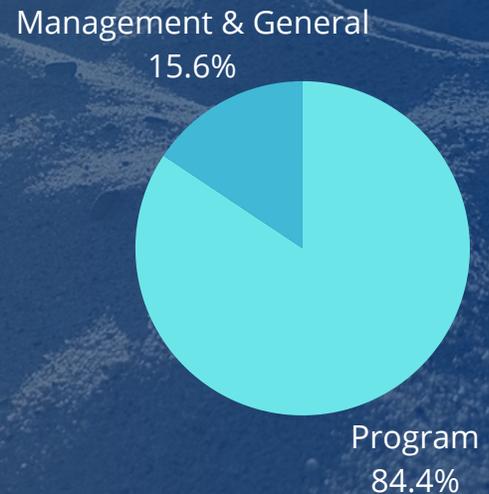
# Revenue

Donor Contributions	\$ 24,516.59
Government Grants	\$ 18,093.07
Private Grants	\$ 42,500.00
<b>Total Revenue</b>	<b>\$ \$85,109.66</b>



# Expenses

Programs:	\$45,924.93
Management & General:	\$8,518.81
<b>Total Expenses</b>	<b>\$54,443.74</b>



# Net Operating Margin

Revenue - Expenses: \$ 30,665.92

# THANK YOU

The journey we've embarked upon to enhance outdoor recreation and shift the representation and conservation paradigms within the Latinx community has navigated through challenges and triumphs, driven largely by collaboration and mutual support. In 2024, we saw a significant expansion in the scope of our activities, the diversity of individuals engaged, and the growth of support from individuals and organizations alike—from foundations and public entities to generous sponsors and families in our community. Each contribution has been unique and vital in turning our collective vision into reality.

Our gratitude towards our funders, partners, collaborators, and volunteers is immeasurable. Your dedication, commitment, enthusiasm, and passion are the keystones that drive us toward achieving a more inclusive and equitable presence in the outdoors.

# FUNDERS

ARC'TERYX Community Impact  
Bigelow Foundation  
Hispanic Access Foundation  
Minneapolis Park Foundation  
Outdoor Recreation Roundtable  
Thrive Pilot Partner  
Up Stream Minnesota

# PARTNERS

Bell Museum  
City of Minneapolis  
Conservation Club at Hiawatha Leadership Academy  
Dakota County Park  
Great Rivers Grenning  
Minnesota Valley National Wildlife Refuge  
Minnesota Valley Refuge Friends  
Plataforma Raíz  
Three Rivers District Park  
Wilderness Inquiry  
Yoga para la Gente

# SPONSORS

AGFilms Productions  
Corazon Clothing  
Crasqui Restaurant  
La Doña Cervecería  
Latino Outdoors  
Lululemon  
Luvifood  
Minnesota Latin Radio  
Orquídea Artisan Bakery  
Patagonia  
Pink Giraffe MX  
Valeri Estética Minnesota  
Valerie Collagen Bar  
Vincelli Art 's

# ALLIED ORGANIZATIONS

Audubon Minneapolis Chapter  
Baila Venezuela  
Bicycle Alliance of Minnesota  
Casa de Corazón  
Centro Tayrone Guzman  
Dodge Nature Center  
Latino Chamber of Commerce  
LatinoLEAD  
Minnesota Latino Affairs  
Raíces Sagradas  
REI  
Renacer  
Saint Paul Parks & Recreation  
TelemundoMN

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Vicente Ruiz  
Victor Hernandez  
Yari Cabezas  
Yesenia Martinez  
Yuriria Campos



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Founder and Executive Director



**Katterine Payer**  
President of the Board of Directors



**Juan Carlos Rodriguez Muñoz**  
Vice President of the Board of Directors



**Catalina Fellner**  
Treasurer



**Tania Eden-Pineiro**  
Corporate Relations



**Patricia Aguilar Ortiz**  
Member at Large



**Dinorah Martinez**  
Member at Large

# THE BOARD

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# VOLUNTEERS

We want to take a moment to express our sincere gratitude for our amazing volunteers. Your commitment and hard work make a real difference in the lives we impact. Our work is simply not possible without you. Thank you for your generous gift of time and talent!



