



UNIDOS US

READY
TO
LEAD
THE WAY

ANNUAL
REPORT
2019

OUR
MISSION
OUR
MISSION

Building a
stronger
America
by creating
opportunities
for Latinos.



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READY TO LEAD THE WAY



This report, as annual reports do, focuses on the progress and accomplishments of the previous year, in this case, 2019. But it is also true that, as we write this, we are living in an unprecedented time for our community and our country. The COVID-19 pandemic has taken an enormous toll

on the health and economic well-being on the American people, including millions of Latinos. At the same time, what has become more clear than ever is how important the Latino community is to keeping our country going forward now and in the future.

ANOTHER LESSON FROM THIS MOMENT

is the value and meaning of leadership. Leaders aren't always elected officials or at the head of big movements. There are millions of Hispanic leaders across the country, doing their part to build the world they want to see, and to help other people thrive. We saw that firsthand in 2019.

2019

TRAGEDY STRUCK IN EL PASO AS A HATEFUL PERSON TARGETED LATINOS.

From this act of hate rose many more acts of kindness, hope, and healing. Individuals and organizations—including our Affiliates in Texas—came together to help the victims, their families, and the whole community mourn and rebuild. This moment showed what Latinos and all Americans can do when we work together to lift each other up. That is the spirit that can continue to move this country forward in 2020.

We are in the middle of a crucial moment for the Latino community, and for the United States. In this report, we are proud to share the stories of Latinos who are doing their part to move the country forward. Whether going the extra mile to prepare for college, helping fellow Hispanics understand how to eat healthier, or any of the other inspirational stories that follow, Latinos are proving that they are leaders every day.

THAT SPIRIT OF LEADERSHIP IS AT THE HEART OF THE UNIDOS US ¡ADELANTE! 2020 CAMPAIGN

unveiled at the end of 2019

We are embarked on our biggest initiative to date aimed at strengthening the power and influence of the Latino community in advance of the 2020 election. Our aim is to use the full power of our policy and program work and our network of nearly 300 Affiliates to advance our community's priorities on the economy, health, education, civil rights, and immigration. We are committed to making Hispanics the most informed and engaged voting bloc, ready to cast their ballots in November and show the country that we are ready to continue to build a stronger America for all.

WE ARE PROUD OF WHAT WE ACCOMPLISHED IN 2019,
AND HOW THAT HAS PREPARED US TO LEAD INTO 2020 AND BEYOND.

¡ADELANTE!

**10M**

Latinos received health coverage through the Children's Health Insurance Program

**6M**

U.S.-citizen children defended from aggressive immigration policies through primary research and analysis

**277K+**

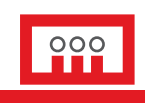
Latinos bought their first home

**60K+**

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

**7.9K**

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

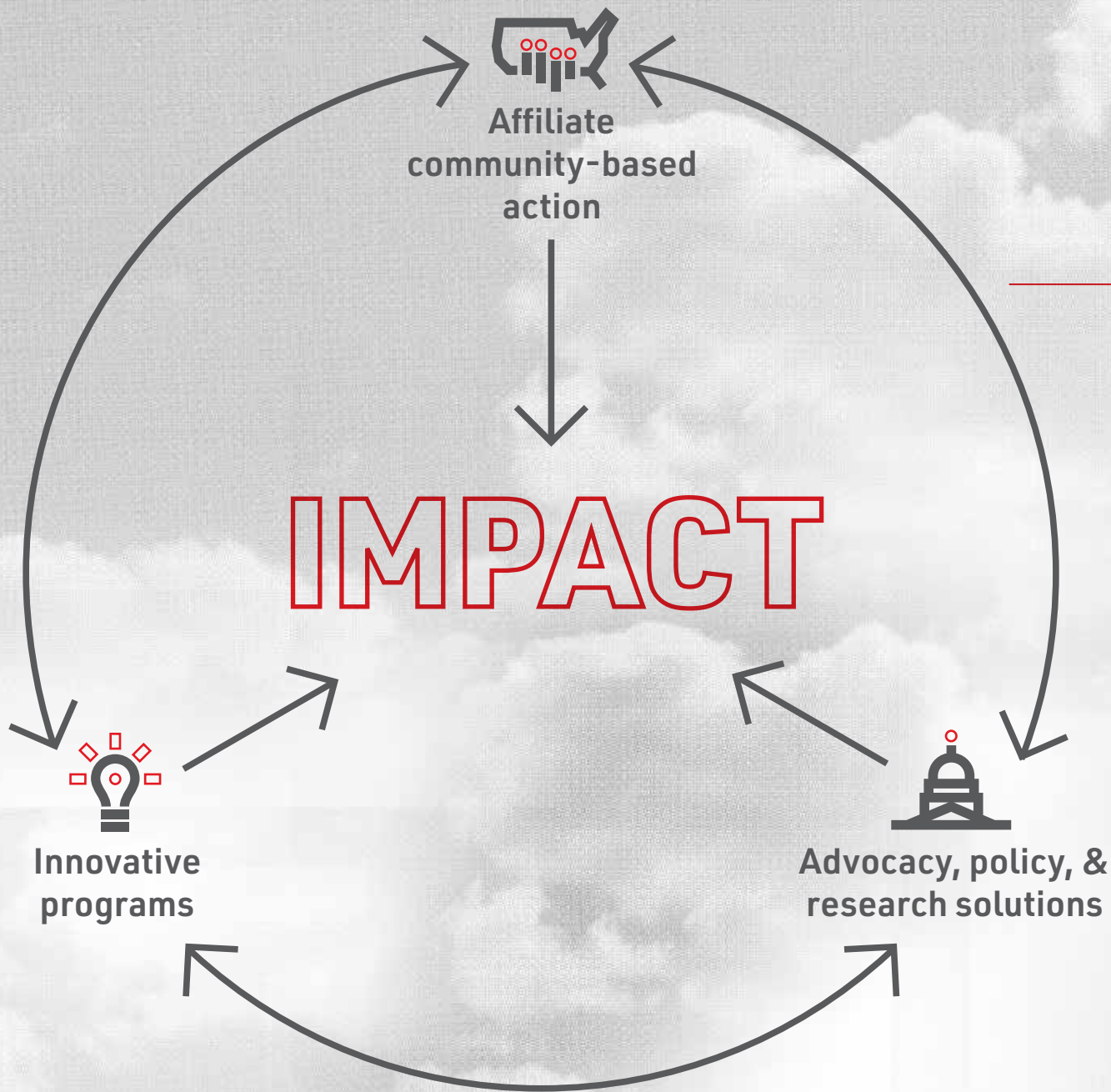
**1.5K+**

adults enrolled in job-training programs

2019 IMPACT BY THE NUMBERS

Through our integrated efforts and in partnership with our Affiliates, UnidosUS created change and impact in significant arenas for Latino communities across the United States. And thanks to advocacy and building coalitions with other groups, we achieved major gains in the policy world.

Note: For our audited financials, please contact us at info@unidosus.org.



OUR UNIQUE ADVANTAGE

We work to ensure Latinos have the ability and opportunity 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



IN 2018 WE CELEBRATED OUR 50TH ANNIVERSARY AS AN ORGANIZATION

THE UNIDOS US CAMPAIGN FOR EQUAL OPPORTUNITY

We announced the UnidosUS Campaign for Equal Opportunity. We have a vision of a stronger America where everyone, including Latinos, can enjoy an equal opportunity to succeed.

