



Fifty Years of an **American Institution**

Southeast Council of La Raza



NCLR
NATIONAL COUNCIL OF LA RAZA

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NATIONAL COUNCIL OF LA RAZA

UNIDOS US
STRONGER COMMUNITIES. STRONGER AMERICA.





STRONGER COMMUNITIES. STRONGER AMERICA.

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels. For almost 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our country stronger. For more information on UnidosUS, visit www.unidosus.org or follow us on [Facebook](#) and [Twitter](#).

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Printed in the United States of America

Fifty Years of an
American Institution



The first office of the Southwest Council of la Raza, later to be known as UnidosUS, opened in Phoenix, Arizona, in 1968 in the Luhrs Building.

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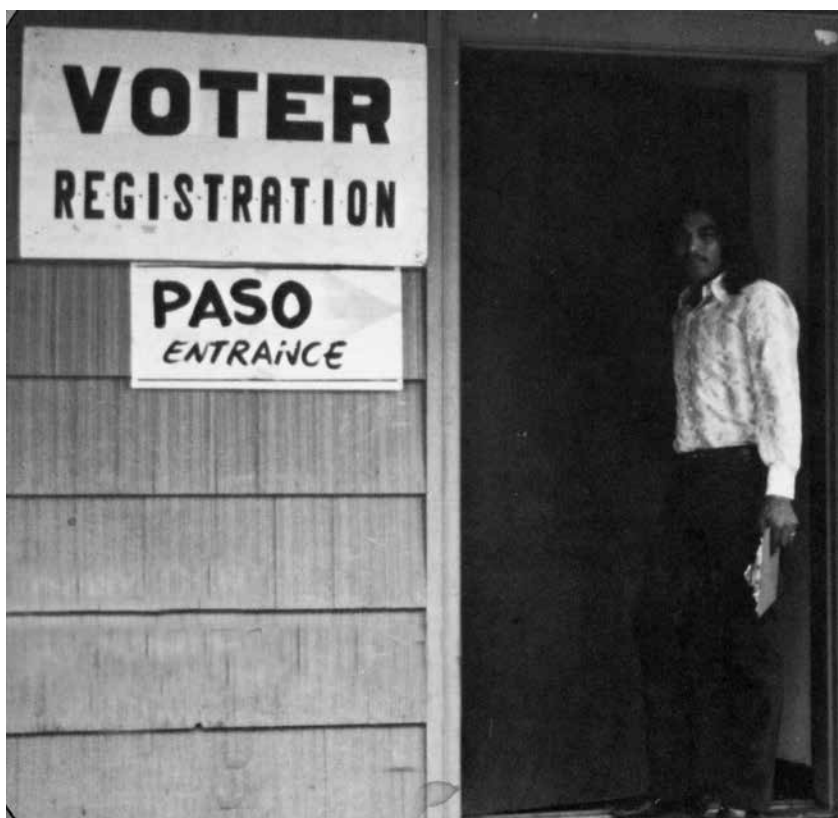
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Recognizing Outstanding Achievement
Through Premier Events



“When the Council speaks, Washington listens.
When your leaders are before Congress, you send a
powerful message to the Senate and House on behalf
of the Hispanic population throughout the nation.”

Senator Edward M. “Ted” Kennedy (D-MA)
Served 1962-2009

“Not only do they have a voice up here on behalf of
all Hispanics throughout the country, they have a
voice among everybody throughout the country.”

Senator Orrin G. Hatch (R-UT)
President Pro Tempore of the U.S. Senate
Served 1977-Present

1968-1977

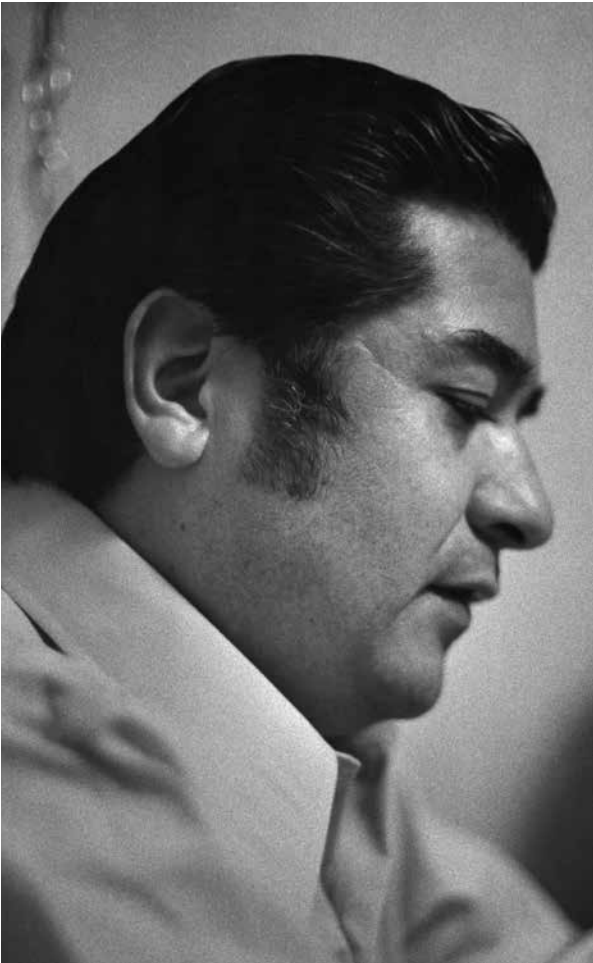
Building an American Institution

In the midst of the American civil rights movement, Mexican American activists recognized the need for an institution around which Mexican Americans could rally and organize. With the aim of bringing Mexican American groups together into a single unified front, Herman Gallegos, Dr. Julian Samora, and Dr. Ernesto Galarza established the Southwest Council of La Raza in 1968 in Phoenix, Arizona. The founders remained integral to the organization's success for decades after. Seven local groups formed the original network of Affiliates, beginning the organization's legacy as a champion for Latino-serving community organizations. In 1972, the Southwest Council was renamed the National Council of La Raza, or NCLR, and moved operations to Washington, DC, to establish its national influence. That same year, bylaws were amended to require equal representation of genders on the Board of Directors. In 1974, the Board chose Raul Yzaguirre to lead the organization, a position he held for 30 years.

