



**votoLatino**<sup>™</sup>  
It's your country...represent!

**2013 annual report**

**THE YEAR OF REFORM**



IN SOLIDARITY WITH



**MILLION**  
UNDOCUMENTED IMMIGRANTS

The 11 Million graphic was designed on April 9, 2013, the day before the April 10th immigration reform march on Capitol Hill. Voto Latino's President and CEO, Maria Teresa Kumar, requested the staff develop imagery that would allow supporters to participate in the march online. The staff gathered for a brainstorm session where multiple ideas were suggested and concepts were developed. It wasn't until Avery Lord, executive assistant to Maria Teresa, looked outside the window to the Human Rights Campaign building across the street from Voto Latino's headquarters and saw the "red equal logo." At the time, the symbol was being used for the two landmark marriage equality decisions made by the Supreme Court. Avery described how the equal logo could be turned sideways into an "11" to represent the 11 million undocumented immigrants living in the U.S. Once launched, the symbol went viral on Facebook.

**This annual report is dedicated to those  
eleven million individuals.**

**"Our language is the reflection  
of ourselves. A language is an  
exact reflection of the character  
and growth of its speakers."**

**-Cesar Chavez**







Queridos amigos,

At Voto Latino, we believe that Latino youth are key to catalytic change in our nation. Thanks to your support, this idea has grown into a movement. In celebration of our evolution, the theme of our 2013 annual report is, *The Year of Reform*.

The Year of Reform also reflects Voto Latino's part in the advancement of civil rights for the Latino community in 2013. We have planned, partnered, and advocated for the furthering of immigration, healthcare and reproductive rights. Take a look at the Beyond the Booth feature to learn more about this work.

As the country's leading organization in mobilizing young Latino voters, we consistently use innovative techniques to reach our audience. This year was no different - breaking stories to our media partners, revolutionizing voter registration through technology and training tomorrow's leaders at our annual Power Summit.

Thank you for supporting Voto Latino as we push the envelope of what's possible for our upcoming 2014 ten-year anniversary. We are excited to share our goals for the coming years, as well as new ways to get involved. Thank you for showing up at rallies, texting for voter registration drives and attending numerous events across the nation. Our generous community of volunteers and donors is the reason we are still in existence today.

We couldn't do it without you.

Mil gracias,

Maria

Rosario

# mil gracias





**“It takes a great many people to do what we do.”**

**Mission/Vision.** Voto Latino is a nonpartisan organization that empowers Latino Millennials to 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 bringing new and diverse voices to develop leaders by engaging youth, media, technology and celebrities to promote positive change.

**Our Community.** We target Latino Millennials ages 18 to 35 and engage them to become future elected officials, thought leaders and change agents for our nation. In 2013, we had a presence in all 50 states.

#### Staff

Maria Teresa Kumar, President/CEO and Executive Board Member  
 Michelle Minguez, Vice President of Development  
 Steve Alfaro, Vice President of Digital  
 Jessica Reeves, Vice President of Partnerships and Marketing  
 Avery Lord, Executive Assistant  
 Jimmy Hernandez, Communications Director  
 Yandary Zavala, Communications Project Manager  
 Dennis Gonzalez, Program Manager  
 Michelle Cogut, Graphic Design Assistant  
 Nicole Campbell, Social Media Associate

#### Board

Rosario Dawson, Chairwoman  
 Brandon Hernandez, Vice Chairman  
 Maria Teresa Kumar, President  
 Alfredo Vidal, Treasurer  
 Danny Villa, Board Member

# big things in 2013

NATIONAL VOTER REGISTRATION DAY



**931** PARTNERS

**4,313** VOLUNTEERS

**56,196** VOTERS REGISTERED



VOTER REGISTRATION EVENTS

**809**

**POWER SUMMIT**

SPEAKERS

**54**

**250+** ATTENDEES



**769K**  
AVG. FACEBOOK REACH

TWITTER FOLLOWERS  
**28.9K**

## behind the curtains



**Our celebrity coalition is part of our unique voice, using their talent to help spread the message that is Voto Latino.**

