The National Council of La Raza (NCLR)—the largest national Hispanic civil rights and advocacy organization in the United States—works to improve opportunities for Hispanic Americans. Through its network of nearly 300 affiliated community-based organizations, NCLR reaches millions of Hispanics each year in 41 states, Puerto Rico, and the District of Columbia. To achieve its mission, NCLR conducts applied research, policy analysis, and advocacy, providing a Latino perspective in five key areas—assets/investments, civil rights/immigration, education, employment and economic status, and health. In addition, it provides capacity-building assistance to its Affiliates who work at the state and local level to advance opportunities for individuals and families.

Founded in 1968, NCLR is a private, nonprofit, nonpartisan, tax-exempt organization headquartered in Washington, DC. NCLR serves all Hispanic subgroups in all regions of the country and has regional offices in Chicago, Los Angeles, New York, Phoenix, and San Antonio.

NCLR thanks the many staff who contributed to the 2010 NCLR Annual Report and gives special thanks to the following: Ruben J. Gonzales, Deputy Vice President of Resource Development, and Ashley Thompson, Consultant, managed the production of this report. Karen Nava Lazarte, Director of Graphics/Publications, and Sherry San Miguel, Graphic Designer and Production Coordinator, designed and supervised the artistic production. Jennifer Kadis, Director of Quality Control, and Kari Nye, Senior Development Editor, edited and prepared this document for dissemination.

In addition, NCLR offers its thanks to NCLR Affiliate CentroNia and to photographer Katie Strylowski for their visual contributions to this report.
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The year 2010 was defined by triumphs that set the stage for NCLR’s steady efforts to build a stronger America. NCLR and its Affiliates were on the frontlines of the battle for health care reform and continue to devise strategies to guide its historic implementation. We also worked hard to pass legislation that, for the first time ever, regulates the credit card industry, protects consumers, and supports sound financial products. With every success, NCLR renews its purpose and commitment to empowering Hispanic Americans.

The year was not without challenges, however. We witnessed the deflation of American values when the Arizona legislature passed its anti-immigrant, anti-Latino law, SB 1070. NCLR and hundreds of allies throughout the country immediately mobilized to stem the tide of hate; we made some progress against the law’s implementation and are striving to prevent similar laws from taking root in other states. Our community continues to be targeted by the hate and misunderstanding propagated by our broken immigration system, but NCLR’s dedication to fighting for workable solutions has never wavered. NCLR challenged Congress to protect the future of thousands of America’s talented young people and advocated to bring the “DREAM Act” to a vote in 2010. While a procedural vote thwarted the bill, NCLR continues to advocate for young Latinos and their chance at the American Dream.

We also continued to struggle under the weight of a faltering economy, as millions of Hispanics have been affected by job loss or foreclosure. NCLR fought back though, teaming up with its Affiliates and allies throughout the nation to offer Home Rescue Fairs, promote legislation that puts people back to work, and ensure that the interests of Latinos are heard on Capitol Hill.

To combat the skyrocketing rates of childhood obesity, NCLR collaborated with Affiliates, community leaders, and national partners, such as Michelle Obama and her Let’s Move! campaign. We’re committed to reversing the obesity epidemic by making sure that children eat nutritious meals at school and at home and live in safe, healthy communities.

As the preeminent voice for Hispanic America, NCLR is working ceaselessly—despite setbacks—to strengthen Latino families and American communities. Our goals have rarely been more challenging, but neither have we had so much to gain. Now more than ever we need your support. Please join us in building a stronger future by making a charitable donation to NCLR. Visit www.nclr.org/SupportUs to learn more about taking an active role today.

Janet Murguía, NCLR President and CEO
Daniel R. Ortega, Jr., NCLR Board Chair
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Attorney at Law
Roush, McCracken, Guerrero,
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General Manager, Global Offices of Diversity and Ombuds

*Liaison*
VACANT

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*Liaison*
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Vice President, Corporate Latin Affairs

*Liaison*
Frank Ros  
Assistant Vice President, Corporate Latin Affairs

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Executive Vice President

*Liaison*
Susan Gonzales  
Vice President, Comcast Foundation; Senior Director, Federal and External Affairs

**CONAGRA FOODS, INC.**
*Principal*
Christopher P. Kircher  
Vice President of Corporate Affairs; President, ConAgra Foods Foundation

