A New Era of Responsibility

2009 ANNUAL REPORT

NCLR
National Council of La Raza
Mission Statement

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 (CBOs), 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.
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In recent years the nation has experienced great upheavals in the economy and the housing industry, health care reform took center stage, and hate speech rose and fell and rose again on the airwaves. On the front page we are presented information within a national framework, but the stories of individuals are seldom told. NCLR’s work, while also broad in scope, sheds light on how Hispanic Americans are faring and shapes policies and programs that make a real difference in people's lives.

The big picture in 2009 included the historic inauguration of the first minority president of the United States. NCLR supported the appointment of a record number of Latinos to key positions within the new administration and made certain that the Hispanic perspective was represented on the issues that deeply affect all Americans, including the economy, health care, job creation and other employment issues, and immigration reform that is aligned with America’s values. We also proudly hailed the appointment of Justice Sonia Sotomayor to the Supreme Court, the first Hispanic ever to have achieved this honor.

These remarkable steps have opened the door to renewed hope for the future of America, yet we know that we must be vigilant if we are to pave new inroads for Hispanics to realize greater opportunity, equality, and justice. Millions continue to face challenges in their daily lives, such as gaining access to quality health care, education, and skills training that sustain upward mobility. Many struggle to become economically stable so that they can move into and maintain homeownership, provide for their children’s education, and plan for retirement. So we must move beyond our past achievements and enter a new era of responsibility—one of community, unity, and purpose.

**Community**

Progress requires action and resources from the American community. Now is the time for you to help strengthen the Hispanic community and secure the nation’s future. NCLR’s work continues to grow, and so too do the ways in which you can become involved:

> **Stay informed.** Subscribe to NCLR’s email action alerts or sign up to receive news updates on current issues, legislation, and impact in the Latino community. By joining NCLR’s social networks through Facebook, Twitter, and MySpace, you can communicate with other dedicated people and share the successes and challenges of the Hispanic community with colleagues, friends, and family.
> **Play a pivotal role through financial support.** We invite you to make a charitable donation to NCLR. Consider asking your employer about its matching gift program, establishing a sustained gift fund for year-round support, or making a planned gift or donation of stock. NCLR is nationally recognized as one of America’s top 12 high-impact nonprofits, so your generous support of our organization may be the most meaningful and valuable investment you make this year.

> **Connect with prominent leaders and organizations.** Corporate representatives, government officials, and community leaders have long understood the economic and social significance of America’s growing Latino community, and they value NCLR’s credibility, dedication, and passion for improving opportunities for Hispanic Americans. Consider joining us at the NCLR Annual Conference or other special events where you can network with these and other visionaries to support and make an impact in the Hispanic community.

**Unity**
The United States is a richly diverse country, and the Latino community is equally diverse in its culture, traditions, and beliefs. And so it is imperative that we unite with our national network of community-based Affiliates, sister organizations, corporate partners, and the nation’s leaders to ensure that all voices have a chance to be heard.

**Purpose**
On a national level, NCLR maximizes its reach through research, policy analysis, and advocacy while developing and implementing replicable programs that make a difference for individuals and families at the local level. By focusing on five key areas—assets/investments, civil rights/immigration, education, employment and economic status, and health—NCLR seeks to ensure that the Latino community’s potential is acknowledged, its contributions rewarded, and its dreams empowered.

Please visit www.nclr.org/SupportUs for more information on ways that you can become meaningfully involved with NCLR. With experience behind us, significant partners beside us, and a strong vision before us, NCLR invites you to become an active member of our community, united for the express purpose of opening doors to opportunities and ushering in a new era of responsibility.

Janet Murguía  
NCLR President and CEO

Daniel R. Ortega  
NCLR Board Chair
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Established in 1982, the Corporate Board of Advisors (CBA) is made up of senior executives from 26 major corporations, as well as liaison staff from each company. The CBA meets twice a year, and presentations and discussions keep the CBA updated on NCLR’s activities and provide opportunities for dialogue and decision-making about issues and programs of common concern. Throughout the year, NCLR benefits from advice and assistance from these of our closest corporate associates. CBA members also assist NCLR and its Affiliate Network through financial, in-kind, and programmatic support.

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Senior Manager, Hispanic Markets
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.

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President  
Congreso de Latinos Unidos, Inc.

**SOUTHEAST**
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El Pueblo, Inc.
Josie Bacallao  
President and CEO  
Hispanic Unity of Florida, Inc.

**TEXAS**
Mary Capello  
CEO  
TMC
Richard Farias  
President and CEO  
Tejano Center for Community Concerns, Inc.
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.

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**2009 Highlights**

**Affiliate Engagement.** Affiliates participated in record-breaking numbers in all key NCLR events, including the new 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 the driving passions behind NCLR, as evidenced by our partnership with 11 Affiliates through AmeriCorps. In 2009, 143 AmeriCorps members provided services benefitting more than 10,000 individuals through educational and community-building initiatives.

**Special Affiliate Awards.** Instituto del Progreso Latino of Chicago received the 2009 Affiliate of the Year Award for its exemplary engagement in NCLR’s initiatives and its innovative, trendsetting programs at the local level. Three Affiliates received the prestigious NCLR/Annie E. Casey Foundation Family Strengthening Award: Comunidades Latinas Unidas En Servicio (CLUES), The Resurrection Project, and Women’s Initiative for Self-Employment.
We were able to share our tools for success with individuals from cities as far away as San Francisco, San Diego, and Nashville. Opportunities like this to dialogue with other agencies and provide this type of technical assistance are how all of us continue to learn from one another and improve the way we serve families across the United States.

