

# 2014 ANNUAL REPORT

---

**votoLatino**<sup>SM</sup> ENGAGE. EDUCATE. EMPOWER.



# MOVEMENT BUILDING



"We wanted to speak to American Latinos like us, in English, utilizing technology, media partnerships, celebrities, and volunteers. It's been an amazing 10 years, and it's very exciting to grow it from its roots to all that it encompasses now. I thank and congratulate all who have made our decade anniversary possible."

Rosario Dawson,  
Voto Latino Co-Founder

Cosmo for Latinas, 2014



# TABLE OF CONTENTS



|   |    |
|---|----|
| Letter from Leadership                    | 7  |
| <b>VOTO LATINO AT A GLANCE</b>            |    |
| Shaking Up the Political Process          | 8  |
| Preparing for the Future                  | 10 |
| Urgency of Now                            | 11 |
| State of Affairs                          | 12 |
| Our Strategy                              | 13 |
| How We Do It                              | 14 |
| <b>ENGAGE: CIVIC ENGAGEMENT</b>           |    |
| Voter Registration Overview               | 18 |
| Hispanic Heritage Month of Action         | 19 |
| National Voter Registration Day           | 20 |
| <b>EDUCATE: ISSUE ADVOCACY</b>            |    |
| Voting Rights                             | 24 |
| Building Across Communities               | 25 |
| Sexual and Reproductive Health and Rights | 26 |
| Health                                    | 27 |
| Rep Ur Letters                            | 28 |
| Environment                               | 29 |
| Immigration Reform                        | 30 |
| <b>EMPOWER: LEADERSHIP DEVELOPMENT</b>    |    |
| Power Summit                              | 34 |
| VL Innovators                             | 36 |
| Influencer Coalition                      | 38 |
| <b>FINANCIAL TRANSPARENCY</b>             |    |
| Financials                                | 42 |
| <b>OUR TEAM</b>                           |    |
| Board of Directors and Staff              | 46 |
| Strategic Partners                        | 47 |



LETTER FROM LEADERSHIP

## Ten Years in the Making, and Just Getting Started

Ten years ago, when we set off to engage American Latino Millennials in the civic process using their voice, leveraging the latest technology, media, social media networks and celebrities, many thought we were nuts. This was partly because social media and texting were in their nascent stages, partly because no one was talking about the Latino vote – let alone Millennials, and partly because we set out to reach our audience in English. We rolled the dice, took a chance and made a bet. And with the help of thousands of volunteers, partners and supporters – American Latinos have heard the calling.

Together, we've registered over 300,000 voters, innovated the use of text messaging by launching the first text-to-register voter registration campaign back in 2006, helped secure over \$150 million back to our communities through the Census and co-founded National Voter Registration Day, a national holiday recognized by all 50 Secretaries of State. In 2014 alone, we trained over 1,000 young leaders through our Power Summits, registered 50,000 voters, launched VL Innovators to grant \$500,000 to great tech ideas and created Hispanic Heritage Month of Action, with over 87 organizations joining the effort.

We stayed at the forefront of the immigration debate, provided guidance to the White House regarding increased police profiling of Latinos, informed our audience about healthy lives and health care enrollment, promoted reproductive rights for Latinas, mobilized thousands to the polls and reached millions across all media platforms to inform and provide them the tools to advocate for themselves. 2014 proved a banner year where we hit over 1.1 billion in traditional media impressions and over 1.2 billion impressions on social media – yes – billion with a B!

Our work has received numerous awards including two Webby honorees, several ProMax awards, and an Emmy nomination. Fast Company also highlighted us among the top 100 most creative minds in business. And while the accolades are nice – it's the rise of the American Latino voice and how it will shape our country's future that keeps us engaged year after year.

With 800,000 American Latinos turning 18 each year - the equivalent of a whole congressional district - we're the second largest group of Americans. We are our country's youngest citizens. American Latinos are, on average, 27 years old, a whole 14 years younger than the average white American. This tidal wave of leaders, innovators and workforce hold the reins of America's future.

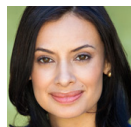
And with this dynamic growth we've witnessed their challenges at the front lines: increased racial insecurity in local communities, barriers to voting, the need for adaptive education, an unjust immigration system, poor quality health care and decreased access to reproductive services, low job growth and environmental injustice. We've grown with our audience from an online platform, to a leader in Latino youth engagement. We expanded our program from civic engagement to include leadership development and issue advocacy. Engage. Educate. Empower.

As you read this 2014 annual report, know that we have just set the stage. The next 10 years of work is even more paramount to our shared future. Thank you to our continued supporters and a warm welcome to those whom we have just met. We look forward to making powerful impact together.

Adelante,



Rosario Dawson  
Co-founder and Chairwoman



María Teresa Kumar  
President and CEO



*Maria Teresa Kumar, Rosario Dawson, and Wilmer Valderrama addressing a crowd of young leaders at the San Jose Power Summit reception.*

## VOTO LATINO AT A GLANCE

### Shaking Up The Political Process

Voto Latino empowers Latino Millennials to help them claim a better future for themselves and their community. United by the belief that Latino issues are American issues and American issues are Latino issues, Voto Latino is dedicated to providing the tools Latino Millennials need to develop leaders by engaging youth, media, technology and celebrities to promote positive change.