Al Madrigal • America Ferrera • Amy Garcia • Amy Smart • Cameron Diaz • Carlos Santos • Columbus Short • COMMON • Craig Newmark • Dania Ramirez • Demi Lovato • Diego Luna • Edward James Olmos • Erick Rivera • Eva Longoria • Fat Joe • Francia Raisa • Gabe Saporta • Gaby Moreno • George Lopez • Gina Rodriguez • Jane Fonda • Jaslene Gonzalez • Jennifer Lopez • Jessica Alba • John Leguizamo • Judy Reyes • Kat DeLuna • Kerry Washington • Lea Black • Los Rakas • Los Tigres Del Norte • Luis Guzman • Maria Elena Salinas • Mayte Garcia • MC Hammer • Michael Pena • Morena Baccarin • Nick Gonzalez • Nick Zano • Perez Hilton • Pitbull • Prince Royce • Rafael Amaya • Rob Huffman • Robert Rodriguez • Romeo Santos • Rosario Dawson • Russell Simmons • Sofia Vergara • Steve Nash • Taboo • Tina Fey • Tony Plana • Trevor Ariza • Wilmer Valderrama • Wisin y Yandel • Zoe Zaldana...

# our celebrity coalition



**Mil  
Gracias!**  
**votoLatino**  
It's your country...represent!



# our successes

## Inauguration Celebration (January 20)

Voto Latino hosts a reception as part of Inauguration 2013 festivities in Washington, DC. Community leaders, celebrities, and high-level guests gather to celebrate Voto Latino's work in 2012.

## 11 Million Graphic Goes Viral (April 10)

### Power Summit (April 12-15)

Voto Latino's 2nd Annual Power Summit brings over 250 young leaders. This year's speakers include Dolores Huerta, America Ferrera, and Wilmer Valderrama.



## Wilmer Valderrama speaks to Rep Ur Letters winner, Lambda Theta Alpha (July 14)

Lambda Theta Alpha welcomes Voto Latino's Artist Coalition Co-chair, Wilmer Valderrama, to highlight the importance of civic engagement at their annual conference in New Orleans.

## Rosario Dawson named "Politico to Watch" (July 26, 2013)

## VL fights Urban Outfitters over use of UFW Logo (August 5)

Voto Latino uses social media to inform that Urban Outfitters had illegally used the United Farm Workers logo: the shirt was taken down from the site with a promise to remove from stores nationwide in less than 24 hours.

## March on Washington (August 24, 2013)

Maria Teresa Kumar takes to the stage at the Lincoln Memorial during the 50th Anniversary of the March on Washington where she spoke of the importance of voting rights/immigration reform to 100,000 people.



## I'm Ready for Immigration Reform Campaign Launch (April 15)

Maria Teresa Kumar initiates the "I'm Ready for Immigration Reform" campaign alongside a coalition of business, civil rights, and youth organizations, including Rock the Vote, the NAACP, the Human Rights Campaign, the March for Innovation, the U.S. Hispanic Chamber of Commerce, and the Asian Pacific American Labor Alliance (APALA).

## Our Voices: Celebrating Diversity in Media (April 26)

This annual event during White House Correspondents Weekend recognizes diversity in media, bringing together a diverse cross-section of over 400 influencers. In 2013, Voto Latino honored Actor Daniel Dae Kim from the TV series "Lost" and "Hawaii Five-O."

## Voto Latino Participates in iMarch (May 22)

Voto Latino takes part in a social media virtual march to urge Congress to pass immigration reform. During the 2-day iMarch, Voto Latino hosts a Google Hangout with Artist Coalition co-chair, Wilmer Valderrama and young DREAMers from the documentary film The Dream is Now.

## Digital Immigration Town Hall with Senator Menendez (June 12)

Maria Teresa Kumar hosts Senator Menendez for a digital town hall on comprehensive immigration reform.



## America Ferrera Headlines UT-Austin Campus Rally for Immigration Reform (November 10)

America Ferrera travels to Austin, TX to speak at an immigration reform rally held in response to the notorious "Catch an Illegal Immigrant" game.

## VL and Planned Parenthood Host ACA Panel Discussion (December 2)

Voto Latino teams up with Planned Parenthood Federation of America to host The Affordable Care Act At Work in the Latino Community to include opening remarks by the Honorable Steny Hoyer.

## Hispanic Heritage Awards (September 5)

Maria Teresa Kumar was honored with the 2013 Hispanic Heritage Award for Leadership.

## National Voter Registration Day (September 24)

Voto Latino helps organize the 2nd Annual National Voter Registration Day (NVRD), the largest one-day effort of the year to register Americans to vote. Voto Latino managed national communications for the big day and coordinated communication with 800 partners.

## Launch of Voto Latino Health Campaign Google Hangout Series (October 10)

Voto Latino's Health campaign continues with the launch of a Google Hangout series aimed to inform the community about the importance of the Affordable Care Act amongst Latinos.

## March for Immigrant Dignity and Respect (October 5)

Hundreds of thousands of people rally in 157 cities in 41 states for the National March for Immigrant Dignity and Respect.