*Liaison*
Maria Valentin  
Community Relations Manager

Established in 1982, NCLR’s Corporate Board of Advisors (CBA) is made up of senior representatives from 25 industry-leading corporations. This passionate group of leaders meets twice per year to review NCLR’s accomplishments and initiatives, discuss issues affecting both the Latino and corporate communities, and establish areas for mutual collaboration. CBA members also work with NCLR to maximize financial support to the institution and its Affiliate Network through vital financial, in-kind, and programmatic support.
The Affiliate Council serves as a voice for, and represents the partnership between, NCLR and its most important constituency. It provides guidance to NCLR on its programmatic priorities and public policy agenda, and on strengthening regional networks and promoting the work of Affiliates. In addition, the Affiliate Council works closely with the NCLR Affiliate Member Services (AMS) team to implement the AMS strategy, reaching out to Affiliates in all regions of the country to solicit new perspectives and share information on NCLR’s priorities and direction.
AFFILIATE NETWORK

The NCLR Affiliate Network consists of nearly 300 autonomous, nonprofit organizations working together to improve the lives of millions of Latinos each year. By mission and impact, these Affiliates can be effectively described as:

**Diverse.** Not only do NCLR’s Affiliates reflect the breadth and depth of the Hispanic experience in the United States, they also address the gamut of issues and priorities of the community.

**Engaged.** Through their daily involvement with issues that impact the lives of their constituents, NCLR’s Affiliates are uniquely positioned to create innovative approaches to policy and program development. Together, NCLR and its Affiliates promote responsive civic engagement that strengthens our nation.

**Effective Agents of Change.** Through innovative, impact-based, and proven strategies and programs, NCLR Affiliates improve outcomes for Latino families and nurture the development of strong and responsible community leaders.

IMAGES: 1) Family Strengthening Award winner, La Clínica del Pueblo, talks with a client about the importance of nutrition 2) Affiliate of the Year, Mujeres Latinas En Acción

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2010 Highlights

**Affiliate Engagement.** Affiliates participated in record-breaking numbers in all key NCLR events, including the Affiliate Leadership Summit, National Latino Advocacy Days, and the NCLR Annual Conference, and demonstrated a strong showing at the Affiliate Regional Meetings throughout the country.

**AmeriCorps.** Service is one of NCLR’s driving passions, as evidenced by our partnership with 11 Affiliates through the AmeriCorps program. In 2010, 159 AmeriCorps members provided services benefitting more than 10,000 individuals through educational and community-building initiatives.

**Special Affiliate Awards.** Mujeres Latinas En Acción of Chicago received the 2010 Affiliate of the Year Award for its exemplary engagement in NCLR’s initiatives and its innovative, trend-setting programs at the local level. Three Affiliates received the prestigious Family Strengthening Award: La Clínica del Pueblo, Mi Casa Resource Center, and Youth Development, Inc.
AFFILIATES

**ALABAMA**
Birmingham
Hispanic Interest Coalition of Alabama (HICAI)
www.hispanicinterest.org
(205) 942-5505

**ARIZONA**
Mesa
Housing Our Communities, Inc.
www.housingourcommunities.org
(480) 640-1335

Nogales
Mexicayotl Academy
www.mexicayotlacademy.com
(520) 287-6790

Phoenix
Arizona Hispanic Chamber of Commerce
www.azhcc.com
(602) 279-1800

Chicanos Por La Causa, Inc.
www.cplc.org
(602) 257-0700

Community Housing Resources of Arizona
www.communityhousingresources.org
(602) 631-9780

Esperanza Community Collegial Academy
www.esperanzacca.org
(602) 996-1125

Espíritu Community Development Corporation
www.espiritu.org
(602) 243-7788

Friendly House, Inc.
www.friendlyhouse.org
(602) 257-1870

Housing America Corporation
www.hacorp.org
(928) 627-4221

Tucson
CPLC Community Schools
www.caliollin.com
(520) 882-3029

Luz Social Services, Inc.
www.luzsocialservices.org
(520) 882-6216

**ARKANSAS**
Springdale
Hispanic Women’s Corporation
www.hispwoc.org
(602) 954-7995

Valle del Sol, Inc.
www.valledelsol.com
(602) 248-8101

San Luis
Comité De Bien Estar, Inc.
www.comiteaez.com
(928) 627-8559

Somerton
Campeños Sin Fronteras
www.campeosinsinfronteras.org
(928) 627-1060

Housing America Corporation
www.hacorp.org
(928) 627-4221

Bakersfield
Farmworker Institute for Education and Leadership Development (FIELD)
www.farmworkerinstitute.org
(661) 823-6140

