

UNIDOSUS

VANGUARDS AT

OUR LEGACY & OUR FUTURE



**2018
ANNUAL
REPORT**



OUR MISSION

**BUILDING A STRONGER AMERICA
BY CREATING OPPORTUNITIES
FOR LATINOS.**

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VANGUARDS AT 50

**OUR LEGACY
AND OUR FUTURE**

UnidosUS Board Chair Maria S. Salinas (Left) and President and CEO Janet Murguía (Right)

1968-2018



**In 2018, we celebrated
our 50th anniversary
as an American institution,**

whose mission is opening the door to the American Dream to everyone, including millions of Latino families. Our organization and our community have made significant progress on achieving that mission in the past 50 years, and that legacy has prepared us both to confront the challenges that face us today and to lead in the future.

In 2018, we saw a culmination of several years of work to defend and advance our community in the wake of a hostile political climate. Through our advocacy and civic engagement work, we registered thousands of new voters and mobilized hundreds of thousands into action. Latinos had a record turnout in the midterm elections and helped turn this Congress into the most diverse in our nation's history.

The stories you'll read about the UnidosUS *familia* in this report show how Latinos and Latinas are the vanguards of the American future, whether it be on financial and political empowerment, improving health outcomes, bettering education, or advocating for those who do not have a voice. They demonstrate the commitment and passion to help lead the country forward, and what we can accomplish when we are driven by uniting and working together to expand opportunity for all.

As we build on our legacy and look to our future, we are confident that the pillars of our Campaign for Equal Opportunity—narrative, scaling for impact, and leadership—will lead to a brighter future not only for Latinos, but also for our country. We hope you will join us for our next 50 years of accomplishment and impact.

Adelante,

Janet Murguía
President and CEO

Maria S. Salinas
Chair, Board of Directors

CAMPAIGN FOR EQUAL OPPORTUNITY

**For 50 years, we have established a
legacy of impact in the Latino community,**

and have watched with pride as our community has evolved along with the country. When we were established in 1968, Hispanics weren't officially recognized on the U.S. Census. Now, we are one of the youngest and fastest-growing demographics in the country.

This is a defining moment for our organization, the community we serve, and for the nation as a whole. Today, more people than ever believe that everyone deserves an equal opportunity to define the American Dream on their own terms, and go for it with everything they've got. But Latinos face specific challenges to achieving that goal. Too many Latinos live below the poverty line, are being underserved in schools, and face discrimination from those in power.



We're raising \$50 million by 2020 to build on our record of impact, making the American Dream attainable for all.

CAMPAIGN FOR EQUAL OPPORTUNITY

Imagine if we could remove those barriers.

We have a vision of a country where we are all treated with dignity, not disdain, and where we all live freely, not in fear.

As part of our 50th anniversary, we launched the UnidosUS Campaign for Equal Opportunity. We're raising \$50 million so we can build on our record of achievement to pursue the ideas and investments that will allow us to turn the American Dream into a reality for all those eager to pursue it.

In this new venture, we will:

- Define our narrative and give others the tools so we can all participate in lifting up our contributions.
- Make sure our community has the resources, strategies, and training to scale our work so millions more are prepared to face the challenges of the 21st century.
- Support our leaders to bring their voice to the table, shaping our country's path forward.



Thank you to our anchor funders and donors who have already put us well on our way to achieving our goal:



Funders that have supported the campaign with gifts of \$1 million or above:

Comcast NBCUniversal Telemundo
Ford Foundation
Bank of America
W.K. Kellogg Foundation
Prudential Financial
Walmart
State Farm Insurance Companies
UPS
Raza Development Fund
The UnidosUS Board of Directors

Donors who contributed \$100,000+:

David and Rhonda Cohen
John and Minerva Esquivel
The Murguía family
Monica Lozano
Donald Graham

**We have a vision of a country
where we are all treated with
dignity, not disdain, and where
we all live freely, not in fear.**



2018 IMPACT BY THE NUMBERS



295K+

DACA recipients renewed their status



73K+

Latinos received face-to-face nutrition education and SNAP information



8K+

students trained in career and college-readiness, leadership, and STEM programs



4.6M

Latino families claimed the Child Tax Credit



9M

children will receive social services with newly secured federal funding through 2027



1.5K+

adults enrolled in job-training programs



80K+

new voters registered



32K+

hours spent canvassing for new voters



10M

low-income Latinos protected from having food assistance taken away

OUR UNIQUE ADVANTAGE

We work to ensure Latinos have the ability to improve their lives.

To promote the economic, political, and social advancement of Latinos, UnidosUS leverages the unique combination of three assets: leadership in policy and advocacy, innovative programming, and a network of nearly 300 Affiliate community organizations.

This is how we advance our mission:

Our differentiator lies in our ability to effectively:

- Convene Affiliates and issue leaders
- Define and spread best practices with a culturally appropriate perspective
- Strengthen organizational, leadership, and advocacy capacity
- Engage on research, policy and advocacy with a Latino voice



VANGUARDS OF ACTION

**In 2018, more than 800,000
young Latinos turned 18
and became eligible to vote.**

Facing a potentially watershed moment in the midterm elections, we launched the Power of 18 campaign to make sure as many eligible Latinos registered to vote, realized the power of taking a stand through voting, and showed up on Election Day. By the time the day was over, a record number of Latinos turned out for a midterm election, and we had the most diverse Congress in U.S. history.

Through a large canvassing program in states with large Latino populations, we met the community where they are, and helped them understand the importance of supporting the candidates who share their values and priorities. And through our High School Democracy Project, we engaged Latino youth with short, powerful lessons about civics in America, an education that is becoming rarer in schools.





Young advocates are committed to spreading the power of voting through the Power of 18 campaign.

VANGUARDS OF ACTION

Guadalupe Centers in Kansas City, Missouri, is one of the 63 Affiliates and partners who took part in the campaign and began registering eligible voters on top of the life-changing work they were already doing every day.

Salvador Lopez, Guadalupe Centers' Community Affairs Coordinator, was on a team of three people, going to area high schools and local universities, registering eligible students. By the end of the campaign, the team had registered 1,100 new voters at local colleges alone.

For Salvador, voting is personal: "I voted because my mom and dad voted, but I didn't understand the importance of it until I did this project." Meeting with young people, many of them disillusioned by the political climate they were facing every day, he became committed to helping them see the power in voting. "I saw so many people who were uninformed [about voting], and the comments they were making was because they didn't know," Salvador says.