To achieve that vision, we are raising \$50 million by the end of 2020 to define a new Latino narrative, scale our work, and elevate Latino leaders. Thank you to our institutional and philanthropic partners for the generous investments.

In 2019 we reached

80%

of our goal, and are on track to surpass our goal ahead of schedule.

IN 2019

WE BEGAN MOBILIZING YOUR INVESTMENTS BY WORKING ON FULFILLING THE VISION FOR THE CAMPAIGN THROUGH THREE AMBITIOUS GOALS.

DEFINE THE NEW LATINO NARRATIVE

The 2016 election campaign popularized dangerous rhetoric that demonizes immigrants and Latinos, and minimized what both communities contribute to American society. That rhetoric has impacted policy and laws, representation in the media, and social interactions.

We are committed to defining a new narrative of what Latinos bring to U.S. culture. Through rigorous national research, we collected data conveying perceptions of how Latinos are seen in the United States. Using that data, we are developing a body of work that includes new programs, policy and advocacy work, and tools to promote an accurate image of how Hispanics contribute to the American story.

SCALE OUR WORK FOR MAXIMUM IMPACT

Since our founding, we have reached millions of people through programs that are tailored to Latinos’ needs, and help them improve any aspect of their lives. Now, we’re expanding to help millions more by evaluating our successful methods, and making sure that they can be made accessible to all who need them, without sacrificing our high standards of quality.

In addition to creating a leadership-level team dedicated to evaluation, UnidosUS partnered with the Center on Research and Evaluation at Southern Methodist University to standardize our evaluation methods and determine how we can support our Affiliates’ evaluation capabilities to ensure we can all achieve greater impact.

ELEVATE LATINO LEADERS

We have a long track record of lifting up and promoting Latino leaders, whether in the political realm or in local communities. Now, we have committed to being even more intentional in developing Latino leadership.

We conducted a diversity and inclusion assessment, interviewing more than 175 corporate partners and young leaders to identify how UnidosUS can support efforts to advance diversity, equity, and inclusion in all professional sectors, and how we can support the development of corporate leaders who are civic-minded and purpose-driven. We are also investing in training and technology upgrades to ensure our community leaders are ready for the leadership demands of the future.



Students participating at the launch event of UnidosUS's CASA Code program held at UnidosUS Affiliate organization, Camino Nuevo Charter Academy, in Los Angeles, California.

THANK YOU

TO OUR FUNDERS AND DONORS WHO ARE HELPING TO ACHIEVE OUR VISION OF EQUAL OPPORTUNITY.

\$5,000,000 - \$1,000,000

Bank of America
Comcast/NBCUniversal/Telemundo
Ford Foundation
JPMorgan Chase & Co.
Prudential Financial
Raza Development Fund
State Farm Insurance Companies
UPS
Walmart
W.K. Kellogg Foundation

\$999,999 - \$100,000

John and Minerva Esquivel

Monica Lozano and David Ayón
Murguía Family
PepsiCo, Inc.
The Huron Foundation (David L. and Rhonda Cohen)
The Stanley Fund, recommended by Donald Graham

\$99,999 - \$50,000

Anonymous
Mary Alice and Henry Cisneros
Fred R. Fernandez and Irma R. Rodriguez
Enrique Gonzalez, III and Ana Gonzalez
Jose H. Villarreal

\$49,999 - \$25,000

David Adame
Maria G. Arias
Zandra* and Wolfgang Baermann
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Tony Moya and Santiago Serna
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\$9,999 - \$5,000

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Graham-Pelton

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Ruby Azurdia Lee
Leroy Martinez*
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Jennifer Ng'andu
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Pereira*-Prada Family
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< \$999

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* Denotes an UnidosUS staff donor

* Denotes an UnidosUS staff donor

LEADING WITH OUR VOTE

Since its inception in 2012,
LEAP participants in

14 states

have contributed to the

700,000

**NEW
LATINO
VOTERS**


UnidosUS has registered
over the past decade.

FEATURED AFFILIATE

eliminating racism
empowering women

ywca

El Paso del Norte Region



**VOTING IS ABOUT
MUCH MORE THAN
CASTING A BALLOT**

every two years. It’s about supporting what matters to you most, noticing the challenges people face in your neighborhood, and being a voice for those who aren’t as fortunate.

OUR AFFILIATE YWCA EL PASO DEL NORTE REGION IS COMMITTED TO ELIMINATING RACISM, EMPOWERING WOMEN, AND PROMOTING PEACE, JUSTICE, AND DIGNITY FOR EVERYBODY.

They offer health programs, afterschool care, and housing assistance, among other services. After learning about UnidosUS’s Latino Empowerment and Advocacy Program (LEAP), they realized that they could help people become voters, too. LEAP helps UnidosUS Affiliates integrate voter engagement into their existing programs.

IT CAN BE AS SIMPLE AS ASKING NEW CLIENTS IF THEY’RE ELIGIBLE AND REGISTERED, OR AS COMPLEX AS A MONTHS-LONG CANVASSING PROJECT.

Since its inception in 2012, LEAP participants in 14 states have contributed to the 700,000 new Latino voters UnidosUS has registered over the past decade.

In 2018, YWCA registered more than 700 people through LEAP, and contributed to our Affiliates and partners registering 10,000 new voters in Texas in one year.



UnidosUS Florida canvasser registering someone to vote.

YWCA HAS A BIG PRESENCE IN THE LOCAL COMMUNITY AND IS A TRUSTED SPACE FOR LATINAS IN EL PASO.

When UnidosUS decided in 2019 to replicate our highly successful Florida canvassing project in Texas, we knew that YWCA would be a perfect partner.

We organized a session for our Florida canvassers to share their experiences registering voters for more than a decade, and invited YWCA to participate. YWCA Communications Manager Kayla Suarez remembers being initially overwhelmed by the scope of work. “Within the first two hours, I said to my colleague Mayela: ‘I don’t think we can do this. This is so much,’” she recalls.

But our Affiliates are supportive and love to encourage each other. Our Florida canvassers emphasized that the best way to succeed is for organizations to use the resources they already have. “They helped us figure it out,” Kayla says. “We expressed our concerns and asked questions to UnidosUS and the canvassers, and it was all helpful.”

“Everything we learned was valuable,” she says, and YWCA has applied what they’ve learned to their canvassing moving forward. And everybody has a part to play in this important work. “We are involving everyone in our organization, at every level,” Kayla says.

We are being creative so we can empower as many people as possible.

Kayla Suarez
Communication Manager, YCWA



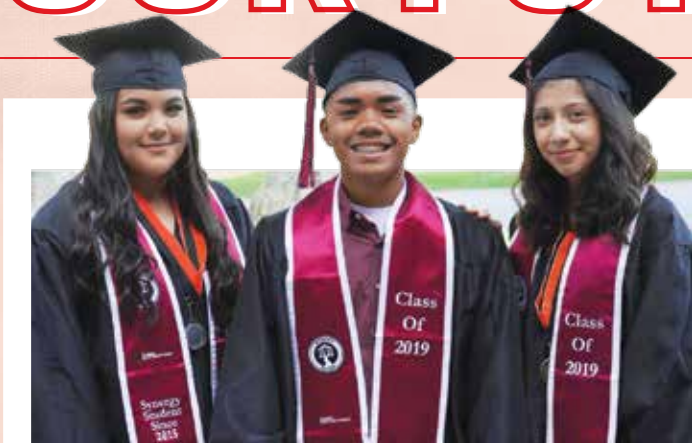
It's so important for people at this age to start thinking about their place in their

COM-MUNI-TY

in their country, in their world, and that's going to drive them later in life.

