Building a stronger America by creating opportunities for Latinos.
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as a defining voice in moving the country forward. But we could not have anticipated what was ahead. In the face of a global pandemic and civil unrest that ravaged public health and the U.S. economy, we had to adapt and reprioritize, as we have many times before.

Our ability to shift priorities on a moment’s notice has allowed us to advance the Hispanic community for more than 50 years. And that experience also told us what data would eventually confirm: that Latinos are disproportionately impacted by COVID-19, with limited options to stay healthy and safe because of barriers like lack of affordable housing and less access to health care.

Meanwhile, Latinos are also often the essential workers that have kept the country running during this tumultuous time. We also stood proud while demanding racial justice, and we cast decisive votes in key states during the November elections. In 2020, during a time of great struggle, we didn’t just endure, we persevered by supporting each other, acting in ways that reflect our commitment to our country, and actively meeting these challenges head on.

This report shows how your support of UnidosUS contributed to that perseverance, from our voice as a national organization to how our community-based Affiliates met Hispanics’ needs on the local level. Each new challenge was an opportunity for Latinos to show the country what we stand for, and how we are prepared to move America ADELANTE.

We began 2020 with a plan to demonstrate the power and influence of Latinos
 каждого новый вызов был для латиноамериканцев возможностью
We have nearly 300 community-based organizations in our Affiliate Network. An Affiliate is an independent community-based organization that chooses to partner with UnidosUS. Our Affiliates serve a mostly Hispanic constituency with services ranging from housing counseling to health services, adult and child education, job training, immigration counseling, and more. They develop local solutions for their communities, partner with UnidosUS to pilot and disseminate culturally appropriate programs and receive technical assistance and funding, and provide us with invaluable knowledge and perspectives about the most pressing issues Latino families face.

We met each moment of 2020 responding to our community’s needs while advocating for policies and actions that would help Latinos during the pandemic.

We’re proud to have achieved these

**MOMENTS OF IMPACT**

40K new advocates welcomed into our Action Network, for a total of 130,000

127K voters registered, surpassing our pre-COVID registration goal

$1.5M in emergency funding granted to UnidosUS Affiliates in six months

100+ Affiliate leaders uplifted as local experts to media when clear and accurate information was critical

Nearly 4M voters mobilized through virtual events, phone calls, text messages, and postal mail

$2.4M+ dedicated to reduce food insecurity among Latinos

$5M raised for a public health response to COVID-19 and recovery aid for Latinos

1.9 million people informed with bilingual material about COVID-prevention, care, and resources

10K families equipped with high-speed internet for remote learning

40K new advocates

127K registered voters

100+ leaders

$1.5M

$2.4M+

$5M

1.9M

10K

We're proud to have achieved these

MOMENTS OF IMPACT

$1.5M

$5M

1.9M

10K

NEW ADVOCATES

REGISTRATION

AFFILIATE LEADERS

VOTERS MOBILIZED

RAISED FOR PANDEMIC

PEOPLE INFORMED

FAMILIES EQUIPPED

OUR IMPACT
ESPERANZA
THE CORONAVIRUS pandemic challenged our country in ways we haven’t seen in generations, and required organizations like UnidosUS to respond quickly and thoughtfully. We established the Esperanza/Hope Fund immediately after the pandemic caused cities across the country to shut down. The Fund was created to fuel our efforts, from providing emergency support to community-based organizations to amplifying vital information about the virus.

By the end of the year, we’d raised more than $5 million to kick off innovative and transformative efforts to get critical information and relief to Latino communities.

WITH THE ESPERANZA/HOPE FUND WE:

- Led national, culturally relevant public education and awareness about the virus for Latinos, with a dual-language website, infographics, and other materials that made it easy to share the knowledge.
- Leveraged our credibility and reach to highlight the disproportionate impact of coronavirus on Latino families in national events, social and traditional media, private and public forums, and with elected officials.
- Distributed $1.5 million to 61 nonprofit Affiliates for emergency funding in a four-month period.
- Collaborated with our sister organization the Raza Development Fund (RDF) to provide technical assistance to community-serving nonprofits struggling to maintain operations.
- Advocated to Congress for stimulus funding that ensured aid and access to health, financial, and food assistance for mixed-status families and immigrants.
- Produced original research to document the disproportionate impact of the pandemic on Hispanics and pressed federal and state agencies to collect and publish COVID-19 cases and deaths by race and ethnicity.
- Leveraged an additional $1 million to enhance current programs to tackle food insecurity and provide further grants to Affiliates.

A special thank you to PepsiCo for launching our rapid response to this crisis with a $1 million grant.
Brooklyn’s Cypress Hills neighborhood is home to many New York City hospitality and transportation workers, and as unemployment and food insecurity began to rise, our Affiliate Cypress Hills Local Development Corporation stepped in to meet the need. Executive Director Michelle Neugebauer remembers seeing food pantry lines sometimes three blocks long. “Just people desperate to eat, you know?” she says. “There’s no other way to put it.”

