

## ABOUT US

UnidosUS, formerly the National Council of La Raza (NCLR), is the nation's largest Latino civil rights and advocacy organization. Through our unique combination of research, advocacy, programs, and a national network of nearly 300 community-based Affiliate organizations across the country, we simultaneously challenge the social, economic, and political barriers that affect Latinos in the United States.

Since our founding in 1968, we have contributed to a stronger America by elevating the voice of Latinos, and defending and advancing our community's concerns. Today, we remain steadfast in our mission to realize a day where all Latinos thrive and their contributions are fully recognized.

### Our Purpose

We exist to create a world where there are no barriers for Latinos to reach their fullest potential.

### Our Promise

We empower Latinos to define and achieve their own American Dream.

### Our Mission

We build a stronger America by creating opportunities for Latinos.

### Our Vision

We want to see a strong America where economic, political, and social advancement is a reality for all Latinos, where all Hispanics thrive and our community's contributions are recognized.

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## CHAMPIONING OUR COMMUNITY



### Affiliate Engagement

We integrate the expertise, actions, and voices of our community-based partners to improve opportunities for Latinos.

- Best Practices in Nonprofit Management
- Leadership Development
- Issue-Specific Networking



### Civil Rights & Immigration

We fight for fair and nondiscriminatory policies that work for everyone.

- Immigration Reform
- Voter Registration
- Civic Engagement



### Education

We promote equal access to quality education for Latinos and English Learners.

- Education Advocacy
- Youth Leadership
- STEM Education



### Health

We aim to improve Latinos' well-being and access to equitable health care.

- Healthy Communities
- Social Determinants of Health
- Cultivating Leaders in Health



### Housing & Financial Empowerment

We strengthen families' financial security and help communities solve their housing issues.

- Homeownership
- Consumer Protection
- Social Security and Retirement



### Workforce Development

We develop the Latino workforce to be competitive in a global market.

- Job Training
- Career Advancement
- Adult Education

# OUR IMPACT

In our 50 years of service, we have championed the Latino community to achieve positive changes that strengthen America, including:



Have the largest Latino-focused, Latino-led charter network composed of 115 community and charter schools.



Invested \$2 billion to develop communities via our Raza Development Fund, the largest Hispanic CDFI in the country.



Fought to extend federal minimum wage and overtime protection to nearly 2 million home care workers.



Assisted over 30,000 people buy their own home. And saved 90,000 families from foreclosure.



Helped 1.4 million eligible immigrants become citizens.



Campaigned to add folic acid to corn masa flour, which will save thousands of infants from birth defects for generations to come.



Registered over 600,000 new Latino voters since 2008.

# OUR UNIQUE ADVANTAGE

UnidosUS works 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 national network of nearly 300 Affiliate community organizations.

Our differentiator lies in our ability to effectively:

- Convene issue experts
- Define and disseminate best practices
- Strengthen organizational, leadership, and advocacy capacity
- Develop policy and research

This is how we advance our mission.