**KRISTEN KOMARA**
Director of Financial Services, The Resurrection Project, an Affiliate based in Chicago, Illinois which received the 2009 NCLR/Annie E. Casey Foundation Family Strengthening Award for its exceptional Financial Services Initiative
Affiliates by State and Region

Number of NCLR Affiliate Partners, 2010

ALABAMA

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

ARIZONA

Guadalupe
Centro De Amistad, Inc.
(480) 839-2926

Mesa
Housing Our Communities, Inc.
www.housingourcommunities.org
(480) 649-1335

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

Phoenix
Arizona Hispanic Chamber of Commerce
www.azchamber.com
(602) 631-9780

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

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

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

Espritu Community Development Corporation
www.espiritu.com
(602) 243-7788

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

ARCADIAN

Springdale
Hispanic Women’s Organization of Arkansas
www.hwoa.org
(479) 751-9494

CALIFORNIA

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

Arleta
El Proyecto del Barrio, Inc.
www.epdb.org
(818) 830-7133

Brawley
Campesinos Unidos Inc.
(818) 830-7133

Clinicas de Salud del Pueblo, Inc.
www.clinicasde salud.org
(619) 344-6471

Burbank
Partnerships to Uplift Communities, Inc.
www.pucschools.org
(818) 559-7099

Calexico
Calexico Community Action Council
(760) 357-6464

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

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

Escondido
Community HousingWorks
www.chworks.org
(760) 432-6878

Hayward
La Familia Counseling Service
www.lafamiliaounseling service.org
(510) 881-5921

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

Keene
Farm Workers Institute for Education and Leadership Development
www.farmworkerinstitute.org
(661) 823-6140

National Farm Workers Service Center, Inc.
www.nfwsc.org
(661) 823-6137

Los Angeles
Academia Avance
www.avancecentro.org
(323) 230-7270

AltaMed Health Services Corporation
www.altamed.org
(323) 725-8751

Camino Nuevo Charter Academy
www.caminoNuevo.org
(213) 736-5542

Centro Latino for Literacy
www.centrolatindeliteracy.org
(213) 483-7753

CHARIO Community Development Corporation
www.chario.org
(323) 269-0751

East LA Community Corporation
www.elacc.org
(323) 269-4214

Eastmont Community Center
www.eastmontcc.org
(510) 725-7998

El Centro del Pueblo
www.elcentrodelpueblo.org
(213) 483-6335

Los Angeles Leadership Academy
www.llaleadership.org
(213) 381-8484

National Latino Arts, Education, and Media Institute
(310) 281-3770

New Economics for Women
www.neweconomicsfor women.org
(213) 483-2060

Para los Ninos
www.paralosninos.org
(213) 250-4800

Synergy Academies
www.synergyacademies.org
(323) 459-5463

Watts/Century Latino Organization
(323) 564-9140

Youth Policy Institute
www.ypiusa.org
(213) 699-2802

Modesto
Mujeres Latinas de Stanislaus
www.geocities.com/mujerestor destanislaus
(209) 572-2437

Montebello
Mexican American Opportunity Foundation (MAOF)
www.mao.org
(323) 278-3601

Montebello Housing Development Corporation
www.mhdcorporation.com
(323) 772-3955

Moreno Valley
TODEC Legal Center, Perris
www.todec.org
(909) 943-1955

North Hollywood
Valley Community Clinic
www.valleycommunityclinic.org
(818) 765-1718

Sacramento
Community HousingWorks
www.chworks.org
(916) 447-0800

San Diego
EACH Community Development Corporation
www.eachcorporation.com
(619) 269-0751

San Francisco
Community Housing Works
www.chworks.org
(415) 474-1400

San Juan
NCLR Regional Offices

HYATT

NCLR Program Offices

To view the full map or list of NCLR Affiliate Partners, please visit www.nclrcorp.com/2010ffiliates.html.
“We came to this country like all other immigrants, in search of a better quality of life. I am grateful for all the opportunities I was offered through Even Start. It is the only family literacy program that focuses on parent and child education. I feel very proud of my family and myself. The classes provided by Even Start gave me the tools to look ahead and focus on my family and my education.”

LUZ MARIA OCHOA
Parent and Even Start Family Liaison, San Diego, California
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. The Education component of NCLR supports school improvement as the foundation for increasing student achievement. NCLR’s educational network 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.

2009 Highlights

Conference on Bilingualism. For the first time, NCLR hosted a conference focused specifically on bilingualism titled, “Bilingualism: Creating World-Class Learners.” Held in San Antonio, Texas in October, the conference promoted the importance of fluency in more than one language in the development of successful students. The convening featured leading experts in program development, instruction, professional development, and advocacy and offered a forum for NCLR Affiliates to showcase their own success in this field. The conference was attended by more than 130 teachers and administrators from 17 states.

Increased Federal Funding for Public Schools Serving English Language Learners. NCLR’s continued advocacy on behalf of English language learner (ELL) students resulted in federal funding of $750 million for fiscal year 2010, representing a significant increase over the previous fiscal year’s amount of $730 million and an increase of nearly $90 million since fiscal year 2007.

