Community Impact Report

Creating a more accesible and equitable healthcare system for the Latino community around issues of cancer.

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A Message from our Executive Director, Darcie Green.

Dear Friends and Supporters,

As I reflect on 2024, I am struck by both the persistent injustices our community faces and the unwavering resilience that defines us. At Latinas Contra Cancer, we see the devastating consequences of late detection, limited access to treatment, and systemic barriers that disproportionately impact the Latiné community. Yet, within these challenges, we also witness an undeniable force: the power of our community to fight back, to persist, and to thrive against all odds.

Our work at LCC is not just about services; it is about transformation. It is about dismantling the entrenched inequities in healthcare and building a system that works for all of us. Every day, I am inspired by our staff, donors, community partners, and—most of all—our clients, who refuse to be defined by the obstacles before them. Their courage fuels our mission, their perseverance deepens our resolve, and their victories remind us why this work is essential.

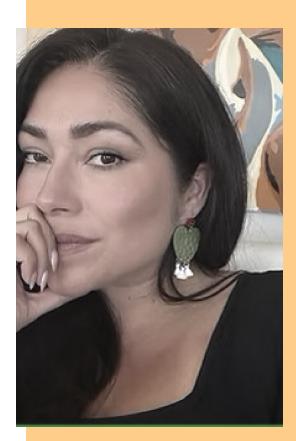
Through your generosity, commitment, and partnership, we are making an impact. In 2024, we provided over 1,000 navigation services to individuals navigating complex healthcare systems. But our work is about more than numbers—it is about people. It is about ensuring that every person who walks through our doors is met with dignity, advocacy, and unwavering support.

Audre Lorde reminds us, "There is no such thing as a single-issue struggle because we do not live single-issue lives." This truth defines our approach at LCC. We do not just address cancer care or language barriers; we fight against systemic injustices that leave our community underserved and overlooked. Health justice cannot exist without racial justice, economic equity, and a commitment to dismantling all forms of oppression.

As we prepare for the challenges ahead—defending our healthcare system and advocating for the rights of our most vulnerable patients—we draw strength from the knowledge that our work is an act of resistance and resilience. This year, our voices and our actions have never been more critical. We enter 2025 stronger than ever, propelled by our relentless commitment to disrupting the social determinants of health that limit access to care. Our focus remains clear: ensuring that no one is left behind in the fight against cancer. This means continuing to provide culturally competent education, early detection programs, treatment support, and survivorship care while simultaneously advocating for systemic change that prioritizes health equity.

This past year was also one of growth. We strengthened our partnerships, deepened our impact, and saw an increase in revenue that will allow us to reach even more individuals in need. These achievements would not have been possible without you—our unwavering allies in the pursuit of health justice.

I invite you to join us as we forge ahead, committed to a future where health justice is not an aspiration but a reality. Thank you for your continued belief in our mission and for standing with us as we fight for a world where access to care is a right, not a privilege. Your support is not just appreciated—it is transformational.



In gratitude and solidarity,

Executive Director
Latinas Contra Cancer

A Message from our Board Chair, Darlene Torres.



In Community.

Darlene Torres
Board Chair

Latinas Contra Cancer

Dear Friends and Supporters,

As I reflect on the past year, I am profoundly grateful for the unwavering support and dedication that have propelled Latinas Contra Cancer (LCC) toward its mission of eliminating disparities in cancer care within the Latiné community.

Our achievements this year are a testament to the collaborative efforts of many. Under the steadfast leadership of LCC staff, our team has expanded culturally competent education programs, enhanced early detection initiatives, and provided comprehensive treatment support and survivorship care. These strides have been pivotal in addressing systemic barriers and ensuring equitable healthcare access for all.

I extend my deepest appreciation to our devoted staff, whose passion and commitment are the heartbeat of our organization. Their tireless efforts have transformed challenges into opportunities, fostering a community of hope and resilience. To my fellow board members, thank you for your guidance, insight, and unwavering commitment to our cause. Your collective expertise has been instrumental in steering LCC toward sustained growth and impact. We are also immensely grateful to our donors, volunteers, and community partners. Your generosity and collaboration have enhanced us to broaden our reach and deepen our impact, bringing vital services to those who need them most.

Together, we are making significant strides toward a future where equitable cancer care is a reality for all. Thank you for standing with us in this vital endeavor.