“Esperanza [Hope Fund] helped us create the Food Insecurity Committee,” Neugebauer says. The committee helps restock nearby food pantries and set up a newsletter and hotline about accessing food assistance. Cypress Hills helps families meet challenges as they arise, including how to understand New York’s eviction moratorium, and any updates they may need to know. Together, these initiatives have helped Latino families in Brooklyn be better prepared to deal with the effects of the pandemic, and similar initiatives are doing the same in neighborhoods across the country thanks to our Affiliates and our supporters.

Thank you to the funders and partners who helped us establish the fund.

We continue to raise funds to meet the pandemic’s challenges in 2021 and ensure Latinos have equitable access to the vaccine. Support our efforts at unidosus.org/esperanza-hope-fund or donorrelations@unidosus.org.
While working remotely we established the Esperanza/Hope Fund to help our Affiliates respond directly to the rising need in Hispanic communities.

Thank you to our donors and funders who are helping meet the needs of our community.

$250 or Greater
Anonymous
AARP
Audrey R. Alvarado, Ph.D. and Katie Loughary
Amazon
American Family Insurance Group
Angela Arboleda
Mallory Azziz
Bank of America
Andrea Bazán
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Lisa Bohm
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Capital Group
Capital One
Cargill
Casey Family Programs
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CM Cares Foundation
Joselin Cisneros
David L. and Rhonda Cohen
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College Futures Foundation
CSAA Insurance Group, a AAA Insurer
Karina Diehl
Maria Echaveste
Fred R. Fernandez and Irma R. Rodríguez
Ferrara Candy Company
Fidelity Charitable
Janet Firth*
Ford Motor Company Fund
Grantmakers for Girls of Color
Patricio Herbst and Vilma Mesa
Johnson & Johnson
Kemper Corporation
Monica Lozano and David Ayón
MasterCard
Andrew McCabe
Anita Michel
Molson Coors Beverage Co./Sol
Molson Coors Beverage Co./Miller Lite
Momentum Fund
Mauro Morales
MUFG Union Bank
Ramón and Sally Murguía
No Kid Hungry
Fernando Palacios
PepsiCo, Inc.
Sonia M. Pérez* and Luis Duany
Maria Pinzón
Susie Pomares
Roberto Reveles
Rios Family Fund
Sandra Phillips Rogers
Richard Rome
James Rudyk, Jr.
Isabel Sawhill
State Farm Insurance Companies
Szekely Family Foundation
Target Corporation
The Annie E. Casey Foundation
The IRONMAN® Foundation
The Kresge Foundation
The Pfizer Foundation
The Rockefeller Foundation
Tostitos
Toyota Motor Corporation
Isabel M. Valdés and Family
W.K. Kellogg Foundation
Walmart Foundation
Weingart Foundation
William T. Grant Foundation
Lauren Wong

*UnidosUS staff donor
This year served as another cruel reminder of how deeply entrenched racism is in our nation’s institutions and systems, from the highest levels of government to local law enforcement. As protests raged over the summer, we stood—and continue to stand—in solidarity to demand justice for Black Americans and all others unjustly targeted by police, and to further expose the effects of structural racism on Latinos.

Immediately condemning violence provoked by racism and hate, and expressing Latino support for Black Lives Matter.

Taking leading roles in amplifying support for the George Floyd Justice in Policing Act and justice for Andrés Guardado and others unjustly killed by police.

Sharing Latino solidarity with the National Action Network at the Commitment March in August with remarks by UnidosUS President and CEO Janet Murguía.

Leading conversations with civil rights leaders, corporate, and philanthropic leaders about fighting against communities of color being unfairly targeted.

Working with media, fellow Latinos, and partners to reject anti-Black rhetoric and reckon with anti-Blackness in the Latino community.

Convening Latino leaders for conversations about how to support Black Lives Matter, and push for an agenda that values Black lives and recognizes the humanity in all marginalized communities.

Demonstrating Latino solidarity with developing a dedicated Racial Equity portfolio as a part of a strategy to define an accurate Latino narrative to elevate the Latino perspective on these issues.
The civil unrest over the summer made it clear that every American has a part to play in fighting for racial justice, as well as helping the nation and communities heal from the impacts of institutionalized racism. Our Affiliate leaders (see page 20) have been leading the charge of this important and difficult work, and two Chicago Affiliates have come together to confront the racism that exists in our neighborhoods.

“There’s a pervasive myth in the homes we serve. ‘Work hard and you can make it. I got mine; just pull yourself up by your bootstraps,’” Northwest Side Housing Center Executive Director and Affiliate Council Chair James Rudyk says. The team has been trained to counteract that myth while working with clients thanks to a special initiative with the W.K. Kellogg Foundation.

