

Visión y Compromiso™



23rd ANNUAL CONFERENCE

CONFERENCE REPORT



The 23rd Annual Visión y Compromiso Conference, held from September 24-26, 2025, in Anaheim, CA, brought together nearly 1,000 promotoras to celebrate the theme: **“Building Resistance, Sowing Hope, and Harvesting Community Power.”**

Each year, we connect heart to heart, renew ourselves, and strengthen our service from the heart. Thank you for attending! Let's continue making history and celebrating the promotora movement towards a healthy and dignified life!

An inspiring experience that reaffirmed our collective commitment to social justice and health equity where nearly **1,000** promotoras, promotores, community workers, and allies:

- » Attended **39** specialized workshops on community health
- » Connected with **44** community resource exhibitors
- » Supported **14** local economies through El Mercadito

During the conference's plenary sessions, seven social movement leaders shared messages of hope, resilience, and belonging. We embrace their words, that now mark our path forward: this is our country, and promotoras belong here.

Additionally, we celebrated 25 years as an organization dedicated to sharing, listening, learning, and advocating on behalf of the interests of promotoras. Thank you for your trust, allyship, and solidarity to ensure that every promotora, their families, and communities have a dignified and healthy life! On behalf of the planning committee and every member of our organization, thank you for attending.

“This conference is inspiring and motivating. As a Latina leader in the health sector, I am proud to be part of such a powerful movement.”

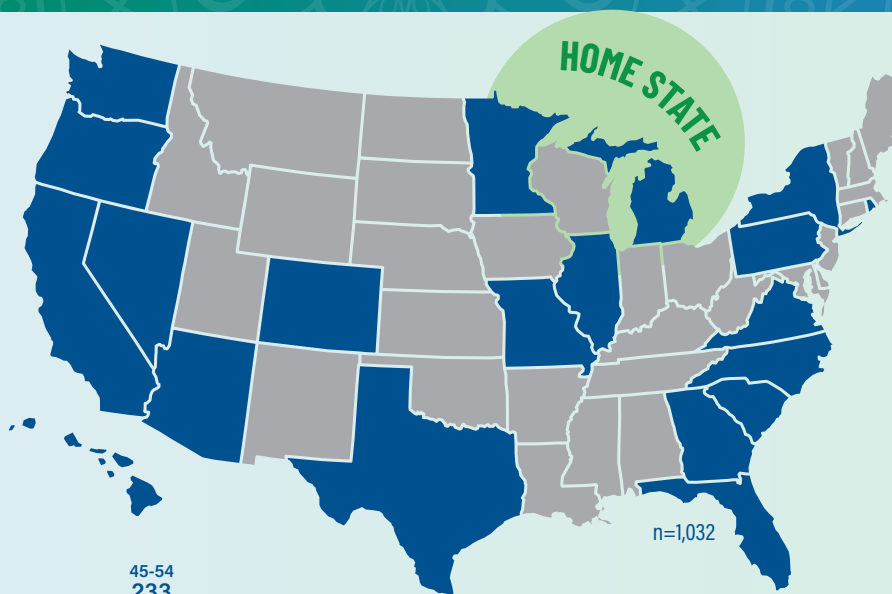
—ATTENDEE, 5 YEARS



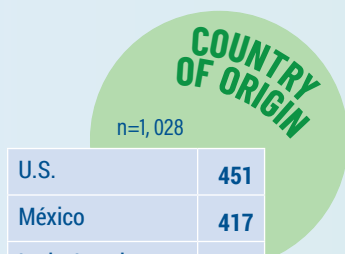
SEPTEMBER 24-26, 2025 • ANAHEIM, CA

ATTENDEE DEMOGRAPHICS

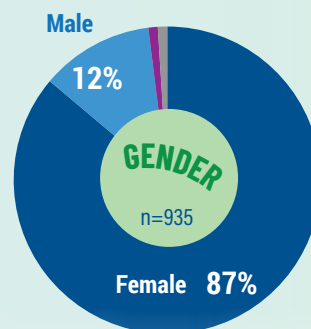
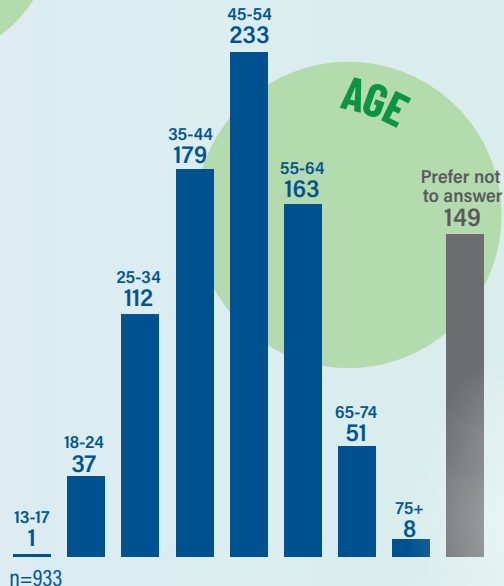
In person	972
Virtual	96
TOTAL	1,068



