



BUILDING OUR POWER

UNIDOSUS





A message from the

PRESIDENT AND BOARD CHAIR



For over 50 years, UnidosUS has been championing Latinos, and 2022 was no exception. We engaged our nearly 300 community-based Affiliates to serve the Latino community in a number of areas that led to positive impact and laid the groundwork for future progress.

Going into the third year of the COVID-19 pandemic, we got the Latino community vaccinated and up-to-date on their boosters, all while combating misinformation through our *Esperanza* Hope For All program. We were on the ground in Arizona—the state of our founding—to launch a pilot campaign to lift the contributions of Latinos as vital to the present and future of this country. We worked with our Affiliates in Puerto Rico—One Stop Career Center and Corporación de Desarrollo Económico, Vivienda y Salud—to help families and communities recover from Hurricane Fiona. We championed policies that will help Latinos build financial stability, such as expanding the Child Tax Credit through the Build Back Better Act. And we made key investments to position our organization for greater impact in the years to come.

THE CHALLENGES FACED BY OUR COMMUNITY AND COUNTRY WERE REFLECTED IN THE CONCERNS EXPRESSED BY LATINO VOTERS IN THE MIDTERM ELECTIONS.

In May, the tragedy of the horrific mass shooting in Uvalde, Texas not only shook a tight-knit, Latino-majority community, but the nation as a whole. Then in June, the Supreme Court's decision to overturn *Roe v. Wade* was a stunning setback for reproductive health care that will have a disproportionate effect on Latina women. Our community brought these concerns to the polls in November. Our national polls and state surveys showed that increasing gun safety and protecting reproductive rights rose significantly as priorities for Hispanic voters—and those votes helped decide local and Congressional elections in the midterms. We will continue to tell the story of the decisive power of Latino voters to move the country forward.

On a personal note, we are grateful that Janet was provided the opportunity to take a sabbatical in October—a chance to rest, reflect, and restore. UnidosUS Chief Operating Officer Sonia M. Pérez—a seasoned leader who has been with the organization for more than 30 years—led our team as acting CEO to continue moving our work and our community forward. We are thankful for Sonia's leadership and continually impressed by the dedication, passion, and support of the entire UnidosUS *familia*.

This report shows what we achieved in 2022 and how we have our eye on the future so that all our communities can thrive into 2023 and beyond. Your contributions and commitment to our goals continue to make all of this possible.

Thank you, and *adelante*.



Janet Murguía
PRESIDENT AND CHIEF EXECUTIVE OFFICER



Luis Granados
BOARD CHAIR

ADVANCING OUR POWER

2022
IMPACT

With your support in 2022, UnidosUS and our Affiliates helped Latinos exercise their decisive power at the voting polls in the midterm elections, elevated our community's historic and present-day contributions and the power of our stories, and worked to close economic and health equity gaps for millions more Hispanics nationwide.



Improved
THE HEALTH & ECONOMIC STATUS
of Latino Children and Families

77%

Latino parents who got their
children vaccinated

97%

families in Puerto Rico now
eligible for Child Tax Credit

1 in 3

Latino college students
secured the opportunity
to clear student debt

Shifted
THE NATIONAL NARRATIVE
on Latinos

51M

people reached across media with
messages on Latino contributions

1,200+

social media posts promoted
by new partners and influencers
regarding Latino contributions
through our Count on Us campaign

80M

impressions netted by our
The Power of Being Unidos
campaign

2022
IMPACT

Shined a Spotlight on the
DECISIVE INFLUENCE
of Latino Voters

100,000+

new voters registered

13

national polls and state surveys
conducted to highlight Latino
voter priorities

200+

interviews completed regarding
Latino voters

11

press briefings convened on
Hispanic voter issue perspectives





Expanded the Power of the
UNIDOS US-AFFILIATE
Partnership

\$18M

sub-granted to our Affiliate Network,
a \$4 million increase from 2021

1,100+

Affiliate leaders convened across
signature events and summits



TO SEE MORE OF WHAT WE
ACHIEVED TOGETHER, VISIT
impact.unidosus.org



The Decisive Power of

LATINO VOTERS

At UnidosUS, our candidate has always been the Latino voter—regardless of party affiliation.



In 2022 we extended our commitment with a new multi-year, multi-state partnership with Mi Familia Vota, a national civic engagement organization. This effort highlighted the decisive power of Hispanic voters to shape the country's political landscape. With the power of their votes, our community showed it can be a stabilizing force in our country's politics, because Latino voters generally reject the extremes so common in our polarized age.

TOGETHER WE TOLD THE STORY OF THIS PIVOTAL VOTING BLOC. OUR EXTENSIVE NATIONAL AND STATE POLLS INFLUENCED MEDIA COVERAGE AND DISPELLED LONG-STANDING MYTHS AND STEREOTYPES ABOUT A MONOLITHIC LATINO VOTE.

