BUILDING A STRONGER AMERICA
BY CREATING OPPORTUNITIES
FOR LATINOS.

OUR MISSION
VANGUARDS AT 50 OUR LEGACY AND OUR FUTURE

UnidosUS Board Chair Maria S. Salinas (Left) and President and CEO Janet Murguía (Right)
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
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.
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
- 9M children will receive social services with newly secured federal funding through 2027
- 80K+ new voters registered
- 32K+ hours spent canvassing for new voters
- 10M low-income Latinos protected from having food assistance taken away
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
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.
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.
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.
Through constant community engagement, LUPE cultivates lifelong advocates.

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

light

is hope
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.
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, he 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.
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.
“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.
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.”

“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.
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.
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.
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).

1973
Instituted gender parity on Board of Directors, the first Hispanic civil rights organization to do so.

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.

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.

1994
Introduces Institute for Hispanic Health to address critical health conditions in the Latino community. Committed to develop and promote young Latinos through Youth Leaders Program (now Lideres Initiative).

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 portrayals.

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.

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.

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.

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


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

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

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.

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

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.

ImmiGo
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.

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.

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.

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.

Register 750,000 eligible voters since 2008.

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

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

### ASSETS

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<tr>
<th>Category</th>
<th>2018</th>
<th>2017</th>
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<td><strong>Current assets:</strong></td>
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### LIABILITIES AND NET ASSETS

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<td><strong>Total current liabilities</strong></td>
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<td>11,456,492</td>
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<tr>
<td><strong>Noncurrent liabilities:</strong></td>
<td></td>
<td></td>
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<tr>
<td>Long-term notes payable, net</td>
<td>128,615,174</td>
<td>104,449,871</td>
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<tr>
<td>Other long-term liability</td>
<td>945,360</td>
<td>876,668</td>
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<tr>
<td><strong>Total noncurrent liabilities</strong></td>
<td>129,560,534</td>
<td>105,326,539</td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td>146,415,233</td>
<td>116,783,031</td>
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### COMMITMENTS AND CONTINGENCIES

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<thead>
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<th></th>
<th>2018</th>
<th>2017</th>
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<tbody>
<tr>
<td><strong>Net assets:</strong></td>
<td></td>
<td></td>
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<tr>
<td>Unrestricted</td>
<td>61,197,005</td>
<td>58,569,801</td>
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<tr>
<td>Temporarily restricted</td>
<td>77,055,337</td>
<td>68,554,686</td>
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<tr>
<td>Permanently restricted</td>
<td>4,009,095</td>
<td>4,009,095</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td>142,261,437</td>
<td>131,133,582</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$288,676,670</strong></td>
<td><strong>$247,916,613</strong></td>
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</tbody>
</table>

Consolidated financial statements include UnidosUS, RDF, and SIFLR.
## FINANCIAL SUMMARY

### CONSOLIDATED STATEMENT OF ACTIVITIES

**YEAR ENDED SEPTEMBER 30, 2018**

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

<table>
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<tr>
<th>Program services:</th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>PERMANENTLY RESTRICTED</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy and Advocacy</td>
<td>5,642,667</td>
<td>-</td>
<td>-</td>
<td>5,642,667</td>
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<tr>
<td>Housing and Financial Empowerment</td>
<td>6,668,791</td>
<td>-</td>
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<td>6,668,791</td>
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<tr>
<td>Education</td>
<td>2,584,298</td>
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<td>2,584,298</td>
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<tr>
<td>Integrated Marketing and Events</td>
<td>4,186,418</td>
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<td>-</td>
<td>4,186,418</td>
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<tr>
<td>Health</td>
<td>2,752,154</td>
<td>-</td>
<td>-</td>
<td>2,752,154</td>
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<tr>
<td>Research and Strategic Initiatives</td>
<td>4,102,409</td>
<td>-</td>
<td>-</td>
<td>4,102,409</td>
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<tr>
<td>Legislative Advocacy</td>
<td>478,925</td>
<td>-</td>
<td>-</td>
<td>478,925</td>
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<tr>
<td>Mission</td>
<td>6,255,101</td>
<td>-</td>
<td>-</td>
<td>6,255,101</td>
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<tr>
<td>Raza Development Fund - program operations</td>
<td>10,277,400</td>
<td>-</td>
<td>-</td>
<td>10,277,400</td>
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<tr>
<td>Raza Development Fund - loan loss reserve</td>
<td>(302,396)</td>
<td>-</td>
<td>-</td>
<td>(302,396)</td>
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<tr>
<td><strong>Total program services</strong></td>
<td><strong>42,645,767</strong></td>
<td>-</td>
<td>-</td>
<td><strong>42,645,767</strong></td>
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</table>