CA	921
AZ	24
IL	12
TX	11
WA	11
SC	8
OR	7
NC	6
VI	5
MS	4
CO	3
NY	3
PA	3
RI	3
FL	2
HI	2
MN	2
NV	2
GA	1
DC	1
MI	1



U.S.	451
México	417
Latin America	42
El Salvador	21
Guatemala	20
Colombia	16
Peru	13
Venezuela	8
Nicaragua	7
Honduras	5
Chile	4
Costa Rica	3
Cuba	3
Puerto Rico	3
Argentina	2
Ecuador	2
Republica Dominicana	2
Uruguay	2
Armenia	1
Australia	1
Bolivia	1
China	1
España	1
Jamaica	1
Northern Ireland	1



“A great opportunity to connect with other like-minded people who want to change the world, one person at a time, through self-love and love for one’s neighbor.”

—ATTENDEE, 5 YEARS

THE PROMOTORA MOVEMENT

“Visión y Compromiso is an idea, a concept, and a mission. I see it as a movement that started with simple roots and has now become one of the largest conferences in the country. And in these difficult times, we have to be united. We are going to come out of this stronger. We are here 25 years later.”

—VICENTE SARMIENTO, SUPERVISOR,
SECOND DISTRICT, ORANGE COUNTY
BOARD OF SUPERVISORS



“Promotoras are the wings of health. In this difficult and chaotic time, don’t forget that there is hope and we know that change for the good will come. You are the base of health promotion. You are the branches of the tree of life moving forward. With a great responsibility to continue to persevere as women, mothers, workers, leaders, teachers, and healers. You are brave, essential, and great examples of the fight for the future.”

—BRENDA SOLORZANO, CEO, THE CALIFORNIA ENDOWMENT



THE NETWORK OF PROMOTORAS

“We are here for the vision, for the warrior spirit. We decided to say yes to life and to something a little unknown. And here we are, and we are not leaving.”

—NORMA BENITEZ, DIRECTOR, THE NETWORK OF PROMOTORAS

“I invite you to join our Visión y Compromiso network because we are trained by people who have an enormous vision of seeing promotoras throughout the US, worthy of respect and values. Because as promotoras, we provide our services with love and from the heart.”

—ATTENDEE, 5 YEARS

85%
of surveyed
participants felt part
of a community that
connects, celebrates,
and contributes to
community well-being.





MARÍA LUISA LIMÓN AWARD

Recognizing individuals who embody the spirit and values that María Luisa championed throughout her life.

“The award is not for me, it is for all the hearts willing every day to fight for a transformation. For this movement full of love, hope, and perseverance. We are linking up with powers so that this movement becomes stronger and we can continue to transcend. Because we all deserve a healthy and dignified life.”

—JOSEFA TORRES
Promotora, Orange County
Regional Committee



PROMOTORAS IN POWER

Convened by Visión y Compromiso, La Alianza is a collaboration of community-based organizations (CBOs) across California with a strong history of recruiting, training, and supporting promotoras and community health workers (CHWs). La Alianza works to amplify the voices of promotoras and CHWs through a unified agenda aimed at increasing investments in public health infrastructure and prevention-focused activities to advance equity and improve the health and well-being of immigrant, indigenous, communities of color, and the uninsured.