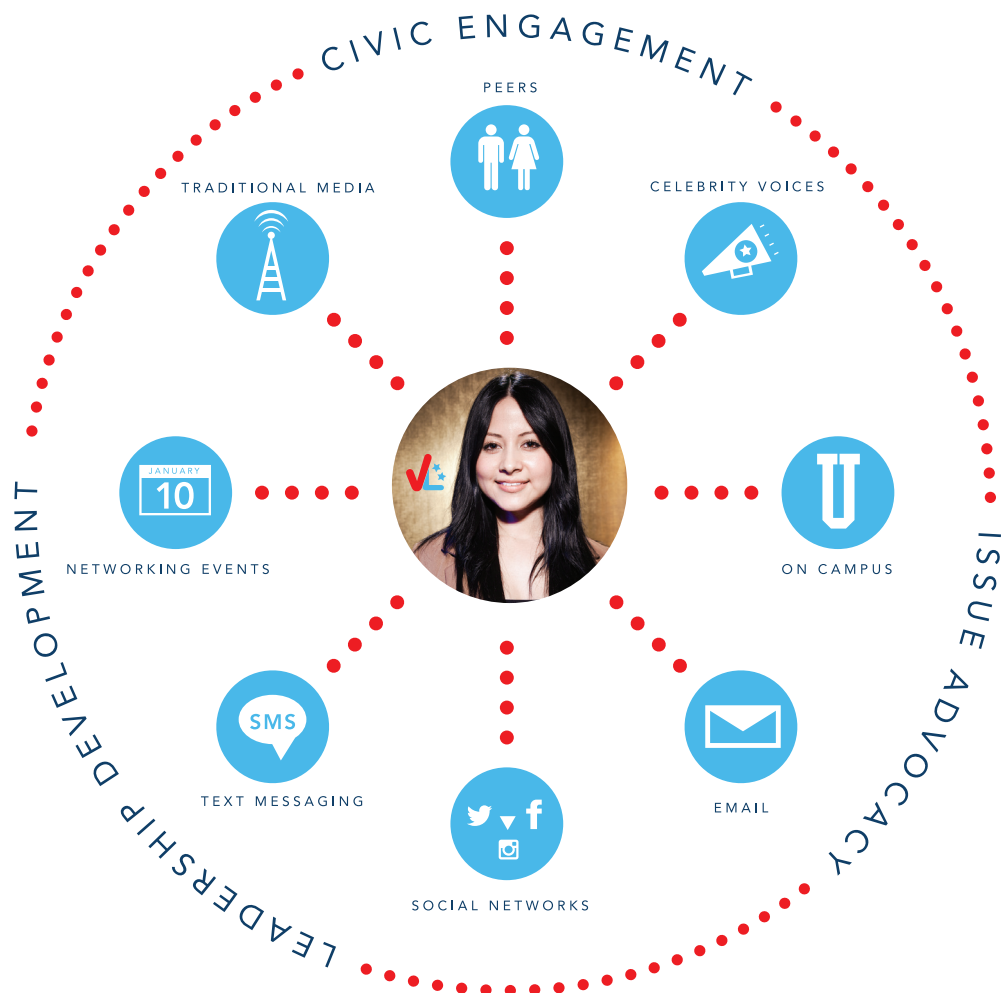


## The Voto Latino Millennial

Voto Latino recognizes that American Latinos are leaders long before they even turn 18, as they are often the influencers and gatekeepers of their community. As a trusted voice, Voto Latino provides these individuals the tools to help them successfully navigate this country. Whether that means registering them to vote, providing innovative tools and technology to advocate on behalf of issues they care about, or offering leadership workshops and networking opportunities, Voto Latino works to provide the infrastructure for success. When our young people are successful, America is successful.

### Our 360° Approach

We develop programming that meets the Voto Latino Millennial where they are. Voto Latino recognizes that in order to move a person to participate in our democracy, we have to see her as a whole person.

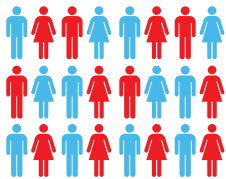


## VOTO LATINO AT A GLANCE

### Preparing for the Future

In our country, there is an urgency of now. American Latinos are the 2nd largest, fastest growing, and youngest group of Americans. Latino youth are graduating at lower rates than others and while diversity increases in our schools, only 7% of educators are Latino. Latinas are paid 56 cents for every dollar paid to white, non-Latino men. And millions of our brothers and sisters live in the shadows as undocumented immigrants. These issues should be priority for all Americans. While the average white American is in their 40s, the average Latino is 27. This is why Voto Latino's focus is to empower Latino Millennials to claim a better future for themselves and their families through participation in government, leadership, and issue advocacy. Our audience holds the key to America's future.

### American Latinos: Who are they?



2nd largest group of Americans  
[PEW]



Fastest growing group  
of Americans  
[PEW]

**YOUNGEST**  
GROUP  
OF **AMERICANS**

40% of Latinos are  
under the age of 21  
[CENSUS]



## VOTO LATINO AT A GLANCE

### Urgency of Now

Voto Latino meets Latino Millennials where they are, using culturally relevant online messaging in English that they can repurpose as the gatekeepers for their households.