**SERVICIOS
SOCIALES
SI**



Our Founders



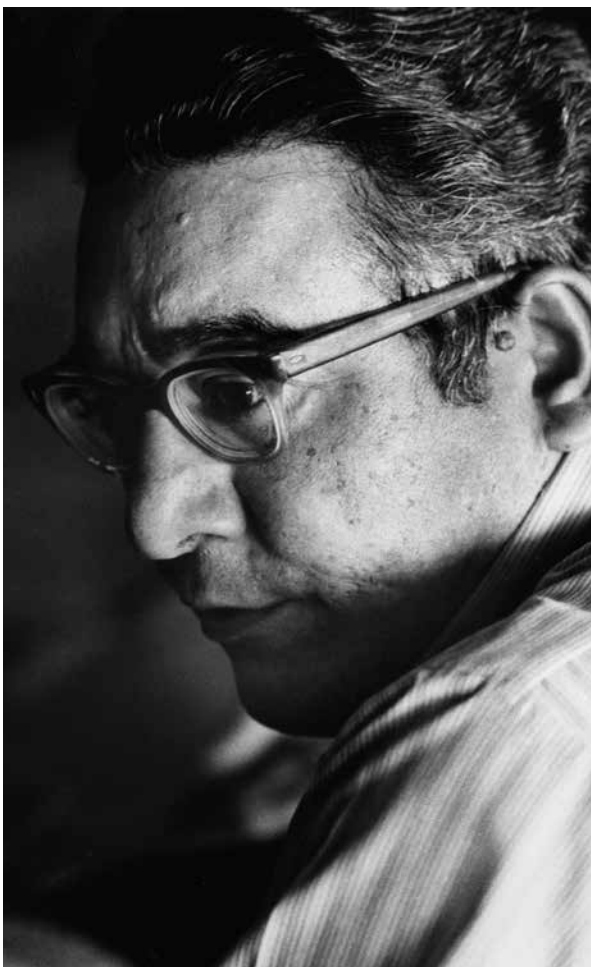
Herman Gallegos

Founder and first Executive Director
(1968–1970)



Dr. Ernesto Galarza

Founder

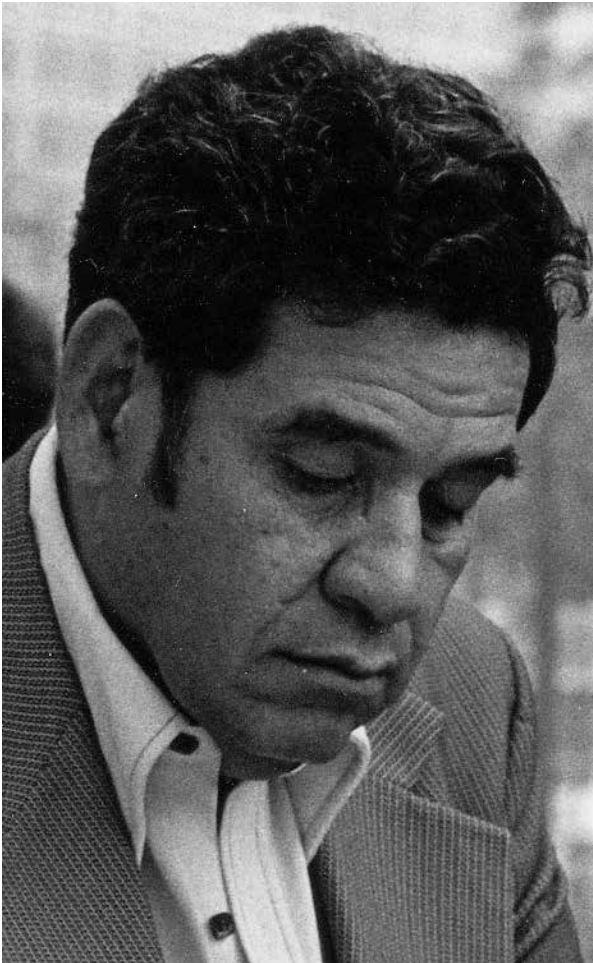


za

Dr. Julian Samora

Founder

Board Trailblazers



Maclovio Barraza

First Board of Directors Chair



Armando de León

General Counsel



Graciela Olivares

Champion of equal
representation on the
Board of Directors

Visionary Leadership



Herman Gallegos

Executive Director
(1968–1970)



Henry Santiestevan

Executive Director
(1970–1974)



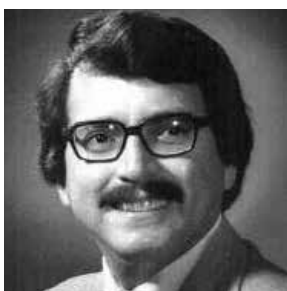
Raul Yzaguirre

President and CEO
(1974–2004)



Janet Murguía

President and CEO
(2005–Present)



