

**American Latino  
Veterans Association**



# Impact Report

**2024**



Defending America, Always

VALOR – HONOR – VITAL

[www.alvavets.org](http://www.alvavets.org)

@alvavets

**Prepared for:  
American Latino  
Veterans  
Association**



# Danny Vargas Chairman/CEO

## Message From Chairman/CEO

We are so very grateful for our members, supporters, allies, and friends who made 2024 a great year for ALVA and the Latino veterans we exist to support.

Looking to the future, we expect to see many changes in the way our nation's veterans are supported (some good; some bad). From physical/mental health care, to education, to financial support, to workforce development, and more. With this in mind, the work of Veteran Service Organizations (VSOs), like ALVA, is increasingly important.

ALVA is committed to doing all we can to support the brave Latinas and Latinos and make sure they succeed in their lives after military service.

A national nonprofit, ALVA is focused on workforce development and job placement, entrepreneurship, resources and benefits, advocacy, and telling the incredible stories of Latinos in the military throughout our nation's history and their families. Membership is free for all veterans, active-duty members, guard, and reserves and their families; since we know that military service is not an individual exercise, but rather a family endeavor.

We look forward to continuing and growing our activities and reach in 2025 and invite you to join us in our mission to help Latino veterans thrive and recognize their indispensable contributions.



Board and Advisory Council Members



## Vision

A day when all Latino veterans are empowered, successful and respected.



## Mission

To help Latino veterans thrive and recognize their indispensable contributions.



Swearing in of New Assistant SecDef for Housings



## Values

ALVA is a national nonprofit committed to being impactful, innovative, and responsive. To meet that commitment, we will:

- Respectfully honor the service and sacrifice of our members and all Latino veterans throughout our history
- Engage with our key stakeholders and carefully listen to their needs and suggestions
- Conduct ourselves with integrity and ethics in all we do
- Celebrate the diversity of our community and embrace all perspectives

# Vision, Mission, Values & Pillars



## Pillars

- Workforce Development & Job Placement
- Entrepreneurship
- Advocacy
- Resources & Benefits Support
- Recognizing the Contributions of Latinos to Our Military Throughout History and Today





# 2024 ALVA Highlights



ALVA AWARDS, WASHINGTON, D.C. - NOV. 2024

Held D.C. ALVA Awards Event Honoring:

- Role Model: Dr. Lester Martinez-López
- Military Service: Vice Admiral Yvette M. Davids
- Familia: Robert Roberto Clemente Family
- Entrepreneur: Francisco Cortes
- Community Service: Ernesto Hernandez

Held NYC ALVA Awards Event Honoring:

- Role Model Award: MGySgt John Escalante
- Veteran Entrepreneur Award: Rudy Cazares
- Military Service Award: Julio Feliu and Jose Rivera (Borinqueneers)
- Community Service Award: Lucy Del Gaudio

Held Successful D.C. Expo Event with a Focus on:

- Experiences in transition to civilian life
- Accessing Veteran Benefits for Latino Veterans
- Financial Literacy/Investing

Held Successful Job Matchmaking event in D.C.

Conducted Latino Veteran Entrepreneur survey in partnership with Prosperity Now



ALVA Expo in D.C. - Nov. 2024

ALVA  
Membership  
Growth  
2023 - 2024

↑106%

ALVA  
Video Views  
In  
2024

3,258



ALVA AWARDS, NEW  
YORK CITY  
DEC. 2024

# 2024 ALVA Highlights



### New Advisory Council Members added:

- Roberto Clemente, Jr. (Humanitarian & Son of Baseball Legend)
- Silvana Montenegro (JPMorgan Chase Executive)
- Diego Zambrano (PMI)

### New MOUs with:

- ALPFA DC
- Americas Warrior Partnership (Veteran Services)
- Face the Fight Coalition (Prevent Veteran Suicide)

### Advocacy efforts:

- Two VSO Gatherings with House Minority Leader
- Congressional Hispanic Caucus VSO Gathering
- Tobacco Harm Reduction Panel
- "Veterans Voices" Hosted by The Hill

