



# 2PuntosPlatform Progress Report

We are not just numbers; we have a  
connection with the Latine community

# 01

## EDITORIAL **STRENGTHENING**



# Collaboration with Metro Philadelphia - PJC

✓ We published four articles focused on second- and third-generation Latinos in Philadelphia.

✓ The third edition was featured on the cover of Metro Philadelphia.

✓ This collaboration allows us to operate as a hyperlocal outlet that reaches the entire city. It has helped increase our digital traffic across social media, boosting both follower growth and engagement.



## Original Publications

✓ We published original articles on our website written by Joy Huertas.

For the first time, we published in Chalkbeat about the challenges

✓ Latina mothers face navigating the education system, as part of the poster newspaper project.



## Original Publications

We participated in the pilot of Humana, an app that develops technology to identify human-created vs. AI-generated content. Our production was used as a reference.

## Surveys and Impact Measurement

For the first time, we designed and are distributing a community survey to measure our impact.

# 02

## FINANCIAL SUSTAINABILITY



## Grants

- ✓ We received a grant from Montclair State University for the Latino Local News Collaborative (LLNC), a project we've coordinated for over three years.
- ✓ For the third time, Independence Public Media Foundation (IPMF) awarded us an operational support grant.

We applied for a grant from the William Penn Foundation. Although we

- ✓ didn't win, we received valuable feedback that will help us improve future applications.

# 03

## INTERNAL AND OPERATIONAL **STRENGTHENING**



## Freelance Team Expansion

We welcomed two journalists—**Némesis Mora** and **Joy Huertas**—along with technical support for 2PuntosPodcast and VozColectiva with **Edgar Ramirez**. **Reyna Cazares** joined to manage the distribution of our printed materials (poster newspaper, flyers, brochures).



# Operational Strengthening

- ✓ We implemented an administrative and payment control system with support from YPTC.

We also launched an internal system to improve team productivity and

- ✓ coordination. This includes regular communication to share updates, better organization through Trello to clarify workflows, and actions that have fostered stronger team unity and purpose.

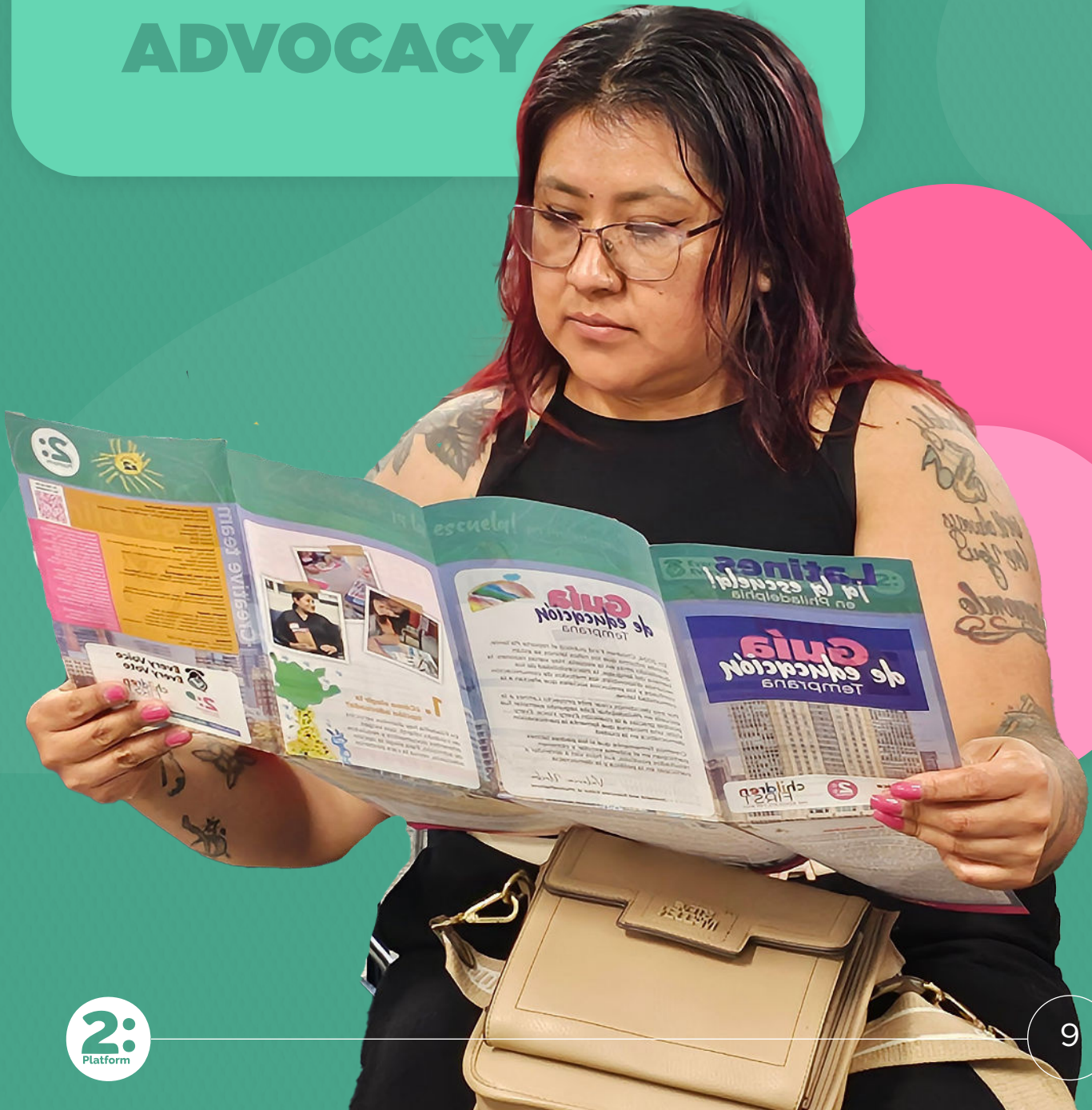


# Financial Management

We successfully submitted our annual financial report to the IRS.

# 04

## COMMUNITY AND ADVOCACY



## EVEV Project

We are two focus groups away from completing the project.



## Upcoming Events

- ✓ Before the end of the year, we will:
- ✓ Publish three original articles on our platform.
- ✓ Release two articles in partnership with PJC on economic mobility (plus two more in 2026).
- ✓ Host a VozColectiva event in November, offering a safe and supportive space for immigrant women to reflect, learn, and share experiences around infidelity.

# 05

## IMPACT AND REVENUE OPPORTUNITIES



## Consulting and Collaborations

- ✓ We provided consulting to Crisol on how to create community radio.
- ✓ We are advising IPMF on organizing a revenue-focused event.
- ✓ We will produce communications for the Greater Philadelphia Hispanic Chamber of Commerce (GPHCC).