



2014 NCLR
ANNUAL REPORT

In 2014, NCLR's advocacy generated the momentum for President Obama's immigration announcement, which would allow up to five million immigrants the opportunity to stay with their families and make even greater contributions to our economy. The story of NCLR's work, which is multi-issue and multi-dimensional, is told here through our leadership in the fight for immigration reform.

Message from the President

The past year was one of great determination for NCLR and its Affiliates. I am proud of the way we have leveraged our resilience and collective voice to fight for the millions living in fear of deportation—resulting in potentially one of the biggest steps toward immigration reform in a quarter century. Administrative relief and other actions announced last fall represent an important milestone in our journey to fix an immigration system that's been badly broken for decades.

Just as importantly, I am constantly inspired by the work our Affiliates do each day to lift up their communities and strengthen the entire country. In just one example, NCLR worked hand in hand with its Affiliates to ensure that Latinos received health insurance under the Affordable Care Act, including one low-income family in Florida who, after years without health insurance, obtained coverage for just \$43 per month. Imagine how having coverage is going to improve this family's life!

From health to education, housing to workforce development, NCLR and its Affiliates impact countless communities and families. As we move forward, NCLR's programs will continue to reach those in need, giving them new opportunities to climb the economic ladder. The fruitful work that Affiliates are already doing will be scaled and expanded to better serve aspiring Americans, who need the skills to match their drive to contribute and succeed.

The coming year marks my tenth as President and CEO of NCLR. As I think about NCLR's success in expanding ability and opportunity, I am filled with hope for what lies ahead. This has already proven to be a decade of change. I am confident that with our influence, programs, and network of Affiliates, NCLR will create even more opportunities for Latinos and aspiring Americans.

Muchísimas gracias,

A handwritten signature in black ink that reads "Janet Murguía". The signature is fluid and cursive, with the first name "Janet" and the last name "Murguía" clearly distinguishable.

Janet Murguía
NCLR President and CEO

THROUGH ADVOCACY, INNOVATIVE PROGRAMS, ACTIVE ENGAGEMENT OF OUR AFFILIATE NETWORK ACROSS THE COUNTRY, AND DYNAMIC COALITION-BUILDING, NCLR AND PARTNERS PAVED THE WAY FOR EXECUTIVE ACTION ON IMMIGRATION.

FOR FAMILIES, THIS IS POTENTIALLY THE MOST SIGNIFICANT PROGRESS ON IMMIGRATION REFORM IN 20 YEARS.



Generated national attention and pressure for action through pivotal speeches crystallizing NCLR's relentless advocacy, such as President and CEO Janet Murguía's speech at the NCLR Capital Awards.



Called for a humanitarian response to unaccompanied children at the border, working with Affiliates caring for kids, and with members of Congress and allies to preserve child protections.



Strengthened collaboration with Affiliates engaged in immigrant integration strategies, developing materials and digital tools, pilot loan programs, and learning modules to better prepare service providers for the work ahead.



Congressional testimony, opinion pieces, blogs, and story-building on the need for immigration action and the consequences of the broken system built momentum for action.



Telling the stories of immigrants on our blog and social media reminded decision-makers of the families and children affected by executive action.



Mobilization of NCLR's Affiliate Network generated visits, contacts, roundtables, and town halls with state and federal representatives amplifying the need for immigration action.



Elevating the voices of the national civil rights community and working with diverse coalition partners advances the best interests of our nation.

Appearances in major media outlets showed we were the leading experts in the field.



MAY DAY IMMIGRATION RALLIES

UPDATE Hawaii passes civil unions bill

**LIVE
CNN**

56P ▼ 3.54



Tennessee families advocate
for keeping families together.

*Photo Credit: NCLR Affiliate
Tennessee Immigrant and
Refugee Rights Coalition*

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LEADERSHIP



New Citizens Graduation.

Photo Credit: NCLR Affiliate Carlos Rosario IPCS

POLICYMAKERS, ELECTED OFFICIALS, AND THE MEDIA LOOK TO NCLR FOR EXPERTISE AND LEADERSHIP ON POLICY ISSUES AFFECTING THE HISPANIC COMMUNITY. NCLR'S POLICY ANALYSIS AND RELATIONSHIPS WITH MEMBERS OF CONGRESS ON CAPITOL HILL KEPT COMPREHENSIVE IMMIGRATION REFORM IN THE NATIONAL CONVERSATION.

Members of Congress rely on NCLR's expertise.

NCLR's op-ed in *National Journal* was circulated by Congressman Luis Gutierrez (D-IL) as a 'Dear Colleague' letter and entered into the congressional record by Senator Barbara Boxer (D-CA).

At the height of congressional deliberations, NCLR immigration experts testified at more congressional hearings on immigration reform than any other pro-reform organization.

“Decades from now, people looking back on President Obama's imminent announcement of broad-scale executive action will see that he prevented the separation of families, began fixing a badly broken immigration system, and improved wages, housing, and education for those receiving legal status, thus immeasurably enriching the economy. They'll likely see that Congress later ratified his actions, as happened so often before.

And, they'll wonder: what was all the fuss about?”

—Charles Kamasaki, NCLR Senior Cabinet Advisor, “Critics Say Executive Action on Immigration Would Be Unprecedented. They Forget Their History,” *National Journal*

National events address critical issues in the community.



NCLR leveraged every platform available to move Latino priorities forward, including President and CEO Janet Murguía's moving speeches at the **NCLR Capital Awards**—an event that honors politicians from both sides of the aisle—and NCLR Annual Conference.



National Latino Advocacy Days brings to Washington, DC, the voices of Latino communities across the country, and creates a direct line of communication between these communities and their elected officials. Nearly 300 participants from 27 states brought the urgency for immigration reform to the doorstep of members of Congress.



With 4,400 registrants, the **NCLR Annual Conference** in Los Angeles provided a forum for people in the business of social change to connect with key community leaders and generate partnerships that advance opportunities for the Latino community.



NCLR's **ALMA Awards®** drew attention to the contributions of Latino culture, and was followed by an hour-long discussion on the need for immigration reform and other NCLR priorities on MSNBC.

“ *I was 11 years old when my family moved to the U.S. I am currently finishing high school and I hope to go to college. Having the opportunity is all I want.* ”

—Mario, student at an event for NCLR Affiliate Latino Memphis, Memphis, TN

NCLR connects constituents to their elected officials.

Working in coalition with sister organizations underscores the importance of our message.

With the National Hispanic Leadership Agenda, a coalition of 39 national Latino organizations, we raised important issues with the Obama administration regarding unaccompanied children crossing the border from Mexico.