NCLR Early Care and Education Center. NCLR launched its Early Care and Education (ECE) Center in an effort to centralize its program and policy work in this area. Through the ECE Center, NCLR will more broadly disseminate its signature programs.
Community and Family Wealth-Building

Despite significant contributions to American society, Hispanics do not enjoy equal economic opportunities. Like 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, according to the 2007 Census, Hispanic households have a median net worth of $27,800, compared to $170,400 for non-Hispanic White households. NCLR works to narrow the staggering wealth gap through policies and programs that address structural and economic barriers.

2009 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.

Homeownership Network.
The NCLR Homeownership Network (NHN)—composed of 57 CBOs throughout the country—provided housing counseling and homeownership education services to more than 50,000 families in 2009. NHN helped over 17,000 families address mortgage problems—nearly a 720% increase in families served since 2007 and a 130% increase over 2008. With funding from the U.S. Department of Housing and Urban Development, NCLR stepped up the NHN Learning Alliance, which provides training and resources for professional housing counselors.

Raza Development Fund, Inc. (RDF).
RDF, the largest Latino community development financial institution in the United States, provided capital, technical, and other assistance to NCLR Affiliates and other Latino-serving organizations in support of affordable housing and community facilities.
Good health is the foundation of a good life. NCLR and its community-based Affiliates work to 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 programs and policies.

2009 Highlights

**Publications.** NCLR released a major report that included a health profile of Latino children and examined underlying barriers preventing their access to health coverage. In collaboration with the National Human Genome Research Institute, NCLR submitted an article to the *Journal of Public Health Genomics* which discussed employing lay health educators to teach Latinos about family health history. NCLR also released a polling report co-authored with the National Campaign to Prevent Teen and Unplanned Pregnancy.

**Hispanic Health Leadership.** In conjunction with 21 community-based partners, NCLR’s Institute for Hispanic Health trained 188 promotores de salud who reached more than 2,000 Latinos with culturally competent messages on important health issues. In partnership with the Office of the Secretary of Health and Human Services and a Washington, DC Affiliate, NCLR also conducted a Spanish-language community town hall on H1N1 vaccine-related issues.

**Health Care Reform.** As part of a strategy to build a voice for Latinos in the health care reform debate, NCLR joined the steering committee of Health Care for America NOW!, analyzed a variety of reform proposals from an Hispanic perspective, and hosted a major town hall on health care reform.
Employment and Economic Opportunities

NCLR works to ensure the Latino community’s ability to contribute to and share in the nation’s economic opportunities. Hispanic workers are a critical factor in the health and productivity of the nation’s workforce, but the economic downturn has taken a toll on employment stability and job quality and has revealed persistent systemic issues that hinder career mobility for Latinos.

2009 Highlights

Escalera Program: Taking Steps To Success. The Escalera Program promotes economic mobility for Latino youth by supporting educational attainment, career planning, and advanced careers. In 2009, NCLR and its Affiliates operated the Escalera Program in eight communities throughout the country, including early intervention pilot programs targeting high school sophomores and youth living in rural areas. Since the program’s 2002 launch, 92% of participants have graduated from high school, of which 89% have enrolled in postsecondary institutions.

Career Pathways Initiative. NCLR works with its Affiliate partners to meet demands for a qualified, skilled, and bilingual workforce in the health care and customer service industries, and to support the upward mobility and skills acquisition of bilingual Latino workers. In 2009, NCLR collaborated with nine Affiliates to provide training and employment-related resources to nearly 600 workers.

Workforce Development Advocacy Initiative. NCLR develops the capacity of its Affiliates to monitor and influence federal and local workforce policy in Latino communities. Through the Workforce Development Advocacy Initiative, launched in 2009, NCLR has partnered with five Affiliates to document experiences and challenges from the Latino community’s perspective and collaboratively develop and execute a cohesive message on national and local policies that affect Latino workers.
I learned that the sky is the limit and I, as a young Hispanic male, can set my mind to a world of possibilities. Escalera means the hope and trust I needed in order to not become one of the statistics who doesn’t make it to college. Escalera means that Franklin Panora, a young Hispanic male, took the Steps to Success.

FRANKLIN PANORA
Graduate of NCLR’s Escalera Program at Promesa Systems: East Harlem Council for Community Improvement in New York, New York, and current student at City University of New York
The Líderes Initiative is a national program designed to increase opportunities for Latino youth that will maximize their influence as leaders in the United States. The goal 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.

2009 Highlights

**Líderes Website.** The Líderes website and bimonthly e-newsletter 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 five-day program that empowers participants, fosters cultural pride, and encourages students to embrace leadership roles from a young age.

**Líderes Congreso.** More than 85 youth from 13 states gathered in Washington, DC to participate in the NCLR Líderes Congreso, held in conjunction with the NCLR National Issue Briefing and Advocacy Day. Young Latino leaders discussed relevant policy issues and ways in which they can play an active role in improving conditions in their communities throughout the country. The Congreso also featured a panel of representatives from other national Hispanic-serving nonprofits and included Stefanie Valencia, who hailed from the White House Office of Public Liaison and Intergovernmental Affairs.
NCLR advocates for the protection of human and civil rights, as well as enforcement of the laws that guarantee those rights. Working with its coalition partners, NCLR has played a key role in the national civil rights debate, addressing issues such as hate crimes, racial profiling, and disparities in the criminal and juvenile justice systems. NCLR also contributes to an informed debate on the reality of immigration in the United States and to establishing reform that is workable and humane.

