

# 2016





Front cover to inside page:  
(1) Voto Latino partnered with Mana and LiveNation at concerts across the country. (2) VL volunteers engaging voters at “Turn up for Super Tuesday” music event in San Antonio, Texas.








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**Civic engagement  
is a year-round  
commitment and  
duty to our  
community that we  
are proud to fulfill.**

**María Teresa Kumar**

## **Letter from Leadership**

2016 was a record year for Voto Latino. We built a 360-degree campaign that informed, registered and turned out our community during the most polarized election cycle of our generation. And we succeeded. In total, Voto Latino registered more than 177,000 voters through our digital-first online and on-the-ground strategy.

The 2016 election season tried to define who was American and the Republican candidate himself sought to make Latinos feel less than so. With nearly 1 million supporters, we heard the call and put to work 13 years of experience activating Latino youth. We registered voters, trained more than 630 young leaders at the VL Power Summit and established 10 college chapters nationwide.

Today, we have moved into 2017 with a commitment to our community that is stronger than ever. We know the fights ahead will be local, and we have created new programming that reflects these new priorities. It is change at the local level that will prepare us for national change. We have always known that civic engagement should never stop and we continue to live that truth during off-year elections. Civic engagement is a year-round commitment and duty to our community that we are proud to fulfill.

Thanks to our supporters across the country, we are hopeful of what the next year brings. We will continue this year to lay the groundwork for the important fights ahead, in 2018 and in 2020. We will continue to register voters year-round, strengthen our leadership pipeline locally, and build upon our civic media to continue to inform, educate, and train our supporters.

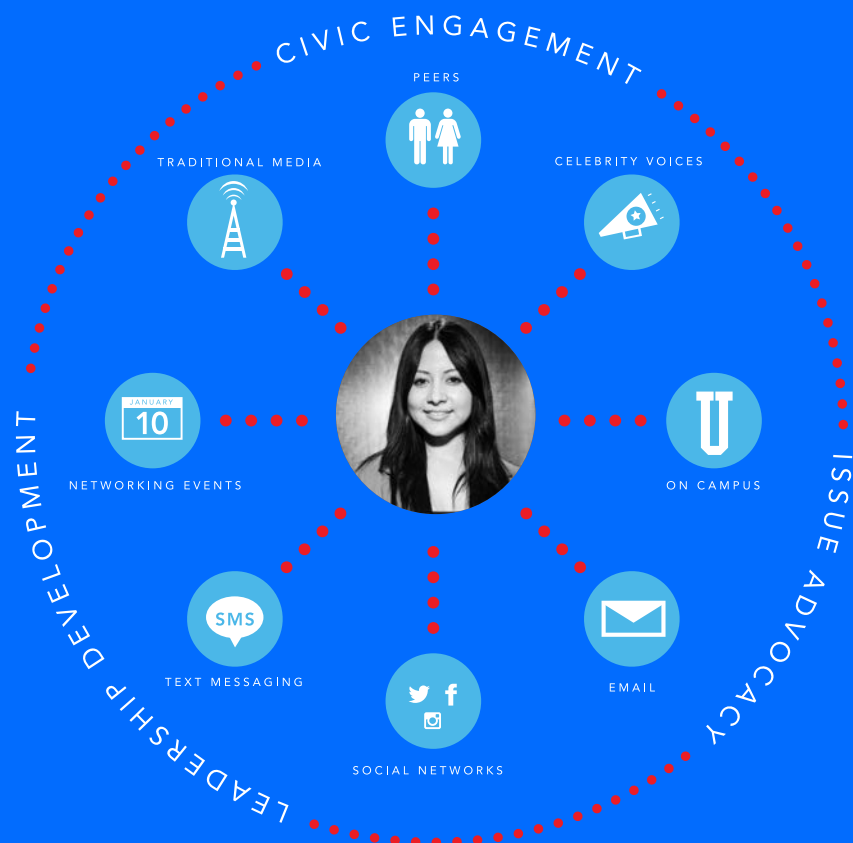
Voto Latino is resolved to ensure that our community is represented and this promise is unwavering. No matter the outcome of elections or the words of candidates, we are all American.

