

IMPACT REPORT 2025



SUPERVIVE

FROM AIDÉE GRANADOS

SuperVive
Founder and
Former Executive
Leader



The Radical, Positive Shift

This is my final Impact Report as the Executive Leader of SuperVive. Reading these metrics and knowing the faces and stories of the more than 4,000 women who have walked this path with us fills me with profound peace. **This change is transformative**, it is generational, and above all, it is already here!

A Painful Reality

Let's be honest: our community today lives within a system that, sadly, is unjust and oppressive. A recent statistic took my breath away: today, **"41% of Hispanic immigrant families in the United States live in constant fear of deportation, which has led to a 30% increase in skipped medical appointments."**

This "toxic stress" has been **one of the primary barriers to seeking care and managing chronic illnesses over the past year**. Going against such a system is devastating; it seems designed to ensure that resources never reach those who need them most!

However, at SuperVive, we have decided that this will not "crush" our hearts. Quite the opposite: it has fueled us to act with LOVE and HOPE for nearly 10 years. It has moved us to become **Radical and Positive "rebels."** Let me explain what this means...

Our Transformative Response

We believe that every act of empowerment we perform daily becomes a **RADICAL, POSITIVE SHIFT**—a form of sovereignty in the face of injustice. Here are concrete examples of this everyday peaceful resistance:

- **Reading a book** that opens the mind and increases our empathy.
- **Going to the doctor** and following their instructions, stating our right to health.
- **Caring for what we eat** and moving our bodies in accessible, joyful ways.
- **Seeking therapy** and meditating more, breaking cultural taboos.
- **Hugging more, helping more, and living in a community** that lifts one another up.

All of this is a declaration of value so that, one day, the systems that are failing us today will finally change.



Our Resilience Data

This year, we saw how our participants transformed that determination into tangible results:

Initiative	Impact & Results
Mental Health	Thanks to the Texas Health Grant and in partnership with Cannenta Foundation, we delivered 740+ free therapy sessions ; 85% of participants showed drastic improvement in symptoms of depression and anxiety.
Book Club	8 books completed , focusing on education, awareness, and empowerment in health and community leadership.
Cardiovascular Health	With Amgen's support, 98% of the pilot group began with LDL levels (bad cholesterol) out of range. Following <i>El Camino Rojo</i> , <i>SuperVive Comunidad</i> , and medical follow-ups with community partners, 50% improved or reached healthier levels.

"It is essential to change the mind and the heart before changing structures. It is a prerequisite for justice to become a reality."

Changing the Rules of the Game

According to **The Water of Systems Change framework**, real **systemic change** occurs from the bottom up: starting with Mental Models.

SuperVive is achieving that shift in mindset and the adoption of lasting habits by using the community as a source of health!

This is our hope: to change the minds and hearts of our families and community as a prerequisite for transforming the system.

Thank you for being part of this **movement of transformation**. The future of SuperVive is bright because of you—because you believe that a more just, equitable world, filled with health and well-being, is possible!

With infinite gratitude and hope,

Aidee Granados

Founder, **SuperVive**

HERSTORY

Podcast Edition

The SuperVive Podcast celebrated its 6th anniversary and is preparing for its final season. In 2025, **our participants** took center stage, sharing their voices, experiences, and stories of transformation. In total, we produced 53 episodes this year. **Below, we highlight the most-listened-to episodes of the season.**



¡Si Se Puede! Muévete hoy
with **Yuliana Vargas**

SuperVive Podcast Episode



Primero Yo
with **Yesenia Martínez**

SuperVive Podcast Episode



Mi calendario familiar,
¿me acerca o me divide?
with **Carmen León**

SuperVive Podcast Episode



SuperVive con ejercicio
y perseverancia
with **Cristina Alonzo**

SuperVive Podcast Episode

THE FUTURE WE ARE BUILDING

MISSION

SuperVive provides health and well-being education to Hispanic women and their families in the United States by creating **Positive Health Communities** where culturally tailored and accessible chronic disease prevention programs are at the center.