2009 Highlights

Civil Rights. NCLR continues to take a leadership role in protecting the civil rights of Latinos, educating the public and policymakers on the harmful consequences of hate speech, and fighting the increase of hate crimes against Latinos. NCLR led a coalition to halt the expansion of agreements between local law enforcement agencies and federal immigration enforcement. NCLR also advocated for the appointment of Tom Perez as the Assistant Attorney General for the Civil Rights Division of the U.S. Department of Justice, based on his commitment to diversity, inclusion, fairness, and justice.

Immigration. NCLR highlighted the importance of comprehensive immigration reform to Latino voters through numerous media outlets. Furthermore, following the inauguration of President Obama, NCLR and its coalition partners urged presidential and congressional leadership in renewing a policy debate that delivers workable solutions to the nation’s immigration system. Staff also continue to work with Affiliates and other partners to stop the enactment of anti-immigrant proposals and to advance an affirmative comprehensive immigration reform proposal.

I support real immigration reform that strengthens America.
Yo apoyo una reforma migratoria verdadera para fortalecer al país.

Thousands shared their personal immigration stories with Congress.

NCLR regional staff and AmeriCorps groups at the Martin Luther King, Jr. Day of Service in San Antonio, Texas.
Thanks to NCLR’s support, I have learned how sending a letter, making a call, or visiting my senator can make the difference in my community, my state, or the country in general, since this can influence the decisions the senator is going to make.

MIGUEL CABARCAS
Lexington, Nebraska
The Latino community plays an ever-increasing and influential role in American politics. In its efforts to bring more Latinos into the democratic process, NCLR focuses on informing, educating, and motivating those Latinos who are eligible to become citizens and also concentrates on incorporating Latinos throughout the country into federal legislative debates, such as that on health care reform.

2009 Highlights

**Naturalization Assistance.** NCLR helped coordinate the *ya es hora ¡Ciudadanía!* (Citizenship! It’s Time) campaign to motivate and assist legal permanent residents in becoming U.S. citizens. This was accomplished through collaboration among national partner organizations (National Association of Latino Elected and Appointed Officials Educational Fund and the Service Employees International Union); Spanish-language media entities (Entravision Communications, ImpreMedia, and Univision Communications Inc.); and hundreds of CBOs throughout the country.

NCLR held workshops in Pasco, Washington; Hermiston, Oregon; and Chicago, Illinois, where participants received assistance in processing their naturalization applications. As part of this effort, NCLR also launched a network that includes 27 CBOs in 17 states with the goal of assisting 10,000 workshop participants in applying for citizenship.

**Health Care Reform Campaign.** As Congress considered the health care reform debate, NCLR took steps to make Latino voices heard on Capitol Hill through its national campaign on health care reform. NCLR held three national calls to inform and empower NCLR Affiliates in the debate. In addition, NCLR and its partners collected hundreds of personal stories and delivered nearly 9,200 health care postcards to Congress to affirm the need for health care reform that works for everyone in the country.
The Emerging Latino Communities (ELC) Initiative helps establish organizational infrastructure in communities that have experienced recent and dramatic increases in their Latino population. The initiative’s main focus is to strengthen low-income communities and neighborhoods by investing in the development of local leaders through the community-organizing process, equipping them with the tools to become effective grassroots advocates. Once accepted into the program, participating organizations enhance their organizational development capacity through technical assistance and trainings.

2009 Highlights

As part of creating strong and sustainable organizations, ELC grantees underwent training on the initiative’s focus areas through attending the ELC National Convening, the NCLR National Issue Briefing and Advocacy Day, and the NCLR Annual Conference. During these events, the grantees were provided opportunities to engage with advocates from around the nation with whom they exchanged new ideas and built strategies for developing their own organizations into effective agents of change.

This year, 13 ELC Initiative grantees were selected from throughout the nation:

- Coalición de Líderes Latinos, Dalton, Georgia
- El Comité Pro-Reforma Migratoria y Justicia Social, Seattle, Washington
- Florida Immigrant Coalition, Miami, Florida
- Hispanics Organizadas de Lake y Ashtabula, Ashtabula, Ohio
- Idaho Community Action Network, Boise, Idaho
- Latina Initiative, Denver, Colorado
- Mano a Mano Family Center, Salem, Oregon
- Mississippi Immigrants’ Rights Alliance, Jackson, Mississippi
- Missouri Immigrant and Refugee Advocates, St. Louis, Missouri
- Nebraska Appleseed, Lincoln, Nebraska
- Progreso Community Center, Nashville, Tennessee
- Unete, Center for Farmworker Advocacy, Medford, Oregon
- VOZ Workers’ Rights Education Project, Portland, Oregon
NCLR’s Strategic Communications Group (SCG) enhances the visibility of NCLR by organizing events that tell NCLR’s story and offering a place for its constituencies and new audiences to meet. SCG’s in-house expertise and relationships with key partners in marketing, communications, logistics, planning, and fundraising have enabled it to successfully promote NCLR’s image and generate unrestricted revenue for the organization.