Warmly,  
María Teresa Kumar

# Shaking Up the Political Process

## Our Mission

Voto Latino disrupts the the political process by civically engaging a new generation of Americans in our democracy year round. Through innovative digital campaigns, adopting leading technology, 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 America.



# Digital First for Offline Impact

Voto Latino, like our audience is a digital native. We recognize that young Latinos are coming of age in a world of technology and social media and are more than ever seeking news they can use to navigate the world around them. Our ever-growing digital presence allows us to meet Latino Millennials and Gen Z where they are and provide pathways to take meaningful action whether it's registering to vote, contacting their representatives, organizing locally or providing unique training opportunities.

## 2016 by the Numbers

**945k+** Total Supporters

**157.1 million** Social Media Impressions\*

**374.9 million** Social Media Reach\*

**2.6 million** Engaged Weekly on Facebook

**3.8 million** Traditional Media Impressions

**19.4%** Audience growth in 2016

**66k+** New social media followers gained

**Over 500** Partners across industries

**40+** Artist and influencers

\* = Facebook & Twitter

**Latino Millennials are 45% more likely than both Non-Hispanic White and Asian-American Millennials to report using Instagram on a daily basis.**

Source: Hispanic Millennial Project

**Voto Latino increased our Instagram following by 77.1% in 2016 alone.**





Top-performing  
posts  
from 2016

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and this promise is  
unwavering.**

María Teresa Kumar



“Taco Trucks on Every Corner”





# Our Accomplishments

## Voter Engagement

1 We launched an app.

Launched at SXSW 2016, Voto Latino's first voter registration app, VoterPal, allows anyone to register themselves and their friends from the palm of their hand. Using innovative ID-scanning technology, VoterPal makes the voter registration process and recognizes the importance of peer-to-peer communication in civic engagement.

Available for iOS and Andriod!



VL volunteers use social media and technology to activate their community.



VL volunteer registers voters in Denver, Colorado.

2 We registered our community in record numbers.

2016 was a record year. With the help of more than 2,000 volunteers, hundreds of strategic partners and a staff committed to empowering our community, we surpassed our goal of 150,000, ultimately registering 177,218 voters. Voto Latino has now registered more than half a million voters, well on our way to registering 1 million by 2020.

177,218

Voters Registered

\$12 - Cost per Registration  
78.8% - Turnout rate among voters registered through Voto Latino

# 3 We went on tour.

Voto Latino went on tour with LiveNation in 2016 and we also hit up performances with George Lopez. Voto Latino volunteers were invited to register voters before the shows and perform polling location look-ups during GOTV.

23 concerts with Live Nation



VL campus chapter registers voters at the George Lopez show in Oklahoma.

VL volunteer registers voters for Hispanic Heritage Month of Action.



# 4 We upped our ground game.

Knowing that our innovative digital strategy must be complemented with on-the-ground presence, we localized our efforts in 2016 with four field fellows in Los Angeles, Las Vegas, Orlando and Phoenix. Our field teams registered voters during primaries and the general election and made sure that their communities voted on Election Day. 2016 also marked a milestone for Voto Latino as we launched 10 campus chapters across the country.

2,000+ Volunteers Nationwide  
243 Events

# 5 We challenged our community to be BRAVE.

Voto Latino’s 2016 banner civic engagement campaign, BRAVE, combined a robust digital presence with on-the-ground events to register our community to vote. By highlighting intersectional BRAVE heroes in the fight for social justice, BRAVE was a challenge to our audience to step up and take action. We also produced a short film titled GANAS. Inspired by ‘Stand and Deliver’ and featuring multiple award-winning actors and directors, GANAS inspired young Latinos to head to the polls and make their voices heard.



VL Power Summit Pop-Up attendee pledges to be BRAVE and take action in her community.