We also released the 2014 National Immigration Score Card to publicize the voting records of the House of Representatives.



2014
National
Score Card



435
U.S. Representatives
Received scores on
key immigration votes
and legislation.

“We will never give up on fighting for immigration reform.

We will never give up on fighting for those living in the shadows. We will never give up on fighting for justice and fairness for these children.

We will never give up on our community and we won't stop trying until we can get it done.”

—Janet Murguía, NCLR President and CEO, addressing the NCLR Annual Conference after her visit



to a California shelter for unaccompanied immigrant children. NCLR Affiliate Southwest Key Programs housed 3,000 children at 26 shelters in Arizona, California, and Texas.

Amalia and Juan Vazquez interview.
Photo Credit: NCLR Affiliate Hacienda CDC



SOCIAL MEDIA, OUR BLOG, AND OTHER TOOLS CONNECT COMMUNITY LEADERS WITH CRITICAL INFORMATION AND AMPLIFY THE VOICES OF THOSE AFFECTED BY IMMIGRATION REFORM.

NCLR developed innovative tools, **including the Immigo app**, to support organizations working with immigrants.



Funded by Verizon, in partnership with Immigration Advocates Network (IAN), **Immigo** provides timely information and news on immigration reform and immigrant integration.

- Legal Help Finder
- Daily Immigration News
- Trainings and Events
- Interactive Polls
- Timely Alerts

NCLR leverages its relationship with corporate and community partners to increase access to information and opportunities for Latino families.

NCLR Affiliates, partners, and the public rely on NCLR for immigration reform news and resources.



Weekly digests of “Immigration Reform Updates” include developments on immigration reform as well as new studies and resources that Affiliates use in their advocacy efforts. These are sent to Affiliates and partners as well as to Capitol Hill staff, and they are posted on the NCLR blog.

NCLR collaborates with Affiliates to build capacity for much-needed services.

NCLR Affiliate TODEC Legal Center in Perris, CA, participated in a training for nonprofit, nonattorney staff to acquire authorization to practice immigration law by receiving accreditation through the Board of Immigration Appeals.

NCLR's **blog and digital media** highlighted personal immigration stories.

Hanging in the balance: **STORIES OF ASPIRING AMERICANS**

The “Hanging in the Balance: Stories of Aspiring Americans” blog series profiled people who would benefit from administrative action in order to address the suffering caused by increases in detention and deportation. The individuals were representative of millions across the country who could benefit from executive action, and illustrated the need for comprehensive immigration reform.



Escalera students participate in a discussion about smart social media use with program director Denise Rocha. *Photo Credit: NCLR Affiliate Conexión Américas*

“ Like many teenagers, Giancarlo dreamed of getting his driver’s license. After being one of the few students in his drivers’ education class to pass the written test on their first try, he ran home to tell his mother and ask her to take him to the DMV to get his permit. It was at that moment that Giancarlo first learned he was undocumented. ”

—from the “Hanging in the Balance: Stories of Aspiring Americans” series on the NCLR blog, October 1, 2014

7 Gabriel Cruz-Letelier is a volunteer youth mentor with Southwest Key Programs. He mentored Miguel for a year. Cruz-Letelier wanted to be a mentor so he could give back to the community and has seen significant changes in Miguel's behavior and attitude since that time.

Photo Credit: NCLR Affiliate Southwest Key Programs



OPPORTUNITY

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High school interns from Glenclyff High School work with Karla Ruiz and other successful entrepreneurs in Conexión Américas' culinary incubator and commercial kitchen, Mesa Komal.

Photo Credit: NCLR Affiliate Conexión Américas

NEARLY THREE-QUARTERS OF NCLR'S AFFILIATES ARE ALREADY DOING THE WORK OF INTEGRATING ASPIRING AMERICANS. IN THE MONTHS AHEAD, NCLR WILL CONTINUE TO EXPAND THIS IMPORTANT WORK THROUGH TRAINING AS WELL AS TECHNICAL AND FINANCIAL ASSISTANCE.

NCLR's Affiliate Programs use proven methods to teach immigrants a wide range of skills.

NCLR's **Bienvenidos Immigrant Integration** curriculum is taught in community-based nonprofits and often includes free child care so parents can enroll in classes without an extra cost. Through the Bienvenidos 2014 project, 10 NCLR Affiliates were able to provide ESL classes to more than 1,000 adults they would have otherwise not been able to serve.

In conjunction with the 10 Affiliates participating in the Bienvenidos project, NCLR developed the Core Qualities for Successful Adult ESL Programs, reflecting best or promising practices in the field.

NCLR works in coalition to support aspiring Americans.

NCLR is a founding member of the Committee on Immigration Reform Implementation (CIRI), a growing, collaborative effort launched by 20 organizations preparing for administrative relief. NCLR is deeply involved in an open-source effort bringing together legal, advocacy, communications, service provision, and community organizing expertise to help national, state, and local organizations engage effectively in making administrative relief a success by assisting individuals and families as they navigate that important process. CIRI manages the Administrative Relief Resource Center website at www.adminrelief.org, which provides information on administrative relief, legal support, and resources for professionals and volunteers who work with immigrants.

“ Aunque no sea una persona joven, yo todavía puedo aprender inglés. [Even though I am not a young person, I still can learn English.] ”

—Maria, 70-year-old housekeeper enrolled in Bienvenidos ESL classes provided by NCLR Affiliate Latino Academy, Madison, WI

NCLR is uniquely positioned to meet the needs of aspiring Americans.

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Today, millions of aspiring Americans across the nation seek to contribute to the economy and mainstream society, only to face numerous challenges along the way. Too often they are limited in their opportunities to fully thrive in American society because they lack essential skills, such as English language, job training, and wealth-building, which can facilitate and strengthen their chances to succeed in new communities.

Through NCLR's **Special Initiative for Immigrant Integration**, NCLR embarked on an extraordinary effort to begin meeting the rising demand for critical services in education, workforce development, and financial counseling, while helping aspiring Americans gain access to information and tools that will enable them to move forward in their path to citizenship. In the months ahead, NCLR will continue to expand this important work through its Affiliates across the country, to help more new Americans reach new opportunities as they build their language and job skills.

NCLR would like to thank the following visionary leaders for their support of the Special Initiative for Immigrant Integration, and for their investment in the nation's future:

Bank of America

Cesar L. Alvarez + Greenberg Traurig

JPMorgan Chase

Microsoft

State Farm

UPS

Verizon


Walmart

Wells Fargo



Francisco Ferrufino, a Culinary Arts Training graduate who went from dishwasher to executive chef at Meridian Pint thanks in part to English and culinary arts skills learned at the Carlos Rosario International Public Charter School.