Brawley
Campeños Unidos, Inc.
www.brawleycui.com
(760) 351-5100

Clinicas de Salud del Pueblo, Inc.
www.clinicasdesalud.org
(760) 344-6471

**CALIFORNIA**
Anaheim
Neighborhood Housing Services of Orange County, Inc.
www.nhso.org
(714) 490-1250

Arleta
El Proyecto del Barrio, Inc.
http://www.elproyecto.us
(818) 830-7133

Bakersfield
Farmworker Institute for Education and Leadership Development (FIELD)
www.farmworkerinstitute.org
(661) 823-6140

Brawley
Campeños Unidos, Inc.
www.brawleycui.com
(760) 351-5100

Clinicas de Salud del Pueblo, Inc.
www.clinicasdesalud.org
(760) 344-6471

Burbank
Partnerships to Uplift Communities, Inc.
www.pucschools.org
(818) 559-7699

Calexico
Calexico Community Action Council
www.ccac-vtc.org
(760) 357-2995

Chula Vista
MAAC Project
www.maacproject.org
(619) 426-3595

Covina
California Association for Bilingual Education
www.bilingualeducation.org
(626) 814-4441

Hayward
La Familia Counseling Service
www.lafamilacounselingservice.com
(510) 881-5921

Tiburcio Vasquez Health Center, Inc.
www.tvhc.org
(510) 471-5880

Keene
Cesar Chavez Foundation
www.nlcwf.org
(661) 823-6201

* NCLR Regional Offices
■ NCLR Program Office
• NCLR Affiliate Partners
• NCLR Affiliate Satellite Sites
HEALTH & NUTRITION

Good health is the foundation of a good life. NCLR and its community-based Affiliates work to promote and improve the health and well-being of Hispanic Americans through activities and programs that focus on access to quality health care, health education and disease prevention, linguistically and culturally competent resources, community-based research, and advocacy for national policies.

2010 Highlights

Research and Publications. NCLR released a white paper on the status of mental health among Latinos and assessed barriers that prevent their access to health services. NCLR also released a white paper on cardiovascular disease among the Latino community and examined the challenges and opportunities for improving Latino heart health. The Health Policy Project published a groundbreaking 12-part series that explores the social, economic, and policy factors—from food insecurity to federal nutrition programs—that help and hinder Latino child nutrition.

Hispanic Health Leadership. In conjunction with 21 community-based partners, NCLR’s Institute for Hispanic Health trained 50 promotores...
de salud (lay health educators) who reached more than 2,000 Latinos with culturally competent messages on important health issues. In partnership with The National Campaign to Prevent Teen and Unplanned Pregnancy, NCLR unveiled the Latino Teen Pregnancy Consensus Statement, signed by more than 50 organizations.

The American Public Health Association recognized NCLR’s obesity prevention project with an award for best public health education and health promotion materials.

**Health Care Reform.** NCLR’s advocacy on health care reform contributed to the creation of new health care insurance options for many of the most vulnerable Latino families and workers. The monumental health care law grants access to a new health care insurance marketplace for legal immigrants and citizens—securing affordable coverage for millions of working, uninsured Latinos—and makes an unprecedented investment in prevention and public health measures that are designed to reduce the chronic disease burden in America.

“I am a full-time working mother and have no health insurance. Due to the high cost of health insurance and living expenses, I have to choose between paying for my own [coverage] or my daughter’s. Of course, I chose to pay for my daughter. Families in the United States should have affordable health care coverage for all family members.”

—Beyda of Palm Harbor, FL
2010 Highlights

Early Childhood Education Training Institutes. Sixty-five percent of all NCLR Affiliates providing early childhood education programs participated in a series of multiday training institutes on early literacy, parent engagement, and dual-language programs. Combined, these Affiliates reach approximately 60,000 children throughout the country each year.

Parent Engagement. One dozen NCLR Affiliate schools implemented NCLR’s six-week parent engagement program, which helps Latino parents become effective partners with the schools in providing quality education for their children. These schools graduated nearly 200 parents from the program.

Common Core State Standards. NCLR continues to ensure that the interests of Latino and other minority students are represented in national education movements such as the Common Core State
Quality education is a priority in the Latino community as parents, educators, community leaders, and corporate partners strive to narrow the achievement gap between Latinos and other Americans. NCLR’s Education department supports school improvement as the foundation for increasing student achievement, and policy efforts focus on improving the education system—from preschool through high school—to better serve Latinos. NCLR’s network of education Affiliates and allies also informs the public education system at national and regional levels while strengthening the community-based sector; tests and documents best practices of successful education programs for national dissemination; and engages stakeholders as advocates for Latino students.