Breaking Barriers to Cancer Care

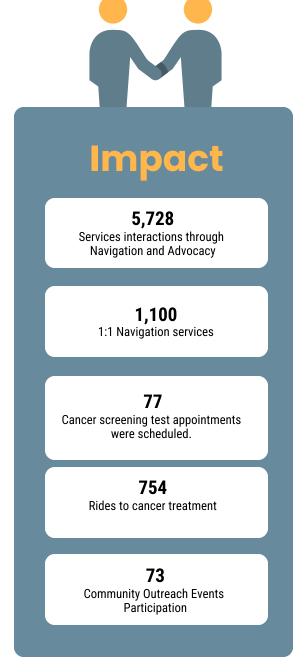
Patient Navigation and Advocacy

In 2024, Latinas Contra Cancer continued to break down barriers to healthcare access for our community. Many individuals face challenges such as language barriers, financial constraints, and undocumented status, which often lead to delayed screenings, missed appointments, and late diagnoses.

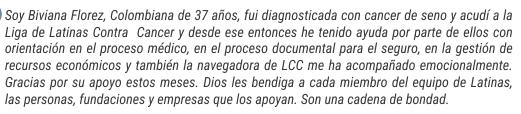
Through our Patient Navigation & Advocacy Services, we ensured that no one faced cancer alone. This year, we provided translation services, appointment scheduling, and direct connections to free or low-cost healthcare, cancer support groups, and essential resources, including food, housing, transportation, and childcare.

Our work in 2024 reaffirmed our commitment to equitable healthcare access, ensuring that those most impacted by systemic barriers received the support and advocacy they needed. This year, we also strengthened our reach by partnering with Santa Clara Family Health Plan to provide Community Health Worker (CHW) services. Two of our navigators became CHW-certified.

We also applied to the DHCS Technical Assistance Marketplace under Domain 1: Strategic Planning and Implementation Support to receive guidance in developing MCP relationships, executing contracts, and building systems to meet program requirements. This includes support for MCP registration, staffing models for CHW, ECM and Community Supports, compliance with CalAIM oversight, and strategies for service sustainability. To sustain and expand these services, we built key infrastructure, including configuring Salesforce and developing a billing system.



Meet Biviana



ENG - Hello, I'm Biviana Florez, a 37-year-old Colombian. I was diagnosed with breast cancer and I reached out to Latinas Contra Cancer. Since then, I have received assistance from them, providing guidance in the medical process, assisting with the documentation for insurance, managing economic resources, and LCC Navigator has been there for me emotionally. Thank you for your support during these months. May God bless each member of the Latinas team, the individuals, foundations, and companies that support them. You are a chain of kindness.



Preventing Homelessness, Restoring Stability

Homelessness Prevention System (HPS)

LCC remains a proud partner in the Homelessness Prevention System (HPS), a vital public-private initiative led by Sacred Heart and Destination: Home. Together, we are working to prevent displacement and ensure that individuals and families at risk of homelessness receive the support they need.

As one of 19 nonprofit partners in the countywide prevention model, LCC is committed to the belief that housing is healthcare. We envision a future where no one in our community faces housing instability due to a medical diagnosis. Achieving this requires collaborative action and sustained investment. How can we continue working together to make this vision a reality?



/U Households



Cancer-Impacted Households



\$484,004.96

Rental Assistance



"LCC- HPS has also assisted me in connecting with rental assistance, especially during times of health crises "

> Linda Buitrago Client

Mi nombre es linda Buitrago soy mamá de 2 niños y mi mami vive con nosotros, y nos apoya en especial a mí me apoya en sacar adelante a mis dos hijos . Tengo 40 años y he tenido situaciónes de salud. Soy sobreviviente de cáncer de mamá; he recibido quimioterapias , radiaciones, varias operaciones y gracias a Dios y mi VIRGENCITA DE GUADALUPE, he podido salir adelante y he recibido un gran apoyo de la organización de Latinas Contra Cancer durante todo este proceso.

También LCC- HPS me ha ayudado con contactar con la ayuda de renta ya que he tenido crisis con mi salud y en estos meses me apoyaron, con mi renta para poder no perder mi vivienda y la de mi familia, mis hijos y mi mami. Han sido un gran apoyo , darme una esperanza de poder salir adelante y sentirme segura. Gracias, gracias por todo el apoyo. Dios los bendiga a ustedes a la señora de HPS que a tendió la paciencia, amor para poder contactar con la organización de ayuda con la renta Dios los bendiga.