Photo Credit: NCLR Affiliate Carlos Rosario IPCS

A photograph of four students on a stage in a large, ornate auditorium. The students are seen from behind, with their arms raised in a celebratory gesture. The stage is lit with warm, golden light, and the audience seating is visible in the background, though mostly empty. The ceiling of the auditorium is high and features several bright spotlights.

Congreso—NCLR’s 2014 Affiliate of the Year—serves more than 800 students in grades K-12 through its after-school programs. Each year, they present *Lights, Congreso, Action!*, a student showcase. Students pictured here are taking their bow after a great performance. *Photo Credit: NCLR Affiliate Congreso de Latinos Unidos*

ACTION

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Hyde Square Task Force (HSTF) youth leaders Ellin Sanchez and Vladimir Ventura participate in one of the weekly STEM Makerspace workshops HSTF hosts in partnership with Boston Makers. *Photo Credit: NCLR Affiliate HSTF*

IN ADDITION TO IMMIGRATION REFORM AND IMMIGRANT INTEGRATION, NCLR POLICY, PROGRAM, AND CIVIC ENGAGEMENT WORK FOCUSES ON BETTERING THE LIVES OF THE LATINO COMMUNITY AND ALL AMERICANS THROUGH EDUCATION, HEALTH, EMPLOYMENT AND THE ECONOMY, AND HOUSING ISSUES.

NCLR mobilized eligible Hispanic voters to register and vote.

123,000

new voters registered through direct mail, canvassing, and Affiliate partnerships, our largest outcome to date

15,000

Hispanic voters registered for vote-by-mail in Florida

300,000

new and infrequent Latino voters contacted via direct mail, live calls, and canvassing

“ I feel I am not only giving voice to my own views; I am speaking for a much larger community. ”

—Paola Navarro, reflecting on her first time voting as a United States citizen in her guest blog post, “A Vote for My Community – Reflections from a First-Time Voter” on the NCLR blog, November 3, 2014

Digital Reach

In addition to its extensive efforts on immigration reform, NCLR gave a Latino voice to other national policy issues affecting Hispanics, which were captured in NCLR's rapidly growing social media presence. Watch NCLR's most popular YouTube video on our channel, www.youtube.com/nclr.

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Amber Charter School in New York City is pioneering the implementation of the Common Core State Standards. This is their story.

95,000+ views

Thanks to 16,000 new Facebook and 17,000 new Twitter followers, NCLR's social media audience passed 100,000 in 2014. Join them in sharing timely graphics like these:



Seen 360,000 and shared 4,500 times

We were among the first to thank Justice Sotomayor for making the unusual move of reading her dissenting opinion from the bench in the case of *Schuette v. Coalition to Defend Affirmative Action*, which found that a state can prohibit considering an applicant's race when determining admission for public colleges and universities.



Graphics like these were powerful additions to conversations on social media and garnered support.

NCLR's advocacy efforts expand access to health coverage and care for Latinos.

Thanks to our California Affiliates, more than **10,000 people** enrolled in an eligible Covered California plan, accounting for **10% of all enrollments** in the state of California. NCLR Affiliate AltaMed Health Services was the top enroller in the state.



15 infographics and 6 videos were shared for our Affordable Care Act campaign alone, and Representative Nancy Pelosi (D–CA) shared one in her daily email roundup to Democratic leaders and staff.

On Twitter, NCLR reached **4.46 million Twitter users**, and our tweets were **seen 11.7 million times** in one of the most successful chats NCLR has conducted—ensuring that the conversations about the Affordable Care Act are far-reaching and based in fact. NCLR was the most influential tweeter besides the White House during that chat.

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“ We are very excited and proud to be an Affiliate member of NCLR. We look forward to working with...NCLR to continue to empower our low- and moderate-income families and help make our community a better place to live. ”

—Bertha M. Garcia, Executive Director, Ventura County Community Development Corporation

Poultry workers are protected thanks to NCLR's two-year advocacy campaign.

NCLR led a two-year advocacy campaign by workers, civil rights leaders, and consumer voices to prevent a federal regulatory change that would have harmed poultry workers—a majority of whom are Hispanic—by speeding up production lines. The proposed rule would have allowed poultry companies to speed up production from 140 to 175 birds per minute—a 25% increase—in exchange for adopting new food safety measures.

The prevention of this regulatory change protects the health and safety of workers who would otherwise run increased risk of physical injury on the job—injuries that could put them out of work and jeopardize the financial well-being of their families. More than **200,000 workers** were impacted by this ruling—**34%** of whom are Latino.

Raising education standards for Latino children is an NCLR priority.

NCLR's Common Core campaign identifies challenges to implementation and works with stakeholders to identify solutions; opposes any efforts to roll back, delay, or give up on Common Core; and holds states accountable to support and prepare all students for college and careers.

Our YouTube video highlighting the **success of NCLR Affiliate Amber Charter School in implementing Common Core** has received nearly **100,000 views** and was mentioned in POLITICO as an example of Common Core media messaging that works.

“ Thank you for sharing this wonderful news about the ... poultry plants. I have been so overjoyed with this news that I have been showing it to my family and friends. Thank you guys, the National Council of La Raza, who made it possible, and all of their staff who work so hard to [ensure] the safety of the workers. ”

—Miguel, poultry worker from Morgantown, NC, and NCLR advocacy campaign participant

Housing counseling prepares Latino families for homeownership.

The NCLR Homeownership Network connected over **40,000 Latinos in 20 states** with certified housing counselors, who work one-on-one with low-income families to help them become mortgage-ready. This individual attention is critical to families who may be unfamiliar with the homebuying process.

NCLR's programs change more lives every year.

Supporting parents helps Latino children succeed in school. NCLR's *Padres Comprometidos* program curriculum cultivates relationships and interactions between parents and their children's schools.

28
Affiliates

12
States

1,200
Parents

Better wages and skill-building helps workers succeed. The NCLR Career Pathways Initiative targets low-skilled and limited-English-proficient adults in the health care and customer service sectors.