LA ALIANZA ADVISORY COMMITTEE

Comité Cívico del Valle

Luis Olmedo

IMPERIAL COUNTY

Sierra Community House

Paul Bancroft

LAKE TAHOE REGION

La Familia Counseling Center

Rachel Rios

SACRAMENTO REGION

Somos Mayfair

Saul Ramos

SAN JOSE &
SOUTH BAY AREA

The Latina Center

Miriam Wong

RICHMOND &
EAST BAY AREA

Cultiva la salud

Genoveva Islas

FRESNO & CENTRAL
VALLEY

Centro la familia

Margarita Rocha

FRESNO & CENTRAL
VALLEY

**MICOP, Mixteco
Indigena Community
Organizing Project**

Arcenio Lopez

CENTRAL COAST

Corazón Latino

Erica Ruvalcaba-Heredia

CENTRAL COAST

East LA Women's Center

Barbara Kappos

LOS ANGELES

**Esperanza Community
Housing Corp.**

Nancy Halpern Ibrahim

LOS ANGELES

Give For a Smile

**Adriana Jimenez de
Gallardo**

RIVERSIDE COUNTY &
STATEWIDE

Visión y Compromiso

Maria Lemus

STATEWIDE

Líderes Campesinas

Suguet Lopez

STATEWIDE



WORKSHOPS

“Inspiring. Surrounded by people passionate about strengthening our communities and sharing information for our collective well-being. From the workshops and the music to the exhibitors and the cultural presence, the experience was truly enriching.”

—MARGARITA RAMÍREZ, HEALTH EDUCATOR, PLANNED PARENTHOOD OF ORANGE & SAN BERNARDINO COUNTIES

“Good facilitators who have relatable and inspiring stories that empower.”

—ATTENDEE, 1ST TIME

94%
of surveyed people were fairly, very or extremely well satisfied with the workshops.

“The energy in the room was incredible. Participants got deeply involved, shared personal stories, even shed some tears, and thanked us for the tools we provided. This experience reminded me of what happens when we lead with the heart. We create space for connection, growth, and hope.”

—LOURDES LANDEROS, CHW PROGRAM MANAGER, ALTAMED HEALTH SERVICES



BAILOTERAPIA & RISOTERAPIA

Bailoterapia is a holistic health program that supports the integral well-being of the community through physical activity, health and nutrition topics, and an environment that promotes the mental, spiritual, and social health of the participants.

“It is very motivating and you recharge your batteries to continue fighting.”

—ATTENDEE, 5 YEARS

Risoterapia (Laughter Therapy) is an experiential exercise to release tension, strengthen emotional resilience, and reconnect with laughter as medicine for the soul, creating well-being, reinforcing self-esteem, and building resistance to harvest community power.

“It is an experience of positive education and above all of making connections with other promotoras who are willing to help you.”

—ATTENDEE, 5 YEARS



PLENARIES

JUEVES, 25 DE SEPTIEMBRE • THURSDAY, SEPTEMBER 25 • 10:15–11:45 AM

Nuestra historia, nuestra fuerza:

El movimiento de promotoras como acto de resistencia

Our History, Our Strength: The Promotora Movement as an Act of Resistance



America Bracho

Directora Ejecutiva • Executive Director, Latino Health Access



Angelica Salas

Directora Ejecutiva • Executive Director, CHIRLA



Emma Torres

Directora Ejecutiva • Executive Director, Campesinos Sin Fronteras



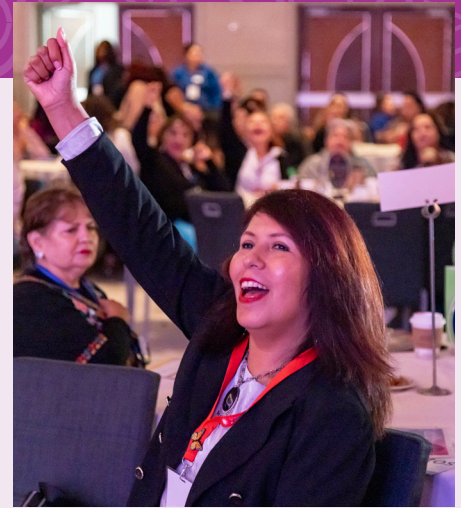
Maria Lemus

Directora Ejecutiva • Executive Director, Visión y Compromiso



Moderator: Melinda Cordero-Barzaga

Directora Asociada de Programas • Associate Director of Programs, Visión y Compromiso



“María Lemus recounted her beginnings as a founder and the effort and sacrifice she had to make to be here today. It is a wonderful and inspiring story of resilience. An example to follow.”

—ATTENDEE, 2 YEARS

“Excellent and very inspiring. Seeing women born in Mexico who are mothers, daughters, and determined. I felt identified and understood.”