By Election Day, we helped more than 81,000 Latinos register to vote for the first time...

"It's empowering. It's your weapon."

Some schools, including Guadalupe Centers' own high school, held sessions where students could talk about the problems they see in their neighborhood, and how voting could help solve those problems. Our High School Democracy Project was a vital part of similar discussions going on in schools across the country, explaining how our lawmakers affect our everyday lives, and how we can participate in making things better.

Our President and CEO Janet Murguía attended a session at Guadalupe Centers, where senior students committed to voting in November, and those who weren't eligible spoke passionately about the privilege of being able to vote to show support for those who can't vote themselves.

By Election Day, we helped more than 81,000 Latinos register to vote for the first time, in one of the largest Latino-led voter engagement enterprises in the nation. For those who were unsure about needing to vote, Salvador made it simple: "It's empowering. It's your weapon."



Through online and face-to-face efforts, we helped more than 80,000 Americans register to vote for the first time.

VANGUARDS OF MOBILIZING

The Trump administration's deportation machine and family separation policy

has caused Latinos and immigrants across the country to live in fear. In 2018, Trump's attacks on Latinos and immigrants reached a boiling point as families were being separated and detained at the border, with no guarantee that they would be reunited.

UnidosUS ensured our community was being protected, advocating at the national and state levels and partnering on the ground with our Affiliates to build up their capacity to provide immigration legal services.

It's clear these damaging policies have made life at the border harder, and more dangerous. There are thousands of people living in the colonias of Southern Texas, small, unincorporated towns often just a few blocks from the U.S.-Mexico border, which reflect the daily reality of life at the border.



Our Affiliate, La Unión del Pueblo Entero (LUPE) organizes frequent marches and protests for the community to make their voices heard.

VANGUARDS OF MOBILIZING

The colonias sometimes lack the infrastructure that other American towns take for granted. It's easy for people to feel powerless, but organizations like our Affiliate La Unión del Pueblo Entero (LUPE) are making sure that these communities are empowered and protected.

Since its founding in 1989 by Cesar Chavez and Dolores Huerta, LUPE has brought neighbors together to fight for what they need from their towns. Under the Trump administration, this work has become especially difficult.

"The community that is coming together to win improvements for the neighborhoods are also being separated," says John-Michael Torres, LUPE's Communications Coordinator. Many of the people LUPE works with are undocumented, and the organization works tirelessly to help them.

Thanks to a Comprehensive Overview of Immigration Law course offered to UnidosUS Affiliates at the beginning of 2018, LUPE's staff was able to learn core immigration law concepts and the practice-skills necessary to be an effective advocate of our community.

The course gave LUPE staff the opportunity to become accredited immigration legal service providers. This helped them assist people in their community to understand their rights in the United States, and possible paths to documentation.

The residents of the colonias don't allow fear to stop them, and LUPE's offices continue to be well-attended. Sanchez attributes this to the fact that LUPE's work resonates with the values of the communities they work in.

"They don't let fear control their lives," says Martha Sanchez, LUPE's organizing coordinator. "They deal with it, and they don't let it control them."

Little by little, LUPE is helping hundreds of people step out of the shadows and realize the power and strength that lies in unity.



It's easy for people to feel powerless, but organizations like LUPE are making sure that these communities are empowered and protected.



h light
e is hope

El autobús escolar
no nos puede ver
en la oscuridad de
la madrugada

Through constant community engagement, LUPE cultivates lifelong advocates.

VANGUARDS OF NEW BEGINNINGS

He was ready.

Anthony Javier Díaz Salsario
was ready to make a change

when his probation officer told him about our Affiliate One Stop Career Center of Puerto Rico's program Paving New Paths to Success (PNPTS).

"When he arrived at One Stop, Anthony was finishing his associate's degree," Anthony's PNPTS case manager, Jessica Milanés Romero, explains in Spanish. "From the very beginning, he was a polite young man, always paying attention to the workshops, always responsible, and never missing a class."

Many young adults like Anthony don't have the tools or support to move on with their lives after involvement in the justice system. UnidosUS recognized this need and, with help from the Department of Labor, developed its Young Adult Re-Entry Initiative to help young adults ages 18-24 access education and training that leads to gainful employment and reintegrating into their communities. One Stop has worked with nearly 450 young adults, and California Affiliates ConXion to Community and Youth Policy Institute also implement the program on the West Coast.



After finishing the Paving New Paths to Success program, Anthony found a job at a food prep company.

VANGUARDS OF NEW BEGINNINGS

With support from UnidosUS, One Stop implements the seven phases of PNPTS, from recruitment to employment. Approximately a two-month process, case managers prepare participants for success in the workforce, provide basic supports, and make connections to rehabilitation programs and legal assistance.

A particularly transformative step are the workshops *Destrezas de vida*, where participants learn to manage conflict and interpersonal relationships, which Anthony loved: “They are a subject that everyone should know,” he recalls in Spanish, “how to manage a situation with a colleague, friend, family member, or with anyone! It has truly helped me in my personal and professional life.”

“It’s about doing your part. If you don’t have the urge to move forward, organize yourself, and have a good future, you’re not going to do anything.”