Maclovio Barraza*
Tucson, AZ
1968-1977

Juan Patlan*
San Antonio, TX
1977-1978

Marta Sotomayor*
San Diego, CA
1978-1980



Gilbert Vasquez
Los Angeles, CA
1980-1984

Ed Pastor
Phoenix, AZ
1984-1987

Rita DiMartino
New York, NY
1987-1990



Tony Salazar
Los Angeles, CA
1990-1992

Audrey Alvarado
Washington, DC
1992-1995





Irma Flores Gonzales*
Albuquerque, NM
1995-1997



Ramon Murguía
Kansas City, MO
1998-2001

José Villarreal
San Antonio, TX
2001-2003



Raymond Lozano
Detroit, MI
2004-2004



Monica Lozano
Los Angeles, CA
2005-2008

Andrea Bazán
Raleigh, NC
2008-2009



Daniel Ortega
Phoenix, AZ
2009-2012



Jorge A. Plasencia
Miami, FL
2012-2015

Renata Soto
Nashville, TN
2015-Present





The Seven Original Affiliates

Chicanos Por la Causa (CPLC)
 OBECA/Arriba Juntos Center
 Mission Development Council (MDC)
 Spanish-Speaking Unity Council (SSUC)
 Mexican American Unity Council (MAUC)
 The East Los Angeles Community Union (TELACU)
 Mexican American Community Programs Foundation



Page 16: From left to right:
Ronnie Lopez, CPLC
Geneva Escobedo, CPLC

Esteban Torres visiting
family in the Community,
TELACU

Page 17:
Spanish-Speaking Unity
Council (SSUC) class
session . *Photo Credit:*
Ford Foundation Archives

Lee Soto, OBECA



1978-1987

Seen and Heard

By 1980, NCLR was the nation's largest provider of technical assistance to Latino community-based organizations. This grassroots perspective offered a real-world view of the major issues of the time, giving Hispanics a credible voice in Washington. The Policy Analysis Center was established to conduct research, testify on Capitol Hill, and provide expert advice in drafting legislation. Congress sought NCLR's expertise when drafting the Immigration Reform and Control Act of 1986, which granted legal status to nearly three million undocumented immigrants.





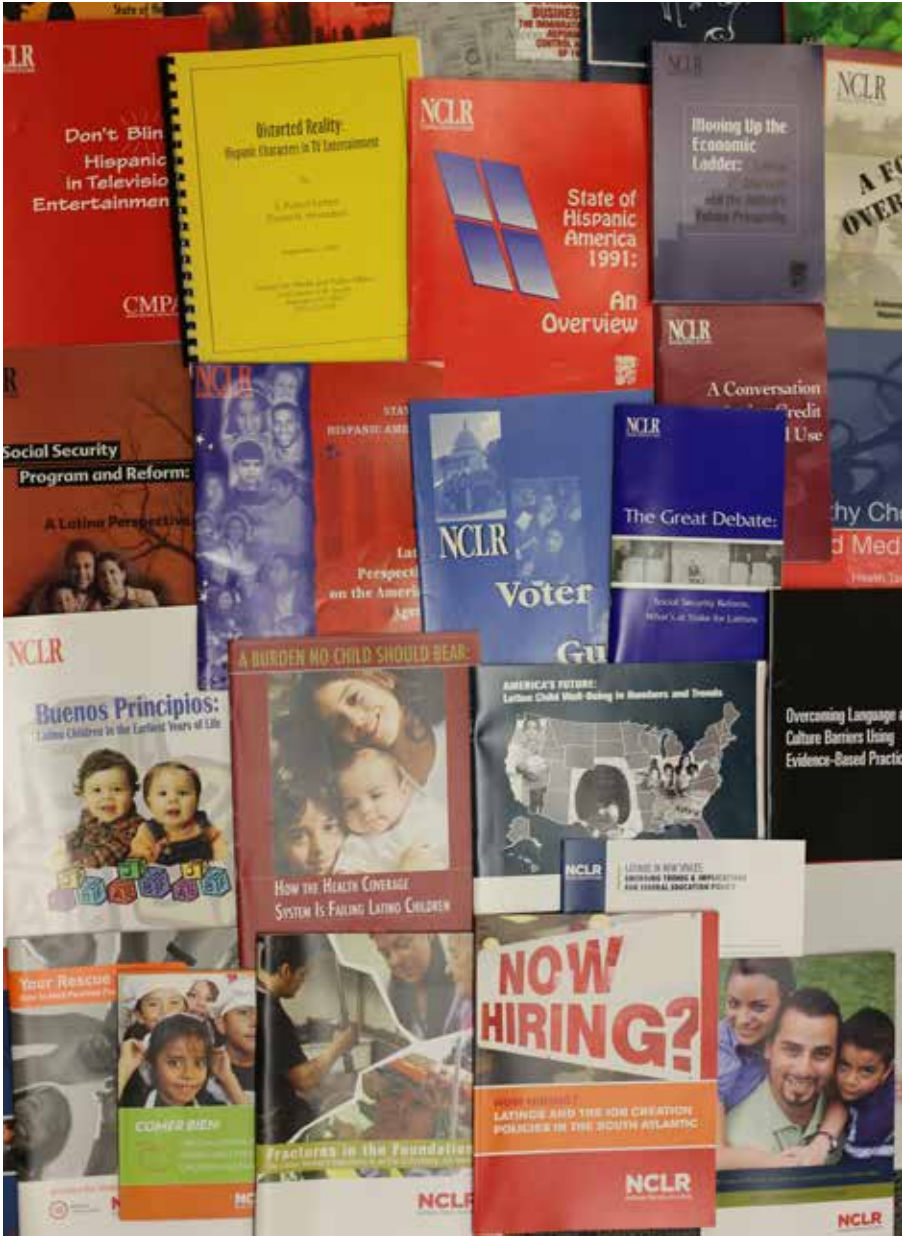
Technical Assistance

NCLR became the largest provider of technical assistance to Latino organizations in the country, supporting their operations and strengthening their ability to serve communities. In the photo, nonprofit managers take a proposal-writing seminar at Guadalupe Center in Kansas City, Missouri.



Immigration Reform

NCLR was instrumental in shaping the Immigration Reform and Control Act of 1986, giving legal status to three million undocumented immigrants.