1,000
Job trained

540
Placed in jobs

10.84/hr.
Average wage

25

“ *Las familias de Cypress Hills son muy afortunadas de tener acceso a este gran programa. ¡Gracias! [The families at Cypress Hills are very fortunate to have access to this great program. Thank you!]* ” —Parent participant in the *Padres Comprometidos* program at NCLR Affiliate Cypress Hills Local Development Corporation, Brooklyn, NY

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THE NCLR AFFILIATE COUNCIL SERVES AS A VOICE FOR, AND REPRESENTS THE PARTNERSHIP BETWEEN, NCLR AND ITS MOST IMPORTANT CONSTITUENCY—ITS NETWORK OF 272 AFFILIATES. IT PROVIDES GUIDANCE TO NCLR ON ITS PROGRAMMATIC PRIORITIES AND PUBLIC POLICY AGENDA, AND ON STRENGTHENING REGIONAL NETWORKS AND PROMOTING THE WORK OF AFFILIATES. IN ADDITION, THE AFFILIATE COUNCIL WORKS CLOSELY WITH THE NCLR AFFILIATE MEMBER SERVICES TEAM TO IMPLEMENT NCLR'S REGIONAL STRATEGY, ENGAGING AFFILIATES ACROSS THE COUNTRY TO ADVANCE MAJOR ISSUES THAT BENEFIT THE HISPANIC COMMUNITY.

THE AFFILIATE NETWORK HAS BEEN AT THE CORE OF NCLR'S SUCCESS SINCE 1968 DUE TO THE LEADERSHIP OF THE AFFILIATE COUNCIL. THE AFFILIATE COUNCIL IS MADE UP OF TWO MEMBERS (ONE MALE AND ONE FEMALE) FROM SIX U.S. REGIONS: CALIFORNIA, FAR WEST, MIDWEST, NORTHEAST, SOUTHEAST, AND TEXAS. MEMBERS ARE DEMOCRATICALLY ELECTED BY THE AFFILIATES IN THEIR RESPECTIVE REGIONS.

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Training
Center for Training and
Careers, Inc.
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Resource Center
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(CAUSE)
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Cesar Chavez
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Pueblo, Inc.
Community Child Care
Council of Santa Clara
County, Inc. (4C)
Community
HousingWorks
Consumer Credit
Counseling Services
of Orange County
(CCCSOC)
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East LA Community
Corporation
Eastmont Community

Center
El Centro del Pueblo
El Concilio, Council for
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La Familia Counseling
Service
La Maestra Community
Health Centers
Lighthouse Community
Charter School
Los Angeles Leadership
Academy
MAAC Project
Mexican American
Opportunity
Foundation (MAOF)
Mission Asset Fund
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Development Agency
(MEDA)
Montebello Housing
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Mujeres Latinas de
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National Association of
Latino Independent
Producers (NALIP)
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Services of the Inland
Empire, Inc.
Neighborhood
Partnership Housing
Services, Inc.
NeighborWorks Orange
County
New Economics for
Women
Para Los Niños
Parent Institute for
Quality Education
(PIQE)
Partnerships to Uplift

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San Ysidro Health
Center
Self-Help Enterprises
Semillas Sociedad Civil
Spanish Speaking
Citizens' Foundation
Synergy Academies
TELACU Education
Foundation
The Accelerated School
Community
of Schools
The Unity Council
The Wall - Las
Memorias
Tiburcio Vasquez
Health Center, Inc.
TODEC Legal Center,
Perris
Ventura County
Community
Development
Corporation (VCCDC)
Visionary Home
Builders of California,
Inc.
Watts/Century Latino
Organization
Youth Policy Institute

FAR WEST REGION

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Arizona Hispanic
Chamber of
Commerce
Campesinos Sin
Fronteras
Chicanos Por La
Causa, Inc.
Comité De Bien Estar,
Inc.
Community Housing
Resources of Arizona
Friendly House, Inc.
Hispanic Women's
Corporation
Housing America
Corporation
Luz Social Services,
Inc.
Mexicayotl Academy
Valle del Sol

Colorado
Chavez/Huerta K-12
Preparatory Academy
CLLARO (Colorado
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Advocacy & Research
Organization)
Del Norte
Neighborhood
Development
Corporation
El Comité de
Longmont
GOAL Academy
Mi Casa Resource
Center
SouthWest
Improvement Council
Idaho
Community Council of
Idaho, Inc.
Idaho Community
Action Network (ICAN)

Nevada
Community Services of
Nevada - CSNV
Housing for Nevada
Mariposa Dual
Language Academy

New Mexico
Albuquerque Hispano
Chamber of
Commerce
Encuentro
Hands Across Cultures
HELP-New Mexico,
Inc.
National Latino
Behavioral Health
Association
Rio Grande Alcoholism
Treatment Program,
Inc.
Siete del Norte
Community
Development
Corporation
YES Housing, Inc.
Youth Development,
Inc.

Oregon
Bienestar

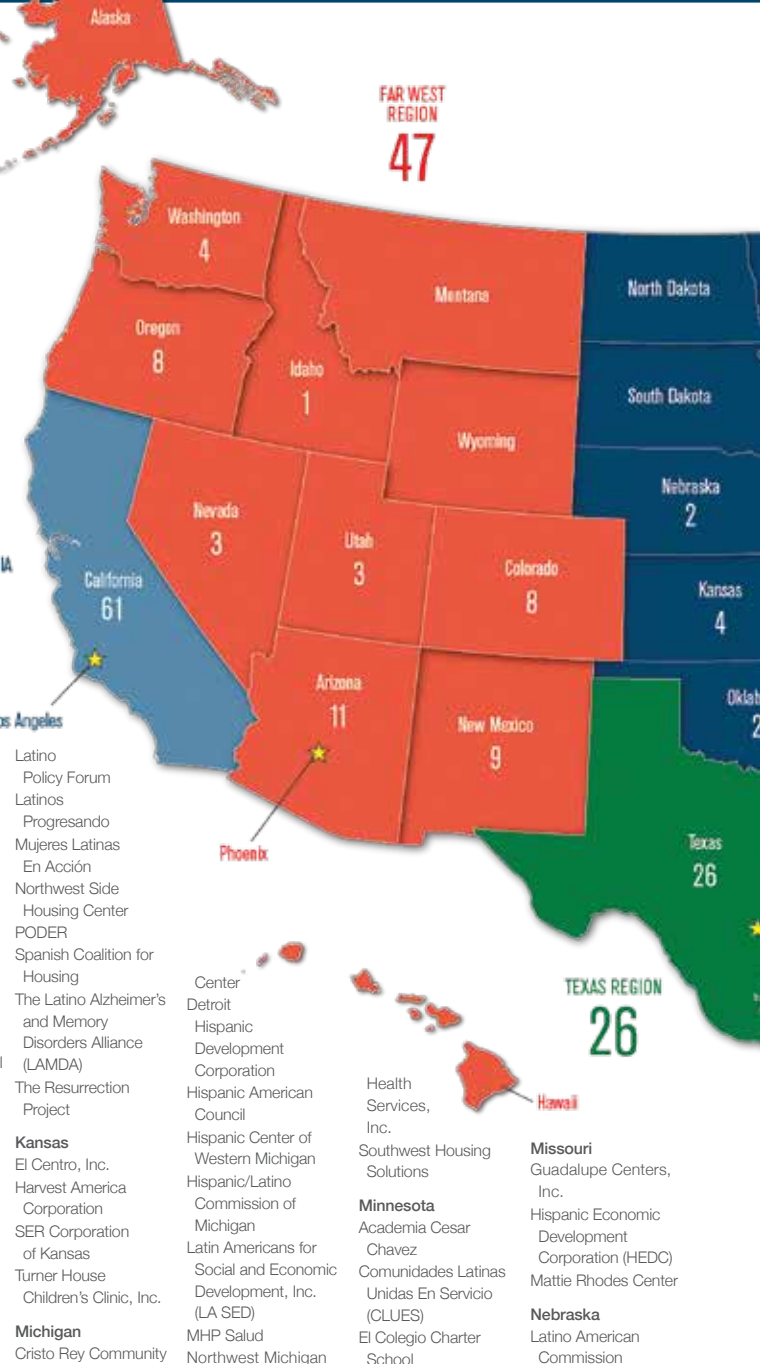
Centro
LatinoAmericano
Familias en Acción
Hacienda
Community
Development
Corporation
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Portland Housing
Center
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Resources
SEA MAR Community
Health Centers