# 800,000

Latinos turn 18 every year



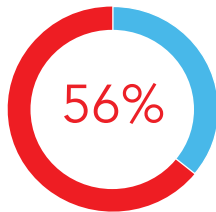
1 in every 5 Millennials is Latino



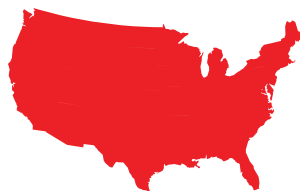
The average Latino is 27, 14 years younger than the average white American



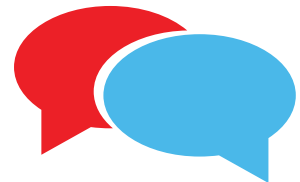
84% of Latinos ages 18-29 use social media compared to 58% of all U.S. internet users



56% of Latino Millennials expect to be better off than their parents financially (compared to 33% of White Millennials)



33.2 million Latinos in the U.S. speak English proficiently



As a community-oriented culture, this group is more likely to share stories with their friends and family



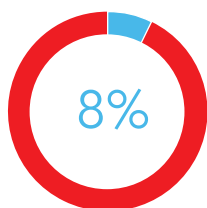
Latinos are more likely to live in multigenerational households

## State of Affairs

There are 54 million Latinos in the United States. 800,000 Latinos turn 18 every year. Our community urgently needs strategic infrastructure investment to equip this new generation of Americans with the tools necessary to navigate our country. Through piloting and improving on a decades worth of work, Voto Latino works to ensure that Latinos are represented in leadership roles and are shaping our country across sectors.

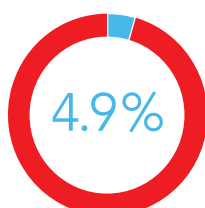
**Today, Latinos represent 17% of the population,  
but are underrepresented in key sectors.**

### EDUCATION



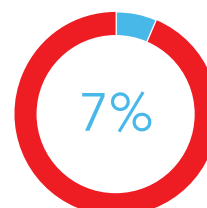
Only 8% of educators are Latino, while 24% of students in public schools are Latino

### HOLLYWOOD



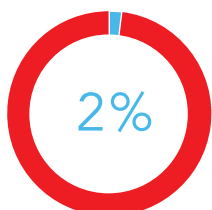
Latinos account for only 4.9% of leading roles in Hollywood

### TECHNOLOGY



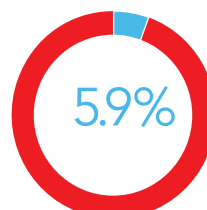
Only 7% of tech workers are Latino

### CORPORATE AMERICA



Among Fortune 500 companies, only 2% of CEOs are Latino

### GOVERNMENT



Out of 535 Members of Congress, only 32 are Latino

## Our Strategy

Our community is English-dominant, internet savvy, and highly networked. At Voto Latino, we work to meet our community where they are. We have the largest and most diverse social media network of any Latino-focused or youth civic engagement nonprofit\*\*. We develop high-octane, rapid-response informational initiatives to maximize our community's voice. \*\*Simply Measured Report Jan - Dec 2014

### 2014 By The Numbers

**4,410,112** actions taken on Facebook and Twitter

**1,013,430,321** potential impressions | **225,315,037** potential reach



**210%** growth to over  
**5,200** followers



**29.3%** growth to over  
**192,000** followers.



**100%** increase to over  
**163,000** since March 2014



**36%** growth to **39,200** followers

(Estimates from 2014 and early 2015)

Over **1.1 billion** traditional media impressions (print, online, TV, radio)



In 2014, LATISM awarded Voto Latino with the "Best Not-For-Profit Organization using Technology and Social Media to reach Latino(a)s" award.

VOTO LATINO AT A GLANCE

## How We Do It

Our campaigns this past year:

### Hispanic Heritage Month of Action





# votoLatino<sup>TM</sup>

## POWER SUMMIT

Educate. Empower. Engage.



#VLPowerSummit

votoLatino<sup>TM</sup>  
POWER SUMMIT





—————→ **ENGAGE:** CIVIC ENGAGEMENT



By 2016, 28 million Latinos will be eligible to vote. Through dynamic voter registration campaigns, strategic partnerships, Get Out the Vote initiatives, and more, we encourage our audience of Latino Millennials to make their voices heard in local and national elections.



Volunteers register voters at SXSW in Austin, TX

## ENGAGE

### Voter Registration Overview

Despite the lowest voter turnout in 70 years, Voto Latino had a banner year in 2014, registering 50,984 voters for the midterm election.

**Voter Registration:** In 2014, we registered **50,984** voters, sent **343,861** voter registration reminder emails, and sent **35,000** voter registration SMS messages.

**Get Out the Vote:** Through GOTV, we sent **385,000** Get out the Vote reminders via email and over **74,000** via SMS.

**Reach:** We garnered **758 million** social media impressions that helped sway millions to participate and head to the polls. We achieved record results in partnership with collaborating organizations.



## ENGAGE

### Hispanic Heritage Month

In 2014, Voto Latino created a coalition of more than 85 organizations and individuals, including media companies, influencers, nonprofit partners, and others. Turning Hispanic Heritage Month into a month of action, Voto Latino spearheaded this national voter registration campaign titled Pride in Our Culture, Power of Our Vote.



Through culturally relevant online content, on-the-ground activation, and distribution of partner toolkits, we educated and engaged Latinos at a national level. In only a few short weeks this coalition was able to mobilize our communities, proving that if we invest in our communities and work together, our community will stand up to be heard.

**87** partners in less than **2** weeks  
**261,389,259** social media impressions  
**81,500,128** social media reach

**A plurality of Latino voters nationwide said they were voting in 2014 to  
"support the Latino community" as opposed to a specific candidate or party.**

[LATINO DECISIONS, 2014]

#PowerOfOurVote

## National Voter Registration Day

Voto Latino is a proud co-founder of National Voter Registration Day (NVRD), taking lead on communications and technology. Voto Latino has been able to help engage thousands of partners and provide resources to register hundreds of thousands of voters over four years.