Asserting Our Credibility

Since 1980, the NCLR Policy Analysis Center has provided applied research and analysis on the U.S. Latino population and its core issues.



Excellence in Community Education Leadership

In 1984, NCLR launched the Innovative Education Project, later renamed Project EXCEL (Excellence in Community Education Leadership), the organization's large-scale demonstration of community-based education models.



1988-1997

Realizing the American Dream

NCLR's third decade emphasized the American Dream of a healthy home. Advocacy led to expanding the Earned Income Tax Credit and later creating the Child Tax Credit in 2002. Approximately 10 million Latino children have been lifted out of poverty because of these credits. The NCLR Homeownership Network launched in 1997, providing counseling services to families dreaming of owning a home. Since then, 600,000 households have received counseling. NCLR also began a journey to improve Latino representation and opportunities in entertainment. The NCLR Bravo Awards, later renamed the ALMA Awards®, first aired in 1995 during primetime on Fox.



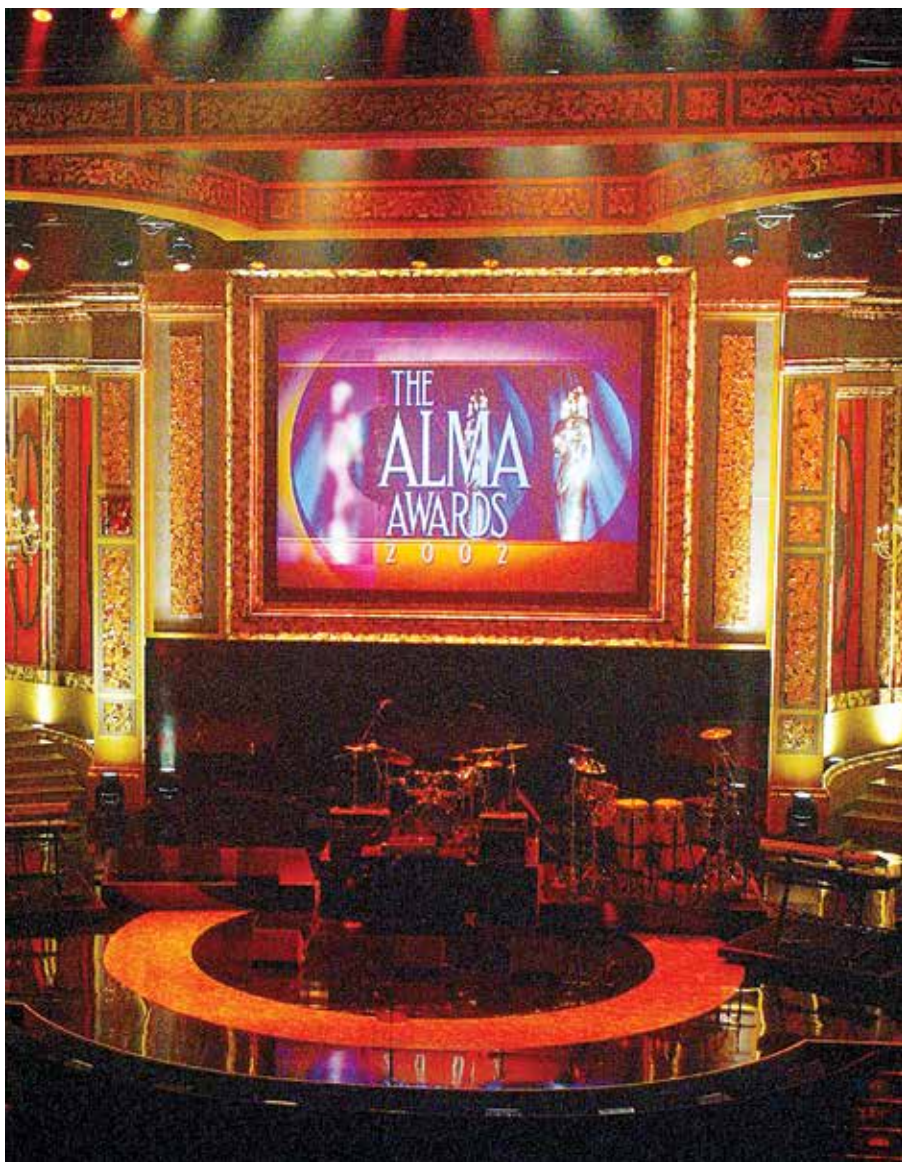
NCLR Homeownership Network

The NCLR Homeownership Network has provided counseling services to 600,000 households. As a result, 33,000 people have reached their dreams of owning a home and 90,000 families have been saved from house foreclosure.



Earned Income Tax Credit

Thanks to an expanded Earned Income Tax Credit, 10 million Latino children have been lifted out of poverty, allowing them to do better in school and have better chances of going to college.



NCLR Bravo Awards®

In 1995, NCLR created the Bravo Awards to promote fair and accurate portrayals of Latinos in the entertainment industry. In 1998, it changed to the ALMA Awards® and highlight how inclusion and proper representation strengthens both the industry and the nation.