Standards (CCSS) Initiative, which establishes a common set of rigorous academic standards across states. As a member of the Campaign for High School Equity—a civil rights education coalition—NCLR organized a series of meetings that will support states as they move from adoption to implementation of the CCSS Initiative. NCLR also developed a tool kit to help advocates develop strategies for lobbying for effective implementation.

Education Reform Summit. NCLR hosted a summit on proposals to renew the Elementary and Secondary Education Act (ESEA) in June 2010. The ESEA summit brought together policymakers, think tanks, practitioners, academics, and advocates to discuss proposals to renew the law, with a focus on areas affecting Latino students, including academic standards and assessments, parental involvement, and effective teachers.
YOUTH LEADERSHIP

The Líderes Initiative is a national program designed to increase opportunities for Latino youth which will maximize their influence as leaders in the United States. The program’s vision is to develop new leaders across multiple sectors—corporate executives, public officials, activists, and organizers—who will serve their communities and promote social justice at the local and national levels.

2010 Highlights

Líderes Website. The Líderes website receives close to 60,000 hits each month, and the biweekly e-newsletter is distributed to more than 7,000 members throughout the country. Both highlight community issues, leadership and educational opportunities, civic engagement efforts, and inspirational stories about young leaders in the Hispanic community. The Líderes website also alerts youth of grants, scholarships, internships, fellowships, conferences, and network events.

Líderes Summit. Every year, Líderes brings together the collective energy of young Latino leaders at NCLR’s Líderes Summit, an event held in conjunction with the NCLR Annual Conference which is tailored to the needs of the vibrant youth community. Convening nearly 500 students, the Summit offers a comprehensive four-day program that empowers participants, fosters cultural pride, and encourages students to embrace leadership roles.
This program is amazing. It’s changing people’s lives—building leaders but going beyond leadership, creating social change in the community, and creating change at the policy level.

—Wilnalise “Wilna” Milagro Cedisary, Líderes Summit attendee

**Líderes Learning to Lead.** To build on the success of the 2009 Líderes Summit, and as a response to feedback from youth focus groups held at the same time, the NCLR Líderes Initiative awarded three $10,000 grants and two $5,000 grants to select NCLR Affiliates to participate in its 2009–2010 “Líderes Learning to Lead, Líderes Leading to Change” youth leadership program. This program consisted of a series of congresos and local youth-led community advocacy that informed, empowered, and equipped students for future positions of leadership.

Congresos coordinated by program partners brought together nearly 350 students. During the 2010 Líderes Youth Advocacy Congreso at NCLR’s National Latino Advocacy Days, youth participated in leadership-building sessions, provided formal updates to peers about their outreach activities, and shared their experiences in conducting needs assessments in their communities. At the conclusion of the program, youth representatives from each site conducted a workshop at the 2010 Líderes Summit titled, “Líderes Empowered: How Líderes Youth Got Creative in Representing Their Community.”
2010 Highlights

**Workforce Development Forum.** NCLR hosted “¡Listo! Preparing Latino Workers for the New Economy,” a workforce development forum that attracted more than 300 participants and representatives from more than 40 Affiliates. The event featured keynote addresses from Senator Richard Durbin (D–IL) and Assistant Secretary of Labor Jane Oates, a plenary discussion among state workforce leaders, and 30 workshops presented by business leaders, workforce development practitioners, educators, advocates, and policymakers.

**Research and Publications.** NCLR released two important reports documenting best practices in workforce development for Latino workers and youth. *Beyond the Classroom: Creating Pathways to College and Careers for Latino Youth*—an independent evaluation of the NCLR Escalera Program: Taking Steps to Success—found that Latino youth have greater potential to diversify
ECONOMY & WORKFORCE

Today, 23 million Latinos are at work in the U.S., representing 14.6% of the labor force. As the size of the Latino workforce is expected to grow to one in three working Americans by 2050, NCLR is focused on ensuring that Latino youth and workers are prepared to fully contribute to and benefit from the nation’s economic prosperity.

Program Outcomes and Impact. Through its career pathways programs in health care, green jobs, and customer service, NCLR served about 200 participants, 65% of whom were placed in jobs with wages of more than $10 per hour. Through its Escalera Program, NCLR has served nearly 1,500 Latino youth to date in seven cities, with 92% of participants completing the program and graduating from high school, and 89% enrolling in postsecondary education.

and enhance America’s workforce when they have access to broader education and career networks, and it identifies recommendations for broad-scale replication of the Escalera Program. Learning in Context: Preparing Latino Workers for Careers and Continuing Education found that integrated training—instruction that provides vocational training and teaches basic skills and/or the English language simultaneously—can be a crucial tool for preparing Hispanic and low-skilled adults for the demands of work and continued learning.