300,000+ voters registered since 2012 | #CelebrateNVRD trended twice nationally in 2013

50 Secretaries of State participated in 2014

### NVRD Over the Years

| 2012                     | 2013                     | 2014                     |
|--------------------------|--------------------------|--------------------------|
| PRESIDENTIAL ELECTION    | MUNICIPAL ELECTION       | MIDTERM ELECTION         |
| VOTERS REGISTERED        | VOTERS REGISTERED        | VOTERS REGISTERED        |
| <b>303,610</b>           | <b>56,196</b>            | <b>154,500</b>           |
| Field: 30%   Online: 70% | Field: 55%   Online: 45% | Field: 53%   Online: 47% |
| PARTNERS                 | PARTNERS                 | PARTNERS                 |
| <b>1,223</b>             | <b>931</b>               | <b>2,263</b>             |
| EVENTS                   | EVENTS                   | EVENTS                   |
| <b>N/A</b>               | <b>809</b>               | <b>450</b>               |
| UNIQUE MEDIA IMPRESSIONS | UNIQUE MEDIA IMPRESSIONS | UNIQUE MEDIA IMPRESSIONS |
| <b>76,809,430</b>        | <b>212,365,191</b>       | <b>1,018,471,102</b>     |

#CelebrateNVRD





Rep. Xavier Beccera at NVRD rally in Los Angeles, CA



Volunteers registering voters at an NVRD rally in New York, NY





**EDUCATE:** ISSUE ADVOCACY



Voto Latino engagement stems far beyond voting. From immigration reform, to race relations, to reproductive rights, to the environment, we encourage American Latinos to advocate on behalf of issues they care about. We recognize we must meet our audience where they are in order to further ignite their interest in the civic process.

## Voting Rights

**Of the 12 states with the largest Hispanic population growth in the 2010 Census, nine have new voting restrictions in place.** At Voto Latino, we believe that voting should be easy. That's why we continuously fight to protect voting rights. Over the past year, we have informed our audience of restrictive voting laws in their areas through online engagement, signed onto an amicus brief to support state work, and encouraged our networks to report problems at the polls through NALEO's voter suppression hotline. Through our voting rights work, we garnered over 506,000 social media impressions on Twitter and reached over 280,000 through the hashtags #VLVotingRights and #CareLikeCrazy



On June 25, 2013, the Supreme Court decided the case of *Shelby County v. Holder*, effectively gutting a section of the Voting Rights Act of 1965 (VRA) and making it easier for states to pass restrictive voting laws.

### New voting laws disproportionately affect Latinos.

Within 24 hours of the Supreme Court's decision, five states moved forward with voter ID laws, some of which had already been rejected as discriminatory under the Voting Rights Act. Four of these states have some of the highest and fastest growing Latino populations in the country.

**Alabama** - Fastest growing Latino population\*

**Texas** - 2nd highest Latino population

**South Carolina** - 2nd fastest growing Latino population\*

**Mississippi** - 8th fastest growing Latino population\*

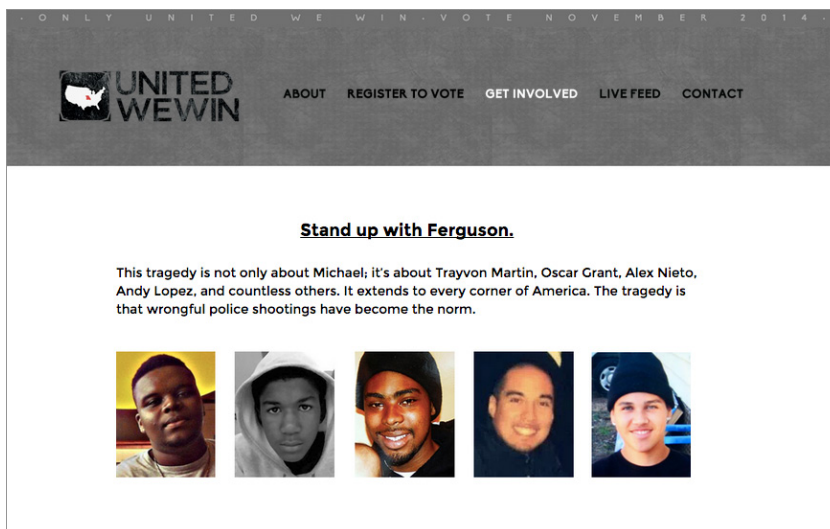
\*between 2000-2011

#VLVotingRights #CareLikeCrazy

## EDUCATE

### Building Across Communities

**In the first 3 quarters of 2014, 27% of police street interrogations using “stop-and-frisk” targeted Latinos.** While names like Michael Brown and Freddie Gray are household names, Andy Lopez, Alex Nieto, and Jessie Hernandez are not. Through partnerships with NAACP, National Action Network, and others, Voto Latino re-launched it’s United We Win campaign to build cross-community engagement. First launched in 2010 to combat racial profiling in Arizona after SB1070, United We Win now focuses on continuing constructive dialogue around race, racial profiling, and police brutality in underrepresented communities.