NCLR showcased the NCLR Capital Awards gala, the exhilarating, star-studded NCLR ALMA Awards®, and the largest gathering of Latino community leaders in the United States—the NCLR Annual Conference.

**2009 Highlights**

**NCLR ALMA Awards.** This one-of-a-kind tribute to the spirit of pioneering Latinos in film, television, music, and sports was hosted by one of entertainment’s most magnetic pairs—Eva Longoria Parker and George Lopez.

Among the highlights, Nelly Furtado, David Archuleta, Pitbull, and Shakira gave spectacular, show-stopping musical performances. Salma Hayek was presented with the Anthony Quinn Award for Industry Excellence, and Oscar De La Hoya received the ALMA Award for Special Achievement in Sports Television. Additionally, Rita Moreno led a heartfelt tribute to Ricardo Montalban, honoring his contributions to Hollywood and Latinos everywhere.

The NCLR ALMA Awards aired during Hispanic Heritage Month on ABC in primetime.

George Lopez and Eva Longoria Parker, hosts of the 2009 NCLR ALMA Awards
Special Events (continued)

**NCLR Capital Awards.** Every year, NCLR holds a black-tie gala at the National Building Museum in Washington, DC which recognizes 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 2009, NCLR honored U.S. Senator Edward M. Kennedy (D–MA) and U.S. Senator Mel Martinez (R–FL) with the Capital Award. NCLR also presented the Capital Award for Public Service to the Miami Workers Center for its civic engagement activities and its role in mobilizing thousands of Latinos during the 2008 presidential election.

**NCLR Annual Conference.** Attracting 25,000 participants, the four-day NCLR Annual Conference took place at Chicago's McCormick Place West, bringing events to the convention center and local venues and contributing an estimated $7 million to the city’s economy.

Special guest speakers included Richard Daley, Mayor of the City of Chicago; Melinda Gates, Co-Chair and Trustee, The Bill & Melinda Gates Foundation; U.S. Senator Richard Durbin (D–IL); Valerie Jarrett, Senior Advisor to President Barack Obama; U.S. Representative Nydia Velázquez (D–NY), Chair, Congressional Hispanic Caucus; Hilda Solis, Secretary of the U.S. Department of Labor; U.S. Representative Luis Gutierrez (D–IL); Soledad O’Brien, National News Correspondent, CNN; Marc Morial, President and CEO, National Urban League; Benjamin Todd Jealous, President and CEO, NAACP; and Ken Lewis, President and CEO, Bank of America.

Four dynamic town hall sessions focused on issues of significance to the Latino community: exploring philanthropy as funders and fundraisers; the role of prevention in the health care reform debate; the power of new media; and the Latino community’s road to financial recovery.

For the third consecutive year, NCLR held a U.S. Citizenship Application Processing Session, which helped place participants on the path toward citizenship. And for the second consecutive year, the Conference included a Home Rescue Fair, where professionals provided pro bono legal advice, housing counseling, and loss mitigation aid to more than 300 families struggling to keep up with their mortgage payments.

Returning in 2009, the NCLR Career Fair featured job placement tools and resources for individuals looking to identify new career paths.
Visionaries from American corporations and leading foundations 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.

$200,000 and above
The Annie E. Casey Foundation
The Atlantic Philanthropies
Bank of America
Bank of America Foundation
Best Buy Co. Inc.
The Bill & Melinda Gates Foundation
Bipartisan Policy Center
BP America
The California Endowment
Charles Stewart Mott Foundation
Citi
Comcast Corporation
ConAgra Foods, Inc.
Corporation for National and Community Service
Entravision
Evelyn & Walter Haas, Jr. Fund
The Ford Foundation
Ford Motor Company
The John D. and Catherine T. MacArthur Foundation
John S. and James L. Knight Foundation
Marguerite Casey Foundation
MetLife
Open Society Institute
PepsiCo, Inc.
PepsiCo Foundation
The Rockefeller Foundation
Shell Oil Company
State Farm Insurance Companies
Tides Foundation
TOYOTA
United States Department of Education
United States Department of Housing and Urban Development
United States Department of Labor
UPS
Verizon Communications
Verizon Foundation
The Walton Family Foundation, Inc.
W.K. Kellogg Foundation
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$5,000–$199,000
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Merck & Co., Inc.
MGM Mirage
Microsoft Corporation
MillerCoors
Morgan Stanley Smith Barney
NASA Headquarters
The Nathan Cummings Foundation
National Campaign to Prevent Teen and Unplanned Pregnancy
National Education Association
The National Immigration Forum
National Institutes of Health
National Urban League
Nationwide Insurance
NBC/TELEMUNDO
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The Texas High School Project Fund of Communities Foundation of Texas
Tides Advocacy Fund
Time Warner Inc.
Time Warner Cable
The TJX Companies, Inc.
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United States Department of Agriculture
United States Department of Health and Human Services—Centers for Disease Control and Prevention
United States Department of Health and Human Services—Office of Minority Health
United States Marine Corps
University of Phoenix
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Urban Institute
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Wells Fargo
Wellspring Advisors, LLC
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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 leadership has been critical to the successes outlined in this report.