## Latino Leaders Immigration Reform Press Conference (December 10)

Voto Latino, along with NCLR, LCLAA, LULAC, Hispanic Federation, NALEO and Mi Familia Vota, holds a press conference to issue the House of Representatives an "Incomplete" grade on immigration reform and announce a "Pledge Card for Action" for the 2014 elections.



# beyond the ballot





## votoLatino<sup>™</sup>

### POWER SUMMIT

Educate. Empower. Engage.

**Reforming our Landscape of Leadership.** Not only is Voto Latino an organization that tests the current levels of civic engagement, we are molding the future leaders of tomorrow for a stronger long-term impact. We know that our Latino communities are filled with talent, innovative thinking and ambition. We capture those individuals and give them the tools they need for clearing the path for others to follow.

**Power Summit 2013.** The Power Summit is a leadership development training that immerses attendants in culturally relevant and cutting edge curriculum, specific to Millennial issues and mobilization. Unparalleled, it aims to educate and engage young leaders in the importance of civic responsibility, equality and social justice. In two years, we have disseminated the Power Summit curriculum to over 500 activists across the nation. Some of our partners and supporters who have been a part of our past Power Summits include Southwest Airlines, PG&E, Telemundo, Google, Facebook, AFL-CIO and others.

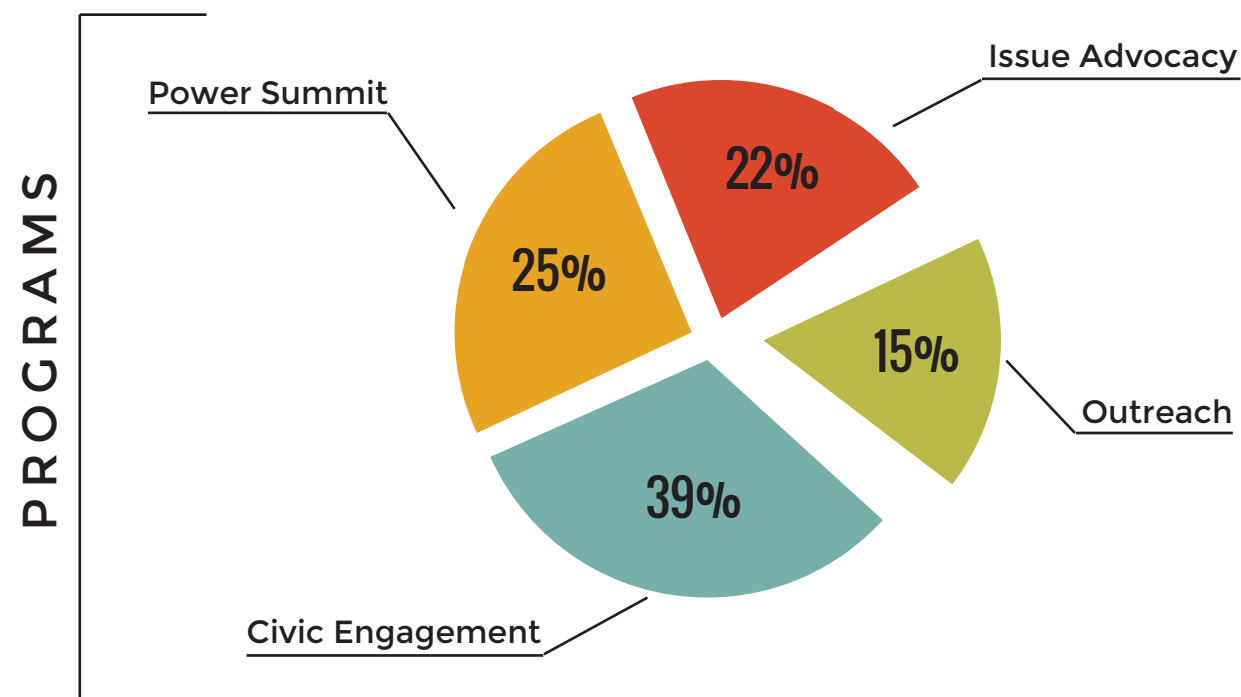
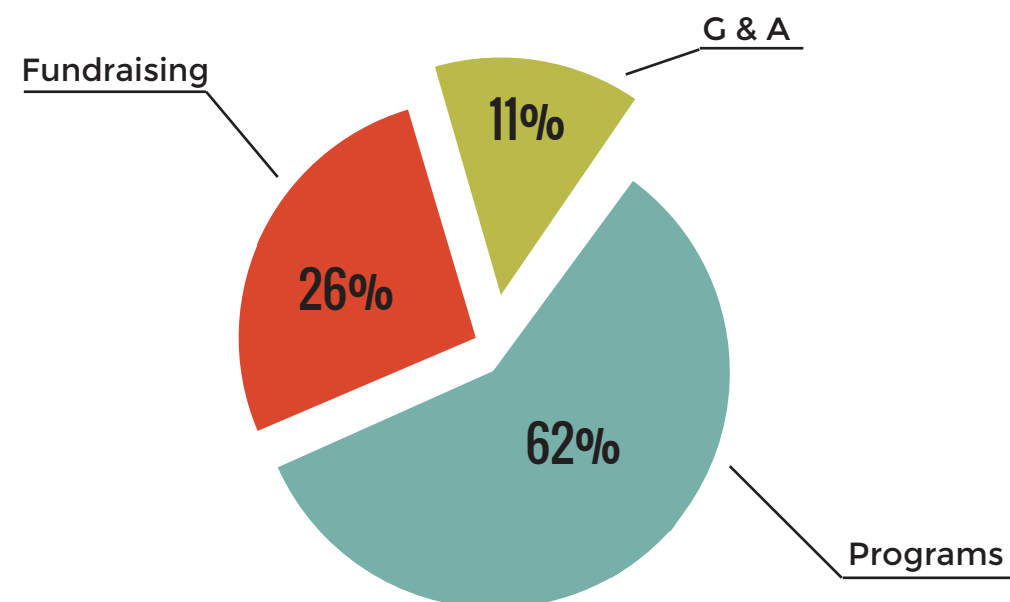
**“Over the years, I have seen the significant impact of Voto Latino in our community. The students who participated came back fully inspired and established a very successful campus organization named LUV (Latinos United for Voting). Their participation in the Power Summit prepared them to serve as our future Latino leaders. More power to you, Voto Latino!”**