We use four pillars to drive equitable whole health behavioral change: **Nutrition, Mental Health, Physical Activity and Empowered Health.**

VISION

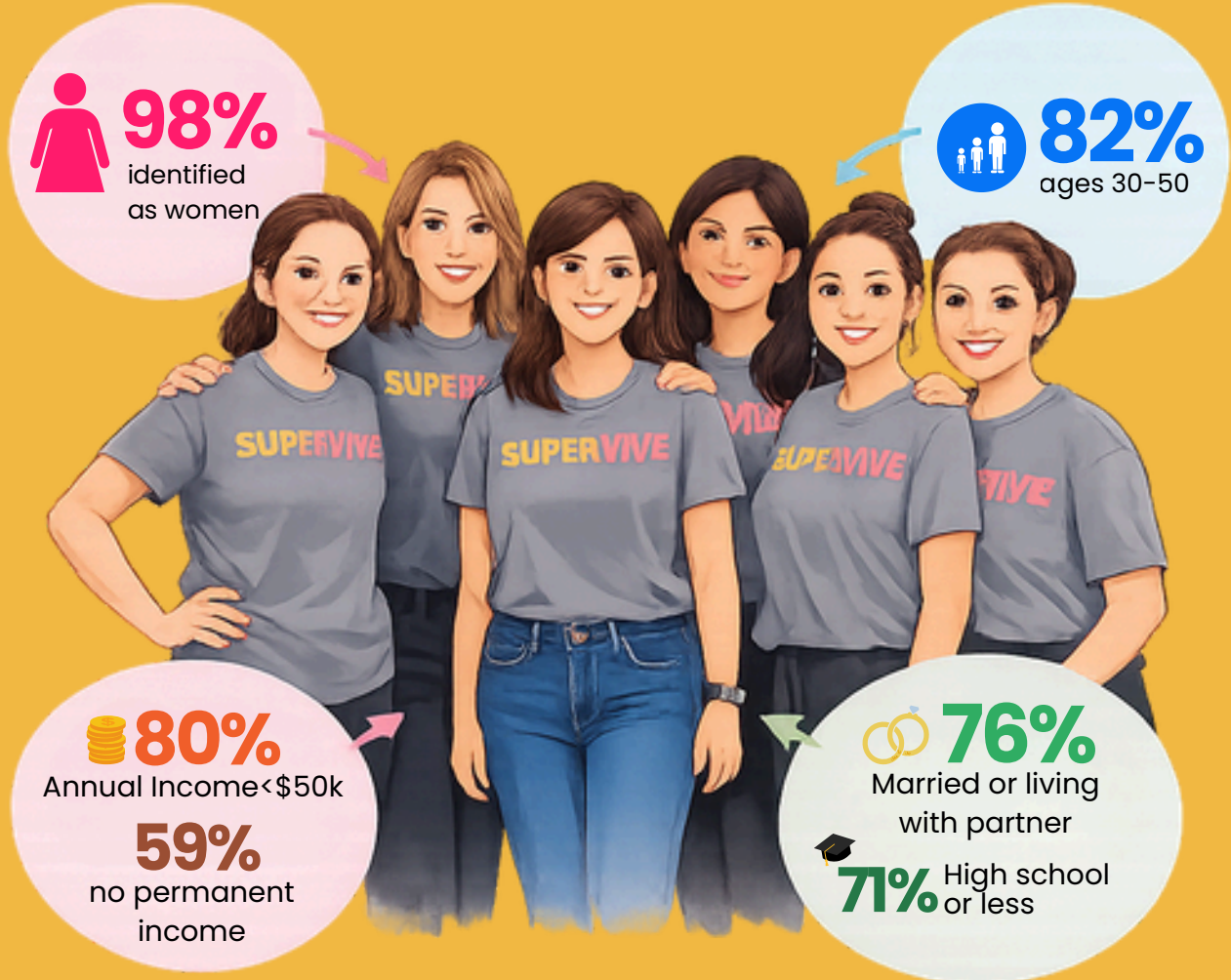
SuperVive dismantles **income, language, and education barriers** to health and well-being for Hispanic women and their families in the U.S.

