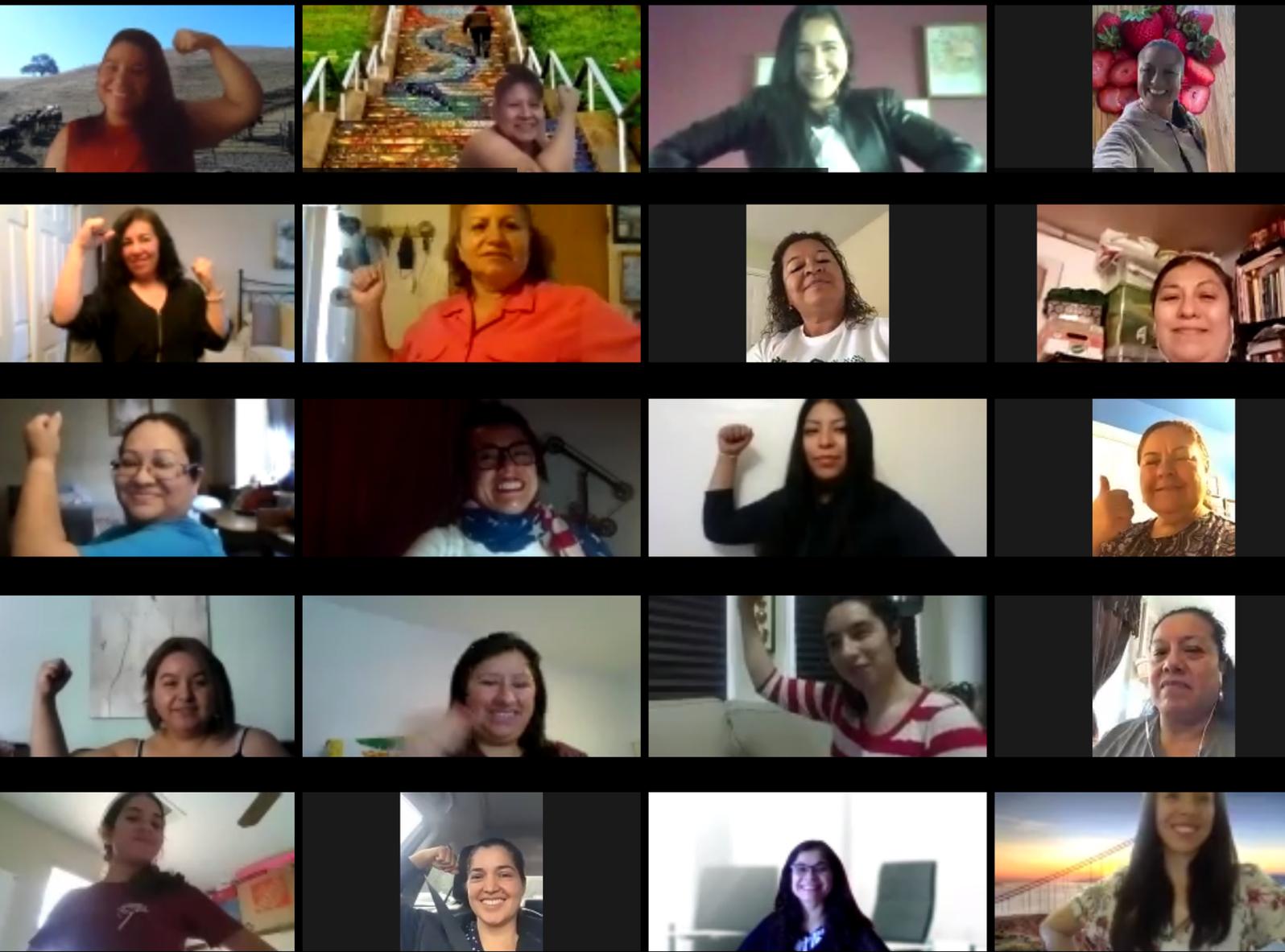


# Highlights & Final Report 2020

Prospera's Fourth Annual Summit for Latina Entrepreneurs  
"Innovation, Resilience and Inspiration"  
Saturday, October 10th from 9.30 am to 2pm



PROSPERA



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# RECLAIMING OUR POWER: CONNECTION, COLLABORATION, AND RESILIENCE

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Dear Prospera Friends, Sponsors and Partners,

**Who could have predicted that 2020 would bring so many challenges?** The Covid-19 pandemic, devastating wildfires, sickening acts of racist violence, among many others. **At Prospera, we began the year with energy, hope, and a master plan for tackling 2020. We had no idea what was coming.**