IMAGES: 1) NCLR publication, Learning in Context: Preparing Latino Workers for Careers and Continuing Education 2) NCLR Affiliate, Congreso de Latinos Unidos, Inc. 3) Carreras en Salud graduates at NCLR Affiliate, Instituto del Progreso Latino 4) NCLR Affiliate, Congreso de Latinos Unidos, Inc. 5) NCLR Affiliate, Congreso de Latinos Unidos, Inc.
Despite making significant contributions to American society, Hispanics do not enjoy equal economic opportunities. As do most Americans, Latinos rely on assets—such as their home—to weather a financial emergency, send their children to college, or save for retirement. Yet, Latino families own just nine cents worth of assets for every dollar owned by White families, a figure known as the racial wealth gap. NCLR works to narrow the staggering wealth gap through policies and programs that address structural and economic barriers.

**2010 Highlights**

**Wealth-Building Policy Project.** NCLR represented the voice of millions of Latino families facing foreclosure and rising household debt and provided expert testimony, public comments, and advocacy in policy debates on financial issues. As a result, key priorities for Latino families were included in new laws governing credit cards, home loans, and relief efforts to shore up the housing market.

**NCLR Homeownership Network (NHN).** Composed of 51 CBOs in 27 states throughout the country, the NHN provided housing counseling and education services in 2010 to more than 64,000 families; more than 2,500 households reached their dreams of homeownership. Additionally, the network helped nearly 26,000 families work to prevent foreclosure. Along with providing direct housing counseling services to the community through the NHN, NCLR has served as an educator and certifying entity of housing counselors. Funding provided by the U.S. Department
of Housing and Urban Development allowed NCLR to provide training and resources for professional development of housing counselors through the NCLR Homeownership Network Learning Alliance.

**Raza Development Fund, Inc. (RDF).**

In 2010, RDF closed over $13.6 million in loans with a focus on charter schools (77%) and housing (18%); this reflects the mission and core competencies of the organization. RDF’s lending directly benefitted the Hispanic community, creating more than 335 new jobs, 227 housing units, and charter schools that serve more than 1,100 students. Overall, RDF experienced a 4% increase in total assets from 2009.

As a supporting corporation to NCLR, RDF worked with the Affiliate Network in both lending and technical assistance, managing over $13 million in debt capital and Latino Social Venture Fund grants with a focus on predevelopment, workforce development, and education.

"We know that this problem is not going to knock us down. Right now we feel like we’re down on the floor, but we know that we’re going to get up and that the American Dream is true. If you work hard you can fulfill it."

—The Helmes family of Michigan in the NCLR report, *The Foreclosure Generation: The Long-Term Impact of the Housing Crisis on Latino Children and Families*
2010 Highlights

Campaign for Comprehensive Immigration Reform. NCLR worked with its Affiliates and allies in a national campaign for comprehensive immigration reform. The campaign included national field calls to inform and empower NCLR Affiliates as well as a postcard collection effort that resulted in 20,000 postcards being delivered to Congress and President Obama demonstrating the importance of federal leadership on passing reform. The campaign also included an online story collection effort to engage the public in telling congressional leaders why comprehensive immigration reform is necessary.

Research and Publications. NCLR published *The Impact of Section 287(g) of the Immigration and Nationality Act on the Latino Community*, revealing that the 287(g) program—which grants federal immigration enforcement authority to local law enforcement agencies—undermines public safety, lacks accountability, and weakens communication between police and Latinos.

Naturalization Fees. United States Customs and Immigration Services (USCIS) was poised to increase fees for filing citizenship applications in 2010. Along with its national partners, NCLR worked to halt the increase and keep the application process accessible by making USCIS...
CIVIL RIGHTS & IMMIGRATION

Through its advocacy strategies, NCLR works with policymakers, law enforcement, and the community to protect the civil rights of all members of our society. NCLR advocates for comprehensive immigration reform that establishes a workable and humane system of policies that encourage the 11 million undocumented people in our country to come forward, obtain legal status, learn English, and assume the rights and responsibilities of citizenship, while also creating smart enforcement policies that uphold national security and the Constitution. Proper reform would also allow for efficient family reunification and permit future workers to enter the nation legally and under conditions that safeguard the American workforce.

Aware of the chilling effect that higher fees would have on citizenship applications. These efforts were successful, as USCIS recently announced that it will not increase naturalization application fees at this time.