John Tsai
Teacher/ASB Coordinator
Synergy Quantum Academy

LEADING WITH OUR FUTURE



FEATURED AFFILIATE



MORE LATINOS ARE ATTENDING COLLEGE THAN EVER BEFORE.

And many are the first in their families to do so. Since they are blazing a trail for their families, it can be difficult for them to navigate how to succeed in college without advice from mentors.

Our **Escalera program** is a two-year college-readiness project that helps Latinos in their junior and senior years of high school prepare to go to college, and better understand how to succeed once they're on campus.

Students at our Affiliate Synergy Quantum Academy in Los Angeles have formed some meaningful friendships through Escalera. Andrea, a junior at Synergy, remembers first coming to the sessions:

IT WAS AN ENVIRONMENT FOR PEOPLE WHO WANTED TO GO TO COLLEGE AND BETTER THEMSELVES.

I thought that if I surround myself with more people like that, it would really push me to become a better student.

Part of the program involves exploring subjects that interest the participants, which can later lead to college majors and career paths. The group hosted a family STEM night at Synergy, including presentations from the Escalera students. "We had presentations on skills that opened us up to different career paths and helped us think more about our futures and what we want to do," Andrea says.



FORMING A SUPPORTIVE COMMUNITY OUTSIDE OF THE CLASSROOM HAS BECOME ONE OF THE BEST PARTS OF ESCALERA FOR THE STUDENTS.



They work on college essays together, and now have a head start on the application process. Some of them have even gone to dinner with teachers. "We went out to this expensive restaurant and went to museums. It's opening us up to something we've never done before," says Diana, another Escalera student.

John Tsai runs Escalera at Synergy, and sees the great opportunities presented in the program that not enough students get to have. When he was in high school, only White students were approached about going to college. "There was

nothing directed at half of the student body," he remembers. "We were all immigrants, and it was really frustrating for us."

John recognizes the importance of tailoring the program to be relevant to Hispanic students. "I love that Escalera is directly related to the students' backgrounds," he says. "It's so important for people at this age to start thinking about their place in their community, in their country, in the world, and that's going to drive them later in life."

IT ALIGNED WITH
OUR MISSION
OF WANTING TO
HELP PEOPLE

MOVE
UP-
WARD

Leslie Kent
Assistant Director of Asset Building and
Workforce Manager at LCW, on UnidosUS's
Latinos in Finance

LEADING WITH NEW OPPORTUNITIES



FEATURED AFFILIATE



FINDING A CAREER
THAT ALLOWS YOU
TO BUILD SKILLS

and advance is a cornerstone of the American Dream. And it all starts with access to good jobs that can unlock opportunities for a better life. Wanting to help Latinos move from a job to a fulfilling career, we created Latinos in Finance.

THE PROGRAM'S GOAL IS TO TRAIN LATINOS FOR EMPLOYMENT IN THE FINANCIAL SERVICES SECTOR. BUT IT HAS THE ADDED VALUE OF HELPING EMPLOYERS HIRE BILINGUAL STAFF WHO CAN INCREASE ACCESS TO FINANCIAL SERVICES TO LATINOS.

The curriculum focuses on soft skills like job-readiness and customer service, and hard skills such as personal finance, banking safety, and security. The eight-week program includes bank visits, employer engagement in the classroom, hands-on training, and tools for preparing for job interviews.



For our Affiliate Lawrence CommunityWorks (LCW) in Lawrence, Massachusetts, the program fell right in line with their work. “It aligned with our mission of wanting to help people move upward,” explains Leslie Kent, Assistant Director of Asset Building and Workforce Manager at LCW.

The program at LCW spread through word of mouth quickly since it began in 2017, and one of their success stories involves a mother and son. “The mother went through the program first and did really well and got hired at a bank. So, then she referred her son to the program, who was also very successful and got hired at a bank too,” Leslie remembers.

MORE THAN 1,000 PARTICIPANTS HAVE GRADUATED FROM THE PROGRAM

More than 1,000 participants have graduated from the program, and over 250 have been placed in careers in the past year alone. Eline Duarte is one them. She heard about the program from a neighbor, completed the eight-week course, and is now happily working as a teller at an international bank. “I really love it. I’m really enjoying expanding my career, and banking has so much opportunity for growth,” Duarte says.

“It was incredibly valuable to be there,” she continues, referring to both the training provided and the community developed in class. “We became very comfortable with talking to people in the banking business and being more confident in our abilities to do that, but we also had each other to help through the process. I would absolutely recommend this course to just about anyone.”

“I really love it. I’m really enjoying expanding my career, and banking has so much opportunity for growth”

Eline Duarte
Program Participant



**WE NEED
TO BE A
VOICE
FOR THE
PEOPLE.**

*Velia, promotora
Hispanic Services Council
Tampa, Florida, on
Comprando Rico y Sano.*

LEADING WITH OUR HEARTS



**FEATURED
AFFILIATE**



**WE ALL WANT
TO EAT HEALTHIER**

and have a better understanding of what makes a good meal. But it can be tough to know where to get started.

**NUTRITION IS RARELY
TAUGHT IN SCHOOLS,**

and we may often think that it's too expensive to eat healthy. Thankfully, our Affiliates step in every day to reassure Latinos that a healthier relationship with food is possible for everyone.

Our Comprando Rico y Sano program helps Affiliates share information with the community about eating healthier. The program includes cooking demonstrations and grocery store tours, and helps those eligible sign up for nutrition assistance.

The program is run by **promotoras**, or community health workers.

PROMOTORA
pro•mo•to•ra
n. members of the communities they serve, making them aware of the specific needs and challenges that they face.



VELIA IS A **PROMOTORA** WITH OUR AFFILIATE HISPANIC SERVICES COUNCIL IN TAMPA, FLORIDA.

To become a certified community health worker, she trained for

500 HOURS AS A **VOLUNTEER**

learning everything, including:

- **HEALTHY COOKING AND**
- **MANAGING CHRONIC ILLNESSES**

VELIA TAKES A LOT OF PRIDE IN HER ROLE AS A *PROMOTORA* AND LEADER WHO IS CREATING POSITIVE CHANGE IN THE COMMUNITY.

“We talk about healthy eating, we talk about chronic illnesses, and the students in the class are able to improve their health,” she explains in Spanish.

Delivering the program with *promotoras* makes all the difference, allowing participants to more easily become engaged and excited about the sessions. Instead of classes, the *promotoras* lead charlas, or chats, making each session more casual and fun, and allowing the group to open up about their challenges easier. “It’s so important that they learn that they can teach us too,” Velia says.

That comforting environment can be vital for some. Participants are sometimes hesitant to sign up for nutrition assistance due to a variety of reasons. Velia and other *promotoras* can ease their minds and help them figure out what’s best for them.

The impact that Hispanic Services Council has had on their community is staggering. In the last year alone, they served more than 2,400 people with *Comprando Rico y Sano*, and helped 987 people complete or update SNAP applications. “We need to be a voice for the people,” Velia says.

It is a voice that is helping communities nationwide enjoy healthier lives.

HOME-OWNER-SHIP

is the **single greatest source of wealth** in the Latino community.

