



**Dear Partner,**

At Despierta, we believe that when you empower a Latina, you uplift a family, a school, and an entire community. We're more than a nonprofit—we're a growing movement rooted in Charlotte, building spaces where Latina women and students are seen, supported, and equipped to lead.

Since 2020, we've reached over 2,500 women and youth with our culturally grounded programs. From our Bonita Rising initiative—which is now in 7 CMS schools with 16 more on a waitlist—to Mujer Despierta, which offers bilingual support groups and mental health education, our work is about breaking barriers and building belonging.

We know this work can't happen alone. That's why we're inviting visionary partners like you to be part of what comes next. Your sponsorship will help us meet the growing demand, expand our reach, and continue offering programs that transform lives, restore confidence, and nurture leadership in Latina youth and women.

**Together, we can help an entire generation rise with the tools, guidance, and strength they deserve.**

Enclosed is our 2025 Sponsorship Package. In it, you'll find ways to align your brand with a mission that matters deeply to this community. Let's explore how we can build something powerful—together.

With purpose,

*Juliana Lozano*

**Despierta**  
**Founder & Executive Director**

# A Community Transformed: The Power of Empowering Latinas



Founded in 2020, Despierta exists to help women and students step into their power, rebuild their lives with confidence, and access the tools they need to thrive. We believe that when women are supported—emotionally, mentally, and socially—they don't just change their own paths, they transform entire communities.

Through programs like Bonita Rising, Bonita Mama, and Mujer Despierta, we offer mental health education, personal development, and leadership support designed to meet women and youth where they are. From school-based mentorship to safe spaces for emotional growth, Despierta creates the conditions for real, lasting transformation.

To date, we've served more than 2,500 women and students across Charlotte. We are proud to be building a future where women of all backgrounds have the support, confidence, and community they need to thrive and lead.



## Why is Despierta Needed?



**Mental Health:** Latinas in the U.S. are at higher risk for mental health challenges, with about one-third experiencing a psychiatric disorder in their lifetime.



**Dropout Rates:** Latina students in the U.S. have a 6% dropout rate for ages 16–24, higher than that of White females.



**Intimate Partner Violence:** About 1 in 3 Latinas will face intimate partner violence in their lifetime, and 1 in 12 experienced it in the past year.



**Population Growth:** Hispanic population in the Charlotte metro area grew by 36% between 2010 and 2019.



**Economic Disparity:** Latinas in NC earn a median income of \$24,322 less than their male counterparts—highlighting significant economic challenges and inequalities.



**Teen Pregnancy:** More than half (53%) of Latinas in the United States become pregnant at least once before the age of 20.

# How we Make a Difference



## Mujer Despierta

*A Safe, Strong Space for Latina Women to Rise*

Mujer Despierta is a transformative program designed to empower Latina women who are seeking guidance, healing, and a supportive community. What began as a space for newly arrived immigrants has grown into a trusted empowerment hub for all women—no matter where they are in their journey.

This is more than a program—it's a lifeline for Latina that are building their future and their community.

## Bonita Rising

Bonita Rising is Despierta's **flagship youth program created to empower Latina students in grades 6–12 across Charlotte-Mecklenburg Schools.**

Designed by Latinas, for Latinas, the program addresses the unique challenges that young women face—while equipping them with the tools, support, and confidence to rise as leaders in their lives and communities.

This isn't just a school based program—it's a movement of belonging, identity, and transformation.

# 2500+

LATINA WOMEN AND YOUTH IMPACTED SINCE 2020  
EVERY WOMAN WE SERVE IS A STEP TOWARD BREAKING GENERATIONAL CYCLES AND EMPOWERING THE NEXT GENERATION OF LATINA LEADERS

## Bonita Rising

### 10

COHORTS IN 7  
CHARLOTTE-MECK  
SCHOOLS

### 160

SERVED STUDENTS IN FY24

### 100%

OF PARTICIPANTS REPORTED AN  
INCREASED IN CONFIDENCE





## Empowering Latinas, Transforming Communities.

### CONFIDENCE IN SCHOOL



**87 %**

feel more comfortable in school after participating

### ACADEMIC SKILLS



**96 %**

learned a new skill that positively impacted their academics

### SELF-WORTH



**74 %**

reported an increase in their self-worth

### TEACHER RELATIONSHIPS



**96 %**

have better relationships with their teachers

## Mental Health Awareness

**91 %**

NOW BETTER UNDERSTAND MENTAL HEALTH

## THE DESPIERTA IMPACT

WOMEN, STUDENTS AND PARTNERS SHARED THEIR EXPERIENCE



This program has been an answer to our prayers for Latino students. We didn't have programming for them. Despierta came and built such a strong relationship with them right away. It's been a game changer. - **Thomasboro Academy School**