—ATTENDEE, 1ST TIME

Visión y Compromiso™ 23^a CONFERENCIA ANUAL 23rd ANNUAL CONFERENCE





VIERNES, 26 DE SEPTIEMBRE • FRIDAY, SEPTEMBER 26 • 9:30–11:00 AM

Desde la raíz: Sembramos resiliencia cuidando lo que amamos con esperanza
From the Root: We Sow Resilience by Caring for What We Love with Hope



Jerry Tello
Cofundador • Co-founder,
National Compadres Network



Angela Gallegos-Castillo, PhD
Planificadora/constructor de la comunidad •
Planner/Community Builder, Instituto Familiar de la Raza

“We have our own cultural tradition of therapy: the comadre, who is our therapist. We have the tools. As a community, we are medicine for others. A word. An act. A little gift. We must honor and recognize these tools.”

—ANGELA GALLEGOS-CASTILLO, DIRECTOR OF COMMUNICATION AND DEVELOPMENT, INSTITUTO FAMILIAR DE LA RAZA

“I grew up in Compton in the ’50s with my grandmother. She knew how to honor the different elements of life and give thanks for what we had: home, family, food. Starting each day with that energy, respecting the world, that opens up your world.”

—MAESTRO JERRY TELLO, DIRECTOR OF TRAINING AND CAPACITY DEVELOPMENT, LA RED NACIONAL DE COMPADRES

“If you care about community, healing, and justice—this conference is for you. It’s not just an event, it’s a movement. A space where promotoras, youth leaders, and grassroots organizers come together to reflect, recharge, and reimagine what’s possible.”

—ATTENDEE, 10+ YEARS

EXHIBITORS & EL MERCADITO

“That we educate ourselves in a professional manner, in an environment of union, sisterhood, and family. That warmth of belonging and pride in our roots, and that we feel proud of our work and influence toward change.”

—ATTENDEE, 10+ YEARS

90%

of surveyed people were fairly, very or extremely well satisfied with the Exhibitor Hall.

87%

of surveyed people were fairly, very or extremely well satisfied with the El Mercado.

“It is a great experience with many great resources and workshops that helps me continue my journey as a promotora.”

—ATTENDEE, 5 YEARS



YOUTH LEADERS

Youth leaders participated in the 23rd Annual Visión y Compromiso Conference in the first ever Youth Track with workshops dedicated to strengthening youth leadership and their personal and professional skills with the aim of promoting self-sufficiency and community transformation. They acquired knowledge about community health and social issues, in addition to obtaining tools to co-create collaborative solutions that involve:

- » Families
- » Schools
- » Health care organizations
- » Local elected officials



“I liked all the youth workshops. It was inspiring to hear young people like me. It was gratifying to hear that we are all in and go through similar situations.”

—ATTENDEE, 1ST TIME



NOCHE DE BIENVENIDA

The Welcome Reception is an inaugural event to reconnect, recognize each other, and celebrate the collective power of those who, day after day, fight for the well-being of their communities.

“We continue to harvest hope in every encounter, in every voice, in every action. Tonight we celebrate our history and look toward the future with the certainty that the best is yet to come.”

—HUGO RAMÍREZ, SENIOR PROGRAM DIRECTOR,
VISIÓN Y COMPROMISO

“It is a safe and trustworthy event where they pamper us a lot (apapachan). The dinner and dance and the welcome are very nice, and we enjoy them very much.”