We are leading Hispanics to live healthier lives and reduce the incidence of chronic diseases among them.

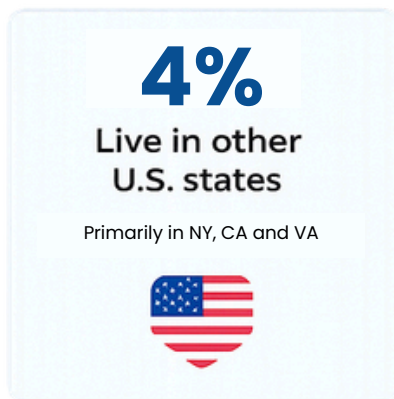
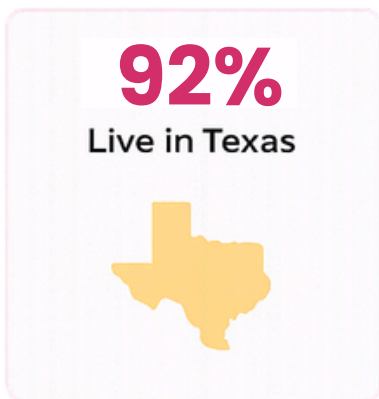


WHO WE SERVE

Our community is primarily composed of adult women navigating health and wellness within complex social and economic realities.



In 2025:



In Texas:

Dallas County - 67%

Collin County - 6%

Denton County - 6%

Tarrant County - 5%

Other Counties - 8%

ROOT CAUSES OF HEALTH INEQUITIES

Language limits access to safe and effective care

83%

of Spanish-speaking Hispanic adults prioritize Spanish-speaking medical providers.

- **34% of Hispanics facing language barriers** rely on family or friends to translate, including **15% who depend on a minor child.**
- **44% of Hispanic adults link worse health outcomes** to persistent language and cultural communication barriers.
- **90% of Hispanics facing medical mistrust** state that culturally aligned care is essential to improving their health and following treatment.

Sources: Pew Research Center, 2025. | Urban Institute, 2025. | Hispanic Sentiment Study, 2025.

Community-based networks are key

Social isolation in Hispanic immigrants is a major health threat, increasing premature death risk as much as smoking or obesity.

- Systemic **stressors and deportation fears** cause premature health decline in Hispanic immigrant women, leading to more chronic illness than the general population.



Sources: U.S. Department of Health and Human Services, 2024 | American Immigration Council, 2025.

Income and economic instability restricts access to care



17%

of Hispanics live in poverty, double the rate of non-Hispanic whites.

- ...and many others remain economically vulnerable and lack employer-sponsored health insurance.
- **Hispanics face the nation's highest uninsured rate** at 18%, more than double the rate of non-Hispanic whites
- **Undocumented status hurts Hispanic financial stability:** undocumented workers earn **30% less** than documented peers. In 2025, stricter immigration laws led **50% of immigrant adults to report harder earnings** as fear blocks better jobs and support.

Sources: KFF, 2024/2025. | CMS, 2024 & KFF, 2025.

Culture, fear and shame prevent timely care

41%

of Hispanic immigrant families live in constant fear of deportation, causing a 30% jump in skipped doctor visits. This 'toxic stress' is a major barrier to getting care and managing long-term illnesses.

- Nearly **40%** of Hispanics **avoid medical care** due to cultural taboos and the stigma of chronic or mental illness.



Sources: AHA, 2025 | KF, Immigrants Report Rising Fear, Negative Economic and Health Impacts, 2025.



HEALTH CONSEQUENCES

76%

of adults in the U.S. reported having at least one **chronic disease**, a figure that reaches **93%** in adults aged 65 or older.

45%

45% of the Hispanic population in the US is **affected by obesity**.

21%

of Hispanic adults in the U.S. experienced a **mental illness** in the last year.