**“Time won’t change what happened in Ferguson, but political action will.”**

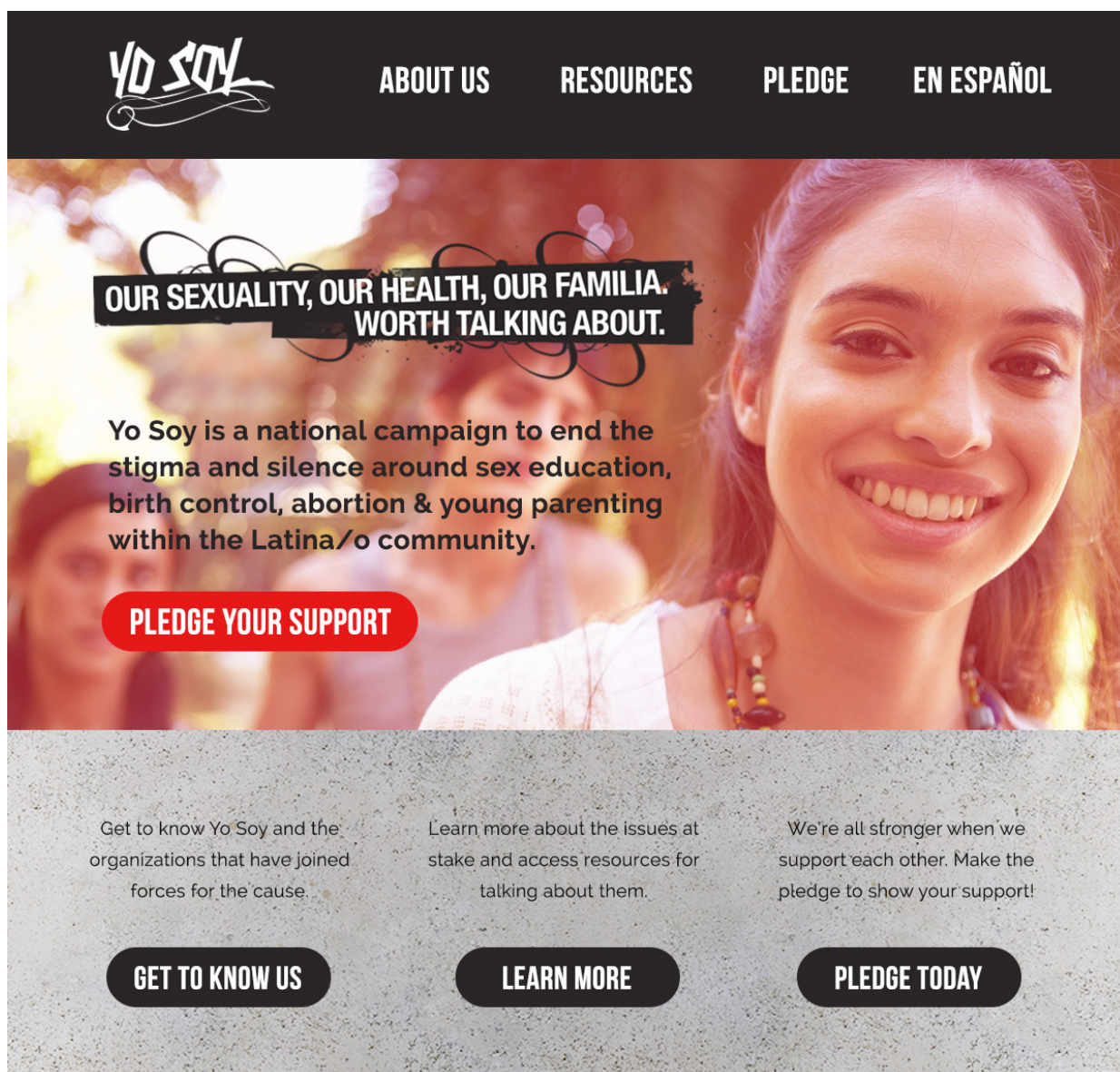
Russell Simmons

#UnitedWeWin

## EDUCATE

### Sexual and Reproductive Health and Rights (SRHR)

**30% of Latinas will give birth by the time they are 20 years old.** Voto Latino started our SRHR work recognizing that Latinas want the opportunity to define their futures for themselves. In 2014, Voto Latino led communications efforts for the Yo Soy campaign, a project designed to end the stigma and silence around sex education, birth control, abortion, and young parenting in the Latino community.

A screenshot of the Yo Soy campaign website. The top navigation bar is dark with the 'YO SOY' logo on the left and links for 'ABOUT US', 'RESOURCES', 'PLEDGE', and 'EN ESPAÑOL' on the right. The main content area features a large background image of a smiling young woman. Overlaid on this image is a black banner with the text 'OUR SEXUALITY, OUR HEALTH, OUR FAMILIA. WORTH TALKING ABOUT.' Below this, a paragraph describes the campaign's goal to end stigma and silence around sex education, birth control, abortion, and young parenting. A prominent red button labeled 'PLEDGE YOUR SUPPORT' is positioned below the text. The bottom section of the page has a light gray background and contains three columns of text, each with a corresponding dark button: 'GET TO KNOW US', 'LEARN MORE', and 'PLEDGE TODAY'.

[#VLHealth](#) [#iamYoSoy](#)



## EDUCATE

### Health

**Nearly 1 in 4 Latinos in the U.S. is uninsured.** In 2014, we engaged Latino Millennials through the use of strategic communications; by creating informative online panels, infographics, and fun online memes in an effort to educate people on the Affordable Care Act and access to healthcare.

Through our health work, we developed an expertise in the use of Google+ Hangouts and now use Google+ Hangouts throughout our initiatives. Becoming a leader in the space, dozens of partner organizations actively seek our guidance to manage and deliver hangouts.

#### Overall Hangouts

Reach: **1,471,871**

Impressions: **6,680,306**



January 23, 2014 - Voto Latino's Maria Teresa Kumar interviewed Secretary Sebelius of the Office of Health and Human Services about Affordable Care Act implementation on a Voto Latino digital townhall.