**Ted Martinez, Jr., Ph.D., Adjunct Professor and Director, NCCHC Leadership Fellows Program, University of San Diego**



# financial highlights

Voto Latino prides itself on creating the most impact in an innovative way. Given our strong use of technologies and digital outreach, we stay ahead of the curve every year in our following priority areas: (1) Civic Engagement, (2) Power Summit; (3) Issue Advocacy and (4) Outreach to VL followers.



In 2014, we will celebrate our ten-year anniversary as a dynamic organization dedicated to the empowerment of American Latinos. Thanks to your generous support, we achieved tremendous success through innovative outreach efforts that combine technology, media and a coalition of more than 40 dedicated actors, musicians and celebrities. January 1, we kick off our ten year celebration. Expect to see Voto Latino take things to the next level, pushing ourselves and our community to do more and be more for our nation. We've spent all of 2013 working smarter and faster to unveil some nev-er-seen/done-before initiatives that will keep you on the edge of your seats and proud to know your dollar is doing innovative change for our future.

We are launching our "ten for ten" campaign to train at least 1200 leaders in Latino issues, build a stronger national level advocacy for immigration reform and other pressing issues and partnering up with other leading organization for collaborative impact.

Join us in celebrating ten years of Voto Latino's achievements by donating \$10 today and help our organization remain an influential leader for the millions of Latino youth throughout the country.

## looking forward



# Thank You

Ford Foundation  
Public Interest Projects  
Pacific Gas & Electric  
Beatrice Snyder Foundation  
Gilbert and Jacki Cisneros Foundation  
Evelyn & Walter Haas Jr. Fund  
Mitchell Kapor Foundation  
Southwest Airlines  
Wal-Mart  
Wells Fargo  
Partnership for a New American Economy Research Fund  
Vanguard Charitable/Rockefeller

A special thank you to all our donors who choose to remain anonymous  
and behind the scenes. We appreciate your continued support.

## our sponsors





WE AIM TO ENGAGE THE  
**800,000 LATINOS**

WHO REACH VOTING AGE EVERY YEAR

SINCE 2013, MEDIA  
IMPRESSIONS HAVE

**SURPASSED**  
**500 MILLION**

(TV + ONLINE + PRINT)

COMMUNICATIONS REACHING

**MORE THAN 300**  
**MILLION USERS**

VIA SOCIAL MEDIA

REGISTERED NEARLY A

**QUARTER MILLION**

VOTERS SINCE 2004

2014 POWER SUMMIT TOUR:

LEADERSHIP TRAINING FOR

**LATINO MILLENNIALS**

IN FOUR CITIES: NYC, MIAMI

SAN ANTONIO & SAN JOSE



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