### Media:

- Added Six new "Attention ALVA!" podcasts episodes
- Featured Story on WJLA-TV (DC ABC Affiliate)
- Jeyben Castro Featured on CHLI "Purple Line" Podcast



### ALVA Leaders in the Community

#### Speaking Engagements:

- Appeared with ADL
- Spoke at JPMorgan Chase
- Spoke at Fort Belvoir
- Spoke at Latino Corporate Network summit
- Participated on panels for AFP and HACE
- CHLI Future Leaders Conference and CHCI Issue Summit
- CHLI Puerto Rico Policy Hill Briefing and The Latino Coalition's Hispanic Entrepreneur Panel

#### Participation in Community Events:

- Attended swearing in of new Deputy Assistant Secretary of Defense (Housing)
- Attended USHCC conference in KC, HACE summit in Chicago, AFP conference in Toronto, L'atitute conference in San Diego, and Hispanic Leadership Summit in NYC

### ALVA Leadership Team Recognition:

- "Estrella Award" Granted to Chairman/CEO Danny Vargas and Board Member Justin Vélez-Hagan by LATINO Magazine
- Vargas Received "Eagle Leadership Award" from the Latino Leaders Network
- Vélez-Hagan Appointed Deputy Chief of Staff, Virginia Governor
- Vargas Appointed to Virginia Council on the Interstate Compact on Educational Opportunity for Military Children and Virginia Veterans Services Foundation





# ALVA Activities



## ALVA EXPO – NOV. 2024

- Expert Panels
- Job Matchmaking

## Entrepreneurship

- Small Business Webinars
- Opportunity/Supplier Matchmaking
- Business Mentor Connections

## Workforce Development/Job Placement

- Virtual Job/Career Fairs
- Education/Training Offerors
- Virtual Apprenticeship Fairs



## Fireside Chat with JPMorgan Chase



## ALVA Advocacy on Capitol Hill

## Attention, ALVA! Podcast

American Latino Veterans Association



## ATTENTION, ALVA! Podcast

## Recognition and Inspiration

- High-quality Video Series
- Podcast Series with Interesting Guests
- Awards Events

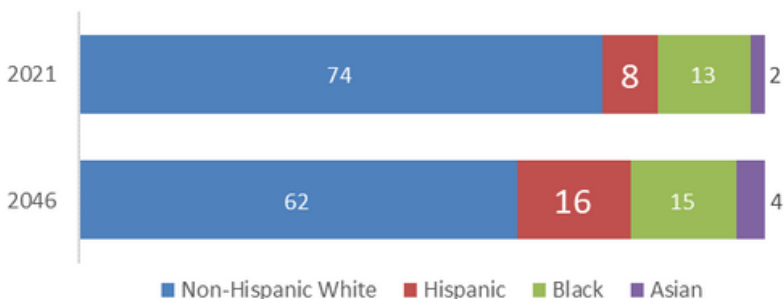
## Resources and Policies

- Videos with Experts on Benefits, Mental Health, etc.
- Information on Resources/Benefits
- Advocacy on public policy

# Serving Those Who Served

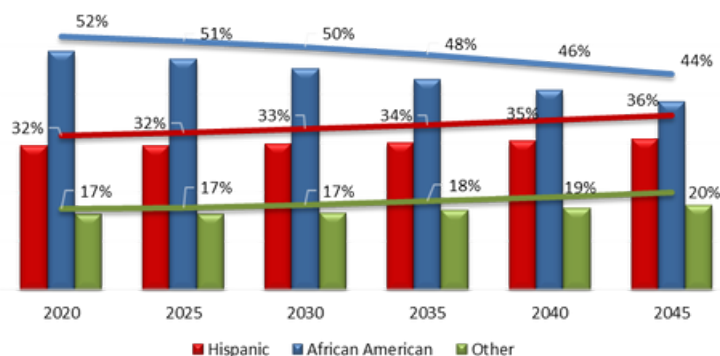
- There are nearly 1.5 million Latino veterans in the U.S. today.
- By 2046, Latinos will be 16% of the total veteran population.
- Latinos projected to represent a growing portion of the minority veteran population.
  - From 32% in 2020 (1.48M) to 36% in 2045 (1.55M).
- Latinos impactful military service dates back to the Revolutionary War, including fighting in every war we have ever had.