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($1,000 and above)  
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**Individual Donors**

From left to right: President’s Council donors Steven Wolfe Pereira; Cid Wilson, NCLR Board Member; Andrea Bazán, NCLR Board Member; and Ricardo Oquendo

From left to right: Congresswoman Nydia M. Velázquez; Delia Lopez; President’s Council donors Ingrid Duran and Catherine Pino; and Susan Gonzales, NCLR Corporate Board of Advisors member
### Individual Donors (continued)

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<th>President's Council (continued)</th>
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Stronger Latino communities are central to advancing NCLR’s mission. Therefore, NCLR seeks to bring more financial, human, and technical resources to its Affiliates through its Campaign for Stronger American Communities (CSAC). In 2009, NCLR moved closer toward its $15 million goal to support its regional offices and build Affiliate capacity and impact throughout the country.

### Campaign Investments

**Regional Strategy.** NCLR launched its regional strategy in Los Angeles, establishing an operating structure that is highly responsive to the needs of local Affiliates. Now fully staffed, the NCLR California Regional Office has engaged new Affiliate partners, increased participation in regional meetings and national advocacy efforts, and defined the elements needed to enrich NCLR’s presence in other regions.

**Community Partnerships.** CSAC nurtures relationships between Affiliates and regional partners, promoting sustainable opportunities for the Latino community. Improved regional capacity has strengthened community-based collaborations that facilitate the sharing of best practices to target education, health, housing, workforce development, and other issues.

**Special Opportunities.** A portion of the support raised through this campaign is designated to a flexible account that allows NCLR to respond effectively to sudden opportunities to advance its mission at the regional and national levels.

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**CONTRIBUTE TO THE CAMPAIGN**

NCLR is proud that 100% of its Board of Directors have supported the campaign. NCLR also gratefully acknowledges significant contributions from its partners, including State Farm Insurance Companies, the UPS Foundation, Wachovia, and the Marguerite Casey Foundation. To join these visionaries, please contact NCLR’s Resource Development team at empower@nclr.org or call (202) 776-1560.
Financial Summary

The nation’s economic challenges escalated in 2009, as did hardships for countless families, workers, and retirees struggling to secure their financial footing. Throughout the country, the need for resources, programs, and services soared, especially in hard-hit Latino communities. Even well-established organizations like NCLR faced the burden of increased demand for resources coupled with decreased financial support from traditional funders.

Though not exempt from the pressure of funding shortfalls, NCLR remains financially stable and strategically positioned to continue its effective response to the needs of America’s Latinos. NCLR’s financial health stems from its long-term record of fiscal responsibility, purposeful diversification of funding streams, and grassroots infrastructure that distributes funding directly to communities where help is needed most.

Meaningful change is seldom accomplished alone, and positive outcomes bear a cost. To help NCLR continue to meet the needs of Hispanic Americans—and America—please demonstrate your support through an individual, corporate, or foundation contribution. Together, we can usher in a new era of responsibility: community, unity, purpose.

**NCLR Subgrants to Affiliates (2009)**

In 2009, 80% of all NCLR subgrants were made to Affiliates, totaling $6.4 million.

“**The foundation is proud of its work with NCLR, and particularly appreciative of your courage and leadership to improve the lives of students across the country.**”

Melinda French Gates, Co-Chair and Trustee, The Bill & Melinda Gates Foundation
2009 Highlights

Program Maximization. A review of NCLR’s expenditures affirms the organization’s mission-driven focus. During the 2009 fiscal year, 93% of NCLR’s total expenses were directed toward programs serving the community—a national model for excellence in program-to-operation ratios. The remaining 7% of total expenditures funded advocacy and administrative activities, and was continually streamlined by budget analysis, prudent cost-cutting, and a strong commitment to fiscal responsibility from the executive leadership and Board. As demonstrated over a 40-year track record, donations to NCLR are an investment in Latino people and their communities.

Direct Funding. During the 2009 fiscal year, NCLR allocated nearly one-quarter of the organization’s overall program expenses directly to activities that benefit the NCLR Affiliate Network—the nearly 300 community-based organizations that provide frontline services to millions of Hispanic Americans each year. Distribution of grant and subgrant funding through a grassroots infrastructure empowers Affiliate organizations to directly meet the needs of their communities.

Furthermore, the opening of NCLR’s California Regional Office established a field strategy for enhancing national-local collaborations, while Affiliate Network meetings facilitated the sharing of best practices.

This ever-growing strategic alliance between NCLR and its Affiliates sustains stewardship, ensuring that a united voice is heard through advocacy at the national level and that individuals are empowered and communities strengthened at the local level.

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 in a way that works best for you and your organization, whether through a corporate or foundation sponsorship, individual contribution, workplace gift, or planned gift. America will reap the benefits of your financial support as we usher in a new era of responsibility that is shared by all.

You can take an active role in ushering in a new era of responsibility by visiting www.nclr.org/SupportUs or contacting NCLR at (202) 776-1750.

Charity Navigator honored NCLR with a four-star rating based on fiscal integrity and responsibility.