<table>
<thead>
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<th>Supporting services:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Management and general</td>
<td>1,733,753</td>
<td>-</td>
<td>-</td>
<td>1,733,753</td>
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<tr>
<td>Fundraising:</td>
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<tr>
<td>General fundraising</td>
<td>1,550,853</td>
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<td>-</td>
<td>1,550,853</td>
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<tr>
<td>Membership marketing</td>
<td>94,539</td>
<td>-</td>
<td>-</td>
<td>94,539</td>
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<tr>
<td>Raza Development Fund - administration</td>
<td>1,838,110</td>
<td>-</td>
<td>-</td>
<td>1,838,110</td>
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<tr>
<td>Strategic Investment Fund Governance</td>
<td>316,499</td>
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<td>-</td>
<td>316,499</td>
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<tr>
<td><strong>Total supporting services</strong></td>
<td><strong>5,533,754</strong></td>
<td>-</td>
<td>-</td>
<td><strong>5,533,754</strong></td>
</tr>
</tbody>
</table>

| 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**|
EXECUTIVE COMMITTEE

Chair
Maria S. Salinas
President and CEO
Los Angeles Area Chamber of Commerce
Los Angeles, CA

Vice Chair
Luis Avila
Founding President
Iconico Campaigns
Phoenix, AZ

Immediate Past Chair
Renata Soto
Executive Director
Conexión Américas
Nashville, TN

President and CEO
Janet Murguía
UnidosUS
Washington, DC

Secretary
Sergio M. Gonzalez
Senior Vice President, Advancement
Brown University
Providence, RI

Treasurer
John Esquivel
Retired Chief Ethics and Compliance Officer;
Associate General Counsel
Shell Oil Company
Houston, TX

Michael G. Johnson
CEO
Johnson Talent Development
Coral Springs, FL

Dr. Edwin Meléndez
Director, Center for Puerto Rican Studies;
Professor of Urban Affairs and Planning
Hunter College, CUNY
New York, NY

Maria Gabriela “Gaby” Pacheco
Program Director
TheDream.US
Miami, FL

Pilar Rocha-Goldberg
President and CEO
El Centro Hispano
Durham, NC
GENERAL MEMBERSHIP

David Adame
President and CEO
Chicanos Por La Causa, Inc.
Phoenix, AZ

Mayra Aguirre
Vice President and Secretary
Hall Family Foundation
Kansas City, MO

Maria G. Arias
Chief Executive Officer
Arias Venture, LLC
Denver, CO

Ruby Azurdia-Lee
President
CLUES Comunidades Latinas
Unidas En Servicio
St. Paul, MN

Mary Alice Cisneros
President
American Sunrise
San Antonio, TX

Roy Cosme
President
Arcos Communications
New York, NY

Fernando S. Godínez
President and CEO
Mexican American Unity Council
San Antonio, TX

Enrique Gonzalez, III
Managing Partner
Fragomen, Del Rey, Bernsen & Loewy
Miami, FL

Maria Cristina Gonzalez Noguera
Senior Vice President, Global Public Affairs
Estée Lauder Companies
New York, NY

Luis Granados
Executive Director
Mission Economic Development Agency
San Francisco, CA

Arnulfo Manriquez
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

Paul Saldaña
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
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.

**CALIFORNIA REGION**

Robert Monzon  
President  
Montebello Housing Development Corporation  
Montebello, CA

Teresa Palacios  
Executive Director  
Eastmont Community Center  
Los Angeles, CA

**FAR WEST REGION**

Petra Falcon  
Secretary  
Promise Arizona  
Phoenix, AZ

Kurt Sheppard  
President and CEO  
Valle del Sol  
Phoenix, AZ
MIDWEST REGION

At-Large Member
Maricela Garcia
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