Katherine D. Rios
Director of Housing Financial Empowerment
UnidosUS

LEADING WITH POSSIBILITIES

FEATURED AFFILIATE



HAVING A STABLE, AFFORDABLE HOME is a symbol of the American Dream and the foundation of a happy and healthy family.

Victor is an example of what can be accomplished with lots of determination, and some guidance from our Affiliates, like Hacienda CDC in Portland, Oregon. After three years of saving money, Victor closed on a house and moved his family into a new home.

Hacienda is one of the 47 community-based organizations in the UnidosUS Wealth and Housing Alliance, which was established in 1997 to help increase Latino homeownership and provide opportunities to build wealth. With our assistance as a HUD-funded housing counseling intermediary, our Affiliates have provided services to more than 500,000 Latino and low-income people and families in communities across the nation.

ONE OF THOSE SERVICES IS
HACIENDA'S
CAMINO A CASA.

Owning a home provides many benefits like building credit and equity. But 52.8% of Latinos in the United States rent their homes instead of owning. Camino a Casa is tackling this issue by preparing first-time homebuyers for homeownership.

UNIDOS US
AND OUR
AFFILIATES

WORK DAILY
TO BRING HOUSING DREAMS TO LIFE.



"Our founders wanted to start a program for the Latino community living in the northeast of Portland offering financial counseling and education."

Itzel Hernandez Spehar
Director of Economic Opportunity at Hacienda

We meet with families to create an action plan.

From personal finance classes, to first-time homebuyer classes, to a curriculum teaching how to establish and fix credit, Hacienda walks hand-in-hand with clients to help them achieve their dreams of homeownership.

However, as Ernesto Fonseca, Executive Director of Hacienda, explains: "Housing is not enough to lift, support, and help the communities we serve grow." Their goal is to elevate and empower the Latino community providing basic services such as small business development and afterschool programs.

This leadership and innovation allows for the growth and empowerment of families. And it ensures that many more in our communities can make their dreams a reality.

The goal is to elevate and empower the Latino community by providing basic services such as small business development and afterschool programs.



Nationwide,
there are
more than

8
MILLION

lawful permanent
residents who are
eligible for citizenship
but have yet to apply.

LEADING WITH DREAMS

FOR DECADES,
our Affiliates have been leaders
in integrating America's
hardworking newcomers by
helping them learn English,
apply for citizenship, and
register to vote. Our longtime
Affiliate Erie Neighborhood
House in Chicago has been at
it since 1870.

FEATURED
AFFILIATE



ERIE WAS FOUNDED AS A SETTLEMENT HOUSE—A PLACE TO HELP RECENTLY ARRIVED IMMIGRANTS TRANSITION INTO AMERICAN LIFE.



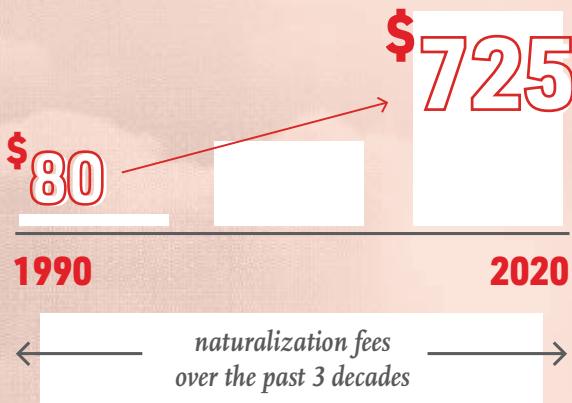
Erie Neighborhood House opened in 1870 in Chicago's West Town neighborhood.

TODAY,

Erie continues to help aspiring Americans contribute to the vibrancy and diversity of Chicago's neighborhoods by using innovative tools and new technologies.

Nationwide, there are more than eight million lawful permanent residents who are eligible for citizenship, but have yet to apply.

Research by UnidosUS and other organizations shows that many people are deterred by increasingly higher naturalization fees, which have grown from \$80 to \$725 over the past three decades:



EVEN MORE FEE INCREASES COULD TAKE EFFECT IN 2020

UNIDOS US AFFILIATES LIKE ERIE NEIGHBORHOOD HOUSE

STEP IN TO HELP

In Erie's English classes, students not only study the language but also learn about the requirements to apply for citizenship. Erie's immigration legal services offers a monthly clinic in which clients are guided through the process using Citizenshipworks, an online tool developed by our partners in the Immigration Advocates Network. The program allows eligible permanent residents to complete their application for naturalization and screens for potential issues.



COST IS NOT THE ONLY BARRIER TO PEOPLE BECOMING NATURALIZED.

English-language and civics courses often fill up fast, while qualified legal service help is also in short supply. Innovative tools like Citizenshipworks can help solve those issues and gives UnidosUS Affiliates like Erie the chance to serve many more eligible applicants.

In 2020, Latinos
will become the

**LARGEST
MINORITY
VOTING
BLOC**

in the country.

THE UNIDOS US 2020 *¡ADELANTE!* CAMPAIGN



**WE ARE AT A TURNING POINT
IN OUR NATION'S HISTORY:**

**This year, Latinos will become the
largest minority voting bloc in the
country. Wanting to ensure that our
community is integral to the success
of the electoral process for 2020 and
beyond, we launched the UnidosUS
¡Adelante! 2020 Campaign.**

Through this campaign's work,
we expect to see
presidential candidates
with agendas that include our issues,
a growth in Hispanic spokespeople
and experts in state policy debates, and