—ATTENDEE, 10+ YEARS

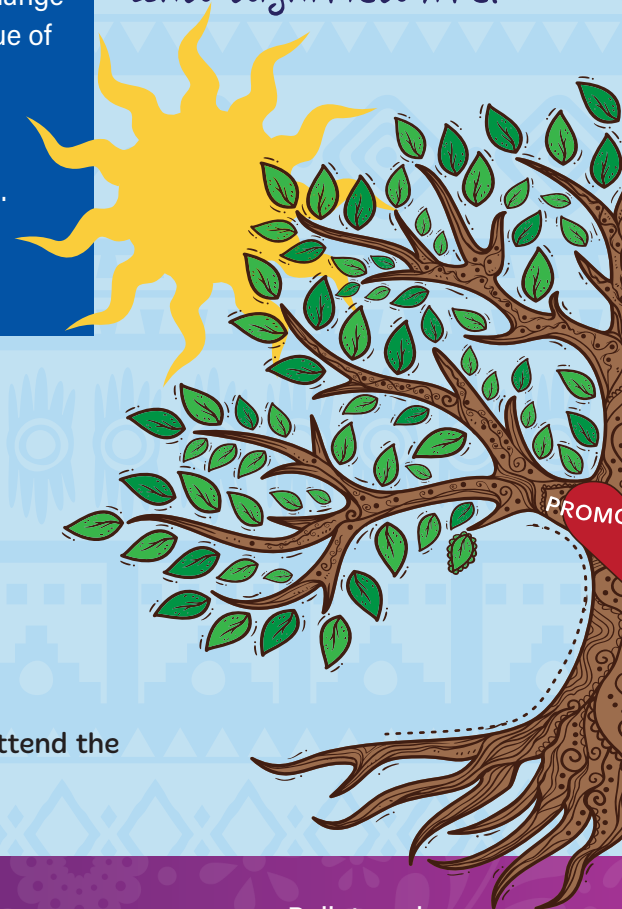


25⁺ Visión y Compromiso™

1998–2000 The Seed & Early Roots	2001–2003 Network of Promotoras Formed	2004–today Growing Branches
September 24–25, 1998 Promotoras attend “SIDA/AIDS: The Borderless Epidemic” conference	Maria Lemus and Esperanza Sanchez shape the formation of the Network of Promotoras and Community Health Workers in California with five Regional Committees <i>Network Goals:</i> Training, leadership, meeting other promotoras • Promote the exchange of ideas • Support social change priorities • Inform leaders on the value of the work of promotoras First Promotora Conference at UC Riverside with 140 attendees. Visión y Compromiso established as 501c3.	Regional Committees expansion across California and the U.S.

*Listening,
Reflection and
Learning*

*Towards a healthy
and dignified life!*



Recognition of Promotoras and Servicio de Corazón as a Social Force

2002	First Legislative Day in Sacramento
2009	California establishes “October: Promotoras’ Month”
2013	First statewide program employing promotoras (Covered California)
2024	Close to 1,000 promotoras, promotores and CHWs attend the national annual conference.

2007–2025

Currículos en Flor Blooming Curricula

Latina saludable

Abogacía y liderazgo para
promover el bienestar comunitario

Reproductive Justice
in the Latino Community

Emotional Wellness/Mental Health

Bailoterapia

Cultivando relaciones saludables
para prevención de violencia
doméstica

Prevención de suicidio:
Alerta a las señales

1998–2000
La semilla y las
primeras raíces

24-25 de septiembre
del 1998

Las promotoras asisten a la
conferencia "SIDA/AIDS: La
Epidemia Sin Fronteras"

*Escucha,
reflexión y
aprendizaje*

2001–2003
Se forma la Red
de Promotoras

María Lemus y Esperanza Sánchez
impulsan la formación de la **Red
de Promotoras y Trabajadores
Comunitarios** en California, con cinco
Comités Regionales.

Objetivos de la Red: Capacitación,
liderazgo y encuentros con otras
promotoras. • Promover el intercambio de
ideas. • Apoyar las prioridades de cambio
social. • Informar a los líderes sobre el
valor del trabajo de las promotoras.

Primera Conferencia de Promotoras en
UC Riverside con 140 asistentes.

Visión y Compromiso se establece como
una organización 501c3.

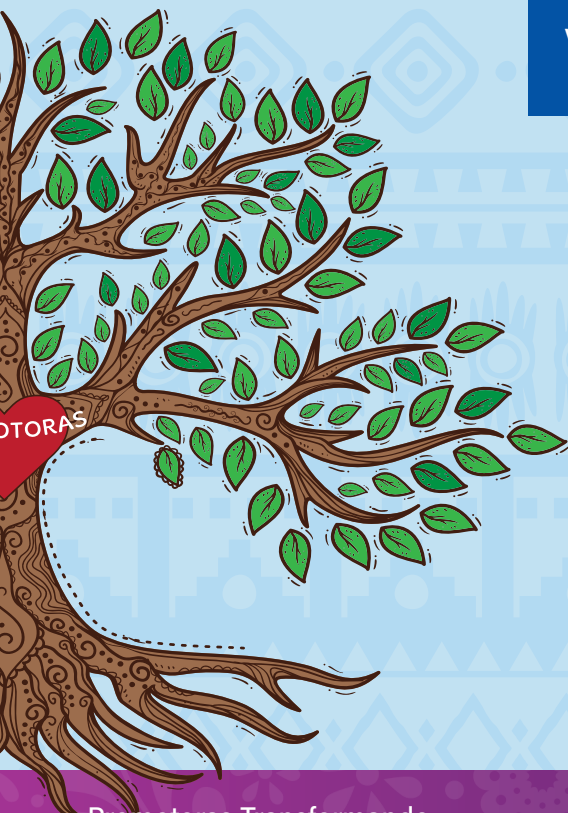
2004–hoy
Ramas en
crecimiento

Expansión de los Comités
Regionales a través de
California y Estados Unidos.

