UNIDOS US
VANGUARDS AT 50
OUR LEGACY & OUR FUTURE

2018 ANNUAL REPORT
OUR MISSION
BUILDING A STRONGER AMERICA
BY CREATING OPPORTUNITIES
FOR LATINOS.
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VANGUARDS AT 50 OUR LEGACY AND OUR FUTURE

UnidosUS Board Chair Maria S. Salinas (Left) and President and CEO Janet Murguía (Right)
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
- **80K+** new voters registered
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.

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.
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.
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.”
“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.
VANGUARDS OF THE NEXT GENERATION

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

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

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

As part of her Avanzando Fellowship, Carla has developed a program to connect asylum-seekers with legal and health resources.
The program focuses on creating a network of students who will manage cases of people released from detention and connect them with the resources they may need, from transportation to legal services, education, and more. Her project also involves advocacy to end family detention, and also works with organizations to coordinate services for people released from detention.

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

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

1970
Established the Affiliate Network, which today totals nearly 300 Affiliates serving 10 million people annually.

1974
Raul Yzaguirre becomes National Director (then President and CEO) guiding NCLR for three decades.

1979
Commitment to represent ALL Latino groups in U.S. is affirmed by Board.

1980
Established Policy Analysis Center to provide research on the status of Latinos.

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

1993
Played key role in expanding Earned Income Tax Credit through Congress, helping working families, lifting 10 million children out of poverty.

1996
Successfully fights to restore benefits to legal immigrants eliminated in welfare reform.

1997
The NCLR Homeownership Network (NHN) is established. To date, NHN helped more than 500,000 households with housing counseling needs, more than 30,000 buy a home and saved over 90,000 families from foreclosure.

1999
Opens Office of Education, and now leads a network of 115 community and charter schools serving over 35,000 students annually.

2001
The Escalera Program: Taking Steps to Success debuts, providing college readiness and career mentorship for at-risk youth. Nearly 90% of students go on to college. Helps draft the No Child Left Behind Act protecting the needs of English-learners for the first time.

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.

1998
Opens Raza Development Fund (RDF) open, becoming the largest Latino CDFI in the U.S. RDF has leveraged over $2.5B in capital for education, child care, housing and health care projects.

2002
Helps ensure all legal immigrant children have access to food stamp benefits through its efforts to pass the Farm Security and Rural Investment Act.
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.
NCLR is renamed UnidosUS, a call to action for all Latinos that also signals a message for allies to unite in the best interest of all Americans.

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

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

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.

2017

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

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

2016

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

After ten-year effort, the Food and Drug Administration approves fortification of corn masa flour with folic acid protecting 450,00 Hispanic women and their babies from birth defects each year.

2018

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

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

2014

Launches a Special Initiative for immigrant integration to strengthen infrastructure for rising demand for critical services.

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.

2012

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

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.

2010

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

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

2009

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

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

2008

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

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

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2011

Unveils Latino Leadership Institute established to build advocacy and leadership capacity of its affiliate network.
Every year, our National Latino Family Expo offers free services, giveaways, and entertainment the whole family can enjoy.
At our Annual Conference, President and CEO Janet Murguía with some of the country’s foremost civil rights leaders: Chad Griffin, Sherrilyn Ifill, María Teresa Kumar, Vanita Gupta, and Neera Tanden.
## CONSOLIDATED STATEMENTS OF FINANCIAL POSITION
YEARS ENDED SEPTEMBER 30, 2018 AND 2017

### ASSETS

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<td>102,145,881</td>
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<tr>
<td>Other real estate owned</td>
<td>2,500,000</td>
<td>2,500,000</td>
</tr>
<tr>
<td>Property and equipment, net</td>
<td>1,147,369</td>
<td>1,228,519</td>
</tr>
<tr>
<td>Due from Hogar Hispano, Inc.</td>
<td>10,032,028</td>
<td>9,735,901</td>
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<tr>
<td>Other</td>
<td>868,947</td>
<td>550,745</td>
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<tr>
<td><strong>Total noncurrent assets</strong></td>
<td><strong>193,043,038</strong></td>
<td><strong>162,765,333</strong></td>
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<table>
<thead>
<tr>
<th><strong>TOTAL ASSETS</strong></th>
<th><strong>$288,676,670</strong></th>
<th><strong>$247,916,613</strong></th>
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</table>
Consolidated financial statements include UnidosUS, RDF, and SIFLR.

### LIABILITIES AND NET ASSETS

<table>
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<th>2018</th>
<th>2017</th>
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</thead>
<tbody>
<tr>
<td><strong>Current liabilities:</strong></td>
<td></td>
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<tr>
<td>Accounts payable</td>
<td>$2,420,680</td>
<td>$1,963,919</td>
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<tr>
<td>Accrued expenses</td>
<td>3,080,674</td>
<td>3,224,657</td>
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<tr>
<td>Deferred revenue</td>
<td>950,198</td>
<td>138,320</td>
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<tr>
<td>Current portion of notes payable</td>
<td>10,403,147</td>
<td>6,129,596</td>
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<td><strong>Total current liabilities</strong></td>
<td><strong>16,854,699</strong></td>
<td><strong>11,456,492</strong></td>
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<td><strong>Noncurrent liabilities:</strong></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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<td><strong>Total noncurrent liabilities</strong></td>
<td><strong>129,560,534</strong></td>
<td><strong>105,326,539</strong></td>
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<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>146,415,233</strong></td>
<td><strong>116,783,031</strong></td>
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### COMMITMENTS AND CONTINGENCIES

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<th>2018</th>
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<td><strong>Net assets:</strong></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>
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<td>4,009,095</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td><strong>142,261,437</strong></td>
<td><strong>131,133,582</strong></td>
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<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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## Financial Summary