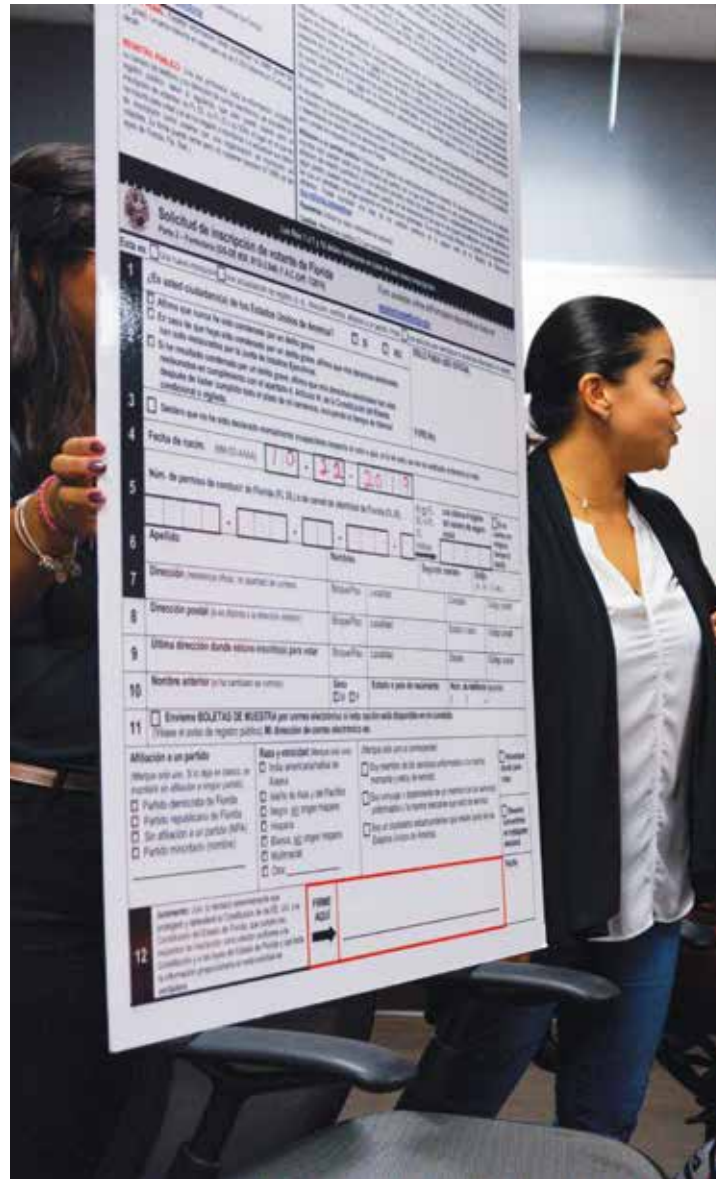
**INCREASE THE
KNOWLEDGE AND
INFLUENCE OF
LATINO VOTERS.**

¡ADELANTE!
MOVING US FORWARD

The UnidosUS ¡Adelante! 2020 Campaign will protect our community and democracy by lifting Latinos' voices, influence, and political power. For generations, Latinos have contributed to our nation's growth and have a stake in the future of this country. At a time when some politicians seek to divide our country, Latino voters will be a powerful force in advancing a strong and positive vision of America.

JOIN US AT

ADELANTEUNIDOS.COM





JULY 27–28, 2020

UnidosUS Virtual Conference

JULY 29–30, 2020

UnidosUS Virtual Marketplace

SEPTEMBER 15, 2020

2020 UnidosUS Capital Awards

FALL 2020

UnidosUS Affiliate
Regional Convenings

SAVE THE
DATE



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Daniel Torres
Reading, PA

CALIFORNIA REGION MIDWEST REGION SOUTHEAST REGION



FAR WEST REGION NORTHEAST REGION TEXAS REGION



The UnidosUS Affiliate Council is composed of state leaders who strengthen UnidosUS’s partnerships with its Affiliates to advance programs and policies that benefit the Latino community. They are a bridge between local communities and UnidosUS, help to strengthen regional networks, and promote best practices that expand opportunity.

AFFILIATE COUNCIL

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Washington, DC

TEXAS REGION

Chair
Fernando Godinez
President and CEO
MAUC
San Antonio, TX

Laura Ponce
Executive Director
Project Bravo
El Paso, TX



Photos courtesy of UnidosUS Affiliates

Various events

272
TOTAL

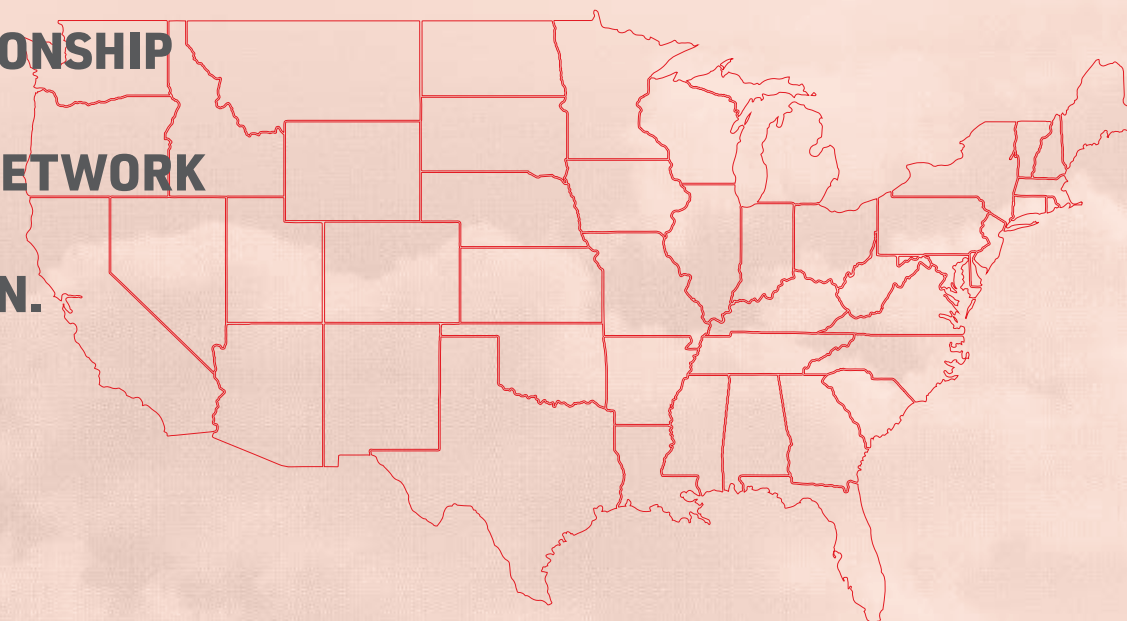
Our Affiliates are community-based organizations that directly serve the Latino population across the country. They know the practical concerns and policy issues that affect their constituencies and are engaged in implementing innovative solutions.

2019

TOGETHER, IMPROVING OPPORTUNITIES FOR HISPANIC AMERICANS.

AFFILIATE NETWORK


OUR RELATIONSHIP
WITH OUR
AFFILIATE NETWORK
IS KEY TO
OUR MISSION.



AFFILIATE NETWORK

CALIFORNIA
REGION

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ARLETA El Proyecto del Barrio, Inc.		Building Skills Partnership Camino Nuevo Charter Academy Clinica Msr. Oscar A. Romero East LA Community Corporation Eastmont Community Center El Centro del Pueblo KIPP SoCal Public Schools Los Angeles Leadership Academy New Economics for Women Para Los Niños PUENTE Learning Center Salvadoran American Leadership and Educational Fund (SALEF) Semillas Sociedad Civil Synergy Academies TELACU Education Foundation The Accelerated School Community of Schools	The Wall Las Memorias Watts/Century Latino Organization	PERRIS TODEC Legal Center, Perris	ConXión to Community, CTC (formerly Center for Training and Careers, Inc.)
BURBANK Partnerships to Uplift Communities, Inc.		MODESTO Mujeres Latinas de Stanislaus	SAN BERNARDINO Neighborhood Housing Services of the Inland Empire, Inc.	SAN RAFAEL Canal Alliance	
CHULA VISTA MAAC South Bay Community Services		MONTEBELLO Mexican American Opportunity Foundation (MAOF) Montebello Housing Development Corporation	SAN DIEGO Chicano Federation of San Diego County, Inc. Community HousingWorks King-Chavez Neighborhood of Schools La Maestra Community Health Centers MANA de San Diego San Ysidro Health	SAN YSIDRO Casa Familiar, Inc.	
EL CENTRO Clínicas de Salud del Pueblo, Inc.		OAKLAND Amethod Public Schools (AMPS) La Clínica de La Raza, Inc. Spanish Speaking Citizens’ Foundation The Unity Council	SAN FRANCISCO Jamestown Community Center Mission Asset Fund Mission Economic Development Agency (MEDA)	SANTA ANA El Sol Science and Arts Academy of Santa Ana	
GRANADA HILLS Youth Policy Institute Charter Schools (YPICS)		STOCKTON El Concilio, Council for the Spanish Speaking Visionary Home Builders of California, Inc.			
HAYWARD La Familia Counseling Service Tiburcio Vasquez Health Center, Inc.		VENTURA Cabrillo Economic Development Corporation			
KEENE CesarChavez Foundation		OXNARD Ventura County Community Development Corporation (VCCDC)	SAN JOSE Center for Employment Training	VISALIA Self-Help Enterprises	
LOS ANGELES Academia Avance AltaMed Health Services Corporation				WALNUT California Association for Bilingual Education (CABE)	

