

we latina

Dedicated to my parents.

foreword

The word "foreword" is written in a large, black, serif font. Two light beige circles are overlaid on the text. The first circle is positioned behind the "o" in "for" and contains the text "WHY DID I DO THIS?". The second circle is positioned behind the "o" in "word" and contains the text "WHAT IS MISSING?".

why?

People who embark on an immigration journey face different challenges as they adapt to their new life, new environments, new culture and new faces. However, Latin American women specifically, face different challenges on top of those that are already predisposed by society. Unfortunately, in the world in which we live in, society has put so many stereotypes and mentalities on those who come from any Spanish-speaking countries. We live in a world in which we still experience, as women, inequalities, racism, violence and sexism, now let's add to this list the fact that we are Latin American. You might be wondering: How can we fix this? How can we be a more inclusive society and support those who want to tell their life story? If you are interested in immigrating, want to be empowered by the success stories of different Latin American women or need some advice, this is the place where you need to be.

We Latina is born from a personal experience and the desire to hear similar stories from Latin American women who have experienced immigration or have lived abroad for a period of time during their lives. When I turned 18 years old, I moved to Canada and it was then when I realized the difficulties Latin American women face once we immigrate to other countries. I was born in Mexico, moved to Peru when I turned 12 years old and these past 6 years that I have lived abroad have opened my eyes to the discrimination that exists towards Latin American women and how hard some of us have to work to get to where we want to be.

So, where are these stories? How can we listen to them? For several months, I found myself wondering where to find the inspiration, the confidence and that idea of "if someone can do it, you can do it too". Since there really was not a platform, I took on the challenge of finding women who would talk to me about their experiences, who would tell me their real stories, the one's without any stereotype involved, the raw and amazing stories of women who have overcome all kinds of challenges, who adapted to the changes that were presented in their careers, experienced sexism and lack of opportunities. In addition, the wins, the promotions, the successes, the discovery of someone's own identity and connecting to those who love you. It is about celebrating our community, shining a light on those who need it and those who deserve to tell their own story; the stories that have not been shared enough with society.

With this new platform, I want to start the conversation and celebration of those women who have made it, share the stories that include the tears and the smiles. Join me in challenging the lack of inclusion and empowerment of the Latin American female community in society.

women



WHO ARE THEY?

ANY THOUGHTS?

“ for me it was very important to be able to know different cultures and have that contrast of leaving Mexico...

ADVICE

- » Be an example to younger women
- » Teach younger generations the power we have as women and how great we can become
- » Surround yourself with people smarter than you so that you are always learning and challenging yourself to be better

SAMANTHA TAMS

Co-founder of the Latin American Fashion Summit & TRIBU

“ it’s one of those things that when one goes abroad, those who stay do not understand how you can leave the community, family, friends, costumes...

LORENA ESCANDÓN

Intrapreneur, teacher, creative facilitator, innovator and developer

ADVICE

- » Be clear about what you want and why you want it
- » Even if there are negatives along the way, if you think you can achieve the goal, keep trying
- » There is no single way to achieve things, if the path you are following is not working, look for another way

“ i did have financial, social,
mental health challenges
because i didn't have
my parents or my sister...

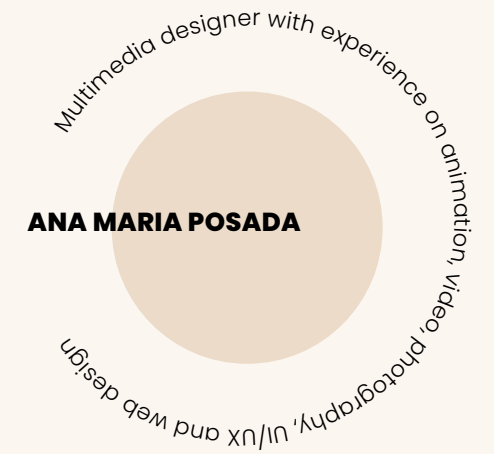
MARICRUZ RODRIGUEZ

Mentoring facilitator

ADVICE

- » Don't be too hard on yourself whenever things don't go the way that you plan, practice self-compassion
- » Be humble. Every opportunity that you're getting is in some way a blessing and a privilege
- » You need to put the work in, in order to get where you want to be

“ i love my country very much,
but i felt very stagnant;
like i couldn't see my
future there...



ADVICE

- » Opportunities will not come if you sit and wait, you must look for them
 - » Change is good, there is no need to be afraid
 - » Plan, work, save, sacrifice and follow your dreams

“sometimes identity is difficult and it's a difficult thing to find out who you are, why you are where you are, why you are doing what you are doing...”

ADVICE

- » Be prepared because the process of adapting to your new life is not easy, it takes time
- » Think carefully if immigrating is for you and if you are willing to be alone for a long time
- » Every experience helps you learn and find out what you want to do in life

MARIANA CAMPOS

Account coordinator with experience on beverage and lifestyle brands

resources



COMMUNITY?

PROGRAMS?

FASHION INDUSTRY:

- >> Latin American Fashion Summit
- >> TRIBU
- >> Si Collective
- >> Fashionkind
- >> Draw Latin Fashion

ENTERTAINMENT IN CANADA:

- >> Latinos Magazine
- >> Ondas FM
- >> Barrio

LEARNING LANGUAGES:

- >> EC English
- >> EF
- >> Go Overseas

COMMUNITY IN CANADA:

- >> Fuerza Latina Services
- >> Latincouver
- >> Latinos en Toronto
- >> Oye Latinos

IMMIGRATION SERVICES:

- >> Newcomer Women
- >> CICS Canada
- >> UnidosUs

BEATRIZ SARTORIUS © CONFIDENTIAL 2021.

SARTORIUSBEATRIZ@GMAIL.COM

BEATRIZSARTORIUS.COM/WE-LATINA