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.
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

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 #VLLVoices, a hashtag to follow along what young Latinos are thinking about 2016.
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than a decade, we have witnessed the barriers and the hurdles many must go through because of our country’s severely outdated election system.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.
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**
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.
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.

**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
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.
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

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

Take the pledge to speak up!  www.iamyosoy.com  |  #IamYoSoy
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.

4.2+ MILLION LATINOS are insured under the ACA

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.
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.
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Voto Latino Responds to Growing Anti-Immigrant Rhetoric in Congress
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.
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
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!
## Statement of Financial Position as of December 31, 2015
with Summarized Financial Information for 2014.

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash in bank</td>
<td>$356,185</td>
<td>$866,545</td>
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<tr>
<td>Grants &amp; pledges receivable (note 4)</td>
<td>628,500</td>
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<tr>
<td>Other accounts receivable (note 4)</td>
<td>6,900</td>
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<td>Due from related party (note 9)</td>
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<tr>
<td>Prepaid expenses</td>
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<td><strong>Total Current Assets</strong></td>
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<td>$1,230,030</td>
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<tr>
<td><strong>Property &amp; Equipment - at Cost</strong></td>
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<tr>
<td>Furniture and equipment</td>
<td>20,788</td>
<td>15,996</td>
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<tr>
<td>Website Cost</td>
<td>99,000</td>
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<tr>
<td>Less: accumulated depreciation</td>
<td>(29,346)</td>
<td>(8,400)</td>
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<tr>
<td><strong>Property &amp; equipment, Net</strong></td>
<td>90,442</td>
<td>7,596</td>
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<tr>
<td><strong>Other Assets</strong></td>
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<tr>
<td>Security deposits (note 7)</td>
<td>13,030</td>
<td>13,030</td>
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<tr>
<td><strong>Total other assets</strong></td>
<td>13,030</td>
<td>13,030</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$1,115,461</strong></td>
<td><strong>$1,250,656</strong></td>
</tr>
</tbody>
</table>
### Statement of Financial Position as of December 31, 2015

with Summarized Financial Information for 2014.

<table>
<thead>
<tr>
<th>Liabilities and Net Assets</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
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<tr>
<td>Accounts payable</td>
<td>49,904</td>
<td>61,554</td>
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<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>49,904</td>
<td>61,554</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>49,904</td>
<td>61,554</td>
</tr>
<tr>
<td><strong>Net Assets</strong></td>
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</tr>
<tr>
<td>Unrestricted net assets</td>
<td>297,930</td>
<td>255,485</td>
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<tr>
<td>Temporarily restricted net assets (note 6)</td>
<td>767,627</td>
<td>933,617</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td>1,065,557</td>
<td>1,189,102</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$ 1,115,461</strong></td>
<td><strong>$ 1,250,656</strong></td>
</tr>
</tbody>
</table>
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!

Emailing Address
Voto Latino
PO Box 35608
Washington, DC 20033

Contact
202.386.6374
info@votolatino.org

Website
www.votolatino.org