#VLHangout #VLSRHR

## EDUCATE

### Rep Ur Letters

**Latinos are more likely to vote if someone asks them.** Voto Latino continued Rep Ur Letters (RUL), a campaign launched in 2012 to encourage registering to vote and civic engagement among Latino fraternities and sororities. Congratulations to Sigma Lambda Gamma National Sorority for winning the 2014 Rep Ur Letters challenge!

17 Latino Greek organizations reached 30,000 individuals across almost 50 states and over 1,000 college campuses.

**10 YEARS STRONG**  
votoLatino

**votoLatino**  
**REP UR LETTERS**  
A FRATERNITY & SORORITY CHALLENGE

**ABOUT TOOLKIT GREEKS EVENTS SIGN UP REGISTER TO VOTE**

**WILL YOU  
REP UR LETTERS  
IN 2014?**

**Sign Up Learn More Why RUL?**

**Latino fraternities and sororities across America will face off, competing in Voto Latino's Rep Ur Letters challenge to see which organization can register the most eligible voters before the 2014 midterm elections in November!**

#RepUrLetters

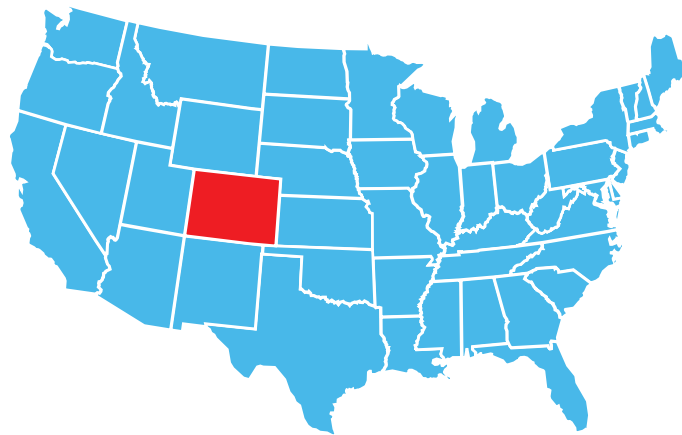


## EDUCATE

### Environment

**Over 90 percent of Latinos want government action on global warming.** In 2014, Voto Latino launched a pilot program with the Environmental Defense Fund (EDF) to integrate climate change into our work in Colorado. Throughout the year, Voto Latino encouraged thousands of young Latinos to be environmentally conscious.

#### Targeted reach in CO



### SMS & Social Media

**522** SMS subscribers in CO received climate change messages

Over **1,228** Facebook fans in CO received the message

Total of **199,291** received CO message through our social media networks (saw it in FB feed, etc.)

Total of **3782** emails sent to CO list

### Online ads in CO

**Facebook** - **834,600** impressions, **516** sign ups (**2,669** clicks)

**Google** - **35,691** impressions, **48** sign ups (**631** clicks)

**Multiple ad platforms** (Precision) - **2,233,832** impressions, **8** sign ups (**483** clicks)

**Denver post** - **321,464** impressions, **7** sign ups (**427** clicks)

[#ClimateChange](#)

## EDUCATE

### Immigration Reform

**There are 11.2 million undocumented immigrants in the US.** Of these undocumented, many are our friends, our family, or our colleagues. Immigration reform is a personal issue and is at the core of American Latino values. For this reason, we have strategically interwoven immigration reform throughout many of our campaigns. This past year we met with members of the Administration and shared with them the concerns of our community. Thanks to these coordinated efforts, President Obama took executive action, offering temporary legal status to millions to ensure reprieve from deportation. We also led the efforts to create a national immigration score card and distributed it across Latino-focused organizations.



**Highlight** - Voto Latino created the 11 Million graphic that once posted on Facebook, created a viral movement with the hashtag #11million. This became the unofficial hashtag and graphic of the movement.

#11Million



**Austin, TX** - After hearing about University of Texas at Austin's "Catch An Illegal Immigrant Game", Voto Latino rapidly responded by sending Influencer Coalition Co-chair, America Ferrera, to campus to lead an opposition rally and reiterate the need for comprehensive immigration reform.



**Washington, DC** - On November 20, 2014, Maria Teresa Kumar, President & CEO of Voto Latino spoke at a press conference along with other civil rights groups to urge President Obama to move swiftly and boldly on immigration reform. Later that night, the President announced his executive orders.

→ **EMPOWER:** LEADERSHIP DEVELOPMENT



The Power Summit conference and the VL Innovators tech challenge connect young Latinos with thought leaders, elected officials, and industry experts to network and provide the tools they need to become change makers in their communities.

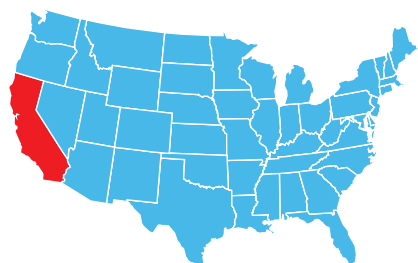
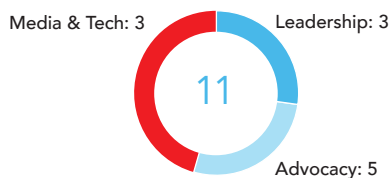
## Power Summit

**Millennials comprise 36% of the U.S. workforce.** Through the Power Summits, a leadership development conference to educate, engage and empower Latino Millennials, we are ensuring that the next generation has the tools necessary to succeed in their chosen career path. In 2014, 30% of the speakers were executive level. The hashtag #VLPowerSummit also trended nationally in 1 city, and locally in 2 others.