Arizona Law SB 1070. NCLR was active in countering the anti-immigrant, anti-Latino law that makes all Latinos suspects in their own communities. After the bill was signed by Arizona Governor Jan Brewer, NCLR and 120 civil rights and social justice organizations called for a formal boycott of conventions, conferences, and other special events involving significant travel to Arizona from out of state. NCLR also joined the United States Chamber of Commerce, Los Abogados Hispanic Bar Association, and the Hispanic National Bar Association in submitting an amicus brief to ask the federal court to stop implementation of the law. NCLR joined the brief in an effort to protect the essential services that its 15 Arizona Affiliates provide to the community. A number of state politicians have announced their intention to pass similar punitive measures, and NCLR is monitoring state legislatures closely to identify where local advocates can prevent the enactment of laws that violate the civil rights of community members.

“DREAM Act.” NCLR took part in a number of strategy sessions with advocates, NCLR Affiliates, and congressional staff to lay the groundwork for legislative action on the “DREAM Act,” which would facilitate access to college for immigrant students and a path to citizenship. A procedural vote thwarted action on the bill, but NCLR continues to work on bringing the “DREAM Act” to a vote and holding Congress accountable for the future of thousands of America’s talented young people.
Advocacy, civic engagement, and community-based support are essential parts of any community-empowerment strategy. NCLR concentrates on advocacy at state and local levels and strengthens Latino participation in the political process through its various civic engagement projects. NCLR also works to strengthen community-based organizations in areas where there is a growing Latino population.

2010 Highlights

Civic Engagement

Naturalization Assistance. NCLR helped coordinate the ya es hora ¡Ciudadanía! (Citizenship! It’s Time) campaign through collaboration with national partner organizations, Spanish-language media, and hundreds of CBOs. Through its Citizenship Assistance Program, NCLR provided grants and technical assistance to 48 CBOs in 22 states and the District of Columbia, helping 10,772 eligible legal permanent residents apply for U.S. citizenship.

Latino Empowerment and Advocacy Project (LEAP). Through LEAP, NCLR provided small grants, training, and technical assistance to 22 CBOs in 13 states to register 20,231 new voters and help strengthen the Latino role in American politics. NCLR and its partners also carried out phone banking, canvassing, mailing, and other get-out-the-vote activities that reached more than 120,000 new and infrequent Latino voters.

Census Outreach. NCLR worked to educate the Hispanic community on the importance of the Census, which is crucial to determining the allocation of more than $400 billion in federal funds, enforcing civil rights laws, and determining congressional reapportionment. Outreach focused on hard-to-count areas where the Latino population has drastically increased over the last decade. NCLR disseminated ya es hora ¡Hagase Contar! (It’s Time, Make Yourself Count!) Census tool kits, fact sheets, and posters to nearly 50 CBOs.

Leadership Development

Emerging Latino Communities (ELC) Initiative. ELC empowers Hispanics by investing in the development and growth of Latino CBOs.
It combines subgrants with training and technical assistance to strengthen organizations where the Hispanic population has experienced rapid growth, but which lack the infrastructure to support the needs of the community. In 2010, NCLR awarded $120,000 in subgrants to ten organizations across nine states through the ELC program.

California Affiliate Capacity-Building Initiative. NCLR helped its 57 California Affiliates conduct research and strengthen advocacy efforts, build relationships with policy groups and advocacy partners, and extend their political footprint through voter registration and mobilization activities. At the NCLR California Latino Advocacy Day, 266 leaders representing 18 Affiliates conducted lobbying visits in Sacramento to protect state funding for vital health, social service, and education programs.

National Latino Advocacy Days. Through this annual event, NCLR helped Affiliates develop their advocacy skills, learn about key federal policy issues affecting Latinos, and build relationships with their members of Congress. More than 325 people representing over 100 organizations from 30 states and the District of Columbia conducted a total of 130 legislative visits.

National Campaigns

Campaign to Boycott Intolerance. In partnership with organizations such as the Asian American Justice Center, the Service Employees International Union, and the United Food and Commercial Workers, NCLR launched the Boycott Intolerance campaign in response to the passage of SB 1070 in Arizona. To date, 120 organizations have signed on to the boycott pledge (www.boycottintolerance.org).

“I’ve learned to pay attention to how laws are passed in Nebraska. I have learned how to motivate others in my community to register to vote. Now I know the names of my state legislators and the roles that each one performs. I’ve learned that regardless of citizenship status, we all have rights, but we also have responsibilities. I’ve learned the importance of my vote as well as the importance of educating others in my community about voting.”