ENG - My name is Linda Buitrago, and I am a mother of two children. My mom lives with us and supports me, especially in raising my two kids. I am 40 years old and have faced health challenges. I am a breast cancer survivor; I have undergone chemotherapy, radiation, and multiple surgeries. Thanks to God and my Virgin of Guadalupe, I have been able to overcome these challenges, receiving significant support from the organization Latinas Contra Cancer throughout this process.

LCC- HPS has also assisted me in connecting with rental assistance, especially during times of health crises. In recent months, they supported me with my rent to prevent losing my home for myself, my children, and my mom. They have been a tremendous support, giving me hope to move forward and feel secure. Thank you so much for all the support. God bless you all, including HPS Case Manager, who patiently and lovingly helped me connect with the rental assistance. God bless you.

Bridging the Gap in Cancer Education & Support

Health Education

In 2024, Latinas Contra Cancer (LCC) had three dedicated Trained Promotoras serving our community, delivering critical education and support in a culturally and linguistically sensitive manner. Through our Promotoras Model, we provide individuals with knowledge, dispel myths, and foster open, judgment-free discussions that lead to informed decision-making and improved health outcomes.

The Promotoras Model is a trusted, peer-led approach to health education and navigation. Promotoras are community members—often from the same neighborhoods as those they serve—who have experienced firsthand the systemic injustices that impact healthcare access. With specialized training, they guide clients through the complexities of the healthcare system, ensuring they receive the information and support needed to navigate cancer prevention, diagnosis, treatment, and survivorship. By leveraging the lived experiences of our Promotoras, LCC effectively reaches individuals who might otherwise face barriers to care. This grassroots approach enhances personal knowledge, shifts behaviors and attitudes toward cancer prevention, and encourages early detection through accessible education and navigation services.

After participating in our education events, attendees leave with a clearer understanding of how to reduce their cancer risk, adhere to age-based screening guidelines, and take proactive steps in their healthcare journey. Through the Promotoras Model, LCC continues to break down barriers, enabling a healthier and more informed community.



222

033

100 Total Workshops 1,482
People
Educated

13
Community
Locations

Digital Literacy Sessions



Como promotora de Latinas Contra Cancer, impartir los talleres a la comunidad me llena de satisfacción ya que en cada uno de nuestros talleres la comunidad se empodera de conocimientos para su propia salud para sus familias y comunidad entrera, la prevencion es una parte muy importante en nuestra salud. Como promotora y ser humano, me siento feliz cada que imparto estos talleres por que se que varias familias se beneficiaron de estos conocimientos que incluso hay personas que no conocian. Agradezco a Latinas Contra Cancer de darme la oportunidad de ser parte de esto tan bello que es educar a nuestra comunidad.

ENG - As a Promotora for Latinas Contra Cancer, conducting workshops in the community fills me with satisfaction because in each of our workshops, the community empowers itself with knowledge for its own health, for their families, and the entire community. Prevention is a crucial aspect of our health. As a Promotora and a human being, I feel happy every time I conduct these workshops because I know that several families have benefited from this knowledge, and there are even people who were previously unaware. I appreciate Latinas Contra Cancer for giving me the opportunity to be part of this beautiful endeavor of educating our community. Thank you

Healing Together

Support Groups

Our support groups provide a vital space for individuals to connect, share experiences, and receive emotional support from peers and trained facilitators. In 2024, many participants returned for ongoing support, highlighting the importance of these groups in survivors' healing journeys. That year, we also launched an in-person support group in partnership with Dominican Hospital in Santa Cruz County, expanding our reach and impact.

At Latinas Contra Cancer, we believe surviving cancer is about reclaiming dignity, strength, and hope. Through our support services, we stand with every individual, fostering resilience and ensuring no one faces cancer alone.

A key achievement in 2024 was the reintroduction of our Mindfulness Series. These sessions offer mindfulness techniques to help participants manage stress, anxiety, depression, and sleep issues. Recognizing the lack of Spanish-language mindfulness programs for cancer survivors, we developed a culturally appropriate curriculum in collaboration with an expert. Facilitated by trained promotoras and supported by licensed therapists, our program offers a unique, community-based service that helps Spanish-speaking cancer survivors build coping skills and improve their well-being.





Online Support Group

English & Spanish Sessions: 34 Support Group Services Received: 264

In Person Support Group (Santa Clara and Santa Cruz County)

Spanish Sessions:30 Support Group Services Received: 144

Mindfulness

Sessions: 12 Participants: 18



Impacting Health Outcomes through Service and Advocacy

Irma Ferrer Memorial Health Justice Fellowship

A transformative 10-month leadership program for college, graduate-level, and gap-year students dedicated to advancing health justice and ensuring equitable access to healthcare for the Latino community, particularly in cancer-related issues.