AFFILIATE NETWORK

FAR WEST
REGION

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ARIZONA	COLORADO	NEVADA	OREGON	UTAH
NOGALES Mexicayotl Academy	DENVER Colorado Latino Leadership, Advocacy & Research Organization (CLLARO) Del Norte Neighborhood Development Corporation Mi Casa Resource Center NEWS&D Community Development Corporation SouthWest Improvement Council	LAS VEGAS Community Services of Nevada (CSNV)	CORNELIUS Centro Cultural de Washington County	SALT LAKE CITY Centro de la Familia de Utah Utah Coalition of La Raza
PHOENIX Arizona Hispanic Chamber of Commerce Chicanos Por La Causa (CPLC) Friendly House, Inc. Hispanic Women's Corporation Promise Arizona Valle del Sol	PUEBLO GOAL Academy	NORTH LAS VEGAS Neighborhood Housing Services of Southern Nevada, Inc.	FOREST GROVE Adelante Mujeres	WEST VALLEY CITY Comunidades Unidas
SAN LUIS Comité De Bien Estar, Inc.	IDAHO	RENO Mariposa Dual Language Academy	GRESHAM El Programa Hispano Católico	WASHINGTON
SOMERTON Campesinos Sin Fronteras Housing America Corporation	BOISE Idaho Community Action Network (ICAN)	NEW MEXICO	HILLSBORO Bienestar	SEATTLE El Centro de la Raza SEA MAR Community Health Centers
TUCSON Amistades, Inc.	CALDWELL Community Council of Idaho, Inc.	ALBUQUERQUE Encuentro HELP - New Mexico, Inc.	PORTLAND Familias en Acción Hacienda Community Development Corporation Latino Network Voz Workers' Rights Education Project	SUNNYSIDE Inspire Development Centers
		DEMING Southwestern Regional Housing and Community Development Corporation	SALEM Salem/Keizer Coalition for Equality	YAKIMA Rural Community Development Resources
		ESPAÑOLA Hands Across Cultures		
		SANTA FE CPLC New Mexico		

AFFILIATE NETWORK

MIDWEST
REGION

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ILLINOIS

CHICAGO

Acero Schools
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 (HACE)
Illinois Migrant Council
Instituto del Progreso Latino
Latin United Community Housing Association (LUCHA)
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 (LAMDA)

KANSAS

KANSAS CITY
El Centro, Inc.

MICHIGAN

BATTLE CREEK
Voces

DETROIT
Southwest Economic Solutions

GRAND RAPIDS
Hispanic Center of Western Michigan

KALAMAZOO
Hispanic American Council

LANSING
Hispanic/Latino Commission of Michigan

YPSILANTI
MHP Salud

MINNESOTA

MINNEAPOLIS
El Colegio Charter School

ST. PAUL
Academia Cesar Chavez
Comunidades Latinas Unidas en Servicio (CLUES)

MISSOURI

KANSAS CITY
Guadalupe Centers, Inc.
Mattie Rhodes Center

NEBRASKA

LINCOLN
Latino American Commission

OHIO

CLEVELAND
El Barrio, Inc. (The Center for Families and Children)
Esperanza, Inc.
Northeast Ohio Hispanic Center for Economic Development
Spanish American Committee

COLUMBUS
Ohio Hispanic Coalition

LORAIN
El Centro de Servicios Sociales, Inc.

PAINESVILLE
HOLA Ohio

TOLEDO
Adelante, The Latino Resource Center

OKLAHOMA

OKLAHOMA CITY
Latino Community Development Agency
ORO Development Corporation
Santa Fe South Schools, Inc.

WISCONSIN

MADISON
Centro Hispano of Dane County
Vera Court Neighborhood Center (VCNC)

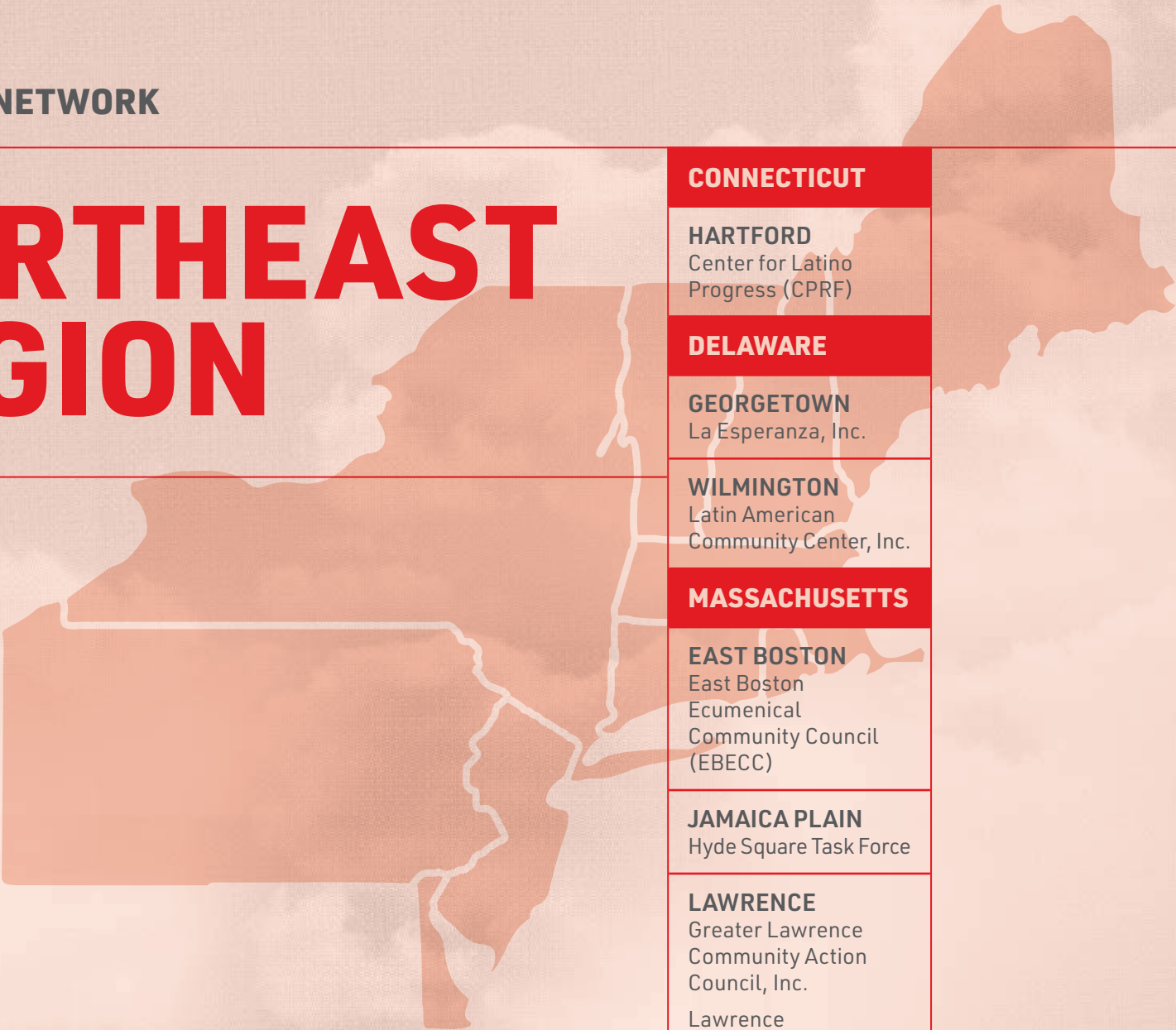
MILWAUKEE
Council for the Spanish Speaking, Inc.
La Causa, Inc.
UMOS, Inc.