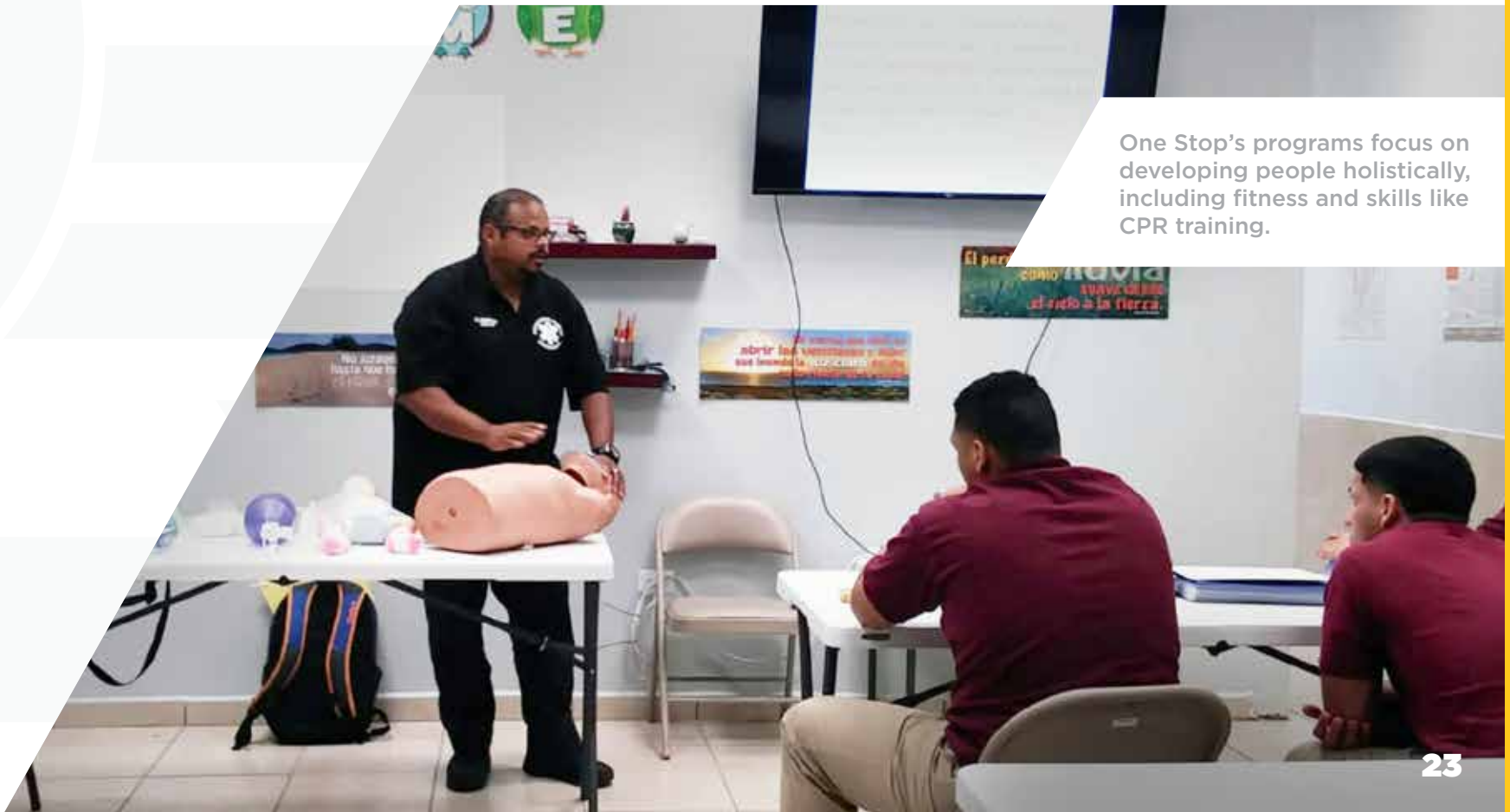
One Stop Career Center of Puerto Rico staff members.

“Many of these young people have a lot of internal personal issues that these workshops help them work through, feel more comfortable, and loosen that resentment they have,” Milanés Romero explains.

The workshops are followed by job training and job placement. “Little by little, One Stop was helping me apply to different companies, exploring work options,” Anthony continues. He went to three different interviews, then joined a meal preparation company as a delivery person, and has been growing into new responsibilities ever since.

He won’t give up. Anthony wants to continue learning new skills and he wants to own his own business. “It’s about doing your part. If you don’t have the urge to move forward, organize yourself, and have a good future, you’re not going to do anything,” Anthony emphasizes. And that is precisely what Milanés Romero says to all her participants: *Comprométete y echa pa'lante*. Engage and move forward.

One Stop’s programs focus on developing people holistically, including fitness and skills like CPR training.



VANGUARDS OF THE NEXT GENERATION

Carla, one of our *Avanzando* Fellows, attributes her pride in being Latina to her family.

“Being part of a family that was very supportive, that understood their identity as Mexican Americans, but also as immigrants, allowed me to embrace it and not see it as a shameful act.” Despite that pride, Carla had felt isolated in college due to her income status, as well as her family’s immigration status.

She craved connecting with students who had similar backgrounds and who embraced their identity. And then she heard about UnidosUS’s *Avanzando* fellowship. The fellowship develops civically, socially, and educationally engaged college students to act as agents of change in their campuses and communities. In only its second cohort, the fellowship has already led to big changes on the local level, thanks to students like Carla and their capstone service project.



Avanzando Fellow Carla met California Representative Graciela Flores “Grace” Napolitano during a visit to Capitol Hill.

VANGUARDS OF THE NEXT GENERATION

During the summer, Carla interned at a detention center, working with women fleeing persecution and trauma they had experienced in their home countries. It wasn't an easy experience; she was preparing women for their interviews with immigration and asylum officers, and the stories she would hear stayed with her: "They would tell me: 'I feel bad, and you probably think I am a bad person for putting my children through this experience, and I wish I hadn't done it, but it was something I had to do.'"

Carla realized that women were left on their own to figure out what to do next after they were discharged, so as part of the *Avanzando* fellowship, Carla chose to develop a system to provide asylum-seekers with access to legal and health resources after being detained.

There is a new generation of advocates ready to fight for what's right, ready to help anyone who has been marginalized.



As part of her *Avanzando* Fellowship, Carla has developed a program to connect asylum-seekers with legal and health resources.

The program focuses on creating a network of students who will manage cases of people released from detention and connect them with the resources they may need, from transportation to legal services, education, and more. Her project also involves advocacy to end family detention, and also works with organizations to coordinate services for people released from detention.

Carla knew these women were going through many different struggles while simply looking for a safe place to raise their children. They would share how they felt their story was “wrong,” that nobody wanted them in the United States, “but I really have nowhere else to go,” they would tell her.

At that point, Carla remembered what her family taught her about embracing who you are. She reassured these women that there are people in this country ready to love and embrace them. There is a new generation of advocates ready to fight for what’s right, ready to help anyone who has been marginalized. Carla is part of that generation.



The *Avanzando* Fellowship includes a trip to Capitol Hill to meet with policymakers.

VANGUARDS OF LONGEVITY

**“Well, look,
I am Mexican,
so everything!”**

Silvia laughs as she tries to list her favorite foods. But she knows that not everything is healthy to eat, especially after she was diagnosed with diabetes and high blood pressure.

“In the beginning I got scared,” she says. She wasn’t looking forward to thinking about what you can and can’t eat. But things became easier after she learned about *Comprando Rico y Sano* through Wendy Cordova, a *promotora de salud* (community health worker) at Comunidades Unidas of Utah, an UnidosUS Affiliate.