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# LOOKING AHEAD

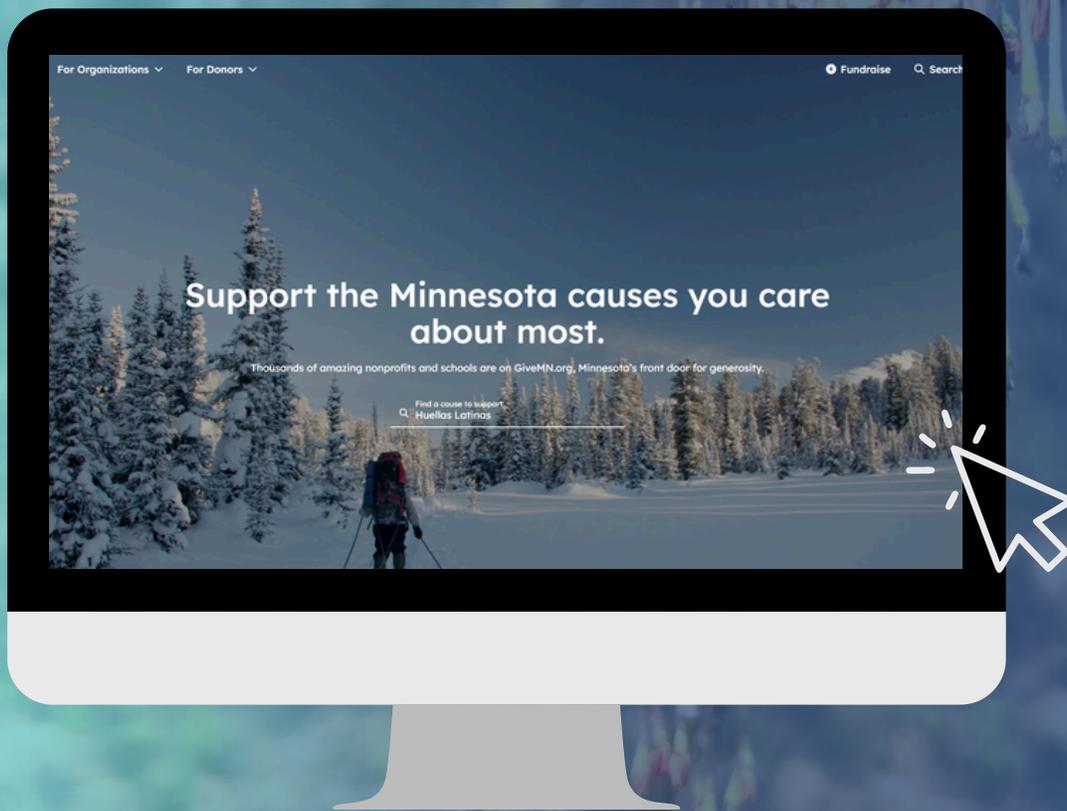
As we step into 2025, Huellas Latinas envisions a year of deeper connections, stronger partnerships, and expanded opportunities for our community to embrace the outdoors. Building on the foundation of trust and participation we have cultivated, we are ready to amplify our presence across Minnesota by creating more inclusive spaces where families, youth, and individuals can experience nature in meaningful ways. We look forward to continuing collaborations with organizations, agencies, and community leaders that share our values, while also innovating new programs that reflect the evolving needs of the Latino community and the diverse voices that make up our region.

# FUTURE GOALS

Nuestras metas para el 2025 se enfocan en el crecimiento, la sostenibilidad y el impacto. Fortaleceremos nuestros programas de voluntariado y desarrollo de liderazgo para garantizar una participación comunitaria a largo plazo, ampliaremos el acceso a experiencias al aire libre a través de caminatas, campamentos e iniciativas educativas, e incrementaremos nuestra labor de incidencia para promover la equidad en los espacios de conservación y recreación. A nivel organizacional, aspiramos a asegurar financiamiento adicional que apoye la capacidad de nuestro equipo, potencie nuestras plataformas de comunicación e impulse herramientas que mejoren la implementación y evaluación de programas. Sobre todo, nuestro objetivo es seguir inspirando y empoderando a nuestra comunidad para que se conecte con la naturaleza, proteja el medio ambiente y construya un legado de pertenencia y cuidado para las futuras generaciones.

# Support Huellas Latinas on giveMN.org

Your incredible generosity makes our work possible! Every contribution helps us advocate the importance of the natural world. Thank you for being a vital part of our mission.



# SUPPORT US

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**Follow the  
journey on our  
official channels.**



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