When Shelter in Place began in March, all of our plans were derailed—as we're sure yours were too. **We were forced to adapt quickly to our new reality, but our top priority hadn't changed. As always, it was to be by our participants' sides to support them, listen to them, and overcome obstacles together.**

We reached out to each of our participants individually to learn about their real-time needs as business owners, launched a fundraising campaign to support them in getting through the pandemic, and began adapting our core program, "Explora tu cooperativa," into an online format. Then, with a group of other community organizations, we formed a coalition called Levantando Nuestras Voces/Lifting our Voices, to establish an economic safety net for local Latina entrepreneurs, advocate for their needs, and build stronger networks of mutual aid to navigate through the pandemic and beyond. From this coalition came two virtual community forums with over 92 participants and reaching almost 4,000 people on Facebook Live.

**Meanwhile, on the horizon was our annual Summit for Latina Entrepreneurs, which we still planned to host in person.** We imagined that by October this craziness would be over. But the weeks and months passed until eventually we realized, those plans would also need to change.

We took a step back to consider our options, wondering if we should cancel the event all together. That's when we realized that the pandemic had offered us a silver lining. Our virtual forums had been extremely fruitful. **Clearly there was a hunger for this kind of meaningful connection, so, of course we should celebrate the Summit! We needed to continue building community to combat the isolation of quarantine. We set our sights on creating a space for innovation, resilience, and inspiration with the help of our entrepreneurs, partner organizations, sponsors, donors, and volunteers.**

**That's how the title for the Fourth Summit for Latina Entrepreneurs was born: "Innovation, Resilience and Inspiration." The Summit took place on Saturday, October 10 from 9:30 a.m. to 2 p.m. with over 100 registered participants and streamed by 1,700 people.** The goal was to give entrepreneurs a moment of pause to confront their fears and blocks, connect and collaborate with other inspiring women, and discover their internal power for transformation.

**In this report, we present the principal highlights of how the magic of the Summit transcended our screens and hope that a little of that magic makes its way to you in the following information.**

The Prospera Team

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## MEDITATION ACTIVITY

*A moment to center ourselves*

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This meditation activity was led by [Susana Cárdenas](#), publicist and yoga and mindfulness teacher. These practices helped her through her transition to living in a new country as an immigrant from Colombia.

Susana is a 2019 graduate of Explora and a member of Crece, our comprehensive business incubation program. The activity allowed us to pause together, get grounded in our bodies, and begin the morning with the intention to be present and attentive to the day of programming to follow.



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# WORKSHOP

## Innovation: Reconnect with Your Transformative Power

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Thanks to the collaboration of Prospera entrepreneurs [Gabriela Zamudio](#) and [Anais Amaya](#) this powerful workshop was born. It focused on recognizing and reconnecting with our inner capacities and how to confront the fears that get in our way.



One of the most memorable moments was when all of the participants, **who had their fears written on pieces of paper, shouted together NO FEAR and ripped their papers into little pieces**, throwing them on the floor behind themselves.

[Click at the video to watch this powerful moment](#)



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## MESSAGE FROM THE CONSUL GENERAL

### Resilience and Reinvention, Values of our Community

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**The Consul General of México in San Francisco, Remedios Gómez Arnau,**

offered some words of inspiration to the participants noting the way resilience characterizes the migrant community, and this experience along with reinvention and innovation serves to make us more powerful in the face of the pandemic and stronger as a community.



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# PANEL

## Women Warriors, Women Who Inspire

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The panel "**Women who Inspire**" was made up of women from different countries of origin and different professional realms, and **moderated by [Prospera's Executive Director, Claudia Arroyo](#).**

**Martha Hernández is an entrepreneur, [artist](#), writer, founder and Executive Director of [madeBOS, Inc](#) from Oakland.** Even though she was born in Oakland, Martha Soledad grew up in Chavinda Michoacán México. At 10 years old she returned to the U.S. with her two sisters and her mother in search of her father whose alcoholism had left him living on the streets of Arizona. Martha began working at 7 years old selling chicken outside her house with her mother and sister. Ever since her enterprising personality comerciante has been a tool she uses to develop personally and professionally. **At 15, Martha committed herself to improving her life and that of her family and community, and since then everything she has done has been for the purpose of elevating not only the collective capital of Latinos in the U.S. but globally, to improve the quality of life of people with limited resources.**

**[Teresa Perales](#) is a medal-winning paralympic athlete, speaker, and personal coach from Spain. At 19 years old she developed neuropathy from which she lost mobility in her legs.** After some time adapting to her new situation, Teresa learned to swim and, almost immediately, her first coach encouraged her to compete. From that moment on, the championships and tests began in which she would stand out exponentially. She is currently an elite athlete, gives talks for public and private entities and is a personal and athletic coach. Teresa has been a professor in physiotherapy and disability at different universities in Spain and is a member of the Paralympic Games Commission of the International Paralympic Committee. She is also the author of the books "My life on wheels" and "The force of a dream."

