



# 2015 Annual Report

 | Engage. Educate. Empower

# Table of Contents

## **3 Voto Latino at a Glance**

Shaking Up the Political Process

## **4 Engage: Civic Engagement**

Preparing For 2016

Hispanic Heritage Month of Action

National Voter Registration Day

## **12 Educate: Issue Advocacy**

Voting Rights

Building Across Communities

Sexual and Reproductive Health  
and Rights

Health

Environment

Immigration & Citizenship

## **21 Empower: Leadership Development**

Power Summit

VL Innovators

Influencer Coalition

## **28 Financial Transparency**

## **30 Our Team**

Board of Directors and Staff

# Voto Latino at a Glance

## Shaking Up the Political Process

Voto Latino is a pioneering civic media organization that seeks to transform America by recognizing Latinos' innate leadership. Through innovative digital campaigns, pop culture, and grassroots voices, we provide culturally relevant programs that engage, educate and empower Latinos to be agents of change. Together, we aim to build a stronger and more inclusive democracy.






# ENGAGE

## Civic Engagement

By 2016, 28 million Latinos will be eligible to vote and, as the second largest, fastest growing, and youngest group of Americans, Latinos hold the key to our country's future... if they vote. Through compelling voter registration campaigns and Get Out the Vote initiatives, we encourage our Latino Millennial audience to make their voices heard in elections.



# Preparing for 2016



Live-tweet the #DemDebate  
with us **tonight at 8 p.m. ET!**


**#VLVoices**

The 2016 elections started well before the first of the year. Whether it was live-tweeting Presidential debates, attending rallies, or responding to comments made by candidates, we mobilized our audience to start thinking about 2016—on the ground and online.

In Dallas, we met with young Latinos excited about the election at the VL Power Summit Pop-Up: Dallas for a panel titled *Hot Topics 2016: What matters to Millennials?* and online we launched **#VLVoices**, a hashtag to follow along what young Latinos are thinking about 2016.

# Election Modernization

At Voto Latino we believe that registering to vote and voting should be easy. As voter registration has been at the core of Voto Latino for more than a decade, we have witnessed the barriers and the hurdles many must go through because of our country's severely outdated election system. In a memo to the Obama Administration, we outlined recommendations in order to bring election technology into the 21st century. We recommended digitizing the federal voter registration form...and the Administration took note. We look forward to advancing its implementation this year and beyond.



**At Voto Latino we believe that registering to vote and voting should be easy.**

# Hispanic Heritage Month of Action

This year marked the second year of Hispanic Heritage Month of Action, a campaign created by Voto Latino to celebrate our Latino heritage and our American roots. Through culturally relevant online content, on-the-ground activation, and distribution of toolkits Hispanic Heritage Month of Action encouraged Latinos nationwide to take meaningful action through registering and pledging to vote.



**OVER  
130 partners**

**OVER  
9,000 voters  
registered**

**50 MILLION  
social media  
impressions**

## Partners

VOTOLATINO\*



COSMO  
for Latinas

Google



America

We also teamed up with Instagram to launch **#HispanicHeritageHero**, a campaign that encouraged supporters to honor their Latino mentors and heroes during Hispanic Heritage Month of Action.





# National Voter Registration Day

On September 22, 2015, partners and volunteers across the country held hundreds of events online and on-the-ground in celebration of National Voter Registration Day. As a founding partner, Voto Latino participated by holding a Facebook Q&A with Orange is the New Black and Jane the Virgin star, Diane Guerrero. This year, President Obama proclaimed National Voter Registration Day a holiday.

**634**

Field Events

**5,910**

Volunteers

**2,061**

Partners

**129,851**

Voters  
Registered

**409,000,000**

Social Media  
Impressions



'How do we get people focused, not only on laws but also on our habits? That is why we are proclaiming September 22nd National Voter Registration Day.'

- President Obama


# Voto Latino on Tour

From Maná to Los Tigres del Norte to George Lopez to Lila Downs, we were online and on the ground in 2015 registering voters with the support of well-known artists. We went on tour with George Lopez and Lila Downs in Texas, California, and New York, activating concert-goers with through voter registration and pledges to vote.