Cancer

is the second **leading cause of death** among Hispanics in the U.S.

39%

of Hispanic adults in the US have **hypertension**. Cardiovascular diseases are the **leading cause of death**.

Hispanic adults are

52%

more likely to be diagnosed with **diabetes** compared to non-Hispanic whites.

58%

of **cancer** diagnoses in the Hispanic population occur in late stages.



BUT...HERE'S THE **GOOD NEWS**

Adopting a healthy lifestyle could prevent more than 50% of deaths from chronic diseases in the United States.

The global cost of chronic diseases is estimated to reach \$47 trillion by 2030. Although most of these diseases are preventable through lifestyle, **the United States only invests 2.9% in its budget in public health** and prevention initiatives.

When people are supported, informed, and connected, health outcomes improve.



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SUPERVIVE COMUNIDAD

| Programs

A HEALTH AND WELLNESS VIRTUAL COMMUNITY

What Participants Can Access

Live & Interactive

- Classes with experts
- Support groups
- Book Club

On-Demand & Lifestyle

- Wellness videos
- Recipes & healthy challenges
- Expert capsules & meditations
- Virtual gym

A free, accessible space for connection, learning, and health.

“The success of SuperVive Comunidad demonstrates the potential of culturally tailored, technology-enabled health education programs to address health care disparities and advance integrative health equity in the Hispanic community.”

- Dr. Arlene Betancourt

SuperVive Comunidad is a free Spanish-language app offering live and on-demand content that supports personal, community, and preventive health.

Through this program, we leverage technology to create networks of support and responsibility—connecting women to a community of well-being.



SuperVive-Comunidad App: Advancing Integrative Health Equity for the Hispanic Community Through Social Connection

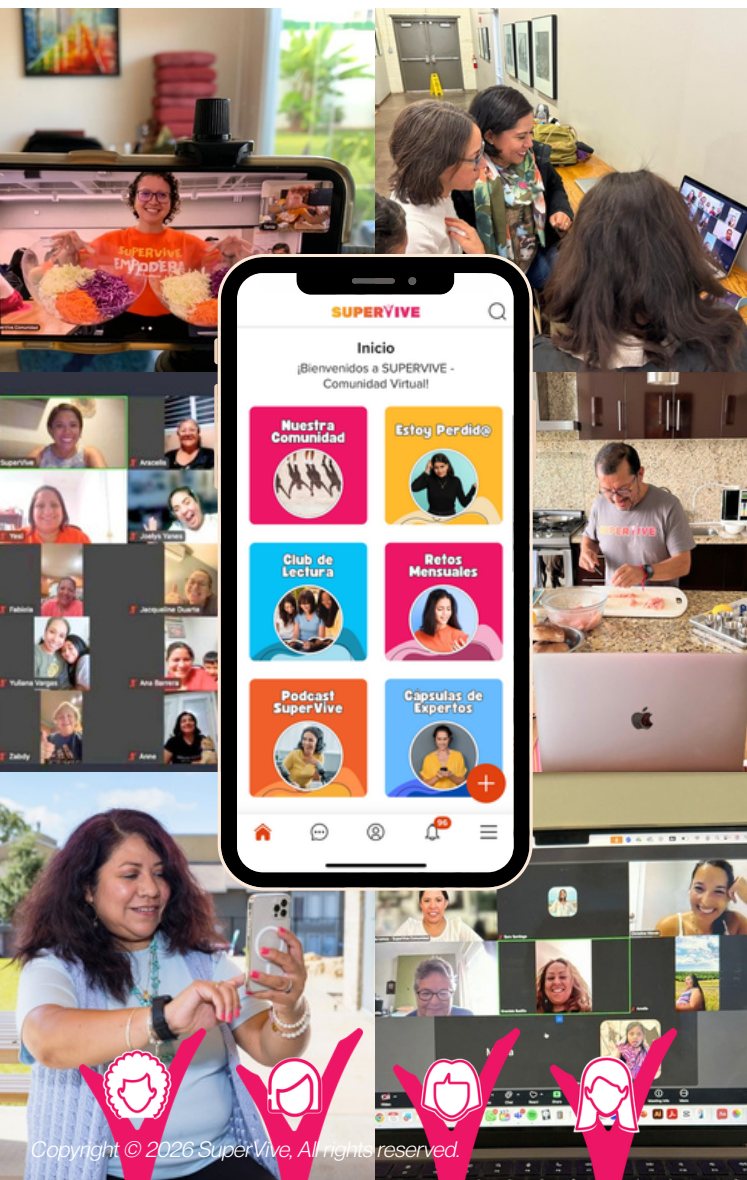
In 2025, SuperVive Comunidad was featured in a peer-reviewed article published in *Global Advances in Integrative Medicine and Health*. Authored by Dr. Arlene Betancourt, MD, ABOIM, the article highlights the SuperVive-Comunidad App as a culturally tailored, Spanish-language digital health platform advancing integrative health equity for Hispanic communities in the U.S.