# 6 We celebrated Hispanic Heritage Month in style.

This year marked the 3rd annual Hispanic Heritage Month of Action, a month-long voter registration initiative that shifts behavior in the Latino community from simply celebrating our culture to building political power through registering to vote. More than 500 partners celebrated this year by hosting launch events and committing to register voters throughout the month. We also launched Boricua Elige, a campaign that encouraged Puerto Ricans on the island to encourage Puerto Ricans in Florida to register to vote.



Guests attend VL's launch of Hispanic Heritage Month of Action in partnership with Planned Parenthood.



# 7 We partnered on the biggest National Voter Registration Day to date.

As a founding partner of National Voter Registration Day, Voto Latino participated in the biggest National Voter Registration Day to date. With a coalition of over 3,500 partners, National Voter Registration Day 2016 registered 771,321 voters on September 27, 2017 and #NatinlVoterRegistrationDay trended nationally on Twitter.

# 500+ Partners



# 8 Efforts paid off. We got out the vote with record results.

From the primaries to the general election, from early vote to Election Day, Voto Latino made sure that our community showed up at the polls in 2016. Through traditional email, social media, phonebanking, and volunteer text-banking, we were able to make over 1.5 million direct voter touches to those Voto Latino registered and more. We informed voters about what was on their ballot, provided over 200,000 polling locations via SMS and gave more than 15,000 free rides to the polls.

	VL Audience Turnout*	Overall Latino Turnout**
Texas	77%	49.7%
Nevada	87%	62%
Arizona	86%	54.2%
Florida	87%	74%

\* Rock The Vote tool out of around 137K  
\*\* Catalyst 2016 Turnout and Presidential Support Analysis



Left to Right: (1) Nevada field fellow and volunteers register voters in Las Vegas. (2) Supporter uses VL's twitter sticker to help Get Out The Vote on election day.



Voto Latino sticker designed in collaboration with Twitter to GOTV.



1.5 M direct voter touches

200,000+ polling locations sent via SMS

15,000+ rides provided through partnership with My Ride To Vote, Uber and Lyft

# 1 We trained more than 650 young leaders.

This year, Voto Latino hosted our largest Power Summit conference to date in Las Vegas, NV and a Power Summit Pop-Up in Sacramento, CA. The conferences included networking, exploring resources, and learning about tools they could leverage to impact their own communities.

Participants from over 18 states	500+ young leaders trained in Las Vegas, close to 160 in Sacramento	Over 60 experts from across tech, media, government, and advocacy sectors spoke
#VLPowerSummit trended nationally and locally	6 million in Total Reach	48 million in Total Impressions



Left to Right: (1) Planned Parenthood President, Cecile Richards speaks at the VL Power Summit in Las Vegas. (2) California Secretary of State, Alex Padilla speaks at the VL Power Summit Pop-Up in Sacramento.



**To be surrounded by so many powerful, engaged, and motivated Latinx students and professionals from all across the nation was surreal.**

Alejandra Nevarez, 2016 PS Participant

**It made me see, once again, how powerful I am as a womxn, and the agency I have to create supportive spaces on our campus and within my community.**

Alejandra Nevarez, 2016 PS Participant

**Not only did I meet amazing people but I found my self-pride in who I was, a Latina.**

Maide Pearce



Guests attend HBO's Habla y Vota D.C screening featuring VL President & CEO Maria Teresa Kumar. Screenings were held across the country.



## Civic Media

# 1 We streamed in thousands of homes nationwide.

Voto Latino hit the small screen in a big way in 2016, appearing in HBO's documentary Habla y Vota and on Season 4 of the hit Hulu show, East Los High. After consulting for previous East Los High seasons, East Los High Season 4 included a recurring role for a Voto Latino representative who encouraged other students at the fictional East Los High to volunteer and register voters throughout the season.

**HBO** **hulu**



Scene from hit Hulu show, East Los High, showing characters registering their community to vote.