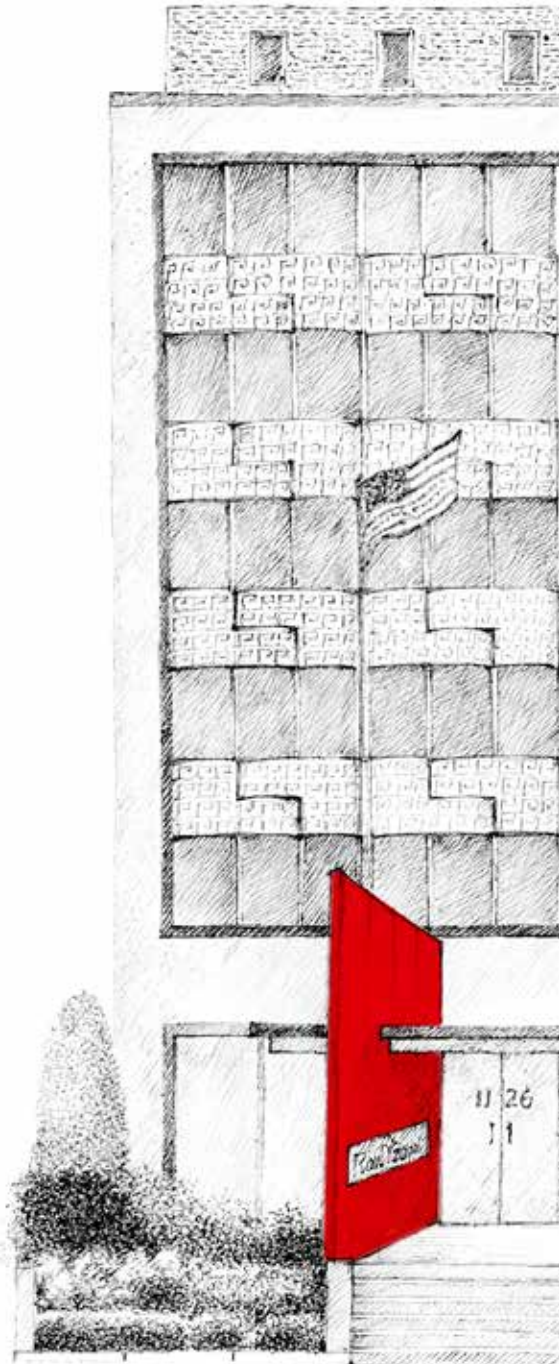


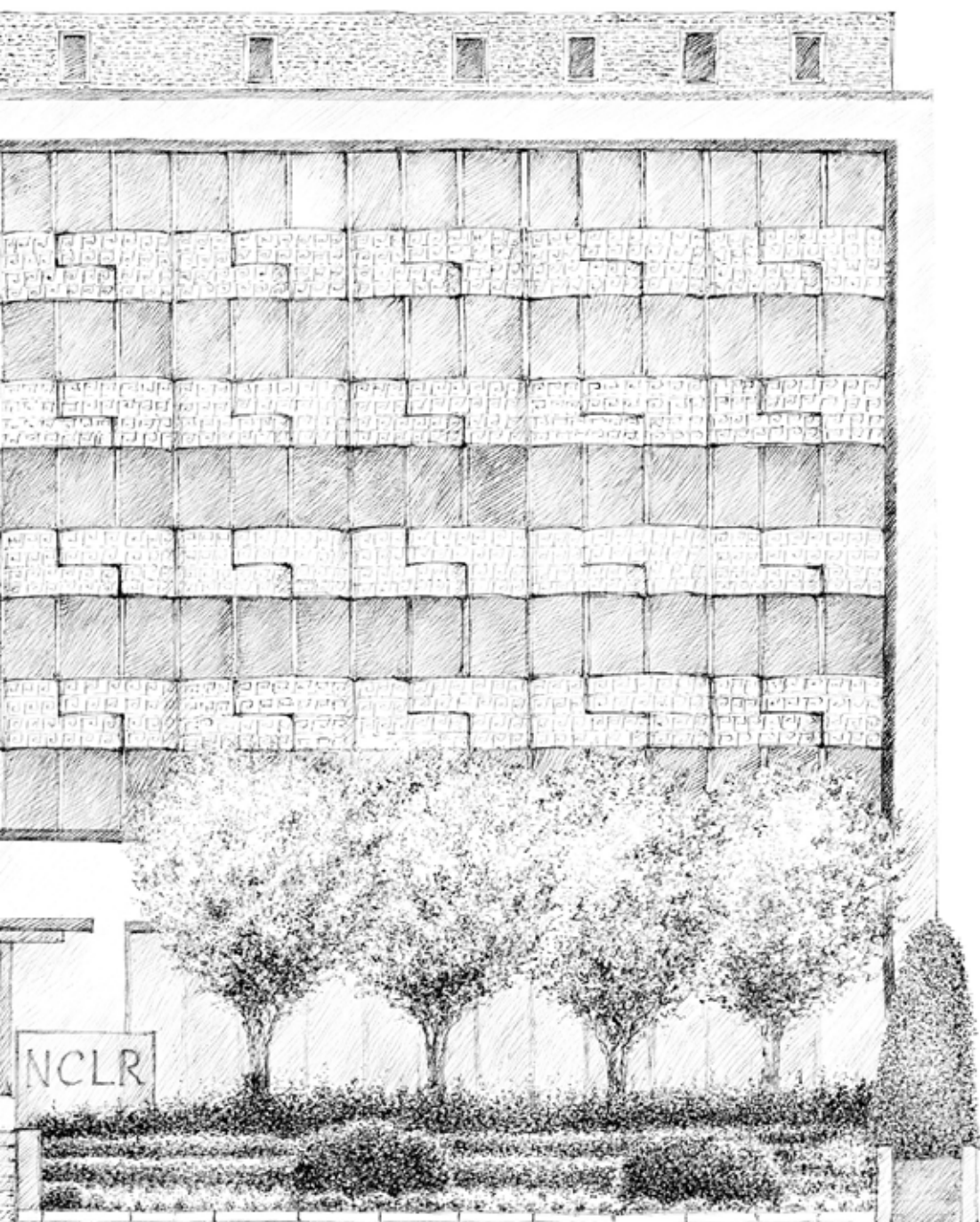
Singer Paula Abdul attending the first Bravo Awards(top left). Artist Patssi Valdez (top right) designed the statuette that became the ALMA Award.

Jimmy Smits and Jennifer Lopez (bottom) as co-hosts of the 1995 NCLR Bravo Awards.