Gads Hill Center in Chicago is also part of this racial healing and transformation initiative, and staff are becoming facilitators in healing circles with parents, then eventually with children. “There’s a lot of hurt and emotions that are part of reflecting on how much racism has affected our lives,” says CEO Maricela García.

This more defined commitment to racial justice has impacted both Affiliates’ outlook on the services they provide. “We decided that it wasn’t enough to just go into how we have been impacted by racism, but that we needed to have analytical capacity to go deeper and understand the capacity of white supremacy. We’re growing together to become a more deeply thinking, analytical organization,” García says.

“There’s no playbook for this. There’s no ‘This Is How You Handle Racism,’” Rudyk says. “But we have a community that is resilient, that is empathetic, that is willing to take risks and chart the unknown.”
When we announced the UnidosUS ¡Adelante! 2020 Campaign, we knew the elections would be vital for our community and our country. Our goal with ¡Adelante! was to build Latino political power and make Hispanics the most active and informed group of voters in the country. And though the pressure rose as we came closer and closer to Election Day, we surpassed our own vision of what Latino voters could achieve.

In our quest to empower Latino voters, we:

- Registered 127,000 new voters, surpassing our pre-COVID goal.
- Reached nearly one million people in 19 voter education virtual events, 1.1 million through phone calls, 1.2 million through text message, and 507,000 through mail.
- Met with several presidential candidates—including now President Biden and Vice President Harris—about Latino priorities as they shaped their platforms.
- Shaped public discourse about the top issues for Latino voters—COVID-19 response, health care, jobs, and uniting the country—with an UnidosUS issues platform, publications, and communications strategy.
- Created resources and materials promoting election integrity and the importance of taking the time to count every vote.
- Positioned 100 Affiliate leaders as expert voices on the Latino community to local media.
For years, UnidosUS and its Affiliates have worked hard to build Latino leadership and educate our community on the issues impacting their families and community. This kind of long-term investment is key to our vision of an America where Latino contributions are recognized, and Arizona is evidence of that. Arizona became a swing state in the 2020 elections, thanks in no small part to UnidosUS’s commitment to building Latino leaders in the state, and the hard work of our Affiliates (see page 20) like Promise Arizona and Chicanos Por La Causa.

Petra Falcón, Executive Director at Promise Arizona, notes that the 2020 elections were different from any other.

“There was a lot more ownership about being responsible,” she says of the electorate’s sense of civic duty. “People just got it. They got that they had to go vote. It wasn’t about blue or red. People were voting for hope.”

Joseph Garcia, director of public policy at Chicanos Por La Causa, became head of the organization’s more politically active sister organization launched in 2020. “We thought, ‘What can we do to reach the Latino vote during the time of COVID?’”

In 2010, Arizona’s Senate Bill 1070 was an insulting racial profiling initiative that targeted Latinos in the state. UnidosUS and our Affiliates played a large role in boycotting the state in protest. That action laid the groundwork for what we saw 10 years later: an engaged Latino electorate, many of whom were too young to vote in 2010, but were mobilized early.

Garcia remembers. Although new voters could register online, Latinos disproportionally don’t have access to the technology needed to do so. Knowing they needed to act fast and smart, CPLC produced bilingual videos encouraging Latinos to help register family and friends who don’t have internet access. The videos were a huge hit, and also helped open a lot of conversations about the importance of voting.

Arizona’s Latinos have put the entire state on a new path. Instead of demonizing its residents, the state is investing in them to ensure Arizona’s future economic strength. For Falcón, voting makes the promise of equality clear: “We work with the community that’s underserved, that’s overlooked because of their ZIP code or because they speak a different language. But everyone is equal on Election Day.”
SAVE THE DATE

MARCH 22-23
UnidosUS Changemakers Summit

MARCH 23
UnidosUS Capital Awards

JULY 26-27
UnidosUS Virtual Conference

JULY 28-29
UnidosUS Virtual Marketplace

FALL
UnidosUS Affiliate Regional Convenings

Visit unidosus.org/events to learn more about our events throughout the year.
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Northwest Side Housing Center
Chicago, IL

MICHAEL TOLEDO
Executive Director
The Centro Hispano Daniel Torres
Reading, PA
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.