MIDWEST REGION

Illinois
Alivio Medical Center
Association House of
Chicago
Brighton Park
Neighborhood Council
Center for Changing
Lives
El Hogar del Niño
Enlace Chicago
Erie Neighborhood
House
Gads Hill Center
Hispanic Alliance for
Career Enhancement
(HACE)
Illinois Migrant Council
Instituto del Progreso
Latino



Latino
Policy Forum
Latinos
Progresando
Mujeres Latinas
En Acción
Northwest Side
Housing Center
PODER
Spanish Coalition for
Housing
The Latino Alzheimer's
and Memory
Disorders Alliance
(LAMDA)
The Resurrection
Project

Kansas
El Centro, Inc.
Harvest America
Corporation
SER Corporation
of Kansas
Turner House
Children's Clinic, Inc.

Michigan
Cristo Rey Community

Center
Detroit
Hispanic
Development
Corporation
Hispanic American
Council
Hispanic Center of
Western Michigan
Hispanic/Latino
Commission of
Michigan
Latin Americans for
Social and Economic
Development, Inc.
(LA SED)
MHP Salud
Northwest Michigan

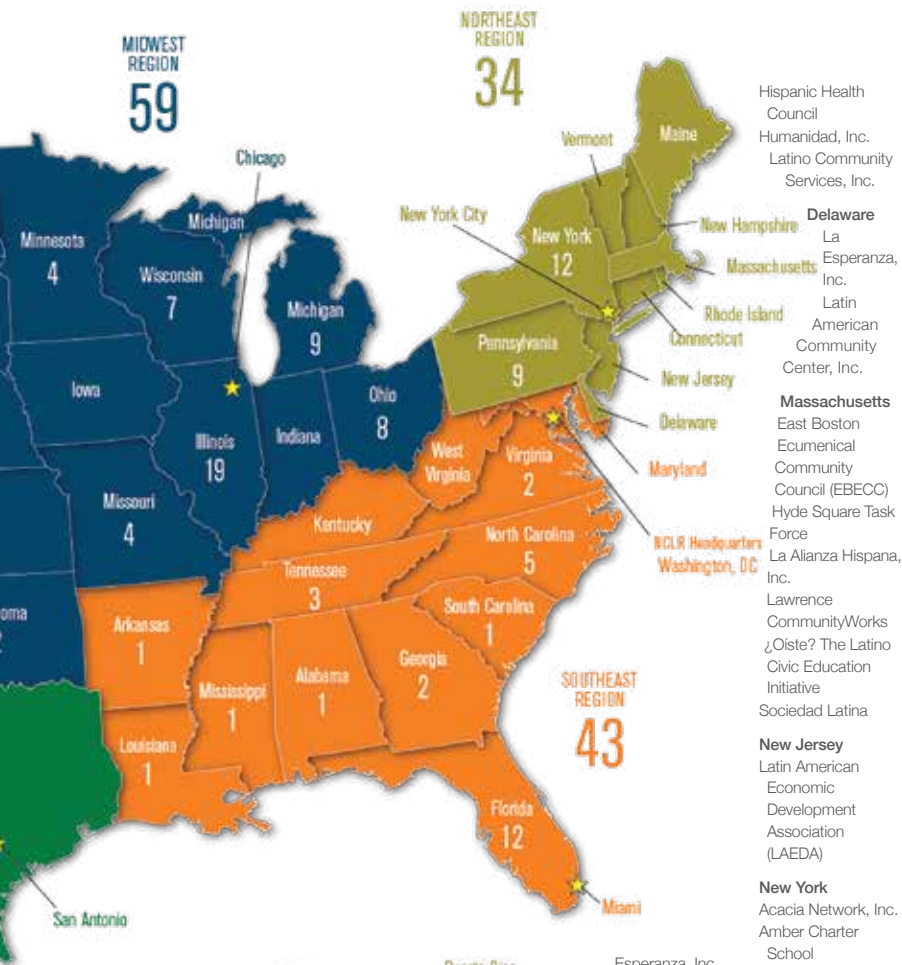
Health
Services,
Inc.
Southwest Housing
Solutions

Minnesota
Academia Cesar
Chavez
Comunidades Latinas
Unidas En Servicio
(CLUES)
El Colegio Charter
School

Missouri
Guadalupe Centers,
Inc.
Hispanic Economic
Development
Corporation (HEDC)
Mattie Rhodes Center

Nebraska
Latino American
Commission

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Community
Health Centers,
Inc.

Ohio
Adelante, The Latino
Resource Center
Campaign for
Migrant Worker
Justice, Inc.
El Barrio, Inc.
El Centro de
Servicios Sociales,
Inc.

Esperanza, Inc.
Lorain County
Community College
Ohio Hispanic
Coalition
Spanish American
Committee

Oklahoma
Latino Community
Development

Agency
Santa Fe South
Schools, Inc.

Wisconsin
Centro Hispano of
Dane County
Council for the
Spanish Speaking,
Inc.
La Casa de

Esperanza, Inc.
La Causa, Inc.
United Community
Center/Centro de la
Comunidad
UMOS, Inc.
Vera Court
Neighborhood
Center (VCNC)

NORTHEAST REGION

Connecticut
Center for Latino
Progress - CPRF

Hispanic Health
Council
Humanidad, Inc.
Latino Community
Services, Inc.

Delaware
La
Esperanza,
Inc.
Latin
American
Community
Center, Inc.