% of U.S. Veterans by race/ethnicity



Source: Dept. of Vets Affairs Vet Population Projection Model 2018

Minority Veteran Population Projection



There have been 60+ Hispanic Medal of Honor recipients

War	Key Figures/Events
<b>Revolutionary War</b>	Spanish Gen. Bernardo de Galvez and over 10K Spanish troops stemmed advance of British from the south
<b>Civil War</b>	Navy's first Admiral, David Farragut, was famous for his immortal statement "Damn the torpedoes, full speed ahead"
<b>WW I</b>	First American warning shots fired in San Juan Bay. 200K+ Latinos served
<b>WW II</b>	500K+ Latinos USMC Guy Gabaldon captured 1K+ Japanese, single-handed
<b>Korea</b>	The 65 <sup>th</sup> Infantry Regiment (aka, Borinqueneers of Puerto Rico), among the highest decorated combat units
<b>Vietnam</b>	Everett Alvarez was the first naval aviator shot down during the conflict and spent 8.5 years as a POW
<b>War on Terror</b>	1 <sup>st</sup> Lt. Jennifer Moreno of San Diego, CA was killed in Afghanistan and awarded the Bronze Star

**ALVA Membership** is free for all veterans, active duty members, guard, reserves, and their immediate family members. These members have full access to all content on the ALVA website and receive all member benefits and discounts (e.g., events, etc.).



# More to Come

2024 was a great year for the American Latino Veterans Association (ALVA) and those we serve! We grew our membership by 106%, secured new sponsors and partners, held a successful expo and two great ALVA Awards. We grew our voice in the media and in advocacy. We will build off these successes in 2025 and beyond and ask you to join us on our journey to support Latino veterans.



Career & Business Programs

## Jobs and Businesses

- ALVA will continue its efforts to identify and share training, education, apprenticeship, internship, and job opportunities for its members across the country.
- This may include in-person and virtual job/career fairs.
- ALVA will build upon its programs for entrepreneurs and business owners with useful information and matchmaking.

## Recognition and Information

- Building off its very successful awards events in D.C. and NYC, ALVA will host more awards events in different cities around the country, including San Antonio, San Diego, and more.
- We will add more videos, podcasts, and blogs to share valuable information on resources, benefits, and stories of Latino contributions to our military throughout history.



ALVA Recognition Programs



ALVA Advocacy Efforts

## Continued Advocacy

- ALVA will continue to build off its engagement with Members of Congress, the Department of Veterans Affairs and DoD to provide a voice for Latino veterans and service members.
- We will also continue to support or oppose policies that impact the overall veteran community and/or the Latino community.





## New ALVA Advisory Council Members Added in 2024

Roberto Clemente, Jr.  
Philanthropist/Entrepreneur  
Roberto Clemente Foundation



Silvana Montenegro  
Global Head of Advancing  
Hispanics & Latinos, JPMorgan  
Chase



Diego Zambrano  
Federal Government Affairs  
PMI

# Growing ALVA Family

## Huge Thanks to:

- Nearly 1,000 members and those future members who will join the family
- Our dedicated Board of Directors who provide wise guidance and direction
- Our fantastic Advisory Council who help us in so many ways
- Our kind supporters around the country who recognize the importance of supporting our veterans

## Our Sponsor Partners:



## Our Community Partners:



Shaping Perceptions. Delivering Results.

Public/Private Partnership for a Healthier America™

### Note:

Contact ALVA for sponsorship levels and to explore community partnerships - [info@alvavets.org](mailto:info@alvavets.org)



# Thank You!



AMERICAN LATINO  
VETERANS ASSOCIATION

## **ALVA Board of Directors:**

Danny Vargas, Chairman/CEO  
Jeyben Castro, Director  
Marie Robles, Treasurer  
Justin Vélez-Hagan, Director

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