1998-2007 An American Institution

The dawn of new millennium affirmed NCLR as a powerful DC institution. After three decades of leadership, Raul Yzaguirre retired in 2004. The Board of Directors unanimously chose Janet Murguía as NCLR's next President and CEO. Murguía's tenure began with a nationwide listening tour, seeking advice from Affiliates on how to strengthen the NCLR-Affiliate bond. To cement its role as a major influence in Washington, in 2005 NCLR established a national headquarters building just four blocks from the White House.



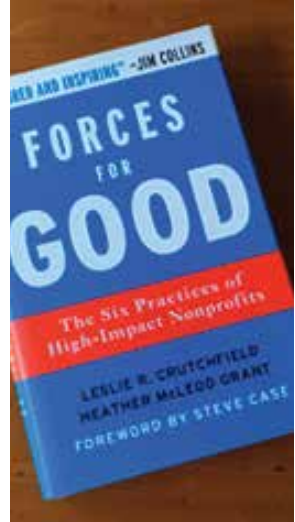


Amy C. Moreno



National Headquarters

NCLR's headquarter building, named in honor of Raul Yzaguirre, houses its daily operations and serves as a monument to the organization's rise to prominence.



A Force for Good

In 2007, NCLR was selected as one of the best nonprofits in the United States in the book *Forces for Good: The Six Practices of High-Impact Nonprofits*.



Healthier Communities

The NCLR Institute for Hispanic Health encourages healthy living through *promotores de salud*, trusted community members who do outreach and provide nutritional advice. More than 3,000 *promotores* have been trained since 2004.



Education Reform

NCLR helped draft the No Child Left Behind Act in 2001, an education bill that protected the needs of English learners for the first time. The needs of English learners were also kept in mind when the law was reauthorized as the Every Student Succeeds Act in 2015.



Asserting Our Voice

Having emerged as a national voice for the Latino community, NCLR champions initiatives that benefit Latinos and our nation, and stands against policies that may cause harm to all.





2008-2018 Preparing for Our Future

Eager to inspire the next generation of advocates, civic engagement became a major priority for the organization. Since 2008, NCLR has helped more than 500,000 U.S. citizens register to vote. With the nation facing the effects of badly outdated immigration policies, NCLR was a fierce advocate for the Deferred Action for Childhood Arrivals program, which grants temporary legal status to immigrants brought to the United States as children. In 2010, NCLR remembered its Arizona advocate roots when the state passed SB1070, an extreme anti-Latino and anti-immigrant bill that legitimized racial profiling. More than 50 organizations protested and boycotted the state until the bill was overturned.



Get Out the Vote

Thanks to methods including local campaigns, canvassing, and a mobile app, NCLR has helped more than half a million citizens become voters since 2008.



Ya es Hora

NCLR partnered with Latino organizations and Spanish-language media to launch *ya es hora*, a campaign that led to more than 1.4 million eligible immigrants becoming citizens.



A Healthy Start

An eight-year effort led to the Food and Drug Administration requiring manufacturers to fortify corn flour with folic acid, a vitamin that prevents certain birth defects. As a result, neural tube defects like spina bifida will be prevented in 450,000 more Mexican American births. NCLR's continued advocacy for the Affordable Care Act has led to new insurance options for millions of the nation's most vulnerable.



Deferred Action for Childhood Arrivals

Amplifying the voices of young immigrants led to the Obama administration announcing Deferred Action for Childhood Arrivals. Now, young people who came to the United States as children can work and go to college without fear of deportation.

Working Across Communities

NCLR has placed special focus on deepening relationships with other civil rights causes, including endorsing marriage equality and marching with civil rights leaders from Selma to Montgomery to protest anti-immigrant legislation.







Looking Ahead to the Next 50 Years



In July 2017, with an eye on the future and reaffirming its commitment to unite all communities, NCLR changed its name to UnidosUS. For 50 years, UnidosUS has been the connection between our community and the nation's leaders. Together, we can break every barrier that keeps us from succeeding. As we continue telling our history and writing our future, we will champion our families in their daily fight and elevate their voices across the country.



Recognizing Outstanding Achievement Through Premier Events

FAMILIA HISPANA: Future, Our Strength

-15, 1987 • PALMER HOUSE • Chicago, Illinois

ANNUAL CONFERENCE



UnidosUS is proud to host national events that highlight exceptional efforts to improve opportunities for Latinos in the worlds of politics, advocacy, and entertainment.

UnidosUS Annual Conference (1978-Present)

UnidosUS Capital Awards (1987-Present)
Formerly NCLR Congressional Awards (1987-1998)