As one of UnidosUS’s signature programs, *Comprando Rico y Sano* offers *charlas* (nutrition classes), grocery store tours, and cooking demonstrations show participants how easy it is to shop for and prepare healthy meals on a budget. “Now I continue eating my favorite foods, but, for example, before I used to use pork all the time. Now I try to make everything with chicken,” Silvia continues, “and I am using a lot of vegetables.”



As part of their well-rounded approach to wellness, Comunidades Unidas offers yoga demonstrations.

VANGUARDS OF LONGEVITY

Silvia has seen the change: she has lost weight and she can now live healthy with her condition. She also tries to stay active, and she never eats in fast-food restaurants: “I don’t like the taste anymore. The healthiest meals are the ones you cook at home.”

“She wanted to make a change in her life and her diet, but it came with challenges,” Yehemy Zavala, Preventive Health Program Manager at Comunidades Unidas, shares about Silvia’s struggle. “She didn’t understand what the doctor explained about the adjustments she needed in her diet, but with Wendy’s help Silvia learned about portions, and decreasing her sugar, fat, and flour consumption.”



“We ask questions to the clients, and it makes it more valuable for them because they are also sharing their knowledge.”

Participants love every part of the *Comprando Rico y Sano* program at Comunidades Unidas, but the *charlas* are especially engaging: “We ask questions to the clients, and it makes it more valuable for them because they are also sharing their knowledge,” Yehemy says. After having gone through the program, clients also become advocates for it. Silvia now encourages everyone to buy and eat healthy foods: “Buy food that you will cook yourself: you can make so many simple things that will be healthier than eating out, and cheaper! I share this with all the women I know.”

There are 25 Affiliates implementing the program, providing cooking demonstrations and grocery store tours to more than 12,000 Latinos. *Comprando Rico y Sano* also helps qualifying families apply for the Supplemental Nutrition Assistance Program, or SNAP, helping them afford the healthy meals they’ve learned to cook. When SNAP was threatened with budget cuts, UnidosUS’s advocacy helped protect the program, allowing it to continue being an important lifeline to more than 10 million Latinos.



Comprando Rico y Sano includes tours of grocery stores, offering affordable ways to eat healthy.

VANGUARDS OF SERVICE

**When you walk into a
La Maestra Community Health Center,
you immediately see their Circle of Care,**

a gorgeous multicolored flower symbolizing the holistic approach they take to improving the wellness of their clients.

“A lot of people come in for one service and get a bunch of others they didn’t know we have,” says Daniela Cervantes, Community Health Worker Administrative Lead. “Some people come in with questions about medical aid and end up putting a down payment on a house.”

La Maestra began as an amnesty center in 1986 and since then has become a federally qualified health center, offers citizenship classes, and more. Recently, the San Diego Affiliate has been involved in Financial Works, a new UnidosUS program that helps weave financial literacy into an organization’s daily services.



LA MAESTRA COMMUNITY HEALTH CENTERS

Energetic dancing welcomes guests to La Maestra's monthly community fair.



VANGUARDS OF SERVICE

The program connects clients to a financial coach for free, offering people information and guidance that they normally can't access due to cost. Many of La Maestra's customers are Spanish-dominant, and the bilingual coaches are able to help them much more than a coach who only speaks English.

The integration works perfectly for La Maestra, which includes financial stability as part of their Circle of Care. "It's important to your finances, but it's also important to your health," Daniela says. "When we meet some of our clients, their rent and their bills are more than what they get in their paycheck, so they don't have anything left for food." The program helps customers navigate that issue and come up with a solution.

Similar to Comunidades Unidas in Utah, La Maestra also offers *Comprando Rico y Sano*.

"When we meet some of our clients, their rent and their bills are more than what they get in their paycheck, so they don't have anything left for food."

The two programs connect in a way that really helps La Maestra's customers transform their lives. "Being part of two programs has brought a lot of strength to community health workers," says Cynthia Kaser, Chief Community Development Programs Officer. "Now we can say 'Here's your financial coach, and here's how you can eat healthy on a budget.'"



Financial Works has become so popular that La Maestra promotes it within its own staff. And at a monthly health fair, anyone can see all they offer. They partner with other community organizations to give resources, there's a mobile unit for health and dental screenings, substance abuse help, and services that can better any part of a person's life.

The regular fairs have brought awareness to the community about the opportunities in La Maestra's work, and their commitment to connecting people to programs that will help them in all facets of their lives. "It's a celebration of taking care of the entire well-being of the individual," Cynthia says.

La Maestra's community fair includes demonstrations, outreach, and resources for holistic wellness.



VANGUARDS AT 50



For half a century, **our track record of success**

has been attributed to a one-of-a-kind combination of policy and advocacy work, programs, and partnership at the grassroots level with nearly 300 community-based Affiliates, touching nearly 8 million people a year. The breadth and depth of this strategy results in an unmatched level of change and impact for Latino families.

1968

▲ **Southwest Council of La Raza (SWCLR)** founded in Phoenix, AZ. The organization establishes and supports community-based organizations.

1972

▲  Reflecting commitment to national focus, SWCLR is renamed **National Council of La Raza (NCLR)**.

► **Instituted gender parity on Board of Directors**, the first Hispanic civil rights organization to do so.

1973

▲ National headquarters open in **Washington, DC** with a focus on housing, economic development, and education.

1970

Established the Affiliate Network, which today totals nearly 300 Affiliates serving 10 million people annually.

1974

Raul Yzaguirre becomes National Director (then President and CEO) guiding NCLR for three decades.

1979

Commitment to represent ALL Latino groups in U.S. is affirmed by Board.

1980

▲ **Established Policy Analysis Center** to provide research on the status of Latinos.

1994

Introduces **Institute for Hispanic Health** to address critical health conditions in the Latino community. Commits to develop and promote young Latinos through Youth Leaders Program (now **Lideres Initiative**).

1993

Played key role in expanding **Earned Income Tax Credit** through Congress, helping working families, lifting 10 million children out of poverty.

1986

Helps three million undocumented immigrants gain legal status through **Immigration Reform and Control Act**.

1991

Leads establishment of **Executive Order on Hispanic Educational Excellence**.

1996

▲ **Successfully fights to restore benefits** to legal immigrants eliminated in welfare reform.

1997

▲ The **NCLR Homeownership Network (NHN)** is established. To date, NHN helped more than 500,000 households with housing counseling needs, more than 30,000 buy a home and saved over 90,000 families from foreclosure.

1999

Opens **Office of Education**, and now leads a network of 115 community and charter schools serving over 35,000 students annually.

2001

▲ **The Escalera Program: Taking Steps to Success** debuts, providing college readiness and career mentorship for at-risk youth. Nearly 90% of students go on to college.

