

ANNUAL REPORT

CULTURX ACTIVITIES

2022

CULTURX 2022 END-OF-YEAR EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

In 2022, Culturx was able to accomplish many goals set out at the beginning of the year. We engaged community through successful planning of events and programs. We launched special projects to support the community and engage with community partners.

BRIEF HISTORY

Culturx started in March 2020 with the sole purpose of creating an organization that celebrates the Latin community in Canada. Spreading information about our culture in various ways and trying to bring the latin community together. In summer 2021 we created the flavours map, a tool that contains all the latin owned restaurants in London Ontario. This map launched our debut to support our local latin community. Over the last three years we've grown and accomplished many activities towards our mission of celebrating the Latin community in the Forest City.

OUR PILLARS

We have 4 pillars that drive our work. Support, Connection, Education and Celebration. We believe that as a community, we need to rally behind the people that represent our culture. This means supporting our local restaurants, businesses and community organizers. We believe that in order for our community to grow, we need to be connected. This means being connected to what's going on in our community, connected to resources and supports, and connected to each other. We believe in sharing widely our culture and heritage. This means inviting all people from different cultures and backgrounds to participate in our celebrations and conversations. We believe in creating spaces of epic celebration & community moments where Latinxs can feel represented, safe and a true sense of belonging.



KEY RESULT AREAS

Starting in spring 2022, we partnered up with the London Public Library and created the Spanish Speaking Circle, a program to teach the Spanish language to all levels/all ages. This program runs weekly, every Thursday 6-7 pm.

In June 2022, we co-organized with Casa Cultural Mexicana from Toronto, the Cielito Lindo Festival, having over 40 dancers participating and over 100 attendees from the community.

In Summer of 2022, we celebrated the first-ever annual Latin Community Festival, a two-day event bringing together the large diverse Latin Community and Londoners. Hosted in downtown London, the event has a record attendance of over 10,000 people and included over 15 artistic performances by local artists, which includes the first-ever and second Latin Drag Queen performers in London.

In December 2022, we organized the second edition of the Dia de las Velitas festival with food vendors and art displays on site. Attendance was over 400 people throughout the course of the event.

CONCLUSION

In 2022, Culturx established itself as a leading brand and community organization that promotes and celebrates the diverse Latin community in London Ontario. We created new community partnerships, onboarded 8 volunteers and executed weekly programming and 3 major events.

In November 2022 - Culturx officially incorporated as a Nonprofit Organization, setting the stage for 2023 to begin new funding search and development.

Community Highlights

AT A GLANCE

We had an incredible year, engaging community, supporting our local leaders and celebrating our diverse community.

Key metrics

 **10+**
volunteers

 **752**
volunteer hours

 **33,257**
website visits

 **40**
volunteer run activities

 **\$7,500**
grants & funding secured

Culturx

AQUI CELEBRAMOS



Culture and Heritage



www.culturx.ca



London, Ontario

CHALLENGES

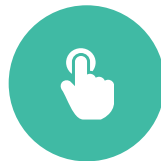


Our greatest challenge this year was securing funding for our various events and programs.

SOLUTIONS



We leveraged community partnerships to support our events. We were able to connect with sponsors that believe in our vision and support our ventures. We accessed local funding and grant opportunities.



Community Partnerships



Sponsors



Local Grants and Opportunities

STRONGER TOGETHER



LONDON PUBLIC LIBRARY & MORE

1

Our partners this year were the London Public Library, Casa Cultural Mexicana, Latin Passion Dance Academy and Simple Reflections for Artists.

2

ANDERSON CRAFT ALES & DOWNTOWN LONDON

Our sponsors this year were Anderson Craft Ales and Downtown London for Latin Community Festival.

3

LOCAL GRANTS & OPPORTUNITIES

We leveraged the Small Events Fund through the City of London for Dia de las Velitas. We leveraged the TD Zone from Innovation Works/Pillar Nonprofit Network, providing us with meeting space.