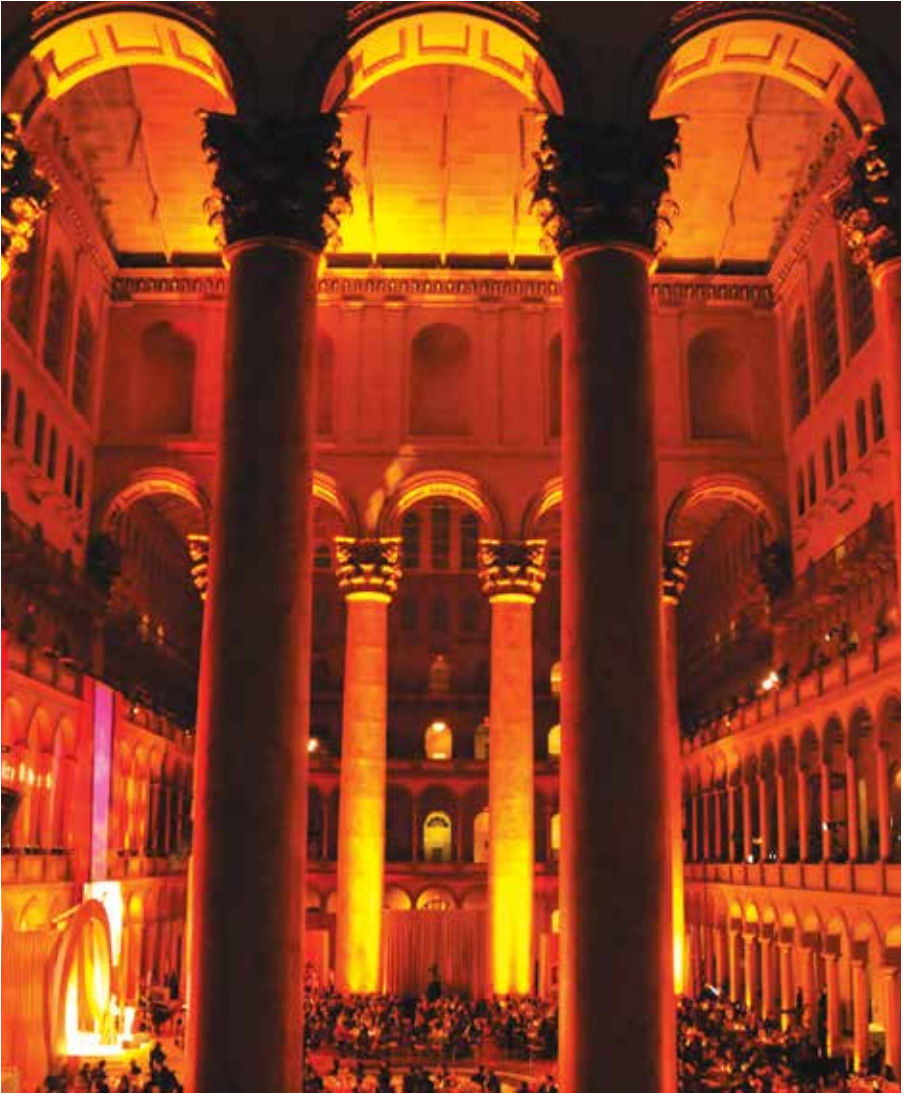
UnidosUS Leaders in Action Summit (2004-Present)
Formerly NCLR National Latino Advocacy Days (2004-2017)

NCLR ALMA Awards (1995-2014)
Formerly NCLR Bravo Awards (1995-1997)



UnidosUS Capital Awards

For the past 30 years, the UnidosUS Capital Awards, originally called the Congressional Awards, has honored bipartisan elected leaders and community activists who promote policies and initiatives that positively impact the Latino community.

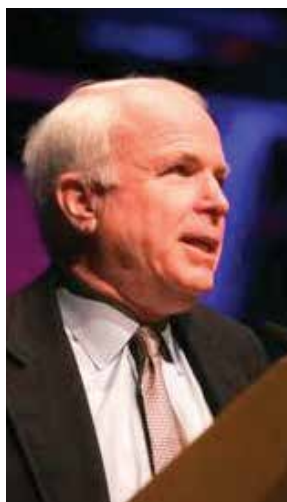


For the past 20 years, the UnidosUS Capital Awards have been held in the historic and majestic National Building Museum, just blocks from the United States Capitol.



UnidosUS Annual Conference

The UnidosUS Annual Conference has become the largest gathering of its kind, bringing together activists and trailblazers who work to improve the nation by expanding opportunities for Latinos. Conference attracts the most prestigious leaders and influencers in the United States to address attendees.



UNIDOS US ANNUAL CONFERENCE

ACLU PRESIDENT AND CEO ANTHONY D. ROMERO • ACTRESS GINA RODRIGUEZ • AL CARDENAS • AMB. MARI CARMEN APONTE • ANA NAVARRO • ARCHBISHOP JOSE H. GOMEZ • ARIANNA HUFFINGTON • ASTRONAUT JOSÉ M. HERNÁNDEZ • ATLANTIC PHILANTHROPIES CEO GARA LAMARCHE • CALIFORNIA ATTORNEY GENERAL KAMALA HARRIS CHARLIE ERICKSEN • CHIRLA EXECUTIVE DIRECTOR ANGELICA SALAS CRISTELA ALONZO • CRISTINA SARALEGUI • CUSHING DOLBEARE DENISE OLLER • DR. ANTONIA PANTOJA • DR. JULIET V. GARCIA EMILIO ESTEFAN, JR. • EVA LONGORIA • FACEBOOK COO SHERYL SANDBERG • FATHER GREGORY J. BOYLE, S.J. • FCC COMMISSIONER GLORIA TRISTANI • FCC COMMISSIONER MIGNON L. CLYBURN • FILMMAKER ROBERT RODRIGUEZ • FIRST LADY MICHELLE OBAMA • FORD FOUNDATION PRESIDENT LUIS UBIÑAS • FORD FOUNDATION PRESIDENT SUSAN V. BERRESFORD • FRANK DEL OLMO • FRANK SHARRY • GEORGE LOPEZ • GIRL SCOUTS OF AMERICA PRESIDENT ANNA MARIA CHÁVEZ • GOV. ARNOLD SCHWARZENEGGER • GOV. MARTIN O'MALLEY • GOV. RICK PERRY • GOV. BILL RICHARDSON GUARIONE DIAZ • HHS SECRETARY KATHLEEN SEBELIUS • HUD SECRETARY HENRY G. CISNEROS • HUD SECRETARY JULIAN CASTRO HUD SECRETARY MEL MARTINEZ • HUD SECRETARY SHAUN DONOVAN • INGRID HOFFMAN • ISABEL ALLENDE • JESSE JAMES LEIJA • JOE KAPP • JOHN QUIÑONES • JOHN LEGUIZAMO • JORGE RAMOS JOSÉ DÍAZ-BALART • JUDGE ALBERT PEÑA • JUDGE ARMANDO DE LEON • JULIA ALVAREZ • KARL ROVE • LA OPINION CEO MONICA LOZANO • LABOR LEADER MARIA ELENA DURAZO • LIONEL SOSA • LORI MONTENEGRO • LORRAINE LEE • LOS ANGELES MAYOR ANTONIO V. VILLARAIGOSA • LOS ANGELES MAYOR ERIC GARCETTI • LTC CONSUELO CASTILLO KICKBUSCH (RET) • LUIS CASTILLO • MANNY MOTA • MARGUERITE CASEY FOUNDATION CEO LUZ VEGA-MARQUIS • MARIA ARANA • MARÍA CELESTE ARRARÁS • MARIA ELENA SALINAS • MARIA HINOJOSA • MELINDA GATES • NATIONAL URBAN LEAGUE PRESIDENT MARC MORIAL • ORESTES “MINNIE” MIÑOSO • ORLANDO