On November 19, 2015 we launched SomosMás2016 with Mexican rock bands Maná and Los Tigres del Norte. During the 16th Annual Latin GRAMMY Awards, VL partnered with the two bands for the moment Twitter could not stop buzzing about. Following their joint performance of the song Somos Más Americanos, they raised a banner and urged viewers to stand up against words meant to dehumanize our community. Through registering or pledging to vote, Voto Latino provided means for the community to take action.







# EDUCATE

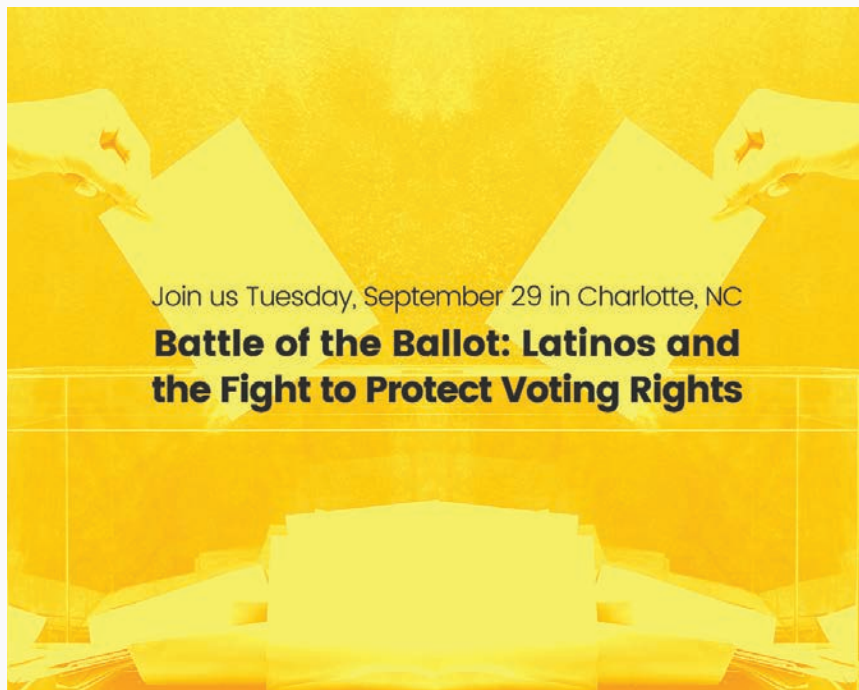
## Issue Advocacy

From defending affirmative action and the One Person, One Vote principle to standing up for voting rights and access to healthcare, we stayed at the forefront of current events and emerging conversations in 2015. We take a stand on the issues affecting our community, and continue to train our supporters to do the same.



# Voting Rights

In 2015, at least 40 bills in 17 states were introduced to restrict voting. In September, Maria Teresa Kumar served on a Telemundo panel about the myths and reality of the Latino vote. Voto Latino also kept Latino millennials up-to-date about voting rights as our Power Summit Pop-Ups and through our “Everyone Counts” Campaign.



# Building Across Communities

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**Decouple  
federal immigration  
enforcement from routine  
local policing for civil  
enforcement and non  
serious crime.**


**1.9.1 task item, President's Task Force  
on 21st Century Policing**

Conversations around race and diversity are important conversations to have. Voto Latino helped bridge the gap and work across communities by hosting conversations about race at Power Summit, celebrating diversity at Our Voices, providing recommendations to the President on community policing, among others. Voto Latino Chairwoman Rosario Dawson moderated a panel with Sybrina Fulton, mother of Trayvon Martin, where the audience engaged in conversation around human rights, social justice, and inequality within our communities.

President and CEO, María Teresa Kumar was invited to testify before the President's Task Force regarding 21st Century Policing in Washington, DC. Our community generated over 430 responses and their included were included in recommendations presented and adopted by the President.

