



VAMOS IMPACT | DONOR BRIEFING

# MOVING FROM SURVIVAL TO GENERATIONAL WEALTH

A Culturally Rooted Blueprint for Latino Economic Power in  
Minnesota

Vamos Impact is a 501(c)(3) nonprofit dedicated to building economic opportunity through entrepreneurship, education, and fair trade. EIN: 39-3851393. Donations are tax-deductible as allowed by law.

Vamos Impact | Institutional Foundation Briefing

# Built by Immigrants, Proven in the Field

## OUR ORIGIN & LIVED EXPERIENCE

*"Arriving from Perú in 2000, our founders learned firsthand what it means to build a business without a structural blueprint or local network. Having spent decades as business and marketing providers, we turned that lived experience into permanent systemic support."*

Shifting the focus from mere "survival" to scalable, independent thriving.

## CREDIBILITY VALIDATION

# 5+ Years

**Of Trusted Field Experience**

Established Professional Technical Assistance (PTA) providers delivering direct business support for major regional programs, including:

- **BTAP Minneapolis**
- **Elevate Hennepin**

# A Unified Ecosystem of Upward Mobility

We manage a single, highly integrated ecosystem where local economic development naturally seeds next-generation leadership, while honoring our deep immigrant roots.

## Local Wealth Generation

Empowering Latino business owners to thrive, anchor families, and generate regional economic power.

**Year-round work.**

## Next-Gen Investment

A highly specific, intentional effort **once per year** that channels a portion of community momentum into academic scholarships for local youth.

## Global Cultural Solidarity

A global connection that honors our roots by supporting artisan families in Peru with zero administrative friction.

# Focus #1: High-Touch Professional Technical Assistance (PTA)

*"We do not hand our entrepreneurs a textbook or lecture them from a stage. Our professional team works side-by-side with them to physically build their operational backbone."*

## Infrastructure Setup

We set up their systems Marketing, Tech AI, and QuickBooks pipelines during intensive 1:1 sessions.

## Frictionless Management

We deliver simple, mobile-friendly templates that busy founders can easily manage in minutes a week.

## Digital Autonomy

We train owners to leverage modern AI tools to run their own continuous marketing and local promotion.

## Direct Outcome

Lower operational costs, higher client retention, increased sales revenue, and complete independence.

# Hyper-Local Footprint: MN Southwest Metro

## TARGETED REGIONAL CONCENTRATION

We maintain intentionally deep roots in the Southwest Twin Cities Metro Area. Rather than spreading programmatic resources thinly across the state, we focus on establishing density and local momentum inside key communities.

**Core Carver County Corridors & Southwest Corridors:**

**Eden Prairie • Chaska • Shakopee • Glencoe**

## MOMENTUM METRIC

**\$117,875+**

**Awarded in Local Youth Academic Scholarships to Date**

Our baseline community proofpoint demonstrating the physical translation of business momentum into generational upward mobility.

# Fiscal Transparency: The 70/30 Programmatic Model

Radical Efficiency Where Every Dollar Directly Funds Delivery

70% BILINGUAL PROGRAM PERSONNEL

30% COHORT SUPPLIES

## 70% - Program Delivery & Mentorship

Dedicated strictly to bilingual personnel on the ground—the hands-on coaches working 1:1 in the field to build systems, not empty administrative overhead.


## 30% - Cohort Supplies & Materials

Dedicated strictly to direct cohort items: infrastructure, business filing fees, toolkits, and materials required for operational setups.

**Institutional Guarantee: All requested funding is strictly tied to programmatic delivery.**

# Deploying Capital with Absolute Transparency

Our strategic funding options are strictly itemized. If a foundation awards a localized grant, 100% of those funds are restricted to the Southwest Metro cohort. The Peru pipeline is funded entirely through separate, designated global solidarity donations.



**Vamos Impact**  
501(c)(3) Nonprofit | EIN: 39-3851393

*All contributions are tax-deductible as allowed by law.*

Investment Channel	Level	Impact & Allocation
Southwest Metro PTA Capacity Fund	\$15,000 – \$40,000	Funds 1:1 coaches, automation configurations, and AI marketing training.
Vamos! Scholar Cohort Sponsorship	\$5,000 – \$10,000	Funds once-a-year tuition and technology grants for local high school graduates.
Peru's Entrepreneurship Fund	\$1,000 – \$10,000	Funds initiatives in Perú to provide technical assistance and workshops.

Vamos Impact is an official 501(c)(3) nonprofit organization. EIN: 39-3851393. All contributions are tax-deductible to the fullest extent of the law.