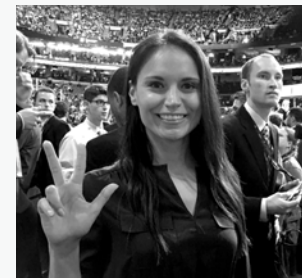
# 2 We sent two aspiring reporters to Crash The Parties.

Crash the Parties, a national competition developed by Voto Latino and Fuse Media, was designed to bring new excitement and diverse voices to the 2016 election. 183 submissions were judged by a panel of expert judges including Rachel Maddow, Maria Hinojosa and Jose Antonio Vargas, and in the end, two aspiring reporters were sent to cover the 2016 Republican and Democratic National Conventions.

**183** submissions

**12,669** votes

**2** winners



Arlene Santana (DNC)



James Villalobos (RNC)



The Winners

Arlene Santana

In Philadelphia, Arlene attended convention events and interviewed Dolores Huerta and Secretary Julian Castro among many others.

My goal while reporting from the ground was to provide you the context that you need to make decisions for yourself.

James Villalobos

While in Cleveland, James interviewed Arizona Sheriff Arpaio alongside MSNBC's Jose Diaz-Balart. He also got the chance to ask questions to Congressman Steve King and award-winning journalist Maria Elena Salinas.

I'm thankful to Fuse and Voto Latino for this incredible opportunity to represent not only millennials but also Latinos on camera.

James Villalobos, Crash the Parties winner (RNC), interviewing Sheriff Joe Arpaio alongside journalist, Jose Diaz-Balart.



3 We talked People Powered Politics.

Voto Latino returned to the Democratic and Republican National Conventions this year to host the People Powered Politics policy forum. We were joined by representatives from Airbnb, Microsoft, Pfizer and PG&E to discuss the diverse workforce of the future and hosted Congressman Kennedy for opening remarks. Our time in Philadelphia ended by celebrating our 2016 voter registration efforts at the Purple Carpet Bash.





**Every single immigrant we have, undocumented or documented, is a future American. That's just the truth of it.**

**Junot Diaz**

## 4 From online to offline impact.

This year, Voto Latino rallied at the Supreme Court during historic cases. We joined the fight for women's health during *Whole Woman's Health v. Hellerstedt*, fought for deportation protection for undocumented people in *United States v. Texas* and led the "Everyone Counts" movement to protect "one person, one vote" during *Evenwel v. Abbott*. We educated young women on reproductive health, highlighted the importance of protecting our environment, tackled criminal justice, helped enroll people in the Affordable Care Act and joined in solidarity after the tragic events in PULSE nightclub in Miami.



**VL staff attend DACA rally outside the Supreme Court.**

María Teresa Kumar, Carmen Rita Wong, Rocio Saenz, and Cecile Richards speaking at the 2016 VL Power Summit in Las Vegas, Nevada.



## 5 We discussed reproductive health.

In an effort to bring issues of reproductive health and rights to the forefront of everyday conversations, Voto Latino partnered with the American Film Institute and the University of Texas at El Paso to host two screenings of *No Más Bebés*, a film about the history of the fight for reproductive justice. Throughout the year, we invited a diverse array of speakers to our events including policy experts, medical health professionals and representatives from the film and TV industry. By increasing our focus on sexual and reproductive health and rights as a core issue, Voto Latino continues to work to destigmatize speaking up about our personal health.



East Los High cast speaking to attendees at VL Power Summit Pop-Up in Sacramento.

## 6 We celebrated diverse voices in media.

2016 marked the 7th annual Our Voices, an evening celebration honoring diverse voices in media. The host committee included media luminaries from across outlets and honored those in front of and behind the cameras that share the story of the diversity of our nation.



Guests celebrating diversity in media at the 2016 Our Voices White House Correspondents' Reception.