In 2024, our fellows took on two community-driven projects each, focusing on patient advocacy and navigation, community health education, research, and political community organizing. Throughout the fellowship, our fellows made significant contributions to our programs and the broader community.

They successfully trained and graduated the 8th and 9th cohorts of LCC's Defensoras: Healthcare Advocate Learning Space, equipping community members with the knowledge and tools to advocate for health equity. They also strengthened LCC's Health Education Program by training promotoras in workshop facilitation and enhancing our health education curriculum. Beyond education and advocacy, our fellows played a critical role in patient organizing, with half of them leading a grassroots campaign: Rescue our Medical Center Campaign. Their efforts resulted in a powerful community movement that ultimately succeeded in reversing the planned closure of the trauma services at Regional Medical Center in East San Jose.

The 2024 Irma Ferrer Memorial Health Justice Fellowship exemplified the power of community-driven leadership, proving that when we invest in the next generation of health justice advocates, we create lasting change.



State of Latinas in Silicon Valley

Research - Overwiew

In 2024, we launched a groundbreaking research project to examine the status of Latinas in Silicon Valley through the Social Determinants of Health framework. This initiative focuses on workforce participation, entrepreneurship, and health disparities, providing valuable insights into the experiences of Latinas in the region. The project is a collaborative effort between Latinas Contra Cancer (LCC), the Latina Coalition of Silicon Valley, and esteemed researchers Dr. Vicky Gomez and Dr. Barbara Gomez-Aguinaga.



Impact and Innovation

This research project is unique in its application of the Social Determinants of Health framework to Latinas in Silicon Valley. By integrating both qualitative and quantitative approaches, we aim to produce a comprehensive report that informs policymakers, advocates, and organizations on the challenges and opportunities facing Latinas in the region. The findings will be disseminated through culturally responsive strategies to ensure accessibility and relevance to the community.

Research Team

To ensure a robust and comprehensive analysis, we have assembled a strong research team, including:

- Two researchers: One specializing in qualitative research and another in quantitative research.
- Six research fellows: Supporting various aspects of data collection, analysis, and community engagement.
- A community steering committee: Guiding research methodologies, participant recruitment, and dissemination strategies.

Methodology

The project employs both qualitative and quantitative research methods:

- Quantitative research, led by Dr. Barbara Gomez-Aguinaga, utilizes public datasets from sources such as the U.S. Bureau of Labor Statistics, U.S. Census, and Pew Research Center to analyze social, economic, and demographic trends among Latinas in Silicon Valley.
- Qualitative research, led by Dr. Vicky Gomez, includes stakeholder interviews and focus groups with Latina leaders and community members. Thematic analysis will be conducted to identify key patterns and insights related to the Social Determinants of Health.

Building Community Power to Transform Healthcare

Defensoras: Healthcare Advocate Learning Space

Impact

2 Cohorts

English and Spanish

18

Defensoras Graduated

Voices of Impact: Reflections from Graduate Defensoras

En realidad, decir que hubo un tema que no me gusto o me gusto poco sería mentir.

me gusto o me gusto poco sería mentir.

Todos los temas eran muy buenos y hubo mucho que aprender, debatir y compartir.

ENG: Actually, to say that there was a topic

I didn't like or liked very little would be a lie. All the topics were very good, and there was so much to learn, debate, and share.

In 2024, Defensoras: Healthcare Advocate Learning Space continued to drive meaningful change, equipping individuals with the knowledge and tools to navigate and transform healthcare systems. This collaborative, interactive space fosters leadership in healthcare advocacy, addressing critical issues such as race and gender-based health disparities, patient rights, and systemic barriers to care.

Since its launch in 2021, this bilingual, cohort-based program has provided a structured yet dynamic learning experience rooted in 10 core modules covering essential topics in healthcare justice. Through this initiative, we are building community power, enabling participants to become catalysts for change and champions for equitable healthcare in Santa Clara County.

This report showcases the program's impact in 2024—the lives reached, the knowledge shared, and the advocacy strengthened. Explore the data and stories that highlight the power of communities coming together to shape a just and inclusive healthcare system.

I enjoyed being able to talk to fellow Defensoras and start building a sense of community, this is something I aim to get better at and these sessions are a safe space to do so.