► Helps draft the **No Child Left Behind Act**, protecting the needs of English-learners for the first time.



continued...

1995

Launches the **Bravo Awards** (later renamed **The ALMA Awards®**) as the first primetime, nationally broadcast, English-language awards celebrating the accomplishments of Latinos in entertainment and positive portayals.



1998

The **Raza Development Fund (RDF)** opens, becoming the largest Latino CDFI in the U.S. RDF has leveraged over \$2.5B in capital for education, child care, housing and health care projects.



2002

Helps ensure all legal immigrant children have access to food stamp benefits through its efforts to pass the **Farm Security and Rural Investment Act**.

VANGUARDS AT 50



Janet Murguía and previous UnidosUS Board Chairs at a 50th anniversary staff alumni celebration.



UnidosUS Co-Founder Herman Gallegos, Janet Murguía, and former President and CEO Raul Yzaguirre.

2004



Institute for Hispanic Health (IHH) rolls out community-based health model using **promotores de salud** (community health educators). Since 2004, IHH has trained more than 3,000 *promotores*.

Launches National Latino Advocacy Days (later renamed **Leaders In Action Summit**), an annual convening of hundreds of affiliate leaders elevating Latino voices on Capitol Hill.

2005



Janet Murguía succeeds Raul Yzaguirre as first Latina President and CEO of the organization.

2007

NCLR featured as **top 12 nonprofits in the U.S.** for the book *Forces of Good: The Six Practices of High Impact Nonprofits*.



Helps pass **legislation** ensuring California uses state funds to strengthen immigrant access to public health and preventive health services.

2010



Leads advocacy for the **Affordable Care Act** bringing unprecedented access to health coverage to the most vulnerable families and workers, helping 4 million Latinos gain access to health coverage.

Leads advocacy to pass the **Dodd-Frank Wall Street Reform and Consumer Protection Act**, a foundation for a fairer banking system.

Leads boycott against **Arizona's SB 1070** deterring anti-immigrant copycat bills across the country.

2012

Affiliates provide critical assistance to DREAMers seeking deferred action through the **Deferred Action for Childhood Arrivals** program.

Launches Mobilize to Vote, resulting in nearly **100,000 new Latino voters**.

With Affiliates, plays lead role in passage of the **California Homeowner Bill of Rights** ending harmful practice of dual tracking.



2014

Launches a **Special Initiative for Immigrant Integration** to strengthen infrastructure for rising demand for critical services.



Develops the **Immigo app** to deliver timely news and information for organizers providing immigrant integration services.

Advocacy sets the stage for **President Obama's Executive Action** to provide relief for up to five million immigrants and their families and greater economic contributions.

2016

Eligible Latino voters access on-the-spot voter registration through bilingual **Latinos Vote mobile app** developed in partnership with mitú.



After ten-year effort, the Food and Drug Administration approves fortification of corn masa flour with **folic acid protecting 450,000 Hispanic women and their babies from birth defects** each year.

Leads state advocacy to **pass children's health care coverage in Florida, Arizona and California** impacting more than 225,000 youth now eligible for coverage.

2018

UnidosUS becomes the **nation's largest Latino-led voter registration organization**, on track to register 750,000 eligible voters since 2008.

Ruby Corado becomes the first transgender Latina to receive a prestigious UnidosUS Annual Conference award with the Maclovio Barraza Leadership award.



2008

Launches largest **Latino voter registration** and engagement efforts. By 2014, over 500,000 new Latino voters are registered by NCLR.

2009

Helps pass the **Children's Health Insurance Program Reauthorization Act**, ensuring coverage for four million more children including 270,000 immigrant youth, ending a five-year waiting period for legal immigrant children and pregnant women.

2011

Unveils **Latino Leadership Institute** established to build advocacy and leadership capacity of its affiliate network.

2013

Helps pass the Senate **Border Security, Economic Opportunity and Immigration Modernization Act** – a huge step toward comprehensive reform.

Endorses **marriage equality** and joins an amicus brief urging the Supreme Court to overturn the Defense of Marriage Act and Proposition 8.



2015

Fights to extend federal minimum wage and overtime **protection to nearly two million home care workers**.

Orchestrates a federal and multi-state campaign to **defend immigrant eligibility in the Tax Relief Extension Act of 2015**, making the tax credits permanent, covering about four million working Latino families.

2017

NCLR is renamed **UnidosUS**, a call to action for all Latinos that also signals a message for allies to unite in the best interest of all Americans.

Our **Healthy & Ready for the Future** campaign extended dental services and promoted preventive health care to 775,000 Latino children and adults, primarily low-income, rural families.

In 20 years, the Homeownership Network reached 87 Affiliates with our certified counseling model, **strengthening the financial status of 736,000+ families** through homeownership, foreclosure prevention, and other efforts.



SAVE THE DATES

August 3-6, 2019

**UnidosUS Annual Conference
and National Latino Family Expo®
San Diego, CA**

November 19-20, 2019

**UnidosUS Workforce Development Forum
Los Angeles, CA**

Fall 2019

UnidosUS Affiliate Regional Meetings

March 23-25, 2020

**2020 UnidosUS Changemakers Summit
Washington, DC**

March 24, 2020

**2020 UnidosUS Capital Awards
Washington, DC**



Every year, our National Latino Family Expo offers free services, giveaways, and entertainment the whole family can enjoy.



At our Annual Conference, President and CEO Janet Murguía with some of the country's foremost civil rights leaders: Chad Griffin, Sherrilyn Ifill, María Teresa Kumar, Vanita Gupta, and Neera Tanden.