The findings demonstrate strong engagement and positive outcomes in whole health, social connection, and empowerment, and highlight the model’s potential to reduce access barriers and be adapted for other marginalized populations. The article is available as open-access.

Peer Reviewed Article Published!

[Read Now](#)

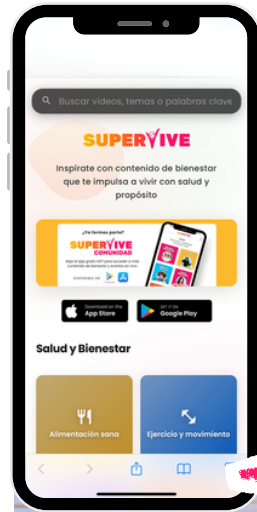
Dr. Arlene Betancourt
MD, ABOIM.




SuperBusca

An **AI-powered search engine** that enables personalized, fast, and accessible learning about health and well-being, connecting users with educational clips and full content such as podcasts, expert capsules, recipes, and more. A living tool that continuously grows with new content.

Only available on SuperVive Comunidad.



 **+1 469-717-6668**

LIVE-CHAT SUPPORT **SUPERVIVE**

A **WhatsApp-based chat** that serves as a **direct and approachable resource** for those who want to make better use of the health and wellness resources available.

This line provides guidance, support, and timely responses, reinforcing our commitment to human-centered, accessible, and culturally relevant care for our community.

THERAPY SESSIONS

In partnership with **Cannenta Foundation**, **free Spanish-language mental health therapy sessions** were offered throughout 2025, achieving a significant impact in reducing symptoms of anxiety and depression.

Thanks to Texas Health, these programs became real tools for support, learning, and well-being for our community.



748

**Mental Health Therapy
Sessions Provided**



THE ROJO WAY

| Programs

COHORT-BASED HEALTH EDUCATION FOR HISPANIC WOMEN

The Rojo Way provides direct, preventive health and wellness education for Hispanic women, delivered both in person and online.

PROGRAM STRUCTURE

- **24-hour curriculum** grounded in the Accelerated Learning Methodology
- **Interactive workshops** focused on prevention and behavior change
- **Individual mentoring sessions**, where trained Ambassadors act as accountability partners

Participants develop a personalized action plan, set goals, and reflect on progress.