**Teresa Mejía is a Puerto Rican community activist, feminist, single mother, and the Executive Director of [The Women's Building](#) in San Francisco.** She grew up in a close-knit working class community. Teresa has a Bachelor's Degree in Social Sciences from the University of Puerto Rico and a Master's Degree in Public Administration. On May 5 1977, the Thursday before Mother's Day, her mother, sister, and young nieces were murdered by her sister's ex-husband, victims of domestic violence. Teresa buried her family and since then has dedicated her energy to working with and for people suffering from domestic violence. She co-founded two women's organizations that promoted the rights of women and fought domestic violence. In 1992 she arrived in San Francisco, starting out as a receptionist, and in 1998, became Executive Director of the Women's Building.

There were many emotional and powerful moments during this panel but, to give you a taste, here are the impactful final statements of each of the panelists:

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"The other panelists and I have had this platform to tell our stories and you may think that they are really far from where you are and what you can accomplish, but that is not the case. **You can be one of us. You can write a book, you can compete in the arena of your choice, you can be the director of an organization... the decisions that we made along the way shaped who we are today.** I invite you to look at yourself as you are; a work in progress, an active project. Work on yourself!

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MARTA HERNÁNDEZ

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"Many people highlight my medals. Of course they are not bad at all, I have 26... but I remain in everything I learned and lived along the way. Obviously, one of the moments I remember the most is when at 19 I was left in the wheelchair. I didn't know how to swim, I didn't like to swim... I just wanted to float and "splash," it made me feel free to be in the water. After the first experience I said to myself: I am going to take swimming classes, and from there I found a trainer that told me I was a diamond in the rough. I beat my fear of the water, and my fear of my new physical situation, my fear of handling the wheelchair, and I made the decision to dare... that led me to be the woman I am now. **All of the decisions that we make in our lives have consequences. If we dare to make big decisions, to realize our dreams, we can also expect big surprises. And remember, we are all diamonds in the rough that are ready to shine. All of us!**"

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TERESA PERALES

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I have a few reflections that I want to share. Firstly, remember that as immigrant women we are the motor of this country. This country would not be what it is without women of color and immigrant women. Secondly, that life is difficult but let's not forget the joy of the fight. Let's not let the struggle be something that wears us down. Let's look at the joy that fighting for the things we deserve brings us. And lastly, let's be our authentic selves. **Let's do what we truly want to do and when society, and others around us try to tell us who and how to be, let's tell them "no!"** Look inside ourselves and see who we really yearn to be.

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TERESA MEJIA

[Watch the complete panel](#)

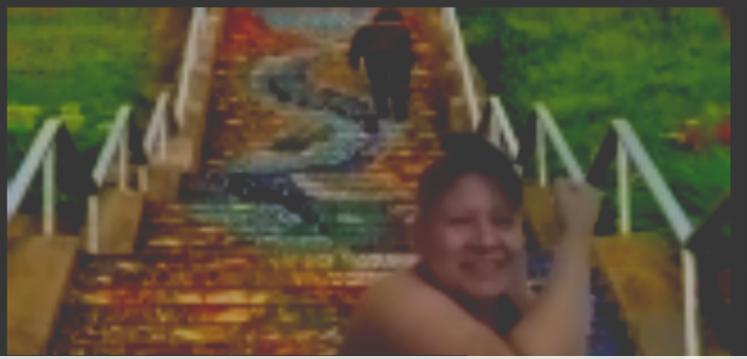
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## MUSIC FOR HEALING

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[Makrú Trio](#) a local Bay Area band with musicians from different parts of the world, brought a positive vibe at the Summit with their lyrics about hope and joy, in hopes of spreading a message of respect and love.