# Sexual and Reproductive Health and Rights

As the country continues to face injustices and legislation that in effect try to control the bodies of women, Voto Latino recognizes there is a lot of work that still needs to be done around this issue. Voto Latino continued our work leading communications efforts for the Yo Soy campaign. Through the Yo Soy campaign, Voto Latino organized a Google+ Hangout to break the taboo around the conversation of young parents and Maria Teresa Kumar, hosted Jessica Gonzalez-Rojas of the National Latina Institute for Reproductive Health to fight the stigma surrounding sexual health issues. Voto Latino also partnered with the filmmaker of No Mas Bebés, a movie about immigrant women in Los Angeles unknowingly sterilized while giving birth, for film screenings in Texas and DC.



**More than  
nine million  
Latinas are of  
reproductive  
age.**

A photograph of a young man and woman standing against a light-colored, textured wall. The woman, on the left, has her hair in a bun and is wearing a patterned tank top and a necklace. The man, on the right, is wearing a camouflage jacket over a white shirt and a black cap. They are both looking at each other with soft expressions. A semi-transparent dark red rectangular box is overlaid on the lower half of the image, containing white text. At the bottom of the image, there is a line of text with a website, a hashtag, and a logo.

Break the silence and shame about our  
bodies, our sexuality, and our health.

Take the pledge to speak up! [www.iamyosoy.com](http://www.iamyosoy.com) | #iamYoSoy 



# Health

2015 was an exciting year for Voto Latino and our work involving Latino health initiatives. Voto Latino continued to host Google Hangouts concerning the Affordable Care Act. In September, Voto Latino was awarded The Valiente Award during the AIDS Healthcare Foundation's Latino Outreach and Understanding Division (L.O.U.D.) first SOMOS Gala, where they honored individuals and organizations that have contributed to the advancement and well-being of Latino communities nationally.



**2015 was an exciting year for Voto Latino and our work involving Latino health initiatives.**

This year the U.S. Supreme Court ruled in favor of Burwell in the King v. Burwell case, which ultimately upheld the federal subsidies granted by Obamacare. The decision was a 6-3 majority, and proved that the Affordable Care Act is constitutional and it is working. Over 4.2 million Latinos are insured under the ACA, and the Supreme Court decision will help them and millions of other Americans to keep their health insurance plans.

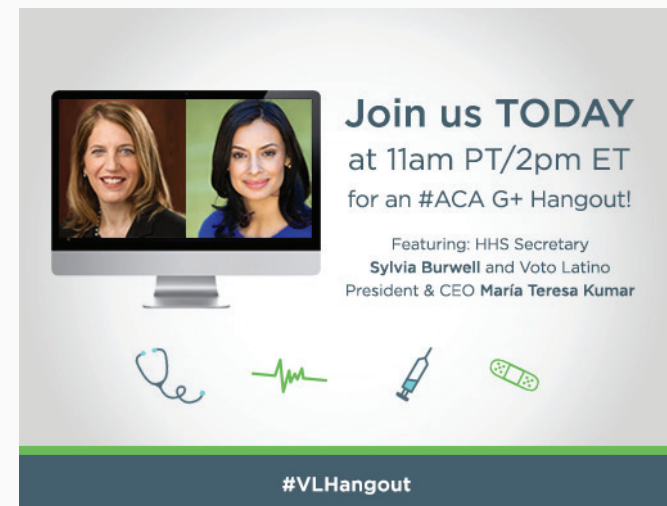
## Environment

According to a Pew Research Center survey, 70% of Latinos say global warming is caused by human activity. In the U.S., 54% of Latino Catholics are eligible to vote and more than 65% of Latinos think the government must act on climate change. In 2015, Voto Latino encouraged thousands of young Latinos to be environmentally conscious, through events such as our Power Summit Pop-Ups.



A graphic with a dark blue header and footer containing medical icons: a stethoscope, a heart rate line, two pills, and a bandage. The central image shows a woman with brown hair tied back, wearing a dark blue shirt, looking upwards with a thoughtful expression, her hand near her chin. Above her head are several black question marks of varying sizes. The text is in green and black.

**LAST CALL!**  
Send your healthcare  
questions **TODAY.**  
Text **AskVL** to **73179**



A graphic with a light gray background. At the top, a computer monitor displays two women: Sylvia Burwell on the left and Maria Teresa Kumar on the right. To the right of the monitor, the text is in dark blue and black. Below the monitor, there are four medical icons: a stethoscope, a heart rate line, a syringe, and a bandage. The footer is dark blue with white text.