FINANCIAL SUMMARY

CONSOLIDATED STATEMENTS OF FINANCIAL POSITION YEARS ENDED SEPTEMBER 30, 2018 AND 2017

ASSETS	2018	2017
Current assets:		
Cash and cash equivalents	\$22,042,586	\$26,286,916
Restricted cash and cash equivalents	7,652,961	4,875,530
Contract, grant, and other receivables, net	6,938,767	5,176,563
Current portion of loans receivables, net of allowance for loan loss	44,832,603	37,931,040
Restricted investments	13,824,708	10,517,999
Other	342,007	363,232
Total current assets	95,633,632	85,151,280
Noncurrent assets:		
Investments	47,584,677	46,604,287
Long-term loans receivables, net of allowance for loan loss	130,910,017	102,145,881
Other real estate owned	2,500,000	2,500,000
Property and equipment, net	1,147,369	1,228,519
Due from Hogar Hispano, Inc.	10,032,028	9,735,901
Other	868,947	550,745
Total noncurrent assets	193,043,038	162,765,333
TOTAL ASSETS	\$288,676,670	\$247,916,613

LIABILITIES AND NET ASSETS	2018	2017
Current liabilities:		
Accounts payable	\$2,420,680	\$1,963,919
Accrued expenses	3,080,674	3,224,657
Deferred revenue	950,198	138,320
Current portion of notes payable	10,403,147	6,129,596
Total current liabilities	16,854,699	11,456,492
Noncurrent liabilities:		
Long-term notes payable, net	128,615,174	104,449,871
Other long-term liability	945,360	876,668
Total noncurrent liabilities	129,560,534	105,326,539
TOTAL LIABILITIES	146,415,233	116,783,031
COMMITMENTS AND CONTINGENCIES		
Net assets:		
Unrestricted	61,197,005	58,569,801
Temporarily restricted	77,055,337	68,554,686
Permanently restricted	4,009,095	4,009,095
Total net assets	142,261,437	131,133,582
TOTAL LIABILITIES AND NET ASSETS	\$288,676,670	\$247,916,613

Consolidated financial statements include UnidosUS, RDF, and SIFLR.

FINANCIAL SUMMARY

CONSOLIDATED STATEMENT OF ACTIVITIES YEAR ENDED SEPTEMBER 30, 2018

SUPPORT AND REVENUE	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Grants:				
Federal	\$4,124,919	\$-	\$-	\$4,124,919
Nonfederal	76,000	25,562,172	-	25,638,172
Total grants	4,200,919	25,562,172	-	29,763,091
Contributions and other revenue:				
Corporations and foundations	4,787,056	-	-	4,787,056
50th Anniversary Campaign	117,127	2,656,976	-	2,774,103
Special events	5,002,262	-	-	5,002,262
Associate member dues	364,364	-	-	364,364
Other contributions	326,639	-	-	326,639
Investment and interest return	1,710,345	311,679	-	2,022,024
Interest and fee income on loans	13,464,568	-	-	13,464,568
Other revenue	803,269	-	-	803,269
Net assets released from restrictions	20,030,176	(20,030,176)	-	-
Total contributions and other revenue	46,605,806	(17,061,521)	-	29,544,285
TOTAL SUPPORT AND REVENUE	50,806,725	8,500,651	-	59,307,376

EXPENSES	UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	TOTAL
Program services:				
Policy and Advocacy	5,642,667	-	-	5,642,667
Housing and Financial Empowerment	6,668,791	-	-	6,668,791
Education	2,584,298	-	-	2,584,298
Integrated Marketing and Events	4,186,418	-	-	4,186,418
Health	2,752,154	-	-	2,752,154
Research and Strategic Initiatives	4,102,409	-	-	4,102,409
Legislative Advocacy	478,925	-	-	478,925
Mission	6,255,101	-	-	6,255,101
Raza Development Fund - program operations	10,277,400	-	-	10,277,400
Raza Development Fund - loan loss reserve	(302,396)	-	-	(302,396)
Total program services	42,645,767	-	-	42,645,767
Supporting services:				
Management and general	1,733,753	-	-	1,733,753
Fundraising:				
General fundraising	1,550,853	-	-	1,550,853
Membership marketing	94,539	-	-	94,539
Raza Development Fund - administration	1,838,110	-	-	1,838,110
Strategic Investment Fund Governance	316,499	-	-	316,499
Total supporting services	5,533,754	-	-	5,533,754
Total expenses	48,179,521	-	-	48,179,521
Change in net assets	2,627,204	8,500,651	-	11,127,855
Net assets, beginning of the year	58,569,801	68,554,686	4,009,095	131,133,582
Net assets, end of year	\$61,197,005	\$77,055,337	\$4,009,095	\$142,261,437

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Nashville, TN

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UnidosUS
Washington, DC

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Program Director
TheDream.US
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Durham, NC

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Unity Council
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New York, NY

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Mission Economic
Development Agency
San Francisco, CA

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President and CEO
MAAC
Chula Vista, CA

Dr. Ana F. Ponce

Chief Executive Officer
Great Public Schools Now
Los Angeles, CA

Celena Roldán

CEO
American Red Cross of
Chicago and Northern Illinois
Chicago, IL

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Principal
Saldaña Public Relations
Austin, TX

Juan Salgado

Chancellor
City Colleges of Chicago
Chicago, Illinois

Michael Toledo

Executive Director
The Centro Hispano
Daniel Torres
Reading, PA

AFFILIATE COUNCIL

The UnidosUS Affiliate Council elevates the voice of Hispanic-serving community-based organizations

across the country, and strengthens UnidosUS's partnerships with its Affiliates to advance major issues that benefit the Latino community. Together, community-based organizations remain a formidable force for effecting change.

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President
*Montebello Housing
Development Corporation*
Montebello, CA



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Executive Director
Eastmont Community Center
Los Angeles, CA

FAR WEST REGION



**Secretary
Petra Falcon**
Executive Director
Promise Arizona
Phoenix, AZ



Kurt Sheppard
President and CEO
Valle del Sol
Phoenix, AZ

MIDWEST REGION



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 CEO
Gads Hill Center
 Chicago, IL



James Rudyk, Jr.
 Executive Director
Northwest Side Housing Center
 Chicago, IL

NORTHEAST REGION



Maria Matos
 President & CEO
Latin American Community Center
 Wilmington, DE



Jose Tejada
 Executive Director
Dominico-American Society of Queens
 Corona, NY

SOUTHEAST REGION



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 Executive Director
Hispanic Services Council
 Tampa, FL



Vice Chair
Mauricio Calvo
 Executive Director
Latino Memphis
 Memphis, TN

TEXAS REGION



Chair
Fernando Godinez
 President and CEO
MAUC
 San Antonio, TX



Laura Ponce
 Executive Director
Project Bravo
 El Paso, TX

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CALIFORNIA REGION

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El Proyecto del Barrio

BRAWLEY

Clínicas de Salud del Pueblo

BURBANK

Partnerships to
Uplift Communities

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MAAC
South Bay
Community Services

GRANADA HILLS

Youth Policy Institute

HAYWARD

La Familia Counseling Service
Tiburcio Vasquez
Health Center

KEENE

Cesar Chavez Foundation

LOS ANGELES

Academia Avance
AltaMed Health
Services Corporation
Building Skills Partnership
Camino Nuevo
Charter Academy
Clinica Msr. Oscar A. Romero
East LA Community
Corporation
Eastmont Community Center
El Centro del Pueblo