*¡Hacia una vida
digna y sana!*

Reconocimiento a promotoras y servicio de corazón como fuerza social

- 2002 Primer Día Legislativo en Sacramento
- 2009 La Legislatura de California establece
"Octubre: Mes de las Promotoras"
- 2013 Primer programa estatal que emplea promotoras
(Covered California)
- 2024 Cerca de 1,000 promotoras, promotores y
trabajadores comunitarios asisten a la conferencia
anual nacional.



Promotoras Transformando
Familias y Comunidades
(formerly Latina Saludable)

Workforce Readiness

Organizational Readiness

Instituto de Promotores

Formación para proveedores
en cuidado infantil: apoyo a las
familias (FFN)

Con Amor y Dignidad para
cuidadores familiares

Promotoras Supervision:
Cultivating Excellence in
Promotora Leadership

CalAIM CHW/Promotora/
Representative Benefit

Conozca sus derechos

25 YEARS OF VISIÓN Y COMPROMISO

Corazón de Rosas

*Por su liderazgo visionario al sentar las bases del movimiento de promotoras.
For their visionary leadership in laying the foundation of the promotora movement.*



**Rosa Martha
Zárate Macías**



**Gloria Flores
García**



**Ruth
Manzano**



**Melinda
Cordero-Barzaga**



**Maria
Lemus**

Corazón de la Naturaleza

*Por su liderazgo visionario al sentar las bases del movimiento de promotoras y su
continuo apoyo como miembro de la Junta Directiva.*

*For her visionary leadership in laying the foundation of the promotora movement and her
continued support as a Board Member.*



Mary Anna Gonzáles

“To learn about the history of Visión y Compromiso, to know the minds that made what is now a project a reality.”

—ATTENDEE, 10+ YEARS

“Finding the person at this event who gave me my first presentation on what a CHW is and what they do... and, 11 years later, thanks to her, I have a job that I love.”

—ATTENDEE, 5 YEARS

“We had a vision of bringing all the promotoras together, knowing it would be a lot of work: without funds, places, or a salary. But none of that stopped us. We held meetings at home, sharing food. Seeing ourselves as a force of women who do not give up. Giving credit to all those who organized since 1998.”

—RUTH MANZANO, PROMOTORA





“In 2000, I heard the word promotoras from María Lemus. I asked her: ‘How far do we want to go with this project? We need a vision and commitment to the community. Are you willing?’ And we see her here today.”

—ROSA MARTHA ZÁRATE MACÍAS, COMMUNITY ORGANIZER, SINGER AND COMPOSER

Corazón de la Naturaleza

*Con profunda gratitud por compartir sus dones para fortalecer el movimiento de promotoras.
With profound gratitude for sharing their gifts to strengthen the promotora movement.*



Debbie Arthur



Nancy Marsh



**Yvonne Day-
Rodríguez**



**Esperanza
Sánchez**



PROMOTORA SCHOLARSHIP FUND

The inaugural scholarship fund to support promotoras, CHWs, and other community leaders facing economic difficulties who wish to attend this important event exceeded all our expectations. Thanks to the incredible donations from the community that believes in service from the heart, more than 100 people received full scholarships to attend the 23rd Annual Conference, covering the conference registration and the dinner celebration.



“The workshops and the dinner dance are very well done. The theme is very motivating and is integrated very well throughout the conference.”

—ATTENDEE, 1ST TIME

“The variety of workshops is excellent. The scholarships were very important in this time of economic problems.”

—ATTENDEE, 10+ YEARS

PROMOTORA SCHOLARSHIP FUND DONORS

Supporting the leadership pathways of promotoras with the knowledge, tools, and networks needed to drive lasting change.