**2012**

250

37



LOS ANGELES

**2013**

# OF PARTICIPANTS



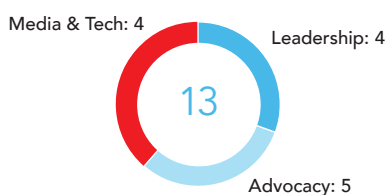
300

# OF SPEAKERS

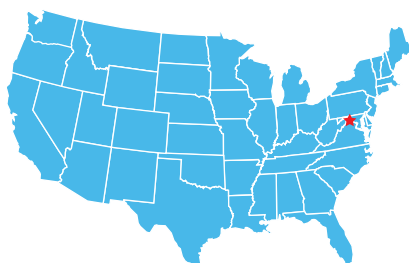
52



# OF WORKSHOPS



LOCATION

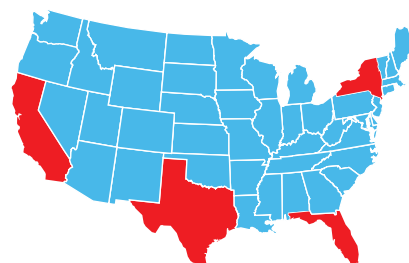
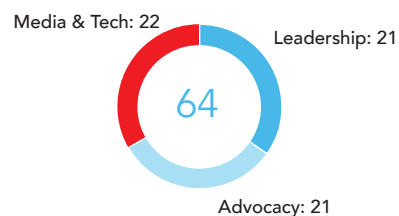


WASHINGTON, D.C.

**2014**

1000

195

NEW YORK | MIAMI  
SAN ANTONIO | SAN JOSE



Power Summit - New York, NY

"I heard about this (Power Summit) on Instagram, and I decided to just go for it and it turned out to be so much more than I thought it was going to be. I find it amazing that I get to network and see all these people, and really get to like, be involved with my community while educating myself and learning so much more about mentors."

- Samantha Jimenez, NYC Participant

[#VLPowerSummit](#)

## EMPOWER

### VL Innovators

**Only 7% of tech workers are Latino.** In 2014, Voto Latino launched the VL Innovators Challenge, the first Latino-focused accelerator awarding \$500,000 in grants to Millennial-led projects that use technology to address challenges in our communities. Proposed tech solutions included mobile apps, educational tablet stations, videos series, and websites. Winners received between \$30,000 and \$100,000 along with connections to tech partners, and a personalized training bootcamp at Google Headquarters in Mountain View, CA.

As a Latino focused “start-up,” Voto Latino is proud to be able to pay-it-forward to the next generation of Latino leaders and innovators.

---

#### Issues addressed:

immigration, education, women’s health,  
entrepreneurship, civic engagement

OVER **300** **40**  
APPLICATIONS JUDGES  
**\$500,000**  
IN GRANTS AWARDED

---

#### Strategic Partners:



underwater  
DREAMS  
the robot was just the beginning

**amc**  
THEATRES





VL Innovators Challenge finalists in Washington, DC



## EMPOWER

### Influencer Coalition

Voto Latino is training a new generation of Hollywood to become activists. We work with our influencer coalition, DJ coalition, and other high-profile leaders, developing them as surrogates to disseminate key messaging. By providing the platforms, the talking points, and the necessary coaching, Voto Latino helps to amplify their personal stories, their voices, and Voto Latino's work to a broader stage.





**February 11, 2014** - Voto Latino arranged a radio interview with VL supported Edgar “Shoboy” Sotelo and First Lady Michelle Obama to discuss the Affordable Care Act.



**March 18, 2014** - Rosario Dawson, America Ferrera, and Diego Luna discuss immigration reform at Voto Latino’s DC premiere of Cesar Chavez.



**May 2, 2014** - Wilmer Valderrama speaks about the importance of diversity in media at Voto Latino’s 5th annual Our Voices reception during White House Correspondents’ Weekend.



FINANCIAL TRANSPARENCY



Voto Latino is committed to maintaining full financial transparency. Thank you to our donors, large and small, who have supported us the last 10 years.

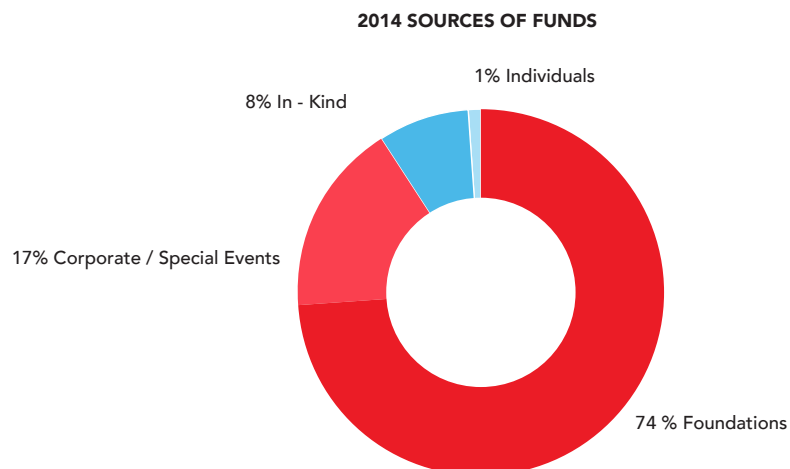
STATEMENT OF ACTIVITIES (CONDENSED)  
FOR THE YEAR ENDED DECEMBER 31, 2014 (UNAUDITED)

| Support & Revenue        | Amount       | %    |
|--------------------------|--------------|------|
| Corporate/Special Events | \$ 498,084   | 17%  |
| Foundations              | 2,142,080    | 74%  |
| Individuals              | 15,501       | 1%   |
| In-kind                  | 221,375      | 8%   |
| Total Support & Revenue  | \$ 2,877,040 | 100% |

| Expenses       |                |      |
|----------------|----------------|------|
| Programs       | \$ 3,360,557** | 89%  |
| Administration | \$ 216,886     | 6%   |
| Fundraising    | \$ 188,106     | 5%   |
| Total Expenses | \$ 3,765,549   | 100% |