Los Angeles
Leadership Academy
New Economics for Women
Para Los Niños
Puente Learning Center
Semillas Sociedad Civil
Synergy Academies
TELACU Education Foundation
The Accelerated School
Community of Schools
The Wall-Las Memorias
Watts/Century Latino
Organization

MODESTO

Mujeres Latinas de Stanislaus

MONTEBELLO

Mexican American
Opportunity Foundation
Montebello Housing
Development Corporation

OAKLAND

La Clínica de La Raza
Spanish Speaking
Citizens' Foundation
The Unity Council

OXNARD

Ventura County Community
Development Corporation

PACOIMA

Youth Policy Institute
Charter Schools

PERRIS

TODEC Legal Center, Perri

RANCHO CUCAMONGA

Home Strong USA

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Neighborhood Housing
Services of the Inland Empire

SAN DIEGO

Chicano Federation
of San Diego County

Community HousingWorks

King-Chavez Neighborhood
of Schools

La Maestra Community
Health Centers

San Ysidro Health Center

SAN FRANCISCO

Jamestown Community Center

Mission Asset Fund

Mission Economic
Development Agency

SAN JOSE

Center for Employment
Training

ConXión to Community, CTC

SAN YSIDRO

Casa Familiar

SANTA ANA

El Sol Science and Arts
Academy of Santa Ana

STOCKTON

El Concilio, Council for
the Spanish Speaking

Visionary Home Builders of
California

VENTURA

Cabrillo Economic
Development Corporation

VISALIA

SelfHelp Enterprises

WALNUT

California Association for
Bilingual Education

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PHOENIX

Arizona Hispanic
Chamber of Commerce

Chicanos Por La Causa

Friendly House

Hispanic Women's
Corporation

Promise Arizona

Valle del Sol

SAN LUIS

Comité De Bien Estar

SOMERTON

Campesinos Sin Fronteras

Housing America Corporation

TUCSON

Amistades

COLORADO**DENVER**

Colorado Latino Leadership,
Advocacy & Research
Organization

AFFILIATE NETWORK

Del Norte Neighborhood
Development Corporation
Mi Casa Resource Center
SouthWest
Improvement Council

PUEBLO

Chavez/Huerta K
Preparatory Academy
GOAL Academy

IDAHO

BOISE

Idaho Community
Action Network

CALDWELL

Community Council of Idaho

NEW MEXICO

ALBUQUERQUE

Encuentro
HELP - New Mexico
Youth Development

DEMING

Southwestern Regional
Housing and Community
Development Corporation

EMBUDO

Siete del Norte Community
Development Corporation

ESPAÑOLA

Hands Across Cultures

NEVADA

NORTH LAS VEGAS

Community Services
of Nevada

RENO

Mariposa Dual
Language Academy

OREGON

FOREST GROVE

Adelante Mujeres

HILLSBORO

Bienestar

PORTLAND

Familias en Acción

Hacienda Community
Development Corporation
Latino Network
Voz Workers' Rights
Education Project

SALEM

Salem/Keizer Coalition
for Equality

UTAH

SALT LAKE CITY

Centro de la Familia de Utah
Utah Coalition of La Raza

WEST VALLEY CITY

Comunidades Unidas

WASHINGTON

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El Centro de la Raza
SEA MAR Community
Health Centers

SUNNYSIDE

Inspire Development Centers

YAKIMA

Rural Community
Development Resources

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ILLINOIS

CHICAGO

Alivio Medical Center
Association House of Chicago
Brighton Park
Neighborhood Council
Casa Central
Center for Changing Lives
Centro Romero
El Hogar del Niño
Enlace Chicago
Erie Neighborhood House
Esperanza Health Centers
Gads Hill Center
Hispanic Alliance for
Career Enhancement
Illinois Migrant Council
Instituto del Progreso Latino
Latin United Community
Housing Association
Latino Policy Forum
Latinos Progresando
Mujeres Latinas En Acción
Northwest Side
Housing Center
PODER
Spanish Coalition for Housing
The Resurrection Project

MELROSE PARK

The Latino Alzheimer's and
Memory Disorders Alliance

KANSAS

KANSAS CITY

El Centro

WICHITA

SER Corporation Kansas

MICHIGAN

BATTLE CREEK

Voces

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Detroit Hispanic Development
Corporation
Southwest Economic Solutions

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Western Michigan

KALAMAZOO

Hispanic American Council

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Commission of Michigan

YPSILANTI

MHP Salud

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MINNEAPOLIS

El Colegio Charter School

ST. PAUL

Academia Cesar Chavez
Comunidades Latinas
Unidas en Servicio

MISSOURI

KANSAS CITY

Guadalupe Centers
Mattie Rhodes Center

NEBRASKA

LINCOLN

Latino American Commission

OHIO

CLEVELAND

El Barrio
Esperanza
Northeast Ohio Hispanic
Center for Economic
Development
Spanish American Committee

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Ohio Hispanic Coalition

LORAIN

El Centro de Servicios Sociales

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Adelante, The Latino
Resource Center

OKLAHOMA

OKLAHOMA CITY

Latino Community
Development Agency
Oro Development Corporation
Santa Fe South Schools

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Centro Hispano
of Dane County
Vera Court
Neighborhood Center

MILWAUKEE

Council for the
Spanish Speaking
La Causa
UMOS

WAUKESHA

La Casa de Esperanza

NORTHEAST REGION

CONNECTICUT

HARTFORD

Center for Latino Progress
CPRF

DELAWARE

GEORGETOWN

La Esperanza

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Latin American
Community Center

MASSACHUSETTS

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Community Council

JAMAICA PLAIN

Hyde Square Task Force

LAWRENCE

Lawrence CommunityWorks

ROXBURY

Sociedad Latina

NEW JERSEY

CAMDEN

Hispanic Family Center of
Southern New Jersey
Latin American Economic
Development Association

PERTH AMBOY

Puerto Rican Association for
Human Development

NEW YORK

BRONX

Acacia Network
Urban Health Plan

BROOKLYN

Cypress Hills Local
Development Corporation
Make the Road New York

CORONA

DominicoAmerican
Society of Queens

GLEN COVE

La Fuerza Unida

NEW YORK

Amber Charter School
Dominican Women's
Development Center
East Harlem Council for
Community Improvement
The Committee for Hispanic
Children and Families