**Join us TODAY**  
at 11am PT/2pm ET  
for an #ACA G+ Hangout!

Featuring: HHS Secretary  
**Sylvia Burwell** and Voto Latino  
President & CEO **Maria Teresa Kumar**

**#VLHangout**

# Immigration & Citizenship



**In May, we launched U.S. Citizen, a campaign to help over 8.8. million Legal Permanent Residents apply for citizenship.**

Voto Latino was at the forefront of immigration issues in 2015. In May, we launched U.S. Citizen, a campaign to help over 8.8. million Legal Permanent Residents apply for citizenship. The platform, known as Citizenshipworks, created a one-stop-shop for naturalization made easy. It helps participants gather documents, take practice tests, and calculate how much they need to save in order to apply.

In July, VL issued a response to the growing anti-immigrant rhetoric in Congress and from political candidates. This came after the House and Senate Judiciary Committees hosted hearings on immigration, and after anti-immigrant legislation was proposed in both Chambers regarding community policing and immigration. Earlier in the year, Voto Latino addressed this very issue in a recommendation accepted and used by President Obama's Task Force on 21st Century Policing.

What are the **benefits** of becoming a **NATURALIZED U.S. CITIZEN?**

find out: [UScitizIN.com](http://UScitizIN.com) #AreYouIN

The infographic features a central cluster of icons representing various benefits of naturalization: an airplane (travel), a family of three (family), a person with a checkmark (employment/immigration status), a graduation cap (education), a dollar sign (financial), a briefcase (work), and a baby stroller (family/childhood).

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Voto Latino Responds to Growing Anti-Immigrant Rhetoric in Congress



# EMPOWER

## Leadership Development

Voto Latino is a pioneering civic media organization that seeks to transform America by recognizing Latinos' innate leadership. Through innovative digital campaigns, pop culture, and grassroots voices, we provide culturally relevant programs that engage, educate and empower Latinos to be agents of change. Together, we aim to build a stronger and more inclusive democracy.



# Power Summit

This year, Voto Latino partnered with Electronic Arts (EA), the creators of The Sims and FIFA16, for the 2015 Power Summit, which was held at the Program in Chicano/a Latino/a Studies at Stanford University from October 16-17, bringing together the best in leadership, advocacy, media, and tech training to Palo Alto, California. The Power Summit model leverages youth, media, celebrity voices and technology to empower communities and is a platform for Latino leaders to become catalysts for positive change.

We trained and developed young leaders through the 7th VL Power Summit conference at Stanford University and VL Power Summit Pop-Ups in Dallas, TX, Charlotte, NC and Miami, FL. We were joined by expert speakers across sectors including Jose Antonio Vargas, Wilmer Valderrama, Mayor Antonio Villaraigosa, and Michelle Mulligan and through a partnership with Electronic Arts (EA), we helped identify young Latino talent for cutting-edge technology positions. Having trained over 2,500 young leaders to date, we're looking to go big in 2016.



# Power Summit Social Media

## TWITTER

**34,116,268**

Impressions

**5,994,980**

Reach

## INSTAGRAM

**4,400,000**

Impressions

**985,000**

Reach

# VL Innovators

We regranted \$500,000 through the VL Innovators Challenge to Latino millennials with innovative ideas that help address challenges in our community. Through exciting partnerships with Google, the MacArthur Foundation, AMC Theaters, and MSNBC, we were able to gather hundreds of applications, and honor the finalists in March with a celebration attended by Congressman Steny Hoyer, Secretary Castro, Secretary Perez, Melody Barnes, and many more.





# Influencer Coalition

On the Friday before White House Correspondents Dinner, we brought together some of the country's most influential leaders from media, politics, and business at the 6th annual Our Voices: Diversity in Media event. Guests gathered at the Hay-Adams to bring attention to the need for diversity in media and to celebrate the power of our voices both behind and in front of the camera. Our Honorary Host, Gina Rodriguez, touched on breaking boundaries in Hollywood and on uniting as a community.