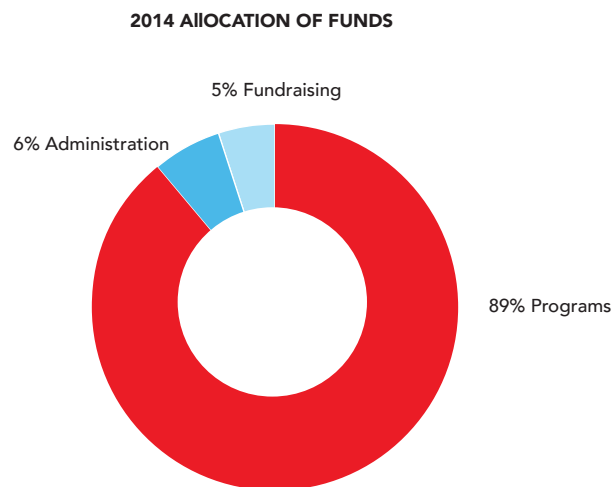
|                                 |              |
|---------------------------------|--------------|
| CHANGE IN NET ASSETS            | \$ (888,509) |
| Net assets at beginning of year | 2,078,222    |
| NET ASSETS AT END OF YEAR       | \$ 1,189,713 |

\*\*Refers to multi-year grants



STATEMENT OF FINANCIAL POSITION (CONDENSED)  
AS OF DECEMBER 31, 2014 (UNAUDITED)

| Assets  | Amount       |
|---|--------------|
| Cash and cash equivalents                           | \$ 866,545   |
| Property/equipment, net of accumulated depreciation | 8,208        |
| Grants receivable                                   | 212,500      |
| Prepaid expenses and other assets                   | 16,258       |
| Accounts receivable                                 | 147,758      |
| Total Assets  | \$ 1,251,269 |
|   |              |
| Liabilities   |              |
| Accounts payable and accrued expenses               | \$ 61,556    |
| Interest payable                                    | -            |
| Total Liabilities                                   | \$ 61,556    |
|   |              |
| Total Net Assets                                    | \$ 1,189,713 |
|   |              |
| Total Liabilities and Net Assets                    | \$ 1,251,269 |







## OUR TEAM

Voto Latino is a group of highly-motivated staff and a dedicated board of directors. Our work is so effective because in reality, we are our constituency. Our past experiences and our day-to-day lives are what drive and influence our work each and every day as we challenge each other to dream big, work hard, and always have our eyes on creating a better future for American Latinos.

## OUR TEAM

### Board of Directors

Rosario Dawson, Chairwoman

Brandon Hernandez, Vice Chair

María Teresa Kumar, President

Alfredo Vidal, Treasurer

Danny Villa, Board Member

Nathalie Rayes, Board Member

Sergio Alfaro, Board Member

### Staff

María Teresa Kumar, President & CEO and Executive Board Member

Michelle Minguez, Vice President of Development

Steve Alfaro, Vice President of Creative & Digital

Jessica Reeves, Vice President of Partnerships & Marketing

Avery Lord, Executive Assistant

Jimmy Hernández, Communications Director

Yándary Zavala, Communications Project Manager

Danny Navarro, Campaign Manager

Dennis Gonzalez, Program Manager

Michelle Cogut, Graphic Design Associate

Nicole Campbell, Social Media Associate

Roxana Moreno, Digital Media Associate

Maria Samaniego, Projects Associate



## OUR TEAM

### Strategic Partners

We know that it takes many to meet our mission. We would like to thank our many strategic partners, funders, supporters, and volunteers who made 2014 a record year.

AFL-CIO | Arcus Foundation | BET Networks | The California Endowment | City University of New York (CUNY) | craigslist Charitable Fund | Environmental Defense Fund | Ford Foundation | Google | Herbalife | Institute of International Education | Kapor Center for Social Impact | MacArthur Foundation | Microsoft | Monroe College | Miami Foundation | Neo Philanthropy | Pacific Gas and Electric Company | Pepsi | Queens College Committee for Disabled Students | Qlovi | Rio Hondo College | Rosenberg Foundation | SEIU | Silicon Valley Community Foundation | Southwest Airlines | Sprint | University of Texas | Pan American | Vanguard Foundation | Viacom | Walmart | Welcome.us

Thank you for reading our 2014 annual report,  
we would love to hear from you!

**Mailing Address:**

Voto Latino  
PO Box 35608  
Washington, DC 20033

**Contact:**

202.386.6374  
info@votolatino.org

**Website:**

[www.votolatino.org](http://www.votolatino.org)

**Social Media:**

[www.facebook.com/votolatino](http://www.facebook.com/votolatino)  
[www.twitter.com/votolatino](http://www.twitter.com/votolatino)  
[www.instagram.com/votolatino](http://www.instagram.com/votolatino)  
[www.youtube.com/votolatino](http://www.youtube.com/votolatino)  
<https://plus.google.com/+votolatino>

votoLatino<sup>TM</sup>