Anonymous	Alejandro Espinoza	Yuriria Lopez	Alejandra Reyes
Acrisure	Alma Esquivel	Carol. M. Malo	Gloria Rodriguez
Miguel Aguilar	Peter G Phillips	Nancy Marsh	Yali Ruiz
Gerardo Balcazar	Angela Gallegos-Castillo, PhD	Magdalena Martinez	Laura Salgado
Jessica Beas	Erika Hernandez	Trini Mena	Kim Saruwatari
Norma Benitez	Miriam Hernandez	Fabiola Montiel	Liza Serna
Michael Campos	Yudeima Hibbs	Teresa Niño	Betzabel Sevlán
Berta Campos-Anicetti	Impact Assets	Lourdes Nuño	Sobrato Philanthropies
Susana Carranza	Laura Jimenez	Para Los Niños	Peggy Underwood
Melinda Cordero	Luis Lagos	Ema Perez	Rafael Vaquerano
Deborah Davies	Maria Lemus	Marjorie Plumb	Ana Velazquez
Kerith Dilley	Ryan Lindsay	Alejandra Portillo	
Jennifer Elmore		Elvia Ramirez	

SPONSOR HIGHLIGHT



“Our objective is to promote more equitable access to healthcare for all. We support organizations like Visión y Compromiso. The work you all do is extremely important. Especially today with what is happening in this country and in the world. We want to collaborate with you and learn from you. You are earning and have earned the trust of the community and the Latino people.”

—SANDRA PIZARRO CARRILLO,
SENIOR DIRECTOR, STATE AND LOCAL
GOVERNMENT AFFAIRS, GENENTECH

“Thanks to them, patients with blood cancers now receive economic support, help through mental health programs, and guidance. Organizations like us could not have the reach we do if it were not for you all. Thanks to Visión y Compromiso, which is dedicated to recruiting and preparing promotoras and promotores. Those of us who have a heart for our community know the importance of being able to help our people.”

—CHAROH ORTIZ, NATIONAL MANAGER OF HISPANIC OUTREACH, BLOOD CANCER UNITED

PATROCINADORES PLATINO • PLATINUM SPONSORS

Genentech
A Member of the Roche Group

LEUKEMIA &
LYMPHOMA
SOCIETY™ is now
**Blood Cancer
United**

PATROCINADORES ORO • GOLD SPONSORS

**CHANGE
THE ODDS** | American
Cancer
Society

Anthem+

California
Health Care
Foundation

CareQuest
Institute for Oral Health.

**HAPPIER LIFE
PROJECT**

health net

KAISER PERMANENTE

L.A. Care
HEALTH PLAN

Cal OES
GOVERNOR'S OFFICE
OF EMERGENCY SERVICES

PATROCINADORES DEL EVENTO • EVENT SPONSORS

AstraZeneca

**EXACT
SCIENCES**

**Independence
at Home**
A SCAN Community Service™

MOLINA
HEALTHCARE

CONTRIBUIDORES • CONTRIBUTORS

apod

blue
CALIFORNIA

**BrightLife
Kids**
A leading program
in pediatric oncology

CalOptima Health

**FEEDING
AMERICA**

Los Angeles County Supervisor
HILDA L. SOLIS
First District • Chair Pro Tem

hispanicfederation

IEHP
Inland Empire Health Plan

**COMMUNITY
TRANSFORMATION
COLLECTIVE**
PaRa laS niñas
for the children

**SIERRA HEALTH
FOUNDATION**

SoCalGas

COLABORADOR • SUPPORTER

FAMILIESUSA



“Health Net was proud to sponsor and celebrate 25 years of elevating promotoras as critical leaders in the workforce and community. Nearly 1,000 promotoras gathered from across the nation to share knowledge, build connections, and advance the role of community health workers.”

—HEALTHNET



“Over 50 Community Transformation Collective team and community members attended the 23rd Annual Conference, hosted a resource booth to promote and invite participants to join our community power building and sharing efforts, participated in workshops on health, wellness, and personal development, and celebrated all of the achievements made by the promotora movement. Lastly, we are proud to share that this year we sponsored 10 promotoras, selected by Visión y Compromiso, to participate in this year’s event. Looking forward to attending and celebrating next year!”

—COMMUNITY TRANSFORMATION COLLECTIVE, PARA LOS NIÑOS



WE ARE GRATEFUL TO PARTNER WITH THE FOLLOWING ORGANIZATIONS

Southwest, the preferred airline for the 23rd Annual Visión y Compromiso Conference; Listen4Good, and the sponsorship of the Blue Shield of California Foundation, for their collaboration in creating a new approach to listening directly to the participants of our annual conference, ensuring that the voices of the community guide and strengthen our work.