—Marcos A. Mejia, Wakefield, NE
2010 Highlights

**NCLR Capital Awards.** Every year, NCLR hosts a black-tie gala at the National Building Museum in Washington, DC to recognize members of Congress from both sides of the aisle for their outstanding support of and commitment to public policies that are vital to Hispanic Americans. In 2010, NCLR presented the Capital Award to U.S. Senator Harry Reid (D–NV) and U.S. Congresswoman Ileana Ros-Lehtinen (R–FL). NCLR also awarded the Capital Award for Public Service to Beverly Robertson of the National Civil Rights Museum for her work in continuing the legacy of fighting for civil rights for all Americans.

**NCLR Annual Conference.** The four-day NCLR Annual Conference took place in San Antonio at the Henry B. Gonzalez Convention Center on July 10–13. Fifty-eight workshops were open to the public, including the featured session, “What’s the Matter with Arizona?” which explored Arizona’s political climate and the implications of its anti-immigrant, anti-Latino law, SB 1070. The luncheons, Latinas Brunch, and Awards Gala continued to stand out as must-attend Conference events, and attendance records were broken at two of the town halls—one on education and another on the economy. For the fourth consecutive year, NCLR held a Citizenship and Immigration Assistance Session, which helped place participants on the path toward U.S. citizenship. The Conference
SPECIAL EVENTS

NCLR’s Integrated Marketing and Events (IME) team enhances the recognition and work of NCLR by planning events that highlight its current programs and tell NCLR’s story. Events such as the NCLR Capital Awards, Annual Conference, National Latino Family Expo, and ALMA Awards® bring together Fortune 500 companies, philanthropists, nonprofit organizations, national leaders, community organizers, and Latino constituents to foster appreciation of the Hispanic community.

The IME team is composed of an array of experts in marketing, communications, event planning, production, and fundraising who maintain relationships with partners that are key to promoting NCLR, supporting its affiliated programs, and generating unrestricted revenue for the organization as a whole.

NCLR ALMA Awards. The NCLR ALMA Awards was created in 1995 as part of NCLR’s strategy to promote fair, accurate, and balanced portrayals of Latinos in television, film, and music. Born out of a direct response to the negative stereotyping of Latinos in entertainment, these awards honor Hispanic performers for their outstanding artistic achievement, impact, and enhancement of the image of Latinos. The show was not produced in 2010 due to a change in the television broadcast partner, but information about the 2011 taping and air date is available on NCLR’s website.

NCLR National Latino Family Expo. Attracting a record-breaking 42,000 participants and more than 200 exhibitors, the National Latino Family Expo—held in conjunction with the Annual Conference—offered a wide variety of educational materials, health and public services, and family entertainment to participants.

included a Home Rescue Fair, and the NCLR Diversity Career Fair featured job placement tools and resources for individuals looking to identify new career paths.

IMAGES: 1) U.S. Secretary of Labor Hilda Solis at the 2010 NCLR Capital Awards 2) Attendees of the 2010 NCLR Annual Conference 3) Salma Hayek at the NCLR ALMA Awards.
Visionaries from American corporations and institutions recognize the Hispanic community’s ever-increasing economic impact. They also value NCLR’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, NCLR funders make a difference. Their investment in America’s Latinos is an investment in America’s prosperity.

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Our *familia* of individual donors sustains the very core of NCLR, and their donations allow us to quickly and effectively address the issues affecting the Hispanic community. We extend a heartfelt thank-you to all of our individual donors who make monthly, quarterly, or annual contributions to support our work. Our major donors provide the vision and resources that allow NCLR to thrive, and their generosity has been critical to the successes outlined in this report.

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Stronger Latino communities are essential to improving opportunities for Hispanics and all Americans across the U.S. With its Affiliates, NCLR has developed family- and community-oriented programs and practices while recognizing the potential to serve more by strengthening its reach. NCLR seeks to bring more financial, human, and technical resources to its nearly 300 community-based Affiliates through the Campaign for Stronger American Communities (CSAC). Through the campaign, NCLR will continue to increase its capacity to serve, support, partner with, and engage its Affiliates and reach more Hispanic Americans.

2010 Highlights

Regional Strategy. NCLR positioned senior leadership and staff to strengthen Affiliates’ program and advocacy capacity in the California region. With expanded support, Affiliates were able to effectively engage the state’s legislative offices and deepen alliances with other organizations. More Affiliates attended California trainings and events, which contributed to a 75% rise in their participation in NCLR’s California Latino Advocacy Day. NCLR increased subgrants to California Affiliates by 60% from the previous year, and awareness of NCLR’s work in California and the effectiveness of the California Affiliate Network has blossomed nationwide.