### Consolidated Statement of Activities
**Year Ended September 30, 2018**

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<tr>
<th>Support and Revenue</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
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<tr>
<td><strong>Grants:</strong></td>
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<tr>
<td>Federal</td>
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<td>$4,124,919</td>
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<tr>
<td>Nonfederal</td>
<td>76,000</td>
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<td>25,638,172</td>
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<td>Total grants</td>
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<td>25,562,172</td>
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<td>29,763,091</td>
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<td><strong>Contributions and other revenue:</strong></td>
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<td>Corporations and foundations</td>
<td>4,787,056</td>
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<td>-</td>
<td>4,787,056</td>
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<td>50th Anniversary Campaign</td>
<td>117,127</td>
<td>2,656,976</td>
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<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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<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>
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<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>
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<td>2,022,024</td>
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<tr>
<td>Interest and fee income on loans</td>
<td>13,464,568</td>
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<td>-</td>
<td>13,464,568</td>
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<tr>
<td>Other revenue</td>
<td>803,269</td>
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<tr>
<td>Net assets released from restrictions</td>
<td>20,030,176</td>
<td>(20,030,176)</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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### EXPENSES

<table>
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<tr>
<th>Program services:</th>
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<th>TEMPORARILY RESTRICTED</th>
<th>PERMANENTLY RESTRICTED</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td>Policy and Advocacy</td>
<td>5,642,667</td>
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<tr>
<td>Housing and Financial Empowerment</td>
<td>6,668,791</td>
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<td>-</td>
<td>6,668,791</td>
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<td>Education</td>
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<tr>
<td>Integrated Marketing and Events</td>
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<td>-</td>
<td>4,186,418</td>
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<td>Health</td>
<td>2,752,154</td>
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<td>-</td>
<td>2,752,154</td>
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<tr>
<td>Research and Strategic Initiatives</td>
<td>4,102,409</td>
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<td>4,102,409</td>
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<tr>
<td>Legislative Advocacy</td>
<td>478,925</td>
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<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>Total program services</td>
<td>42,645,767</td>
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<td>42,645,767</td>
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<table>
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<tr>
<th>Supporting services:</th>
<th>UNRESTRICTED</th>
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<th>PERMANENTLY RESTRICTED</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Management and general</td>
<td>1,733,753</td>
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<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>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>
</tr>
<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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<tr>
<td>Total supporting services</td>
<td>5,533,754</td>
<td>-</td>
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<td>5,533,754</td>
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</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 |
BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

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President and CEO
Los Angeles Area Chamber of Commerce
Los Angeles, CA

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Luis Avila
Founding President
Iconico Campaigns
Phoenix, AZ

Immediate Past Chair
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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

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

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CEO
Johnson Talent Development
Coral Springs, FL

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

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Program Director
TheDream.US
Miami, FL

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President and CEO
El Centro Hispano
Durham, NC
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President and CEO  
*Chicanos Por La Causa, Inc.*  
Phoenix, AZ

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

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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

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President and CEO  
*Mexican American Unity Council*  
San Antonio, TX

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Managing Partner  
*Fragomen, Del Rey, Bernsen & Loewy*  
Miami, FL

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Senior Vice President, Global Public Affairs  
*Estée Lauder Companies*  
New York, NY

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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*  
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**

**Secretary**
*Petra Falcon*
Executive Director
*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
CALIFORNIA REGION

ARLETA
El Proyecto del Barrio

BRAWLEY
Clínicas de Salud del Pueblo

BURBANK
Partnerships to Uplift Communities

CHULA VISTA
MAAC
South Bay Community Services

GRANADA HILLS
Youth Policy Institute

HAYWARD
La Familia Counseling Service
Tiburcio Vasquez Health Center

KEENE
Cesar Chavez Foundation

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

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

MODESTO
Mujeres Latinas de Stanislaus

MONTEBELLO
Mexican American Opportunity Foundation
Montebello Housing Development Corporation

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

OXNARD
Ventura County Community Development Corporation
<table>
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<tr>
<th>PACOIMA</th>
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<tr>
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<td>PERRIS</td>
<td>SAN YSIDRO</td>
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<td>TODEC Legal Center, Perri</td>
<td>Casa Familiar</td>
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<td>RANCHO CUCAMONGA</td>
<td>SANTA ANA</td>
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<td>Home Strong USA</td>
<td>El Sol Science and Arts Academy of Santa Ana</td>
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<td>SAN BERNARDINO</td>
<td>STOCKTON</td>
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<td>El Concilio, Council for the Spanish Speaking</td>
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<td>Visionary Home Builders of California</td>
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<td>SAN DIEGO</td>
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<td>King-Chavez Neighborhood of Schools</td>
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<td>Promise Arizona</td>
<td>Valle del Sol</td>
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<td>Comité De Bien Estar</td>
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<tr>
<td>Colorado Latino Leadership, Advocacy &amp; Research Organization</td>
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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

CALDWAELL
Community Council of Idaho

NEW MEXICO
ALBUQUERQUE
Encuentro
HELP – New Mexico Youth Development

DEMING
Southwestern Regional Housing and Community Development Corporation

EMBUDE
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
<table>
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<tr>
<th>Region</th>
<th>City</th>
<th>Organizations</th>
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<td>Ohio Hispanic Coalition</td>
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<tr>
<td>LORAIN</td>
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<td>El Centro de Servicios Sociales</td>
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<td>TOLEDO</td>
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<td>Adelante, The Latino Resource Center</td>
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<tr>
<td>OKLAHOMA</td>
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<td>OKLAHOMA CITY</td>
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<tr>
<td></td>
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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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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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