Massachusetts
East Boston
Ecumenical
Community
Council (EBECC)
Hyde Square Task
Force
La Alianza Hispana,
Inc.
Lawrence
CommunityWorks
¿Oiste? The Latino
Civic Education
Initiative
Sociedad Latina

New Jersey
Latin American
Economic
Development
Association
(LAEDA)

New York
Acacia Network, Inc.
Amber Charter
School
Cypress Hills Local
Development
Corporation
Dominican Women's
Development
Center
Dominico-American
Society of Queens
East Harlem Council
for Community
Improvement, Inc.
(EHCCI)
Hispanic Resource
Center

Ibero-American
Action League, Inc.
La Fuerza Unida, Inc.
Make the Road
New York
PathStone
Corporation
The Committee for
Hispanic Children
and Families
The Latino Housing
Development
Corporation

Pennsylvania
Asociación
Puertorriqueños en
Marcha, Inc. (APM)
Centro Hispano
Daniel Torres
Congreso de Latinos
Unidos, Inc.
El Concilio (Council of
Spanish Speaking
Organizations, Inc.)
Esperanza
Esperanza Academy
Charter High School
FINANTA
Hispanic American
Organization
La Comunidad
Hispana, Inc.
Spanish American
Civic Association
(SACA)

SOUTHEAST REGION

Alabama
Hispanic Interest
Coalition of
Alabama (IHICA)

Arkansas
Hispanic Women's
Organization of
Arkansas

District of Columbia
Ayuda, Inc.
Carlos Rosario
International Public
Charter School
Central American
Resource Center

(CARECEN)
CentroNia
La Clínica del Pueblo
Latin American
Montessori Bilingual
(LAMB) Public
Charter School
Latin American Youth
Center (LAYC)
Latino Economic
Development
Corporation (LEDC)
Mary's Center
Multicultural Career
Intern Program
Multicultural
Community Service
Spanish Education
Development (SED)
Center

Florida
Amigos For Kids
Centro Campesino
Farmworker Center,
Inc.
Coalition of Florida
Farmworker
Organizations
Hispanic Health
Initiatives, Inc.
Hispanic Services
Council
Hispanic Unity of
Florida, Inc.
Housing and
Education Alliance
Latino Leadership,
Inc.

Mexican American
Council, Inc.
Pine Manor
Improvement
Association
Redlands Christian
Migrant Association
Rural
Neighborhoods, Inc.

Georgia
Clinic for Education,
Treatment and
Prevention of
Addiction, Inc.
(CETPA)

Dalton-Whitfield
Community
Development
Corporation

Louisiana
Puentes New
Orleans, Inc.

Maryland
CASA de Maryland,
Inc.
Education Based
Latino Outreach
(EBLO)
Identity, Inc.

Mississippi
Mississippi
Immigrants Rights
Alliance (MIRA)

North Carolina
El Centro Hispano,
Inc.
El Pueblo, Inc.
Hispanic Liaison of
Chatham County/El
Vínculo Hispano
Latin American
Coalition
Latino Community
Credit Union

South Carolina
Acercamiento
Hispano de Carolina
del Sur

Tennessee
Conexión Américas
Latino Memphis, Inc.
Tennessee Immigrant
and Refugee Rights
Coalition (TIRRC)

Virginia
East Coast Migrant
Head Start Project
Shirlington
Employment and
Education Center

TEXAS REGION

AAMA, Inc.
American Latino
Center for
Research,

Education & Justice
(ALCREJ)

American
YouthWorks
Avenida Guadalupe
Association
Centro de Salud
Familiar La Fe, Inc.
D.R.A.W. Academy
East Austin College
Prep Academy
Gulf Coast Council of
La Raza, Inc.
Houston Gateway
Academy, Inc.

Ignite Public Schools
KIPP Houston
KIPP San Antonio
LEARN, Inc.
Mexican American
Unity Council
(MAUC)

Midland Community
Development
Corporation
Parents Step Ahead
Southwest Key
Programs, Inc.
START CENTER
Student Alternatives
Program, Inc.
Su Clinica Familiar
Tejano Center
for Community
Concerns
The Concilio
TMC-Teaching
& Mentoring
Communities
Valley Initiative for
Development and
Advancement
(VIDA)

Vecinos Unidos, Inc.
YWCA El Paso del
Norte Region

CORPORATE BOARD OF ADVISORS

ESTABLISHED IN 1982, NCLR'S CORPORATE BOARD OF ADVISORS (CBA) IS MADE UP OF SENIOR REPRESENTATIVES FROM 25 INDUSTRY-LEADING CORPORATIONS. THIS PASSIONATE GROUP OF LEADERS MEETS TWICE PER YEAR TO REVIEW NCLR'S ACCOMPLISHMENTS AND INITIATIVES, DISCUSS ISSUES AFFECTING BOTH THE LATINO AND CORPORATE COMMUNITIES, AND ESTABLISH AREAS FOR MUTUAL COLLABORATION. CBA MEMBERS ALSO WORK WITH NCLR TO MAXIMIZE FINANCIAL SUPPORT TO BOTH THE INSTITUTION AND ITS AFFILIATE NETWORK THROUGH VITAL FINANCIAL, IN-KIND, AND PROGRAMMATIC SUPPORT.

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Liaison

Jacquelyn M. Puente

Executive Director, External Affairs

AT&T

Principal

Carol Wilner

Vice President, Public Affairs

Liaison

Celeste Carrasco

Director, Federal Public Affairs

Bank of America

Principal

Angie Garcia-Lathrop

Community Affairs Executive

Liaison

Vacant

Chevron

Principal

S. Shariq Yosufzai

Vice President, Global Offices of Diversity and Ombuds

Liaison

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Senior Advisor, Office of Global Diversity

Citi

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Liaison

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Liaison

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Liaison

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Director, Federal Affairs

JPMorgan Chase &Co.