CALIFORNIA

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Montebello Housing Development Corporation
Montebello, CA

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President and CEO
Chicano Federation of San Diego County
San Diego, CA

MIDWEST

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Gads Hill Center
Chicago, IL

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Executive Director
Northwest Side Housing Center
Chicago, IL

NORTHEAST

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Dominican-American Society of Queens
Corona, NY

SOUTHEAST

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Executive Director
Hispanic Services Council
Tampa, FL

ABEL NÚÑEZ
Executive Director
Central American Resource Center
Washington, DC

TEXAS

FERNANDO GODINEZ
President and CEO
Mexican American Unity Council
San Antonio, TX

LAURA PONCE
Executive Director
El Paso Community Action Program
Project Bravo, Inc.
El Paso, TX

CALIFORNIA REGION

MIDWEST REGION

SOUTHEAST REGION

FAR WEST REGION

NORTHEAST REGION

TEXAS REGION

California Region

Arleta
El Proyecto del Barrio

Brawley, CA
Clinicas de Salud del Pueblo, Inc.

Burbank
Partnerships to Uplift Communities

Chula Vista
MAAC

El Centro
Clinicas de Salud del Pueblo

Granada Hills
Youth Policy Institute Charter Schools

Hayward
La Familia Counseling Service

Keene
Cesar Chavez Foundation

Los Angeles
Academia Avance

Montebello
Mexican American

Montebello Housing

Development Corporation

Oakland
Amethot Public Schools
La Clinica de La Raza
Spanish Speaking
Citizens’ Foundation
The Unity Council

Oxnard
Ventura County Community
Development Corporation

Perris
TODEC Legal Center

San Bernardino
Neighborhood Housing Services of
the Inland Empire

San Diego
Chicano Federation of
San Diego County

Santa Ana
El Sol Science and Arts Academy of
Santa Ana

Stockton
El Concielo, Council for
the Spanish Speaking

Ventura
Cabrillo Economic
Development Corporation

Visalia
Self-Help Enterprises

Walnut
California Association for
Bilingual Education

Far West Region

Arizona

Nogales
Mexicayotl Academy

Phoenix
Arizona Hispanic Chamber
of Commerce

San Francisco
Jamestown Community Center
Mission Asset Fund
Mission Economic
Development Agency

San Jose
Center for Employment Training
ConXion to Community

San Rafael
Canal Alliance

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

# Far West Region

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NORTHEAST REGION

PERTH AMBOY
Puerto Rican Association for Human Development

NEW YORK
Acacia Network
Urban Health Plan

BRONX
Acacia Network
Urban Health Plan

BROOKLYN
Cypress Hills Local Development Corporation
Make the Road New York

CORONA
Dominicano-American Society of Queens

GLEN COVE
La Fuerza Unida

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

QUEENS
Neighborhood Housing Services of Queens CDC

ROCHESTER
Ibero-American Action League
Pathstone Corporation

ROCKVILLE CENTRE
Hispanic Brotherhood

Pennsylvania

ALLENTOWN
Hispanic American Organization

KENNETT SQUARE
LCH Health and Community Services

LANCASTER
Spanish American Civic Association

Philadelphia
Asociación Puertorriqueños en Marcha
Concierto
Congreso de Latinos Unidos

SOUTHEAST REGION

Esperanza
Esperanza Academy Charter School

PITTSBURGH
Latino Community Center

READING
Centro Hispano Daniel Torres
I-LEAD Charter School

Southeast Region

Alabama
Hispanic Interest Coalition of Alabama

BIRMINGHAM
Hispanic Community Services

FLORIDA
DeBary
Hispanic Health Initiatives

Florida City
Centro Campesino Farmworker Center
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Network Presented by Region (278 total)

- 42 states, including Puerto Rico and the District of Columbia
- reaching 8 million clients a year
Latinos in America are 57 million strong, represent one in three new entrants to the workforce, and wield $1.5 trillion in buying power. That’s why our corporate partners understand the importance of investing in the Latino community and ensuring the well-being of this important market sector. For the 19 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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57 MILLION STRONG

30  UnidosUS 2020 Annual Report: Resistance and Resilence  Corporate Board of Advisors
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.
INDIVIDUAL SUPPORT

PICTURED

UnidosUS Corporate Experience Cafecito attendees.
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.

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Student from Gads Hill Center in Chicago, IL accepting a laptop for distance learning.
UnidosUS’s fiscal responsibility, accountability, and transparency

have been commended by Charity Navigator, America’s premier independent charity evaluator.

Charity Navigator
Four Star Charity

UnidosUS received Charity Navigator’s highest rating for four consecutive years, indicating that UnidosUS “exceeds industry standards and outperforms most charities in the cause.” For more information about making a gift, contact us at amigos@unidosus.org.

We would like to thank the following organizations for being philanthropic leaders and supporting the causes their employees love by matching or even tripling their donation. Thank you!

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When we celebrated our 50th anniversary in 2018, we launched a campaign to raise $50 million by 2021 to be prepared to lead into the next half century. We surpassed our goal ahead of time, allowing us to respond to the immediate challenges of 2020.

Thank you to our funders and donors who are helping to achieve our vision of equal opportunity.

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AND WE ARE BRINGING HOPE FOR ALL