NCLR Expenses
Program/Support Ratio

You can take an active role in ushering in a new era of responsibility by visiting www.nclr.org/SupportUs or contacting NCLR at (202) 776-1750.
# National Council of La Raza: Consolidated Statements of Activity

**Year ended September 30, 2009***

<table>
<thead>
<tr>
<th>SUPPORT AND REVENUE</th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td><strong>Grants</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal</td>
<td>5,336,535</td>
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<td>-</td>
<td>5,336,535</td>
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<tr>
<td>Nonfederal</td>
<td>2,150,000</td>
<td>19,728,183</td>
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<td>21,878,183</td>
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<td><strong>Total Grants</strong></td>
<td>7,486,535</td>
<td>19,728,183</td>
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<td>27,214,718</td>
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<tr>
<td><strong>Contributions and Other Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Corporations and Foundations</td>
<td>1,916,700</td>
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<td>-</td>
<td>1,916,700</td>
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<tr>
<td>Special Events</td>
<td>9,075,832</td>
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<td>9,075,832</td>
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<tr>
<td>Capital Campaign Contributions</td>
<td>-</td>
<td>239,138</td>
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<td>239,138</td>
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<tr>
<td>Affiliate Member Dues</td>
<td>209,485</td>
<td>-</td>
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<tr>
<td>Other Contributions</td>
<td>220,419</td>
<td>-</td>
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<td>220,419</td>
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<tr>
<td>Investment and Interest Return</td>
<td>2,161,345</td>
<td>4,539</td>
<td>-</td>
<td>2,165,884</td>
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<td>Interest and Fee Income on Loans</td>
<td>3,774,369</td>
<td>-</td>
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<tr>
<td>Other Revenue</td>
<td>123,077</td>
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<tr>
<td>Net Assets Released from Restrictions</td>
<td>22,139,492</td>
<td>(22,139,492)</td>
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<tr>
<td><strong>Total Contributions and Other Revenue</strong></td>
<td>39,620,719</td>
<td>(21,895,815)</td>
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<td>17,724,904</td>
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<tr>
<td><strong>Total Support and Revenue</strong></td>
<td>47,107,254</td>
<td>(2,167,632)</td>
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<td>44,939,622</td>
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</table>

<table>
<thead>
<tr>
<th>EXPENSES</th>
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</thead>
<tbody>
<tr>
<td><strong>Program Services</strong></td>
<td></td>
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<tr>
<td>Democracia U.S.A.</td>
<td>4,403,075</td>
<td>-</td>
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<td>4,403,075</td>
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<td>Mission</td>
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<td>1,274,411</td>
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<td>Legislative Advocacy</td>
<td>550,787</td>
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<td>550,787</td>
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<tr>
<td>Community Development and Fellowship Program</td>
<td>5,782,855</td>
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<td>-</td>
<td>5,782,855</td>
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<tr>
<td>Center for Educational Excellence</td>
<td>3,794,820</td>
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<td>-</td>
<td>3,794,820</td>
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<tr>
<td>Strategic Communications Group</td>
<td>8,794,284</td>
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<td>-</td>
<td>8,794,284</td>
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<tr>
<td>Research and Strategic Initiatives</td>
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<td>4,861,998</td>
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<td>Institute for Hispanic Health</td>
<td>1,491,877</td>
<td>-</td>
<td>-</td>
<td>1,491,877</td>
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<tr>
<td>CORE and ORAL</td>
<td>5,051,648</td>
<td>-</td>
<td>-</td>
<td>5,051,648</td>
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<tr>
<td>Raza Development Fund—Program Operations</td>
<td>2,551,651</td>
<td>-</td>
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<td>2,551,651</td>
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<tr>
<td>Raza Development Fund—Loan Loss Reserve</td>
<td>930,155</td>
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<td>930,155</td>
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<tr>
<td><strong>Total Program Services</strong></td>
<td>39,487,561</td>
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<td>39,487,561</td>
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<tr>
<td><strong>Supporting Services</strong></td>
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<td></td>
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<tr>
<td>Management and General</td>
<td>1,754,266</td>
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<td>1,754,266</td>
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<tr>
<td>Fundraising:</td>
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<tr>
<td>General Fundraising</td>
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<td>540,416</td>
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<td>Endowment/Capital Campaign</td>
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<td>Membership Marketing</td>
<td>242,979</td>
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<td>242,979</td>
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<tr>
<td>Raza Development Fund—Administration</td>
<td>1,604,764</td>
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<td>-</td>
<td>1,604,764</td>
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<tr>
<td>Strategic Investment Fund Governance</td>
<td>2,145,698</td>
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<tr>
<td><strong>Total Supporting Services</strong></td>
<td>6,292,935</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>45,780,496</td>
<td>-</td>
<td>-</td>
<td>45,780,496</td>
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<tr>
<td><strong>Change in Net Assets—Before Transfers</strong></td>
<td>1,326,758</td>
<td>(2,167,632)</td>
<td>-</td>
<td>(840,874)</td>
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<tr>
<td><strong>Other Changes in Net Assets—Transfers</strong></td>
<td>(265,621)</td>
<td>265,621</td>
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<tr>
<td><strong>Change in Net Assets</strong></td>
<td>1,061,137</td>
<td>(1,902,011)</td>
<td>-</td>
<td>(840,874)</td>
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<tr>
<td><strong>Net Assets, Beginning of the Year</strong></td>
<td>34,902,629</td>
<td>60,966,961</td>
<td>1,500,000</td>
<td>97,369,590</td>
</tr>
<tr>
<td><strong>Net Assets, End of Year</strong></td>
<td>$35,963,766</td>
<td>$59,064,950</td>
<td>$1,500,000</td>
<td>$96,528,716</td>
</tr>
</tbody>
</table>