MEDIA REACH

PRINT MEDIA

5.5 million
media impressions

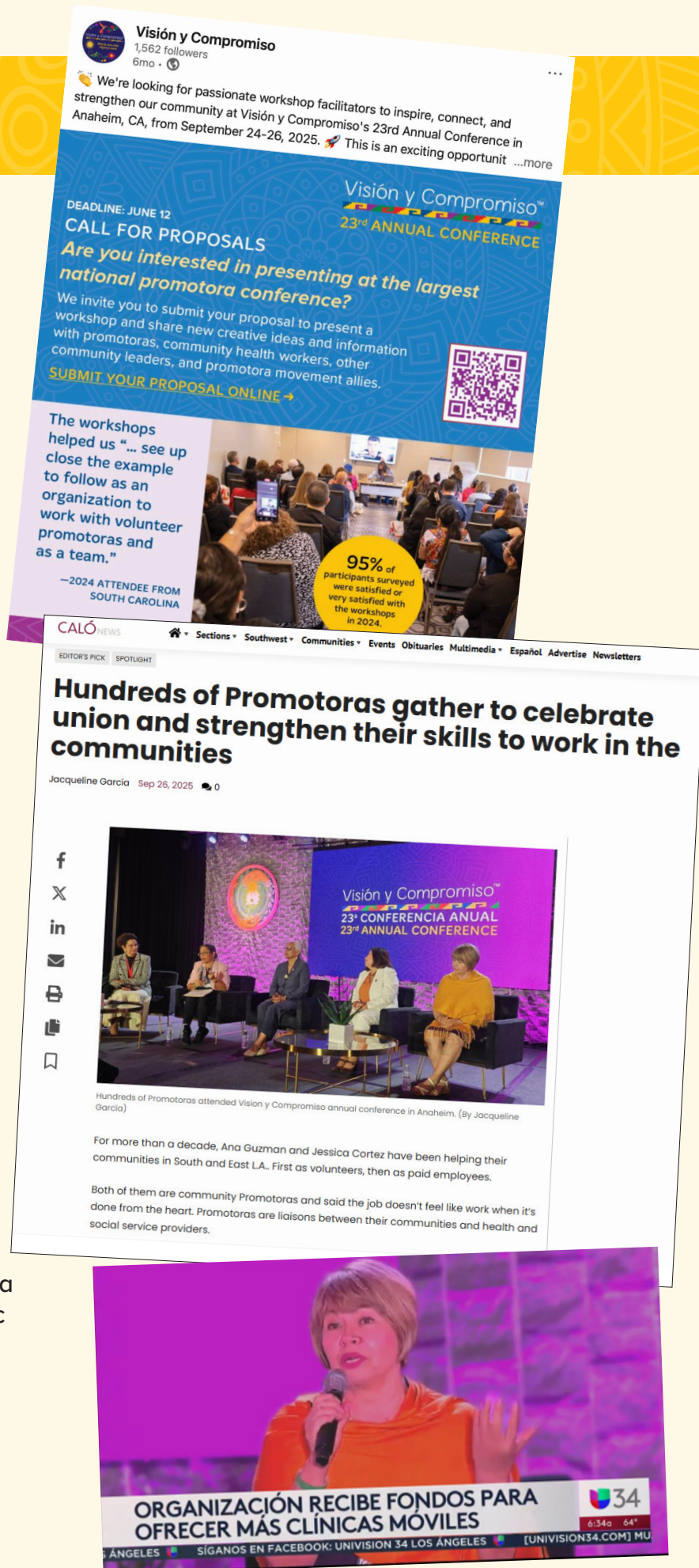
DIGITAL MARKETING

 Newsletter	6,400 subscribers
 LinkedIn	10,000 impressions* 1,550 followers
 Facebook	109,000 impressions* 9,700 followers
 Instagram	22,150 impressions* 3,000 followers

*Organic

NET PROMOTER SCORE

82 would recommend the conference to a colleague. Satisfaction and loyalty metric calculated between -100 and 100.





SAVE THE DATE

Visión y Compromiso™



24th ANNUAL CONFERENCE

OCTOBER 2026



FOR MORE INFORMATION: vyconference.org