Principal

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Liaison

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and Diversity

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Senior Vice President, Corporate
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and Philanthropy; President and
CEO, Ronald McDonald
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Liaison

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Integrated Supply Chain Officer

Liaison

Vacant

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CEO, PepsiCo Americas Beverages

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Resources

Liaison

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Vice President, Corporate Giving
Executive Director and Secretary,
Prudential Foundation

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Tina Aguirre
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Manager ITSO – DS SOM

Liaison

Ignacio Gonzalez
Communications Advisor for
Deep Water

**State Farm Insurance
Companies***Principal*

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Vice President, Corporate
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Philanthropy and the Toyota USA
Foundation

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Liaison

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Liaison

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Executive Vice President, Head of
Corporate Communications

Liaison

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Partnerships

INSTITUTIONAL SUPPORT

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AARP
AEG
Alliance for Early Success
Allstate Foundation
American Airlines*
American Chemical Society
American Express
American Federation of Teachers (AFT)
American Honda Motor Co., Inc.
AmeriHealth Caritas Family of Companies
Amgen
Amtrak
Arcus Foundation
Arizona State University
The Aspen Institute Ascend Fund
AT&T*
Atlantic Philanthropies
Bank of America*
Bank of America Foundation
Bank of the West
The Bauman Foundation
Baxter Healthcare Corporation
BBVA Compass
Best Buy Co., Inc.
Bill & Melinda Gates Foundation
BMW of North America, LLC
Boehringer Ingelheim Pharmaceuticals, Inc.
The Boeing Company

BP America Inc.
Caesars Entertainment
The California Endowment
California for Safety and Justice
California Primary Care Association
Cancer Treatment Centers of America
Capital One Foundation
Centene Corporation
Charles Stewart Mott Foundation
Chevron
The Christopher Reynolds Foundation
Citi*
Citi Foundation
The Coca-Cola Company
Comcast/NBCUniversal/Telemundo*
The Comcast Foundation
The ConAgra Foods Foundation
ConAgra Foods, Inc.*
Corporation for National and Community Service
CVS Caremark
Discovery Communications, Inc.
Doctors Hospital at Renaissance
Early Childhood Funders' Collaborative
EI Rey Network
Eli Lilly and Company
Entravision Communications Corporation
Estrella TV

Facebook
Fannie Mae
FedEx Corporation*
Food Research and Action Center
Ford Foundation
Ford Motor Company
Ford Motor Company Fund
Four Freedoms Fund
Fox Audience Strategy
Freddie Mac
Fusion
GEICO
General Mills, Inc.*
General Motors Company*
Gill Foundation
Google*
Herbalife
Hilton Worldwide*
Hogar Hispano, Inc.
Human Rights Campaign Foundation
Humana Inc.
Hyundai Motor America*
The Institute of International Education
Intuit, Inc.*
JCPenney
John Snow, Inc.
Johnson & Johnson*
JPMorgan Chase & Co.*

JPMorgan Chase Foundation
 Kaiser Permanente
 Kellogg Company*
 KeyBank Foundation
 Kraft Foods
 LA Tourism & Convention Board
 Latina Media Ventures
 Leona M. and Harry B. Helmsley
 Charitable Trust
 Levi Strauss Foundation
 LinkedIn Corporation
 Lone Star National Bank
 Macy's
 Marathon Oil*
 Marguerite Casey Foundation
 Marriott International, Inc.
 Master Your Card
 McDonald's Corporation
 Merck & Co.*
 MetLife Foundation
 MGM Resorts International*
 Microsoft Corporation*
 MillerCoors LLC*
 Moët Hennessy
 Naomi and Nehemiah
 Cohen Foundation
 National Academy of
 Social Insurance

National Aeronautics and Space
 Administration (NASA)
 The National Science
 Foundation/Patricia and Phillip
 Frost Museum of Science
 Nationwide Insurance
 NeighborWorks America
 New Venture Fund
 Nielsen
 Nissan North America
 Northern Trust
 NUVOTV
 Ocwen Financial Corporation
 Ocwen Loan Servicing, LLC
 Open Society Foundations
 Peers for Progress, a Program
 of the American Academy of
 Family Physicians Foundation
 PepsiCo Foundation*
 PepsiCo, Inc.
 Pfizer RX Pathways
 PhRMA
 Planned Parenthood
 Action Fund
 PricewaterhouseCoopers
 The Procter & Gamble Co.*
 Prudential Financial*
 The Prudential Foundation

Raza Development Fund*
 Robert Wood Johnson
 Foundation
 The Rockefeller Foundation
 Rosenberg Foundation
 Service Employees International
 Union (SEIU)
 Shell*
 The Sherwin-Williams Company*
 Smithsonian Latino Center
 Sodexo*
 Sony
 Southwest Airlines & Co.*
 Spanish Broadcasting
 System, Inc.
 Sprint
 State Farm Insurance
 Companies
 State Infrastructure Fund
 State Voices Pennsylvania
 Stoneman Family Foundation
 Susan G. Komen Foundation
 Target Corporation
 Teach for America
 Tides Foundation
 Time Warner Cable*
 The TJX Companies, Inc.*
 Toyota

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 U.S. Central Intelligence Agency
 U.S. Department of Health and
 Human Services
 U.S. Department of Housing
 and Urban Development
 Union Bank
 Universal Music Group
 Univision Communications Inc.
 UPS*
 The UPS Foundation
 Verizon
 Verizon Foundation
 Viacom Inc.
 Visa, Inc.
 W.K. Kellogg Foundation
 Walgreens
 Walmart*
 Walmart Foundation
 The Walt Disney Company
 The Walton Family Foundation
 Wells Fargo*
 Western Dental
 Y-USA

.....
 * **Corporate Champions.** NCLR's Corporate Champions are a select group of industry leaders dedicated to building stronger American communities. Support from these corporations provides NCLR with the flexibility to respond to the most pressing and timely needs of Latino families.

INDIVIDUAL CONTRIBUTORS

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Anselmo and Elvira Villarreal
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 Andrea J. White
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 Claudia Zuno-Ramirez

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 Anonymous*
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 Norma Vega
 Jose and Jennifer Velazquez

* NCLR staff member who has made a personal contribution. We are truly grateful for their generosity and commitment to NCLR.

FINANCIAL STATEMENTS

CONSOLIDATED STATEMENTS OF ACTIVITIES

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<i>Year ended September 30, 2014</i>	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
SUPPORT AND REVENUE				
Nonfederal Grants	\$ 5,181,500	\$ 22,132,739	\$ -	\$ 27,314,239
Federal Grants	3,488,686	-	-	3,488,686
Contributions	1,714,941	-	-	1,714,941
Special events	5,455,642	-	-	5,455,642
Investment and interest return	2,258,042	130,267	60,330	2,448,639
Interest and fee income on loans	8,171,030	-	-	8,171,030
Other revenue	690,556	127,632	-	818,188
Net assets released from restrictions	21,201,451	(21,201,451)	-	-
Total support and revenue	48,161,848	1,189,187	60,330	49,411,365
EXPENSES				
Program services				
CORE & ORAL	8,318,748	-	-	8,318,748
Community Development and Fellowship Program	5,226,233	-	-	5,226,233
Center for Educational Excellence	3,537,249	-	-	3,537,249
Integrated Marketing and Events	4,132,212	-	-	4,132,212
Institute for Hispanic Health	2,619,191	-	-	2,619,191
Research and Strategic Initiatives	3,662,172	-	-	3,662,172
Legislative Advocacy	415,676	-	-	415,676
Mission	755,536	-	-	755,536
Raza Development Fund - Program Services	8,022,281	-	-	8,022,281
Total program services	36,689,298	-	-	36,689,298
SUPPORTING SERVICES				
Management and general	1,742,174	-	-	1,742,174
Fundraising	1,528,134	-	-	1,528,134
Raza Development Fund - Administration	1,559,994	-	-	1,559,994
Strategic Investment Fund Governance	412,110	-	-	412,110
Total supporting services	5,242,412	-	-	5,242,412
Total expenses	41,931,710	-	-	41,931,710
Change in net assets	6,230,138	1,189,187	60,330	7,479,655
Net assets, beginning of the year	42,081,517	63,188,037	4,000,278	109,269,832
Net assets, end of year	\$ 48,311,655	\$ 64,377,224	\$ 4,060,608	\$ 116,749,487