WAUKESHA
La Casa de Esperanza, Inc.

AFFILIATE NETWORK

NORTHEAST
REGION

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CONNECTICUT

HARTFORD
Center for Latino Progress (CPRF)

DELAWARE

GEORGETOWN
La Esperanza, Inc.

WILMINGTON
Latin American Community Center, Inc.

MASSACHUSETTS

EAST BOSTON
East Boston Ecumenical Community Council (EBECC)

JAMAICA PLAIN
Hyde Square Task Force

LAWRENCE
Greater Lawrence Community Action Council, Inc.
Lawrence CommunityWorks

ROXBURY
Sociedad Latina

NEW JERSEY

CAMDEN
Hispanic Family Center of Southern New Jersey, Inc.
Latin American Economic Development Association (LAEDA)

PERTH AMBOY
Puerto Rican Association for Human Development, Inc.

NEW YORK

BRONX
Acacia Network
Urban Health Plan

BROOKLYN
Cypress Hills Local Development Corporation
Make the Road New York

CORONA
Dominico-American Society of Queens

GLEN COVE
La Fuerza Unida, Inc.

NEW YORK CITY
Amber Charter School
Dominican Women's Development Center
The Committee for Hispanic Children and Families

QUEENS
Neighborhood Housing Services of Queens CDC, Inc.

ROCHESTER
IberoAmerican Action League, Inc.
Pathstone Corporation

ROCKVILLE CENTRE
Hispanic Brotherhood, Inc.

PENNSYLVANIA

ALLENTOWN
Hispanic American Organization

KENNETT SQUARE
La Comunidad Hispana, Inc.

LANCASTER
Spanish American Civic Association (SACA)

PHILADELPHIA
Asociación Puertorriqueños en Marcha, Inc. (APM)
Concilio
Congreso de Latinos Unidos, Inc.
Esperanza (Nueva Esperanza)
Esperanza Academy Charter High School (Nueva Esperanza Academy)

PITTSBURGH
Latino Community Center (LCC)

READING
Centro Hispano Daniel Torres
I-LEAD Charter School

AFFILIATE NETWORK

SOUTHEAST REGION

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ALABAMA
BIRMINGHAM Hispanic Interest Coalition of Alabama (¡HICA!)
ARKANSAS
JONESBORO Hispanic Community Services, Inc.
SPRINGDALE Hispanic Women's Organization of Arkansas
DISTRICT OF COLUMBIA
Ayuda, Inc.

Carlos Rosario International Public Charter School
Central American Resource Center (CARECEN)
CentroNía
La Clínica del Pueblo
DC Language Immersion Project
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
Spanish Education Development (SED) Center
FLORIDA
DeBARY Hispanic Health Initiatives, Inc.
FLORIDA CITY Centro Campesino Farmworker Center, Inc. (CCFC)
Coalition of Florida Farmworker Organizations (COFFO)
Rural Neighborhoods, Inc.
HOLLYWOOD Hispanic Unity of Florida, Inc.
HOMESTEAD Global Empowerment Development Corporation, Inc.
Mexican-American Council, Inc.

IMMOKALEE Redlands Christian Migrant Association
MIAMI Amigos For Kids
ConnectFamilias
ORLANDO Centro De Ayuda Para Los Hispanos, Inc.
Latino Leadership, Inc.
SARASOTA UnidosNow
TAMPA Hispanic Services Council
Housing and Education Alliance
WIMAUMA Enterprising Latinas
GEORGIA
DALTON Dalton Whitfield Community Development Corporation

NORCROSS Clinic for Education, Treatment and Prevention of Addiction, Inc. (CETPA)
LOUISIANA
NEW ORLEANS Puentes
New Orleans, Inc.
MARYLAND
BALTIMORE Education Based Latino Outreach (EBLO)
GAITHERSBURG Identity, Inc.
SILVER SPRING CASA
MISSISSIPPI
JACKSON Mississippi Immigrants Rights Alliance (MIRA)
NORTH CAROLINA
CHARLOTTE Latin American Coalition

DURHAM El Centro Hispano, Inc.
Latino Community Credit Union
RALEIGH East Coast Migrant Head Start Project
El Pueblo, Inc.
PUERTO RICO
ARECIBO Corporación de Desarrollo Económico, Vivienda y Salud (CODEVYS)
SAN JUAN One Stop Career Center of Puerto Rico
TENNESSEE
CHATTANOOGA La Paz Chattanooga
KNOXVILLE Centro Hispano de East Tennessee
MEMPHIS Latino Memphis, Inc.

NASHVILLE Conexión Americas
Tennessee Immigrant & Refugee Rights Coalition (TIRRC)
VIRGINIA
ARLINGTON Edu-Futuro
Shirlington Employment and Education Center
RICHMOND Sacred Heart Center (SHC)

AFFILIATE NETWORK

TEXAS
REGION

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AUSTIN American YouthWorks Con Mi MADRE Hispanic Dental Association Hispanic Women's Network of Texas Promesa Public Schools, Inc. (Formerly East Austin College Prep Academy)	FORT WORTH Proyecto Inmigrante ICS, Inc.	SAN ANTONIO AVANCE, Inc. Avenida Guadalupe Association Bexar County Community Health Collaborative Mexican American Unity Council (MAUC) Neighborhood Housing Services of San Antonio, Inc. (NHSSA)
	HARLINGEN Su Clínica Familiar	
	HOUSTON AAMA, Inc. D.R.A.W. Academy Houston Gateway Academy, Inc. KIPP Texas SER Jobs Tejano Center for Community Concerns	
	MERCEDES Valley Initiative for Development and Advancement (VIDA)	
CORPUS CHRISTI Gulf Coast Council of La Raza, Inc.		SAN JUAN La Union del Pueblo Entero (LUPE)
DALLAS The Concilio Vecinos Unidos, Inc.		
EL PASO Centro de Salud Familiar La Fe, Inc. El Paso Community Action Program Project Bravo, Inc. Project Vida Health Center YWCA El Paso del Norte Region	MIDLAND Midland Community Development Corporation	



David L. Cohen

Chair, Corporate Board of Advisors

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 20 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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Executive Director, External Affairs

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Principal
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Principal
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Community Affairs Executive

Liaison
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Silicon Valley Market President; Hispanic/Latino Strategy & Initiatives Executive

Chevron
Principal
Vacant

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Liaison
Hope M. Field
Senior Manager Office of Latin Affairs

○					CORPORATE BOARD OF ADVISORS												
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PAGE 70	The UnidosUS Annual Report	READY TO LEAD THE WAY						Corporate Board of Advisors	PAGE 71								



Darren Walker

President, Ford Foundation

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.