Strengthening Community Power Through Organizing

Community Organizing

At LCC, we are committed to dismantling the entrenched inequities in healthcare and building a system that works for all of us. Health justice cannot exist without racial justice, economic equity, and a commitment to dismantling all forms of oppression. In 2024, the Community Organizing program advanced these values by building the power of patients and advocating for systemic change that ensures healthcare is a fundamental human right for all.

This year, we celebrated the success of the "Rescue our Medical Center Campaign", which played a pivotal role in reversing the planned closure of the trauma services at Regional Medical Center in East San Jose. Initially, the hospital announced plans to close its trauma services, prompting months of community protests and advocacy. In July 2024, the hospital reversed its decision, opting to downgrade the trauma services from Level II to Level III, maintaining essential services for the community. In August 2024, Santa Clara County announced its intention to purchase Regional Medical Center from HCA Healthcare.

Another major achievement was the inaugural Latinas Patient Power: Rights to Heal Retreat, a groundbreaking event that brought together Latina patients to foster a supportive community, enhance self-care practices, and strengthen their voices as patients and users of local healthcare systems. This retreat not only equipped participants with essential tools for patient advocacy but also laid the groundwork for future leadership and collective action.

Our work is centered on building the power of patients by equipping them with the tools, knowledge, and leadership skills to lead campaigns, advocate for change, and shape healthcare policies that reflect their needs.

LCC's approach to community organizing is rooted in an equity lens, ensuring that we address healthcare disparities and work towards creating a more just and inclusive system. We draw strength from knowing that defending our healthcare system and advocating for the rights of the most vulnerable patients is an act of resistance and resilience. By partnering with local organizations and coalitions, we have amplified our impact, ensuring that the voices of Latiné patients are central to the decision-making processes that affect them.



In 2024, LCC's Community Organizing program deepened its commitment to health justice by organizing for transformative change—dismantling barriers and building a healthcare system that truly works for all. This work is not just about providing services; it is about creating a world where all patients, especially those from underrepresented communities, can access the care they need with dignity and respect.

2024 in Action: Highlights and Memories

Latina Patient Power: Rights to Heal Retreat



In March 2024, Latinas Contra Cancer hosted the firstever Latina Patient Power: Rights to Heal Retreat at 1440 Multiversity. The retreat brought together cancer patients, organizers, and community leaders from Santa Clara County to discuss how to build a healthcare system embedded in the community—one that provides excellent, free care at the point of service.

Defensoras Graduation and Alumni event

The graduation of Cohorts 8 & 9 from Defensoras: Healthcare Advocate Learning Space marked a significant milestone in driving meaningful change. These cohorts were equipped with the knowledge and tools to navigate and transform healthcare systems, furthering their impact as advocates for health justice.



Fellowship 2024 cohort













The 2024 Fellowship Cohort began with LCC's Patient Power Retreat: Rights to Heal, preparing for a year of advocacy. Fellows worked on projects in Health Education, the Defensoras Advocate Training Program, Research, and Patient Organizing.

2024 in Action: Highlights and Memories

The Journey of the Rescue Our Medical Care Campaign

#1

Regional Medical Center Says it Will Close Trauma Services by August

Regional Medical Center (RMC) in San Jose announced plans to close its Level II trauma services in March 2024, citing a decline in utilization.

https://localnewsmatters.org/2024/07/08/

Advocates raise concerns over service closures at

The closure announcement sparked months of community protests and advocacy efforts, with residents voicing concerns over the loss of essential trauma services

https://www.ktvu.com/news/san-josehospital-reverses-course-trauma-center-

Following months of outcry from residents and county officials, leaders of the Regional Medical Center in East San José are backing off plans to shutter the hospital's trauma services and cut other services.

Advocates Urge State to Intervene in Closure of San Jose Trauma Center

"The proposed downgrade in services will require these patients with the most critical health care needs to be transported further distances, resulting in significant delays in the provision of life-saving care"

https://www.kqed.org/news/11987665/advo cates-urge-state-to-intervene-in-closure-ofsan-jose-trauma-center

Santa Clara County to Buy Regional Medical Center, Keep Trauma Center

Santa Clara County decided to acquire Regional Medical Center to restore essential services, including trauma care

https://sanjosespotlight.com/santa-clara-county-aims-to-restore-east-san-josehospital-services-regional-medical-center

The County of Santa Clara and HCA Healthcare reached a definitive agreement for the county to purchase RMC for \$150 million.