Past Speakers and Honorees

CRUZ • PEPSICO CEO STEVEN S. REINEMUND • POLICYLINK CEO ANGELA GLOVER BLACKWELL • PRESIDENT BARACK OBAMA PRESIDENT • GEORGE H.W. BUSH • PRESIDENT GEORGE W. BUSH PRESIDENT OF MEXICO CARLOS SALINAS DE GORTARI • PRESIDENT OF MEXICO VICENTE FOX • PRESIDENT WILLIAM J. CLINTON • RAY SUAREZ • REV. AL SHARPTON • REV. JESSE JACKSON • RITA MORENO • RNC CHAIR KEN MEHLMAN • RNC CHAIR MICHAEL STEELE ROBERT WOOD JOHNSON FOUNDATION PRESIDENT RISA LAVIZZO-MOUREY • ROSIE PEREZ • SANDRA CISNEROS • SECRETARY OF COMMERCE PENNY PRITZKER • SECRETARY OF EDUCATION ARNE DUNCAN • SECRETARY OF EDUCATION JOHN KING, JR • SECRETARY OF LABOR HILDA SOLIS • SECRETARY OF STATE HILLARY CLINTON • SECRETARY OF THE TREASURY TIM GEITNER • SEIU INTERNATIONAL VICE PRESIDENT ELISEO MEDINA • SEIU PRESIDENT MARY KAY HENRY • U.S. SEN. JOHN MCCAIN • SEN. ORRIN HATCH • SOLEDAD O'BRIEN • SPRINT CEO MARCELO CLAURE • SR. ALICIA CUARÓN • STATE FARM INSURANCE COMPANIES CEO EDWARD B. RUST • SYLVIA MENDEZ • TEXAS STATE SEN. LETICIA VAN DE PUTTE • THOMAS R. "TOM" FLORES • TOYOTA NORTH AMERICAN PRESIDENT AND COO YOSHIMI INABA • U.S. REP. ED PASTOR • U.S. REP. EMANUEL CLEAVER • U.S. REP. ESTEBAN E. TORRES • U.S. REP. ILEANA ROS-LEHTINEN • U.S. REP. RUBÉN HINOJOSA • U.S. REP. XAVIER BECERRA • U.S. SEN. BERNIE SANDERS • U.S. SEN. EDWARD KENNEDY • U.S. SEN. ELIZABETH WARREN • U.S. SURGEON GENERAL DR. ANTONIA C. NOVELLO U.S. SURGEON GENERAL VIVEK H. MURTHY • U.S. TREASURER ANA CABRAL • U.S. TREASURER ROSARIO MARIN • U.S. TREASURER ROSIE RIOS • U.S. VICE PRESIDENT JOE BIDEN • U.S.M.C. MAJOR GENERAL ANGELA SALINAS • UFW PRESIDENT ARTURO RODRIGUEZ • UNITE HERE! PRESIDENT JOHN WILHELM • W.K. KELLOGG FOUNDATION PRESIDENT & CEO LAJUNE MONTGOMERY TABRON • WALT DISNEY COMPANY CEO ROBERT IGER • WILMER VALDERRAMA • WILSON CRUZ



National Latino Family Expo®

Running alongside the Annual Conference, the National Latino Family Expo provides free entertainment, giveaways, health screenings, and demonstrations to Latino families.





Leaders in Action Summit

During the Community Leaders Action Summit, UnidosUS brings grassroots advocates from across the country to Washington, DC. Over two days, they participate in advocacy training and visit Capitol Hill to talk to their representatives about Latino priorities.



Líderes Summit

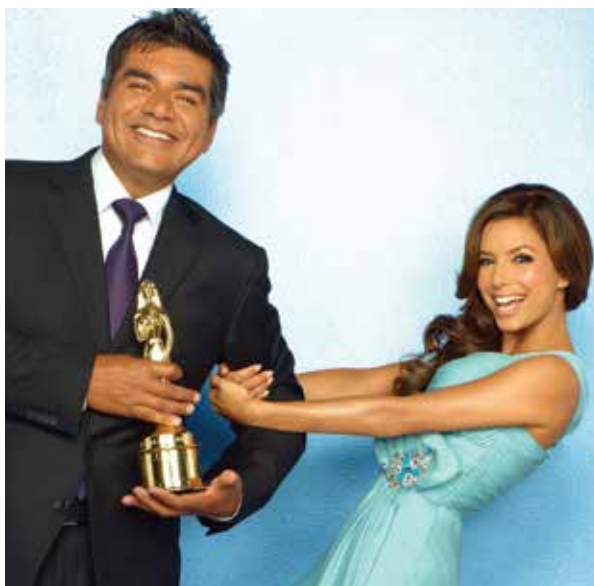
The *Líderes* initiative, formerly called the Youth Leaders Program, was established in 1994 to increase the number and influence of young Latino leaders.



ALMA Awards

The NCLR ALMA Awards honor Latino performers and leaders in the entertainment industry who fight for better representation in music, television, and movies.









ALMA Awards 2007



