

2020 Impact

Even in this tumultuous year full of uncertainty, together, **we fought for Latinos to be EMPOWERED**, informed, and protected. Thank you for your support!

UnidosUS *iAdelante!* 2020 Campaign

VOTE 127K voters registered, surpassing our pre-COVID registration goal

100+ Affiliate leaders uplifted as local issue experts to media when clear and accurate information was critical

Nearly 1M people reached in 19 voter education virtual events, 1.1 million through phone calls, 1.2 million through text message, and 507,000 through mail

15M Latinos voted, the second-largest group of voters in the 2020 elections

Arizona Spotlight

Arizona is now a swing state because of SB 1070 and the Latino voters it activated; op-ed by Janet Murguía showing the power of long-term community investment

305,334 Arizona voters reached by phone, text message, and mail

UnidosUS published a **blog post in support of Proposition 208** for better investment in education, with social media support and a video

Esperanza/Hope: Our COVID-19 Response

\$1.5M distributed to Affiliates, used mostly for direct support to families, including food and housing assistance



Enrolled 24k Latinos in the Supplemental Nutritious Program and **provided 54k meals in LATINO NEIGHBORHOODS**

47 Reached nearly two million people via **47 virtual events** with COVID prevention, care, and resources



5.5 million people reached on social media with COVID-related content, accounting for one-third of all social content for the year



10K families in Reading, PA pilot equipped with **high-speed internet for remote learning**

Successfully Advocated for \$900 Billion in COVID Relief

3.5 million people in mixed-status families **now qualify for direct relief payments**, including a retroactive fix to the original payments in the CARES Act

\$25 billion in emergency rental assistance, \$77 million for housing counseling, and extension of eviction moratorium

\$13 billion more in SNAP and child nutrition benefits, and 15% more monthly SNAP benefits through June 2021

Launched Proyecto 20% to ensure that at least 20% of all federal positions are filled by Latinos, resulting in four Latino appointments to the Cabinet – the most of any to date.

Launched the Adelante Leadership Academy with 75 participants to prepare and position qualified leaders for federal and state posts, resulting in six appointments.

Promoted election integrity with engagement by UnidosUS President and CEO on National Council of Safe and Secure Elections, National Task Force on Election Crises, National Council on Election Integrity, and National Latino Civic Engagement Table.

Racial Equity

UnidosUS President and CEO Janet Murguía ONLY Latina to speak at 2020 Commitment March on Washington.

Established a Racial Equity Initiative aligned with our Narrative strategy to **ELEVATE Latino voice** in national racial justice debate.

After decades of work by UnidosUS, a bill was signed to establish the National Museum of the American Latino on December 21, 2020. **This significant victory is another step toward equity for Latinos.**