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## PARTICIPANT QUOTES

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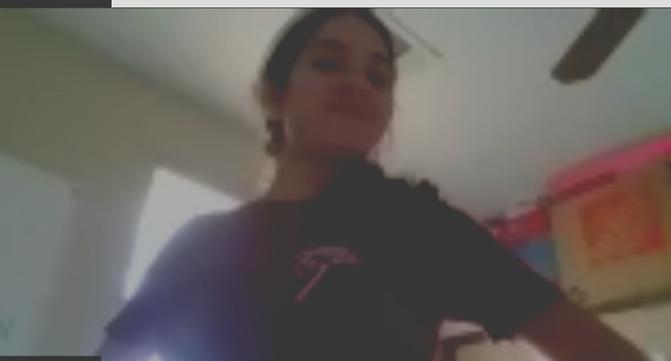
***“What I’m taking away from this year’s Summit is that we are powerful women and we always have to believe it even when sometimes, the world around us makes us feel the opposite.”***

***“I’m leaving with a lot of motivation to move my business idea forward and see it through.”***

***“I’m full of inspiration to overcome the obstacles and pandemics of this life.”***

***“I’m coming away with a great deal of internal strength to accomplish the big things in my life, because I have my life, my family and my health!!!”***

***“For me the Summit has been an inspiration; a reminder of our shared resistance.”***



# VISIBILITY AND BRAND

Reached more than 15.000 people

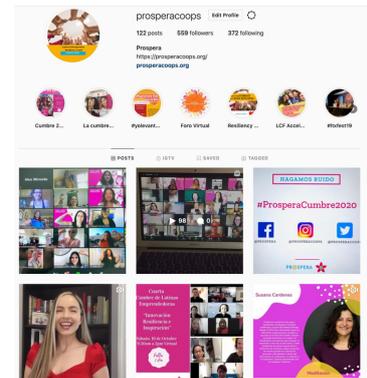
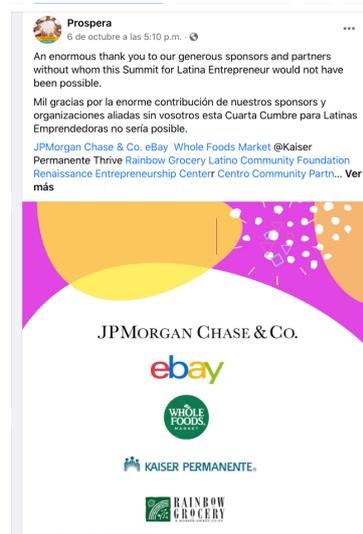
## FACEBOOK LIVE EVENT

88 attendees via Zoom  
Reached over 1,700 people  
via Facebook Live Event  
718 event reproductions



## SOCIAL MEDIA

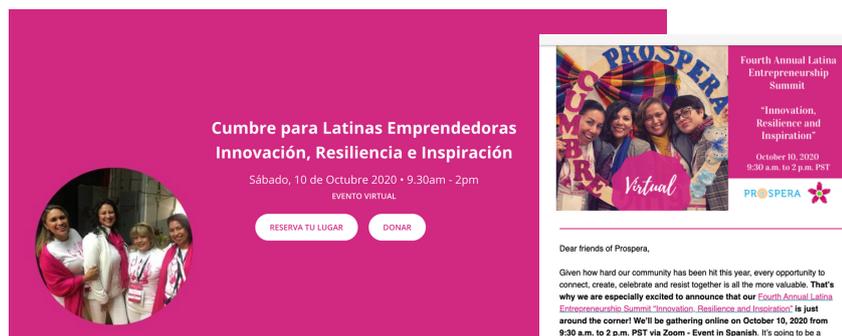
Reached over 7.000 via  
Facebook / Twitter / Instagram  
[Watch Instagram Stories here](#)



## PROSPERA'S

## NEWSLETTER & WEBSITE

Reached over 5.000 people



## MEDIA COVERAGE

Reached multiple audiences via  
local media



## DE NUESTRA COMUNIDAD | OUR COMMUNITY



¿Eres una emprendedora que busca inspiraci3n y apoyo? La organizaci3n sin fines de lucro Prospera ha organizado una jornada con el nombre "Innovaci3n, Resiliencia e Inspiraci3n" repleta de recursos y herramientas para el desarrollo profesional de mujeres emprendedoras. Este es un espacio de solidaridad y contar3 con las apariciones especiales de Teresa Mej3a, activista y directora ejecutiva del Edificio de las Mujeres en San Francisco, Teresa Pen3as, medallista paral3mpica y coach, y Remedios G3mez Arnau, C3nsul General de M3xico en San Francisco, entre otras. [Leer m3s](#)

Comparta con otras que busquen estos recursos

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THANK YOU TO OUR SPONSORS AND PARTNERS!

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JPMORGAN CHASE & Co. 



Rising our Voices Coalition



**SRE**

CONSULADO GENERAL DE  
MÉXICO EN SAN FRANCISCO

## **More information about**

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