https://news.santaclaracounty.gov/county-santa-clara-and-hca-healthcare-reachagreement-county-acquire-regional-medical-center

2024 in Action: Highlights and Memories

Actions

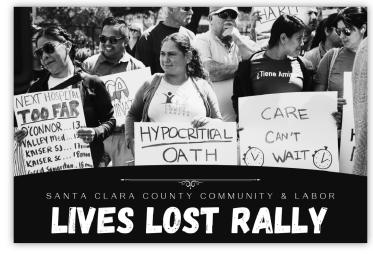








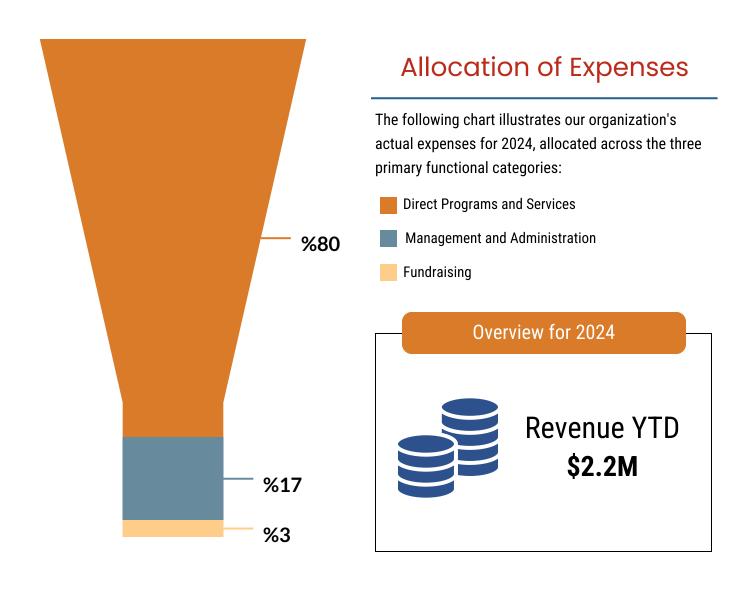




Impact Through Investment

Financial Overview

We are committed to the responsible stewardship of the funds entrusted to us. The financial overview below provides a summary of our organization's revenue and the allocation of expenses for the year.



Leadership in Action

Our Staff, Board Members, Fellows & Interns

Staff Members

- · Darcie Green Executive Director
- · Melissa Gonzalez Director of programs and Impact
- Jessica Diangson Director of Operations and Finance
- Maria Zeledon Patient Advocate Lead
- · Yamileth Zuniga Patient Navigator
- Susana Burgos Community Outreach Specialist
- Aida "Tessie" Crosby Covered CA: Enrollment Counselor & Outreach Specialist
- Isela Luna HPS Patient Resource Navigator Lead
- Nancy Villareal HPS Patient Resource Navigator
- Evelyn Cruz HPS Patient Resource Navigator
- Dennise Castaneda HPS Intake Specialist
- Laisha Martinez Health Educator and Organizer Lead
- Tania Bravo Health Education Promotora
- Teresita Garcia Health Education Promotora
- Soledad Tellez Health Education Promotora
- Natalia Zamora Health Justice Fellowship Coordinator & Health Policy Fellow

Board Members

- Darlene Torres Board Chair
- Evita Anaya Board Vice-Chair
- · Ronald Lind Board Treasurer
- Alejandro Espinoza Board Secretary
- Jose Luis Pacheco Board Member
- Robert Beltran Board Member
- · Sandra Madrigal Board Member

Fellows and Interns

- · Edlimar Delgado
- Samantha Rojas
- Esmeralda Heredia
- Esmeralda Matias
- Milagros Hernandez
- Sofi Pesantez

- Camille Porter
- Lizbeth Gonzalez
- Guadalupe Pulido
- Maria Sandoval
- Allyson Tinoco-Mejia



The Power of Partnership: Our Gratitude to Funders



We are deeply grateful for your trust, support, and generosity. Your belief in our mission and the LCC team is driving the transformation toward a more equitable healthcare system.















Ferrer Family Giving













The Power of Partnership: Our Gratitude to Funders

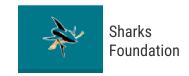


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URJENT Grant-Santa Clara County Supervisor Otto













Santa Clara County Supervisor Silvia Arenas



Santa Clara County Supervisor Cindy Chavez



Santa Clara County Supervisor Susan Ellenberg