QUEENS

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Services of Queens CDC

ROCHESTER

IberoAmerican Action League
Pathstone Corporation

ROCKVILLE CENTRE

Hispanic Brotherhood

PENNSYLVANIA**ALLENTOWN**

Hispanic American
Organization

KENNETT SQUARE

La Comunidad Hispana

LANCASTER

Spanish American
Civic Association

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Asociación Puertorriqueños en
Marcha
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El Concilio
Esperanza
Esperanza Academy
Charter High School

READING

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ILEAD Charter School

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Hispanic Interest Coalition of
Alabama

ARKANSAS**JONESBORO**

Hispanic Community Services

SPRINGDALE

Hispanic Women's
Organization of Arkansas

DISTRICT OF COLUMBIA

Ayuda
Carlos Rosario International
Public Charter School
Central American
Resource Cente
CentroNía
La Clínica del Pueblo
Latin American
Montessori Bilingual
Public Charter School
Latin American Youth Center
Latino Economic
Development Corporation
Mary's Center
Multicultural Career Intern
Program
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Development Center

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Hispanic Health Initiatives

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Farmworker Center
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Farmworker Organizations
Rural Neighborhoods

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Hispanic Unity of Florida

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Centro De Ayuda Para Los
Hispanos
Latino Leadership

SARASOTA

UnidosNow

TAMPA

Hispanic Services Council
Housing and
Education Alliance

WIMAUMA

Enterprising Latinas

GEORGIA

DALTON

DaltonWhitfield Community
Development Corporation

NORCROSS

Clinic for Education, Treatment
and Prevention of Addiction

LOUISIANA

NEW ORLEANS

Puentes New Orleans

MARYLAND

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Latino Outreach

GAITHERSBURG

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Latino Community
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Económico, Vivienda y Salud

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of Puerto Rico

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ARLINGTON

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and Education Center

TENNESSEE

CHATTANOOGA

La Paz Chattanooga

KNOXVILLE

Centro Hispano
de East Tennessee

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Latino Memphis

NASHVILLE

Conexión Americas
Tennessee Immigrant &
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American YouthWorks
Con Mi MADRE
Hispanic Dental Association

Hispanic Women's
Network of Texas
Promesa Public Schools

CORPUS CHRISTI

Gulf Coast Council of La Raza

DALLAS

The Concilio
Vecinos Unidos

EL PASO

Centro de Salud
Familiar La Fe
El Paso Community Action
Program Project Bravo
Project Vida Health Center
YWCA El Paso del
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FORT WORTH

Proyecto Inmigrante
Immigration Counseling
Services

HARLINGEN

Su Clínica Familiar

HOUSTON

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American Latino Center
for Research, Education
& Justice

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Tejano Center for
Community Concerns

MERCEDES

Valley Initiative for
Development and
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Midland Community
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Association
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Unity Council
Neighborhood Housing
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SAN JUAN

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CORPORATE BOARD OF ADVISORS

Latinos in America are 57 million strong,

are a growing segment of the labor force, and wield \$1.5 trillion in buying power. That's why corporate partners understand the importance of investing in the Latino community and ensuring the well-being of this important market sector. For the 24 industry-leading corporations that make up the UnidosUS Corporate Board of Advisors, partnership with UnidosUS provides a vehicle by which to identify shared opportunities to invest strategically in our community and maximize social good.

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Vacant

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Hispanic Community
Affairs Manager

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Group; Senior Manager,
Consumer Engagement

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Vice President, Public Policy
and Strategic Alliances

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Principal

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Corporate Affairs

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Principal

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Strategic Initiatives,
Government and
Community Relations

Liaison

Georgette (Gigi) Dixon

Senior Vice President,
Director of Strategic
Partnerships



UnidosUS staff at the March for Our Lives in Washington, DC.

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Visionaries from American corporations and leading foundations recognize the Latino community's ever-increasing economic impact.

They also value UnidosUS's mission, work, credibility, and passion for improving opportunities for Hispanics throughout the country. Whether providing financial support at the national level or direct involvement at the community level, UnidosUS funders make a difference. Their investment in America's Latinos is an investment in America's prosperity.

Anonymous
AARP
AHA
Airbnb
Alcoholics Anonymous
All of Us Research Program
Alterna Card Services
**American Association of
Diabetes Educators**
American Cancer Society
American Chemical Society
**American Diabetes
Association**
**American Federation of
Teachers**
American Heart Association
American Kidney Fund
American Red Cross
American University
**Ana G. Mendez University
System**

Anheuser-Busch Companies

Annie E. Casey Foundation

Arizona Public Service

Arizona State University

AT&T

Bank of America

Bay and Paul Foundation

**Bill & Melinda Gates
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BP America

**Caesars Entertainment
Corporation**

**Campaign for College
Opportunity**

Capital One

CareerOneStop

**Center for Financial
Services Innovation**

**Center for
Responsible Lending**

**Centers for Medicare
and Medicaid Services**

Charles Schwab Bank

Charter Communications

Chevron Corporation

Citi Community Development

Citigroup Corporation

**Comcast/NBCUniversal/
Telemundo**

Community Catalyst

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Protection Bureau**

CVS Health

CyraCom

Discover Financial

Ed Trust West

Enterprise Holdings, Inc.

Environmental Defense Fund

Epilepsy Foundation

Equity Health

Fannie Mae Corporation

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**Federal Aviation
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**Federal Deposit
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**Federal Home Loan Bank of
San Francisco**

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Philanthropic Funds**

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Ford Motor Company

Four Freedoms Fund

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Google

HCM

Hilton Worldwide

Human Rights Campaign

Hyundai Motor Company

**Immigrant Legal
Resource Center**

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**John F. Kennedy
School of Government,
Harvard University**

Johnson & Johnson

Joyce Foundation

JPMorgan Chase Foundation

JPMorgan Chase & Co.

KIPP Foundation

LegalShield en Espanol

Loyola University Chicago

Lumina Foundation

Marguerite Casey Foundation

Marriott International, Inc.

McDonald's Corporation

Mercury Public Affairs

MGM Resorts International

Migration Policy Institute

MillerCoors, LLC

Mr. Cooper

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Educational Progress**

**National Education
Association**

**National Institute of Allergy
& Infectious Diseases**

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NeighborWorks America
New Venture Fund
Nickelodeon
Nissan North America Inc.
Northern Virginia Community College
Ocwen Financial Corporation
Office of Minority Health
OneDigital Health & Benefits
Paradigm Strategy Inc.
Peace Corps
PepsiCo Foundation
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