INSTITUTIONAL INVESTORS

- | | | |
|---------------------------------|-----------------------------------|---|
| Anonymous | Bright Funds Foundation | Comcast/NBCUniversal/Telemundo |
| AARP | Bristol-Myers Squibb | Common Sense Latino |
| Action Now Initiative | Brown University | Community Catalyst, Inc. |
| Airbnb | Caesars Entertainment Corporation | Consumer Financial Protection Bureau |
| Alcoholics Anonymous | Capital One | David Bohnett Foundation |
| American Cancer Society | CareerOneStop | DentaQuest |
| American Chemical Society | Carnegie Corporation of New York | Education Reform Now |
| American Kidney Fund | Center for Responsible Lending | El Concilio |
| American University | Centers for Disease Control | Enterprise Holdings, Inc. |
| Anheuser-Busch Companies | Centro Hispano Daniel Torres | Environmental Defense Fund (EDF) |
| Arizona State University | Chan Zuckerberg Initiative | Evans Food Group, LTD |
| AT&T | Charter Communications | FDA Office of Minority Health and Health Equity |
| Bank of America | Chevron Corporation | Federal Deposit Insurance Corporation |
| BBVA | Chicanos Por La Causa | |
| Bill & Melinda Gates Foundation | Citi Community Development | |
| Blue Shield of California | | |
| BP America | | |

○				INSTITUTIONAL INVESTORS		
						
Federal Emergency Management Agency (FEMA)	Johnson & Johnson	National Fair Housing Alliance	Prudential Annuities	Target Corporation	U.S. Department of Housing and Urban Development	
Federal Trade Commission	JPMorgan Chase & Co.	National Immigration Law Center	Prudential Financial	Teach For America, Inc.	U.S. Department of Labor	
Federated States of Micronesia	KIPP Foundation	National Institute of Allergy & Infectious Diseases	Raza Development Fund	The Annie E. Casey Foundation	U.S. Securities and Exchange Commission	
FedEx	LGBTQ Victory Institute	National Institute of Mental Health (NIMH)	Red Nose Day Fund at Comic Relief Inc.	The California Endowment	UC San Diego	
First 5 San Diego	Marguerite Casey Foundation	Nationwide Mutual Insurance Company	Robert Wood Johnson Foundation	The Coca-Cola Company	United States National Library of Medicine	
Ford Foundation	Marquette University	Neighborhood House Association	Rural Housing Inc.	The Financial Clinic	United Ways of California	
Ford Motor Company Fund	Marriott International, Inc.	NeighborWorks America	San Diego Gas & Electric	The Joyce Foundation	University of San Diego	
Fragomen, Del Rey, Bernsen & Loewy, LLP	MasterCard	Nickelodeon	San Diego Padres	The Leadership Conference Education Fund	Univision Communications Inc.	
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General Motors	Metropolitan Area Advisory Committee	No Kid Hungry	Silicon Valley Community Foundation	The Rockefeller Foundation	Vensure Employer Services	
George J. and Theresa L. Cotsirilos Merced Foundation	Mexican American Unity Council, Inc.	Ocwen Financial Corporation	Social Security Administration	The UPS Foundation	Verizon Communications	
Google	MGM Resorts International	OneDigital Health & Benefits	Sodexo, Inc.	The Walt Disney Company	Visionary Home Builders of California, Inc.	
Herbalife International of America	Mission Federal Credit Union/Girl Scouts San Diego Imperial County	Oportun	Solidarity Giving	The Walton Family Foundation	W.K. Kellogg Foundation	
Hilton Worldwide	Molson Coors Beverage Co., formerly MillerCoors, LLC	PepsiCo Foundation Inc.	Sony Pictures Entertainment	TIAA Charitable Giving Fund	Walmart	
Hispanic Services Council, Inc.	Montebello Housing Development Corporation	PepsiCo, Inc.	Southwestern College	TIAA Institute	Weingart Foundation	
Houston Endowment	Mr. Cooper	Pfizer Inc.	Squire Patton Boggs	Tides Foundation, made possible by funding from Google.org	Wells Fargo	
Human Rights Campaign	MUFG Union Bank	PhRMA	State Farm Insurance Companies	TisBest Philanthropy	Wells Fargo Foundation	
Hyundai Motor Company	National Education Association (NEA)	Planned Parenthood Federation of America	State Voices	T-Mobile	Western Dental Services, Inc.	
Immigrant Legal Resource Center			Talamantes Immigration Law Firm, APC	Toyota Motor Corporation	Zero to Three	
				Transportation Security Administration (TSA)		
PAGE 74	The UnidosUS Annual Report	READY TO LEAD THE WAY		Institutional Investors	PAGE 75	



Pictured from left: UnidosUS President’s Council Cabinet supporter Fred Fernandez, UnidosUS Senior Vice President of Development and Strategic Initiatives Delia de la Vara, Cabinet supporter Irma Rodriguez, and Partner supporter Isabel M. Valdés.

Individual donors sustain the core of UnidosUS, and their donations allow us to quickly and effectively address the most pressing issues the Hispanic community faces. We extend a heartfelt thank-you to all donors who make annual gifts to support our mission. They provide the vision and resources that allow UnidosUS to thrive, and their generosity has been critical to the success outlined in this report.

INDIVIDUAL SUPPORT

PRESIDENT’S COUNCIL

CABINET

The Huron Foundation
(David L. and Rhonda Cohen)
Murguía Family

Fred R. Fernandez and
Irma R. Rodriguez
Enrique Gonzalez, III and
Ana Gonzalez
Monica Lozano and David Ayón
Ramón and Sally Murguía Fund
Jose L. Prado

Mr. and Mrs. Lee Culpepper
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Georgette Dixon
Octavio N. Espinal* and
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John and Minerva Esquivel
Timothy Stumpf

INFLUENCERS

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Deyo Family Charitable Fund

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Zandra* and Wolfgang
Baermann
The Peter and Susan Colby Fund
Roy Cosme

* Denotes an UnidosUS staff donor

CHAMPIONS (Continued)

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Gaby Pacheco
Sonia M. Pérez* and Luis Duany
Michael and Alice Powell
Rosa Santis
Don & Judy Spiro Fund
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Anonymous
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Matt Raplinger
Cynthia Aragon
Ruby Azurdia Lee
Christine and Eric Cannon
Harry Dalessio
The Petunia Fund,
recommended by
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Elaheh Gattozzi

Fernando and Susana Godinez
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Joaquin Tamayo
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Miriam Colon
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Gene and Monica Ortega
Fernando Palacios
Julian Parra
Jorge A. Plasencia
Rocha-Goldberg Family
Jose R. and Carrie K. Rodriguez
Michael Toledo

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Alondra Alvarado

Aida Alvarez
Janis Bowdler
Ma.Cristina Caballero
Aida Cardenas
Chip Celley
Gus and Victoria Chavez
Laura Arce Cloutier
Elaine Coronado, In Honor of
Helen Coronado
Esther Corpuz
Ezekiel Cortez
Irene Cuyún*
Leticia de la Vara &
Pilar Amezaga
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Sandra Figueroa-Villa
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and Linda M. Gutierrez
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of Abel and Juanita Rodriguez
Celena Roldán
Michele Ruiz
Nilda Ruiz
Renata Soto and Pete Wooten
Beatrice Stotzer
Diane E. Thompson
Andre and Shondelyn Towner

Isabel M. Valdés and Family
The Honorable
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Young students learn how to play the guitar during a class at UnidosUS Affiliate Sociedad Latina in Boston, Massachusetts.

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ANNUAL 10 REPORT

*This report was crafted
with love in the time of COVID-19,
with hopes of leading the way.*

*Este informe fue elaborado
con amor en los tiempos del COVID-19
con la esperanza de dirigir el camino.*

2019