FINANCIAL STATEMENTS

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION

September 30	2014	2013
ASSETS		
Current assets		
Cash and cash equivalents	\$ 24,600,488	\$ 35,483,725
Contract, grant, and other receivables	3,359,118	5,304,842
Current portion of loans receivables, net	26,146,259	15,554,953
Restricted investments	15,708,063	14,777,192
Other	2,130,917	256,809
Total current assets	71,944,845	71,377,521
Noncurrent assets		
Investments	45,264,236	42,766,862
Long-term loans receivables, net	91,581,551	59,698,349
Property and equipment, net	1,608,004	1,800,917
Other	9,570,408	8,983,615
Total noncurrent assets	148,024,199	113,249,743
Total assets	\$ 219,969,044	\$ 184,627,264
LIABILITIES AND NET ASSETS		
Current liabilities		
Accounts payable and accrued expenses	\$ 4,452,421	\$ 6,796,168
Deferred revenue	2,809,282	2,922,136
Current portion of notes payable	21,400,000	-
Other	203,444	203,444
Total current liabilities	28,865,147	9,921,748
Noncurrent liabilities		
Long-term notes payable	74,050,000	65,200,000
Other	304,410	235,684
Total noncurrent liabilities	74,354,410	65,435,684
Total liabilities	103,219,557	75,357,432
Net assets		
Unrestricted	48,311,655	42,081,517
Temporarily restricted	64,377,224	63,188,037
Permanently restricted	4,060,608	4,000,278
Total net assets	116,749,487	109,269,832
Total liabilities and net assets	\$ 219,969,044	\$ 184,627,264

LEADERSHIP

Executive Staff

Janet Murguía

President and Chief Executive Officer

CEO Cabinet

Sonia M. Pérez

Senior Vice President, Strategic Initiatives

Delia Pompa

Senior Vice President, Programs

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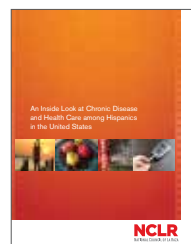
Peggy McLeod, Ed.D.

Deputy Vice President, Education and Workforce Development

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PUBLICATIONS

NCLR's award-winning publications shape the opinions of leaders and stakeholders across the country.



HEALTH

An Inside Look at Chronic Disease and Health Care among Hispanics in the United States



WEALTH-BUILDING

Banking In Color: New Findings on Financial Access for Low- and Moderate Income Communities



ECONOMY AND WORKFORCE

Latinos and Social Security: How to Maximize Your Benefits

Visit www.nclr.org/publications for more info.



Photo: Elizabeth Warren, U.S. Senator (D-MA), with Monica C. Lozano, Former Chair, NCLR Board of Directors, speaking at an economy town hall during the 2014 NCLR Annual Conference.

SAVE THE DATE

July 11–14, 2015

NCLR Annual Conference

National Latino Family Expo®

Líderes Summit

Kansas City, MO

March 8, 2016

NCLR Capital Awards

Washington, DC

March 9–10, 2016

NCLR National Latino

Advocacy Days

Washington, DC

July 23–26, 2016

NCLR Annual Conference

National Latino Family Expo®

Líderes Summit

Orlando, FL

For details on these and other events,
visit **www.nclr.org**

REASONS TO GIVE TO NCLR

Stable leadership: 10 or more years of tenure for our CEO and half of our leadership team

Board participation: 100% of NCLR's Board made personal gifts to NCLR

Fiscal accountability: 91% of NCLR's budget is invested in programs*

Impact: NCLR's civic engagement efforts have registered 500,000 new voters to date

*This exceeds industry standards and outperforms most charities.

“

Every day I carry inside my workbag the passport I used when my family emigrated from El Salvador. That passport reminds me of my parents' courage, hard work, and determination to make a better life for my siblings and me. It reminds me of how immensely fortunate I am to be here, not just in this country, but also working at NCLR. At the core of NCLR's mission—to improve opportunities for Hispanic Americans—are my parent's dreams and aspirations for that five-year-old boy. That's why I donate to NCLR and have been a President's Council donor since 2009.

”

— Octavio Espinal, President's Council Donor and NCLR staff member

PUT YOUR DOLLARS TO WORK

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In April 2014, El Centro de la Raza opened up a newly renovated park in their José Martí Child Development Center and local community.

*Photo Credit: NCLR Affiliate
El Centro de la Raza*

DONATE TO NCLR

To discuss opportunities to invest in NCLR's critical mission, visit www.nclr.org/SupportUs or contact us at friends@nclr.org

NCLR thanks the many staff who contributed to the 2014 NCLR Annual Report and the following people: Sheena K. Fallon, Manager, Quality Control, wrote and prepared the content; Karen Nava, Director, Graphics and Publications, designed and supervised the artistic production; and Kelly Isaac, Graphic Designer and Digital Publications Coordinator, managed the production of this report. John Marth, Quality Control Editor, edited and prepared this publication for dissemination. Juanita A. Monsalve, Digital Development Manager; Sonia M. Pérez, Senior Vice President, Strategic Initiatives; Ivelisse Fairchild, Vice President, Resource Development; Enrique A. Chaurand, Deputy Vice President, Integrated Marketing and Events; and Greg Wersching, Consultant provided significant guidance and feedback.

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Texas (San Antonio)

Far West (Phoenix)

Midwest (Chicago)

Northeast (New York)

Support Corporation

Raza Development Fund

(Phoenix)



The National Council of La Raza (NCLR) works to improve opportunities for Hispanic Americans.

NCLR's policy and program expertise, and its nearly 300 Affiliates rooted in communities across the country, strengthen the lives of millions of Latinos each year.

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