## 7 We hosted Facebook Lives and Twitter chats.

On Twitter, we joined partners and answered questions in real time to discuss everything from voting rights to open enrollment and reached more than 50,000 with the hashtag #VotoLatinoChat. Through our Facebook Live series, we were able to broadcast our events at SXSW, Power Summit, the DNC, the People en Espanol Festival and more to thousands of viewers nationwide. Overall we held more than 20 Facebook Lives with guests hosts like Wilmer Valderrama, JW Cortes, Vanessa Vasquez and Gaby Natale.



# Strategic Partnerships

We forged over 500 strategic partnerships across sectors and issue areas to ensure broad distribution of our voting message while informing our audience of the issues that matter to them. From partnering with Twitter to create specially curated conversations to working with KIPP schools to register educators and parents, registering at LivaNation concerts and we provided study guides for America Federation of Teachers. Together with My Ride to Vote and Lyft we gave 16,000 voters rides to the polls. Thanks to all our partnerships, we met our audience where they were.



Voto Latino supporters use VL Twitter Sticker after casting their votes on Election Day.

**Voto Latino is  
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and this promise is  
unwavering.**

María Teresa Kumar

# Financial Transparency

## Profit and Loss January - December 2016

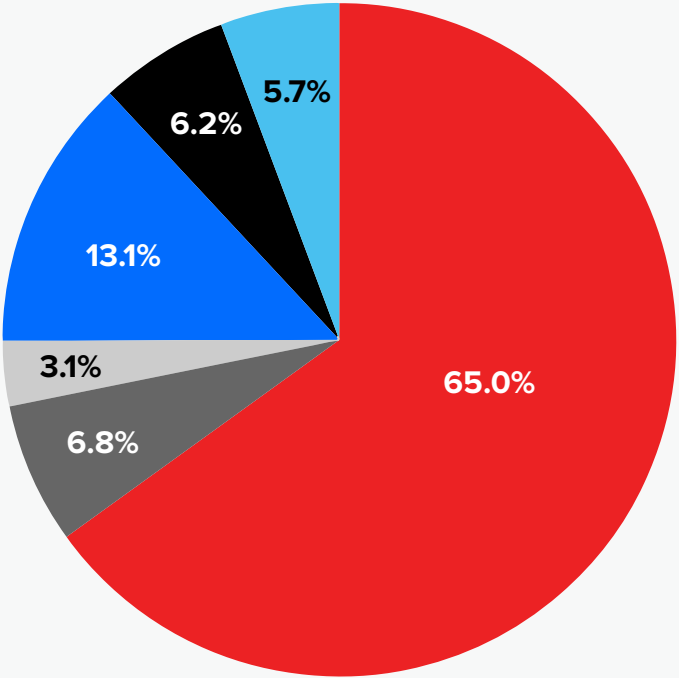
	(Total)
Income	
4020 Special Events-Corp sponsorships	758,142.17
4230 Foundation/trust grants	1,988,760.00
4240 Individual contributions	730,868.19
4999 Misc Income	500.00
Total Income	\$ 3,478,270.36
Gross Profit	\$ 3,478,270.36
Expenses	
7040 Regrants	885.00
7200 Personnel Related Expenses	
7220 Salaries & wages	1,070,478.17
7240 Employee Benefits	57,948.85
7250 Payroll Taxes	83,367.52
7252 Workers Compensation	5,874.53
8540 Staff Training & Professional Development	3,426.10
Total 7200 Personnel Related Expenses	\$ 1,221,095.17
7540 Consulting Services	3,750.00
7520 Accounting fees	16,122.94
7530 Legal fees	20,992.16
7535 Fellowship Expenses	41,100.00
7544 Consultant Fees	264,566.44
7545 Public Relations	45,563.58
7548 Grant Writing	24,846.00
Total 7540 Consulting Services	\$ 416,941.12
7600 Other Services	
7542 Media production expense	49,361.00
7543 Mobile Text Message Services	238,927.74
7550 Digital Outreach	1,212,573.85
7641 Database Services	37,792.09
7646 Technology Tools	14,147.68
7649 Promotional & Outreach	33,289.05
7650 Website Technology	29,499.22
Total 7600 Other Services	\$ 1,615,590.63
8110 Office Related Expenses	
7522 Payroll processing fees	5,462.78
8101 Staff Meetings & Retreats	662.35