Despierta helped me believe in myself. Now I speak up in class and feel proud of who I am.  
- **Bonita Rising student, 7th grade**

I didn't know anyone when I came here. Now I have a community that feels like home.  
- **Mujer Despierta participant**

Meeting Despierta changed my journey. They provided me with the support I didn't know I needed. Today, I feel stronger and more in control of my future. - **Mujer Despierta participant**

Despierta and the Bonita Rising program are truly transformative for girls everywhere. Our students finished the program feeling powerful, self-assured, and far more confident than ever. It's telling how important Despierta and Bonita Rising are, that our students asked to continue the program every week and to this day, talk about how impactful it was. - **Communities in school**







# Sponsorship Levels

## Latina Empowerment Partner – \$100,000

Your sponsorship will provide full support for 50 Latina students in the Bonita Rising program and 30 women in the Mujer Despierta program. This means:

- **50 students** will receive a full year of personal development sessions, helping them manage academic and social pressures while improving their mental health. They will also participate in college and career exploration activities that build confidence and prepare them for future success.
- **30 women** will gain access to 12 weeks of mental health support groups, financial literacy training, and workshops designed to help them navigate public services and build stability for themselves and their families.

### Pre-Event Benefits

- Logo recognition on Save the Date postcards, event invitations, and email headers.
- Logo placement on the Despierta CLT website, reaching thousands of users annually.
- **Social Media Visibility:** Recognition on all Despierta social media channels.
- **Press Coverage:** Inclusion in press releases, showcasing your organization's support.
- **Co-Branding Opportunity:** A co-branded press release with a quote from your organization.

### During Event Benefits

- **Recognition at Events:** Your organization will be publicly acknowledged during event programming.
- **On-Site Presence:** Opportunity to set up a branded table near event entrances and provide materials or swag for attendees.
- **Program Feature:** A full-page ad in event programs and your logo on event signage.
- **Exclusive Presentation Opportunity:** Your representative will have the chance to deliver brief remarks during events.

### Additional Benefits

- **Naming Rights:** Exclusive naming rights to one flagship program for one year, aligning your brand with the transformative work Despierta does.
- **Annual Impact Report:** A comprehensive report detailing the outcomes of your sponsorship, complete with success stories and participant testimonials.
- **Event Sponsorship:** Exclusive sponsorship of a major event, including visibility on marketing materials and platforms.
- **Direct Engagement:** Opportunities for your team to participate in workshops or mentorship sessions, offering hands-on involvement in empowering Latina women and youth.

# Sponsorship Opportunities

Each sponsorship level offers a powerful way to align your brand with Despierta's mission while creating meaningful community impact. Choose the level that reflects your vision for change—and let's make it happen, together.

Benefits	Latina Empowerment \$100,000	Guardianas \$50,000	Raíces \$25,000	Alma \$10,000	Brilla \$5,000
Logo on website	✓	✓	✓	✓	✓
Naming rights	✓				
VIP Invitations	✓	✓	✓	✓	
Direct Involvement	✓	✓			
Impact Report	✓	✓	✓	✓	✓
Exclusive event sponsorship	✓				
Women Support	50 students 30 women	25 students 15 women	15 students 10 women	5 Women	Workshop Sponsor
Article for Newsletter	✓	✓			
Recognition of digital ads	✓	✓	✓		
Recognition on event signage	✓	✓	✓	✓	✓
Recognition on invitations (1,000+)	✓	✓	✓	✓	
Recognition on Social Media	✓	✓	✓	✓	
Event Remarks	✓				





## Help Us Build a Future Where Every Woman Rises

Every dollar you invest doesn't just fund a program—it changes the story for a girl finding her confidence, a mother finding her voice, and a community rediscovering its strength.

This isn't just about sponsoring an event.  
It's about joining a movement — and changing lives.

Let's rise together.

Contact Juliana Lozano

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