Given these results, NCLR plans to expand its regional strategy to Texas and the Midwest and, as resources allow, adapt elements of the strategy in its remaining regions: the Northeast, Southeast, and Far West.

Campaign Investments. NCLR moved closer to reaching its $15 million campaign goal through support from 100% of its Board of Directors and many of its partners, including the W.K. Kellogg Foundation, the Marguerite Casey Foundation, State Farm Insurance Companies, UPS, the Wachovia Wells Fargo Foundation, and Walmart.

Contribute

NCLR is uniquely positioned to strengthen the capacity of its Affiliates and to harness their ability to improve lives at the local level while leveraging the Affiliate Network’s collective power for policy change at the national level. We hope that we can count on you to support this vital work.

Please contact NCLR’s Resource Development team at empower@nclr.org or call (202) 776-1560.
NCLR remains committed to strengthening the lives of Latinos and all Americans. This report provides a snapshot of our programmatic and policy successes as it also touches on the difficulties that we overcame in 2010. Most notably, the economic crisis and immigration tensions kept community services in high demand—the need for resources is always growing.

While not exempt from funding stresses, NCLR’s track record of financial stability keeps us in position to respond to the needs of America’s Latinos. We ask for your support in 2011 as we continue to make meaningful changes throughout the nation. To help NCLR in this vital work, please demonstrate your support through an individual, corporate, or foundation contribution. With your support, we can make America stronger together.

2010 Highlights

Program Maximization. NCLR continued to be a national model for excellence in program-to-operation ratios* and to assert its mission-driven focus. The organization’s operating costs included advocacy and administrative activities, and expenditures were continually streamlined by budget analysis, cost-cutting, and a strong commitment to fiscal responsibility from the executive leadership and Board.

Direct Funding. NCLR also allocated much of its overall program expenses* to activities directly benefitting the NCLR Affiliate Network—the nearly 300 organizations that provide frontline services to millions of Hispanics in communities across America each year. This funding—distributed through a grassroots infrastructure—empowers Affiliate organizations to offer direct services to their communities through charter schools, job training programs, homeownership counseling, health centers, and more.

Furthermore, in 2010, NCLR expanded its California Regional Office to enhance collaboration with its Affiliates throughout the state. This strategy, which will soon be adopted by more NCLR regional offices, ensures a united voice at the national and local levels.

Four-Star Charity Rating. Charity Navigator, America’s premier independent charity evaluator, recognized NCLR as a four-star charity, indicating its ability to execute its mission with fiscal integrity and responsibility. A four-star rating indicates that a charity exceeds industry standards and outperforms most charities in its cause. NCLR has earned the four-star rating for three consecutive years—an honor that only 13% of charities have ever received.

Investments in America. As the Latino population grows, NCLR must grow its programs and services. NCLR’s financial strength and positive influence rely on continued and generous support from businesses, individuals, and foundations. Every donation makes an impact, no matter the size. NCLR invites you to take an active role and respond today, whether through a corporate or foundation sponsorship, individual contribution, workplace gift, or planned gift. America will glean the benefits of your financial support.

Please, stand with us as we make America stronger together.
Visit www.nclr.org/SupportUs or contact us at (202) 776-1750.

CONSOLIDATED FINANCIAL STATEMENT NCLR is committed to providing partners with the most up-to-date and accurate information regarding our financial position. Our consolidated financial statements from 2010 will soon be available on our website. If you would like to be notified when they arrive, click here.

*To view NCLR’s audited consolidated financial statements, visit www.nclr.org/annualreport.
NCLR’s financial health stems from its long-term fiscal responsibility, diversification of funding streams, and a grassroots infrastructure that distributes funding directly to the communities that need it most.
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Washington, DC

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Midwest (Chicago)  
Northeast (New York)  
Texas (San Antonio)

**Program Office**

Southern California (Long Beach)

**Support Corporation**

Raza Development Fund (Phoenix)
SAVE THE DATES

July 23–26, 2011
NCLR Annual Conference
Washington, DC

July 23–25, 2011
NCLR National Latino Family Expo
Washington, DC

March 6, 2012
NCLR Capital Awards
Washington, DC

March 7–8, 2012
NCLR National Latino Advocacy Days
Washington, DC

NCLR ALMA Awards®
Stay tuned for broadcast information.
www.almaawards.com

For details, visit www.nclr.org.