Maria Pinzon
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
<table>
<thead>
<tr>
<th>Location</th>
<th>Organizations</th>
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<tbody>
<tr>
<td><strong>CALIFORNIA REGION</strong></td>
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<tr>
<td>Arleta</td>
<td>El Proyecto del Barrio</td>
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<td>Brawley</td>
<td>Clínicas de Salud del Pueblo</td>
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<td>Burbank</td>
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<td>South Bay Community Services</td>
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<td>Youth Policy Institute</td>
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<td><strong>Hayward</strong></td>
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<td>La Familia Counseling Service</td>
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<td>Tiburcio Vasquez Health Center</td>
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<td><strong>Keene</strong></td>
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<td>Cesar Chavez Foundation</td>
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<td><strong>Los Angeles</strong></td>
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<td>Academia Avance</td>
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<td>AltaMed Health Services Corporation</td>
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<td></td>
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<td>Charter Academy</td>
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<td>Clinica Msr. Oscar A. Romero</td>
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<td></td>
<td>East LA Community Corporation</td>
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<td>Eastmont Community Center</td>
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<td></td>
<td>El Centro del Pueblo</td>
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<td><strong>Modesto</strong></td>
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<td>Mujeres Latinas de Stanislaus</td>
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<tr>
<td><strong>Montebello</strong></td>
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<td>Mexican American Opportunity Foundation</td>
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<td><strong>Oakland</strong></td>
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<td>La Clínica de La Raza</td>
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<td>Spanish Speaking Citizens' Foundation</td>
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<td></td>
<td>The Unity Council</td>
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<td><strong>Oxnard</strong></td>
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<td></td>
<td>Ventura County Community Development Corporation</td>
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</table>
PACOIMA
Youth Policy Institute
Charter Schools

PERRIS
TODEC Legal Center, Perri

RANCHO CUCAMONGA
Home Strong USA

SAN BERNARDINO
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

FAR WEST REGION

ARIZONA
NOGALES
Mexicayotl Academy

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
SEATTLE
El Centro de la Raza
SEA MAR Community Health Centers

SUNNYSIDE
Inspire Development Centers

YAKIMA
Rural Community Development Resources
MIDWEST REGION

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

DETROIT
Detroit Hispanic Development Corporation
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

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
COLUMBUS
Ohio Hispanic Coalition

LORAIN
El Centro de Servicios Sociales

TOLEDO
Adelante, The Latino Resource Center

OKLAHOMA
OKLAHOMA CITY
Latino Community Development Agency
Oro Development Corporation
Santa Fe South Schools

WISCONSIN
MADISON
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

NEW YORK
BRONX
Acacia Network
Urban Health Plan

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

PERTH AMBOY
Puerto Rican Association for Human Development

MASSACHUSETTS
EAST BOSTON
East Boston Ecumenical Community Council

JAMAICA PLAIN
Hyde Square Task Force

LAWRENCE
Lawrence CommunityWorks

ROXBURY
Sociedad Latina

WISCONSIN
MADISON
Centro Hispano of Dane County
Vera Court Neighborhood Center

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
Neighborhood Housing 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

PHILADELPHIA
Asociación Puertorriqueños en Marcha
Congreso de Latinos Unidos
El Concilio
Esperanza
Esperanza Academy Charter High School

READING
Centro Hispano Daniel Torres
ILEAD Charter School

SOUTHEAST REGION

ALABAMA
HOMEWOOD
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 Center
CentroNia
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
Spanish Education Development Center

FLORIDA
CASSELBERRY
Hispanic Health Initiatives
FLORIDA CITY
Centro Campesino
Farmworker Center
Coalition of Florida
Farmworker Organizations
Rural Neighborhoods

HOLLYWOOD
Hispanic Unity of Florida

HOMESTEAD
Global Empowerment
Development Corporation
Mexican-American Council

IMMOKALEE
Redlands Christian Migrant
Association

MIAMI
Amigos For Kids
ConnectFamilias

ORLANDO
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
BALTIMORE
Education Based
Latino Outreach

GAITHERSBURG
Identity, Inc.

SILVER SPRING
CASA de Maryland

MISSISSIPPI
JACKSON
Mississippi Immigrants
Rights Alliance

NORTH CAROLINA
CHARLOTTE
Latin American Coalition

DURHAM
El Centro Hispano
Latino Community
Credit Union

RALEIGH
East Coast Migrant
Head Start Project
El Pueblo

PUERTO RICO
ARECIBO
Corporación de Desarrollo
Económico, Vivienda y Salud

SAN JUAN
One Stop Career Center
of Puerto Rico
VIRGINIA
ARLINGTON
Edu-Futuro
Shirlington Employment and Education Center

TENNESSEE
CHATTANOOGA
La Paz Chattanooga

KNOXVILLE
Centro Hispano de East Tennessee

MEMPHIS
Latino Memphis

NASHVILLE
Conexión Americas
Tennessee Immigrant & Refugee Rights Coalition

TEXAS REGION
AUSTIN
American YouthWorks
Con Mi MADRE
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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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UnidosUS staff at the March for Our Lives in Washington, DC.
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.
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President’s Council 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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