100%

in Spanish

100%

Culturally Relevant

24 hours

20 hours

of interactive workshops

4 hours

of individual mentoring sessions



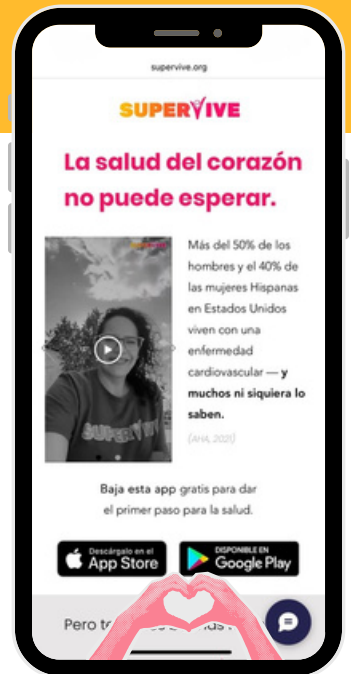
Program *expanded* to 24 hrs

INNOVATION AND EXPANSION IN 2025

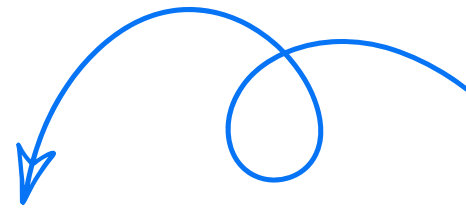
In 2025, we continued to evolve, strengthening our impact through key program innovations and strategic partnerships. **The core curriculum of The Rojo Way expanded to 24 hours** of interactive workshops and mentoring (up from 23), enhancing depth, engagement, and applied learning for participants.

This expansion was made possible through a strategic health partnership with **AMGEN**, focused on heart health education.

Additionally, **The Rojo Way builds on prior collaborations with organizations such as the CDC Foundation** in cancer health education, reinforcing the program's foundation in evidence-based, preventive care.



CORPORATE REACH



In 2025, SuperVive expanded the reach of its programs beyond the community setting by offering curriculum-aligned content to corporate and institutional audiences through the initiative *Thriving Teams*, corporate wellness conferences, and customized workshops. This marked an important step in positioning culturally relevant health education within workplace wellness initiatives.

Organizations reached included:



SPANISH SCHOOLHOUSE
A Spanish Immersion Preschool

ORACLE®



lululemon



These engagements demonstrate the growing demand for Spanish-language, culturally relevant wellness programming in corporate and professional environments, and open new pathways to scale integrative health equity through employers and institutions.

Partner with SuperVive to deliver culturally relevant wellness education to your workforce:

info@supervive.org

OUR PROGRAMS' IMPACT

SuperVive has been selected as part of the Data Capacity Building Initiative cohort with United Way of Metropolitan Dallas.



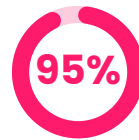
According to the Community Vulnerability Compass—a novel, scalable approach for measuring Social Determinants of Health (SDoH) developed by The Parkland Center for Clinical Innovation (PCCI) —**vulnerability levels in the top ten zip codes served by SuperVive in 2025 are classified as "Very High."**

The Vulnerability Index is determined by a mix of social determinants. For SuperVive, the most relevant factors include Chronic Disease Burden, Food Insecurity, Digital Connectivity, Mental Health, and Health Insurance coverage.

Our service areas face a higher risk than 80% of the communities included in the study.

In the face of these systemic challenges, SuperVive strengthens individual and community capacity.

AFTER PARTICIPATING IN OUR PROGRAMS, PARTICIPANTS REPORT:



improved or sustained healthy eating habits



maintained or increased physical activity



reported positive mental health outcomes



felt empowered to take charge of their health



experienced overall improvements in well-being



felt a strong sense of connection and support



found resources culturally relevant



said programs were easy to use and accessible

100% OF PARTICIPANTS RECOMMEND OUR PROGRAMS

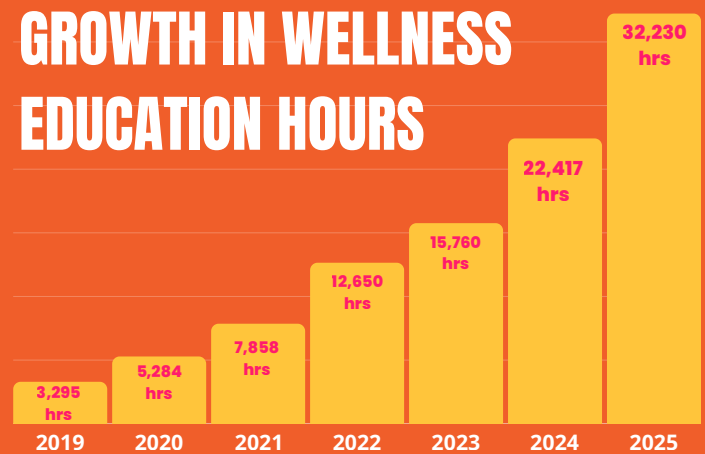


WELLNESS EDUCATION AT SCALE



104,059+ HOURS
of wellness education
delivered as of
December 2025

GROWTH IN WELLNESS EDUCATION HOURS



REACH IN 2025

Total Direct Participants
1,295

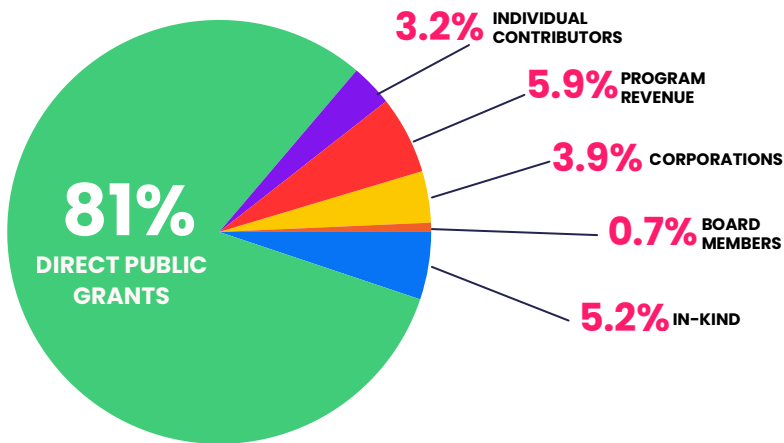
**The
Rojo Way:
264**

**SuperVive
Comunidad:
947**

Together, these programs are expanding access to culturally relevant wellness education—at scale.

FINANCIAL SNAPSHOT

Where Our Funding Comes From:



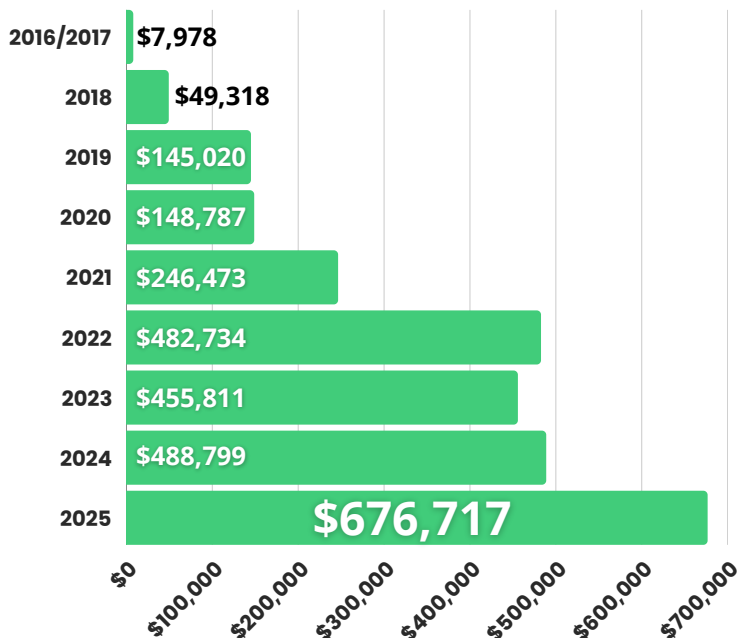
How We Invest Our Resources

78% PROGRAMS

14% FUNDRAISING

8% OPERATIONS

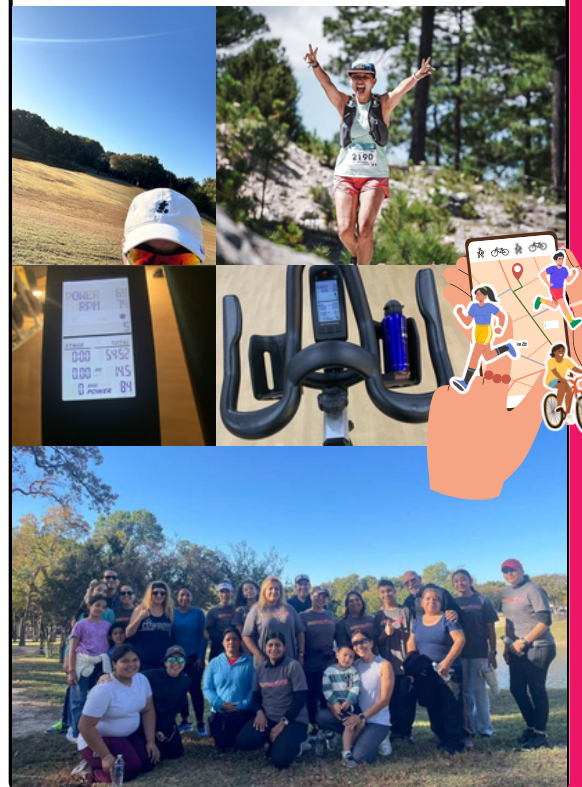
Total Income Over Time (Form 990)



- Amounts expressed in U.S. dollars.
- Starting in 2021, the accounting system changed from "Cash" to "Accrual".
- The 2025 data may vary after the final review of the Independent Auditor.

NOVIEMBRE 8 - 16, 2025

SUPERVIVE RALLY 2025





OUR PLAN FOR 2026

1. Sustaining Global Trust: The lululemon Gives Grant

We are incredibly honored to announce that SuperVive has been selected for the lululemon Gives Community Wellbeing Grant for the second consecutive year. Being recognized twice is a profound testament to the trust placed in our mission and the measurable impact we create together. **Out of more than 2,800 applications worldwide, SuperVive was one of only 80 organizations chosen**—representing less than 3% of applicants globally. This unrestricted support is vital; it powers The Rojo Way and SuperVive Comunidad, ensuring we continue delivering culturally tailored education in nutrition, mental health, and physical activity.

2. Community-Led Innovation: "Mesa de Ideas"

2026 marks the official launch of our **Content Advisory Council, "Mesa de Ideas"**. Composed of 11 extraordinary women—both participants and volunteers—this council represents the heart of our community. Meeting quarterly, they will serve as the bridge between SuperVive and the needs of those we serve, ensuring our content remains relevant and impactful. This is "Community in Action," **giving our participants a direct seat at the table to co-create the future of SuperVive.**

3. Expanding Access and Health Equity

We remain committed to breaking down barriers to health education by **strengthening The Rojo Way** in both in-person and online formats, and **SuperVive Comunidad**. This year, we are pushing the boundaries of innovation through:

- **Accessibility:** Enhancing SuperVive Comunidad accessibility via tools like SuperBusca and our Live Chat Support.
- **Mental Health Expansion:** Through our ongoing collaboration with Cannenta Foundation and the support of the Texas Health grant, we aim to exceed the number of mental health therapy sessions delivered in 2025, providing a critical lifeline for the Hispanic community.
- **Empowered Wellness:** Continuing to provide Spanish-language, evidence-based content that empowers every participant to take charge of their health journey.

SPECIAL THANKS

TO OUR DONORS



AND COMMUNITY PARTNERS



TO OUR BOARD MEMBERS

- Jenny Apperti, *Board Chair*
- Barbara Arcobelli, *Secretary*
- Adriana Mendez-Rugh, *Treasurer*
- Adela Santana
- Alejandra Suarez
- Allison Prochnow
- Anabel Castillo-Soto
- Arlene Betancourt
- Betty Cardiel
- Diana Charbonneau
- Jovelyn Castellanos

AND OF COURSE, TO YOU.

IF YOU WANT TO
SUPPORT **SUPERVIVE**

DONATE HERE



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