*Audited

The complete audited financial statements prepared by BDO Seidman, LLP may be obtained by calling Claudia Rosario, NCLR Controller, at (202) 776-1742.
### National Council of La Raza: Consolidated Statements of Financial Position

September 30, 2009 and 2008*

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$31,039,754</td>
<td>$24,841,588</td>
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<tr>
<td>Current Portion of Capital Campaign Receivables, Net</td>
<td>615,314</td>
<td>882,297</td>
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<tr>
<td>Special Events Receivables</td>
<td>3,914,365</td>
<td>3,949,527</td>
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<tr>
<td>Current Portion of Contract, Grant, and Other Receivables, Net</td>
<td>6,706,434</td>
<td>8,661,085</td>
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<tr>
<td>Current Portion of Loans Receivable, Net</td>
<td>6,169,955</td>
<td>16,730,322</td>
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<td>Investments</td>
<td>30,021,405</td>
<td>29,778,664</td>
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<tr>
<td>Restricted Investments</td>
<td>15,175,210</td>
<td>15,256,337</td>
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<td>Other</td>
<td>502,362</td>
<td>520,058</td>
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<td><strong>Total Current Assets</strong></td>
<td><strong>94,144,799</strong></td>
<td><strong>100,619,878</strong></td>
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<tr>
<td><strong>Noncurrent Assets</strong></td>
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<tr>
<td>Long-Term Loans Receivable, Net</td>
<td>51,433,447</td>
<td>30,591,560</td>
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<tr>
<td>Property and Equipment, Net</td>
<td>2,505,398</td>
<td>2,291,259</td>
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<td>Long-Term Capital Campaign Receivables, Net</td>
<td>222,344</td>
<td>184,706</td>
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<tr>
<td>Long-Term Contract, Grant, and Other Receivables, Net</td>
<td>700,855</td>
<td>645,747</td>
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<tr>
<td>Due from Hogar Hispano, Inc.—Related Party</td>
<td>8,079,992</td>
<td>8,603,484</td>
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<tr>
<td>Assets Designated to Fund Deferred Compensation</td>
<td>204,854</td>
<td>211,945</td>
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<tr>
<td>Other</td>
<td>264,792</td>
<td>106,885</td>
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<tr>
<td><strong>Total Noncurrent Assets</strong></td>
<td><strong>63,411,682</strong></td>
<td><strong>42,635,586</strong></td>
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<tr>
<td><strong>Total Assets</strong></td>
<td><strong>157,556,481</strong></td>
<td><strong>143,255,464</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES AND NET ASSETS</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
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</tr>
<tr>
<td>Accounts Payable</td>
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<td>Accrued Expenses</td>
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<td>Accrued Interest Expense</td>
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<td>277,667</td>
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<td>Committed Grants</td>
<td>152,250</td>
<td>570,040</td>
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<td>Pledges Held in Trust</td>
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<td>326,282</td>
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<td>Current Portion of Notes Payable</td>
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<td>7,981,357</td>
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<td><strong>Total Current Liabilities</strong></td>
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<td><strong>14,051,956</strong></td>
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<tr>
<td><strong>Noncurrent Liabilities</strong></td>
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<tr>
<td>Long-Term Notes Payable</td>
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<td>Long-Term Deferred Compensation Liability</td>
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<td>211,945</td>
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<td><strong>Total Noncurrent Liabilities</strong></td>
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<td><strong>31,833,918</strong></td>
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<td><strong>Total Liabilities</strong></td>
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<td><strong>45,885,874</strong></td>
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</table>

<table>
<thead>
<tr>
<th>COMMITMENTS AND CONTINGENCIES</th>
<th>2009</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted</td>
<td>35,963,766</td>
<td>34,902,629</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>59,064,950</td>
<td>60,966,961</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>1,500,000</td>
<td>1,500,000</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>96,528,716</strong></td>
<td><strong>97,369,590</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities and Net Assets</strong></td>
<td><strong>$157,556,481</strong></td>
<td><strong>$143,255,464</strong></td>
</tr>
</tbody>
</table>

*Audited

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Executive Management

Janet Murguía
President and
Chief Executive Officer

Charles Kamasaki
Executive Vice President

Sonia M. Pérez
Senior Vice President, Affiliate
Member Services

Delia de la Vara
Vice President, California Region,
Affiliate Member Services

Lautaro “Lot” Diaz
Vice President, Housing and
Community Development

Lisa Navarrete
Vice President, Special Projects

Delia Pompa
Vice President, Education

Eric Rodriguez
Vice President, Office of Research,
Advocacy, and Legislation

Dr. Maria E. Rosa
Vice President, Institute for
Hispanic Health

Dr. José A. Velázquez
Vice President, Affiliate Member
Services

Ron Estrada
Deputy Vice President, Strategic
Communications Group

Ruben J. Gonzales
Deputy Vice President, Resource
Development

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Washington, DC

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Far West (Phoenix)
Midwest (Chicago)

Northeast (New York)
Texas (San Antonio)

Program Offices

Southern California
(Long Beach)

Northern California
(Sacramento)

NCLR Community Development
Financial Institution

Raza Development Fund (Phoenix)
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*Washington, DC*

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