	(Total)
Expenses	
8111 Office Supplies	23,863.29
8115 Bank Charges	5,702.16
8130 Telephone & Internet	9,357.96
8140 Postage & shipping	16,763.00
8170 Printing & copying	9,356.90
8180 Books, subscriptions	7,457.47
8210 Rent, parking, other occupancy	89,924.98
8220 Utilities	4,896.67
8520 Insurance - Business	1,619.00
8530 Membership Fees & Dues	662.11
8676 Licenses and Fees	8,980.42
9310 Partner/Volunteer Appreciation	4,978.58
Total 8110 Office Related Expenses	\$ 189,687.67
8310 Travel	
8311 Transportation	121,257.47
8313 Meals (Business Purposes)	28,189.77
8315 Mileage	2,995.71
8316 Hotel/Lodging	54,988.68
8317 Mobile Phone Expense	4,833.66
8320 Conferences, conventions, meetings	1,477.85
Total 8310 Travel	\$ 213,743.14
8560 Event-Related Expenses	
8561 Event Rentals	24,833.53
8562 Event services	88,729.58
8563 Venue & Catering	256,710.78
8564 Event Supplies	50,889.20
Total 8560 Event-Related Expenses	\$ 421,163.09
Total Expenses	\$ 4,079,105.82
Other Expenses	
8270 Deprec & amort - allowable	38,141.00
Total Other Expenses	\$ 38,141.00
Total Expenses	\$ 4,117,246.82
Net Income	-\$ 638,976.46



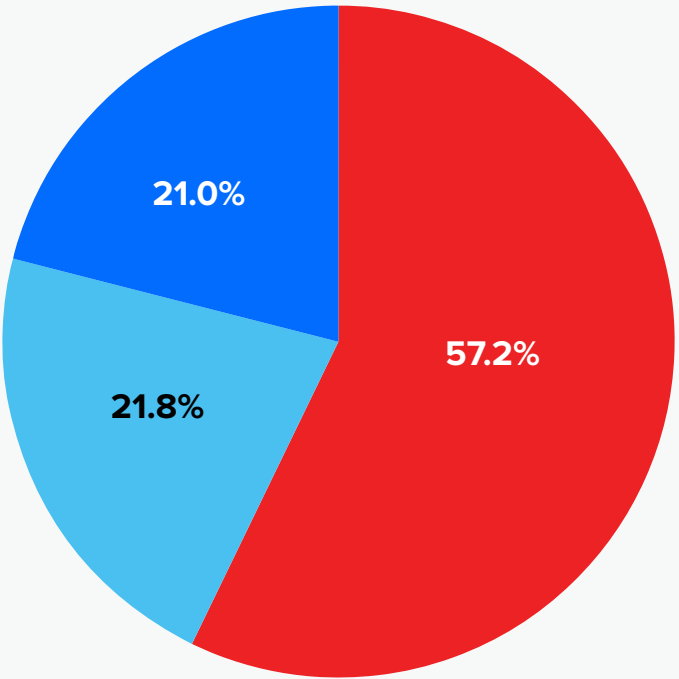
Overview of Funding 2016

- Civic Engagement
- Fundraising
- Management and General
- Leadership Development
- Issue Advocacy Campaigns
- Events



Distribution of Functioning Expenses

- Grants and contributions
- Sponsorships
- Individual Donations



Our Team

Our record year could not have been possible without the non-stop dedication of our staff and board of directors and the support of partners and influencers.

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

María Urbina  
VP of Politics & National Campaigns

Steve Alfaro  
Senior Advisor

Vanessa Garcia  
Finance & HR Director

Dennis Gonzalez  
Director of Partnerships

María Samaniego  
Director of Development

Audrey Lopez  
Communications Manager

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



**What's Next? Breathe.  
Reflect. March on.**

## Contact

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