Before the 2014 midterm election, 16 national Latino and multicultural Greek lettered organizations competed in Voto Latino's Rep Ur Letters Challenge. Sigma Lambda Gamma National Sorority, Inc. was named the winner after registering the most



## EDUCATE | Issue Advocacy

voters during the challenge. As their prize, VL supporter and supermodel Jaslene Gonzalez attended Sigma Lambda Gamma's 25th anniversary sisterhood retreat in July 2015. Jaslene gave a motivational talk encouraging the women to set goals, act as leaders, and to give back to their community.





**Voto Latino and partner Mi Familia Vota are on the road with George Lopez this summer and thanks to our amazing volunteers in Harlingen, TX, Orlando, FL, Charlotte, NC, and Oakland, CA we've been registering voters and getting the word out! Don't forget to stop by the VL table if you're at his upcoming show in Dallas, TX, too!**



# Financial Transparency

## Statement of Financial Position as of December 31, 2015 with Summarized Financial Information for 2014.

	2015	2014
<b>ASSETS</b>		
<b>Current Assets</b>		
Cash in bank	\$ 356,185	\$ 866,545
Grants & pledges receivable (note 4)	628,500	360,257
Other accounts receivable (note 4)	6,900	860
Due from related party (note 9)	8,795	2,368
Prepaid expenses	11,609	-
Total Current Assets	1,011,989	1,230,030
<b>Property &amp; Equipment - at Cost</b>		
Furniture and equipment	20,788	15,996
Website Cost	99,000	-
Less: accumulated depreciation	(29,346)	(8,400)
Property & equipment, Net	90,442	7,596
<b>Other Assets</b>		
Security deposits (note 7)	13,030	13,030
Total other assets	13,030	13,030
<b>TOTAL ASSETS</b>	<b>\$ 1,115,461</b>	<b>\$ 1,250,656</b>

## FINANCIAL TRANSPARENCY

### Statement of Financial Position as of December 31, 2015 with Summarized Financial Information for 2014.

#### LIABILITIES AND NET ASSETS

##### Current Liabilities

Accounts payable	<u>49,904</u>	<u>61,554</u>
Total Current Liabilities	<u>49,904</u>	<u>61,554</u>

##### Total Liabilities

<u>49,904</u>	<u>61,554</u>
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##### Net Assets

Unrestricted net assets	297,930	255,485
Temporarily restricted net assets (note 6)	<u>767,627</u>	<u>933,617</u>
Total net assets	<u>1,065,557</u>	<u>1,189,102</u>

##### TOTAL LIABILITIES AND NET ASSETS

<u>\$ 1,115,461</u>	<u>\$ 1,250,656</u>
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# Our Team

## Board of Directors

### **Rosario Dawson**

Co-Founder & Chairwoman

### **María Teresa Kumar**

President & CEO

### **Brandon Hernandez**

Vice-Chair

### **Danny Villa**

Member

### **Sergio Alfaro**

Member

### **Nathalie Rayes**

Member

### **Wilmer Valderrama**

Member

## Staff

### **María Teresa Kumar**

President & CEO

### **Jessica Reeves**

Chief Operating Officer

### **Maria Urbina**

VP of Politics & National Campaigns

### **Steve Alfaro**

Senior Advisor

### **Vanessa Garcia**

Finance & HR Director

### **Dennis Gonzalez**

Director of Partnerships

### **Maria Samaniego**

Director of Development

### **Audrey Lopez**

Communications Manager

# Our Team

## Staff

### **Avery Lord**

Communications & Data Analyst

### **Mariana Bellot-Flores**

Senior Digital Media Specialist

### **Kelly Carrera**

Executive Assistant

### **Mario Carrillo**

Communications Director

### **Gretchem Aikens**

Digital Media Specialist

### **Sasha Frausto**

Events Associate

### **Kimberly Arias**

Visual Design Manager

### **Genesis Henriquez**

Visual Design

### **Natasha Marquez**

Digital Media Manager

# Thank you for reading our 2015 report, we would love to hear from you!

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