We conducted 11 press briefings focused on the key concerns of Hispanic voters and engaged them on the ground in eight states: Arizona, California, Georgia, Florida, Nevada, Colorado, Pennsylvania, and Texas.

This work was bolstered by the leadership and dedication of our Affiliates, who engage their local Latino communities through civic engagement efforts. Organizations like TODEC Legal Center, Hispanic Unity of Florida, HOLA Ohio, Latino Memphis, and many more work to register and inform newly eligible voters every year to empower them to participate in the political process. Together, we will continue the work to ensure candidates, political parties, and the media recognize the decisive power of the Latino voter.



577,289

voters were contacted through live calls, mail, and door-knocking

3,064,335

people were reached through social media with registration, know-your-rights, and voter issue information

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LEARN ABOUT OUR VOTING INITIATIVES AT
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The Power of the **LATINO STORY**

Our work continues to ensure the contributions of the community across all sectors are recognized.



Concerned with the rising tide of hateful rhetoric that can lead to bigotry and violence against Latinos and immigrants, we launched the Count on Us initiative in 2022 in Arizona, the state of our founding.

This effort was backed by data from the 2020 Census that pointed to the increasing diversity of this country, led by the growth and economic power of the Latino community.

BUILDING ON THE STRATEGIC ENGAGEMENT AND PARTNERSHIP OF OUR ARIZONA AFFILIATES, THE CAMPAIGN ELEVATED THE TALENT AND STORIES OF LATINO BUSINESS OWNERS, ESSENTIAL WORKERS, AND LEADERS AS MEANINGFUL CONTRIBUTORS TO THE ECONOMIC SUCCESS OF THE STATE—WHERE CENSUS DATA SHOWED THIS DEMOGRAPHIC CHANGE HAPPENING IN A BIG WAY.

The campaign engaged new supporters including Arizona business and nonprofit leaders to raise awareness of our community's critical contributions to the state's economic success, change attitudes, and motivate action.

This year also saw the launch of The Power of Being Unidos, a national brand awareness campaign that showcased the diversity of the Latino community and netted 80 million impressions in Washington, DC, Phoenix, AZ and San Antonio, TX. We also disseminated and discussed the findings of the latest Government Accountability Office report on the continued and severe Hispanic underrepresentation in media industries.

These efforts supported our ongoing drive to see a more accurate narrative of the Hispanic community. With your help, we will continue to change media coverage, assure greater inclusion of our community in textbooks and other educational materials, and ensure that Latino contributions across all sectors are recognized.



232

outlets covered the Count on Us campaign from Alaska to Alabama

516,421

video views for the Count on Us campaign

15%

change in sentiment to strongly agree with messages that show Latinos as contributors, versus those who had not seen the campaign

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LEARN HOW WE'RE HIGHLIGHTING LATINO CONTRIBUTIONS AT
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The Power of the

UNIDOS US-AFFILIATE PARTNERSHIP

Our nearly 300 Affiliates are community-based organizations that directly serve Latinos across the country.



Our Affiliates know the day-to-day concerns and issues that affect their communities. We are proud to work with them to strengthen their institutional power, so that together we can expand our collective impact and advance the well-being of Hispanic families across the country.

In addition to the dozens of program and advocacy partnerships across our organization, this year we also supported the response of Affiliates to major crises, once again demonstrating the power of our partnership to serve our community in critical moments. We also prioritized seizing emerging opportunities to foster relationships and gather resources to help move our work together forward.

Affiliates are at the core of UnidosUS's mission. We will continue to ensure that their role in advancing equitable communities is recognized and valued in the philanthropic, public, and private sectors.



\$11.4M

secured via a four-year grant from the U.S. Department of Commerce as part of the Good Jobs Challenge—the largest federal grant in UnidosUS history—to develop family-sustaining jobs with Affiliate partners in Colorado and Puerto Rico

Provided financial support, technical assistance, and connections to federal agencies for our Affiliates as they responded to the following crises:

- the tragic elementary school shooting in the predominately Hispanic town of Uvalde, Texas
- the destruction of Hurricane Fiona in Puerto Rico
- the surge of asylum seekers along the Southern border

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LEARN ABOUT THE POWER OF OUR AFFILIATE PARTNERSHIPS AT
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THANK YOU

FROM **UnidosUS!**

UnidosUS relies on generous contributions from corporations, foundations, institutional partners, and people like you. The best way we know to thank you is through our actions. We simply could not do the important work outlined in this report without you.



FOR A FULL LISTING OF UNIDOS US FUNDERS AND DONORS, PLEASE VISIT
impact.unidosus.org





IF YOU'RE INTERESTED IN SUPPORTING UNIDOS US, CONTACT:

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To the Affiliates whose images are included in our 2022 Impact Report, thank you for all of the beautiful ways you serve our community!

Hispanic Unity of Florida, Hyde Square Task Force, Para Los Niños, PODER, and Valle del Sol.

UNIDOSUS

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