

2021 IMPACT REPORT

# Moving US Forward

UNIDOSUS



In 2021, as our country moved into the second year of the COVID-19 pandemic, our community—a majority of whom work in essential jobs—was still suffering its devastating health and economic impacts. UnidosUS’s focus continued to be on what the Latino community needed and how we could best serve them.

As a result, our response, the *Esperanza* Hope for All campaign, has provided program support to our Affiliates, advocacy, and critical bilingual information to ensure our community can recover.

But the new year also brought a new optimism, first with the start of a new presidential administration and then the development of the COVID-19 vaccines that we worked tirelessly to ensure that Hispanics could access. After years of fighting against cruel, bigoted, and ineffective policies, we were now able to fight for legislation that support and benefit Latinos. Our community made progress in 2021—notably with the landmark American Rescue Plan Act, but we still have work to do. As such, we will continue to work with the administration and Congress, and also hold them accountable for moving our community and our country forward.

We are so proud that our community has persisted through hardship and persevered, but our work is about more than just recovery. We will continue to do everything we can so that all can thrive. This report shows what we achieved together in 2021 thanks to your partnership and support. We hope that you are as proud as we are of all that we have accomplished. Without your dedication, optimism, and commitment to our community, this work could not have happened.

Thank you, and *adelante*,



*Janet Murguía*

Janet Murguía  
PRESIDENT AND CEO



*Luis Granados*

Luis Granados  
BOARD CHAIR

# Welcome



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# 2021 moments of impact

With your support, UnidosUS and our Affiliates helped Latinos get vaccinated, advocated to lift more Hispanic children out of poverty, provided pathways to citizenship for aspiring Americans, and expanded our community's representation in government.





**Community investment**

**\$14.6M**

invested in our Affiliates and the Latino community.



**Vaccine outreach**

**36M**

people reached with trusted information about the COVID-19 vaccines.



**Vaccine delivery**

**114K**

vaccines administered through our Affiliate Network.



**Pandemic recovery**

**76%**

of Latinos received at least one vaccine dose by the end of 2021.



**Education**

**48K**

comments sent to the Department of Education urging student loan forgiveness.



**Financial empowerment**

**60K+**

people served with housing counseling and financial coaching.



**Poverty reduction**

**1.4M**

Latino children lifted out of poverty with the Child Tax Credit expansion.



**Latino representation**

**15%**

of appointees in the Biden administration are Latino or Latina, the highest in history.



**Population growth**

**23%**

growth of the Hispanic population is a contributing driver of development in cities and towns nationwide.



**Immigration**

**700K+**

people from Venezuela, El Salvador, Honduras, Haiti, and Nicaragua have received Temporary Protected Status.



**Racial equity**

**1.1M+**

views on UnidosUS website and digital content focused on racial equity.



To see more impact that we achieved together, visit [impact.unidosus.org](https://impact.unidosus.org)

HEALTH RECOVERY



After a year of protecting and informing our community while in the face of so much uncertainty, at the beginning of 2021 we did what we have always done: pivot to meet the needs of our community.

# Hope FOR ALL

Read more about our *Esperanza* Hope for All campaign at [impact.unidosus.org](https://impact.unidosus.org)



Through the *Esperanza* Hope for All campaign—an aggressive year-long initiative—we brought trusted information about the COVID-19 vaccines straight into Latino neighborhoods, and by year-end 76% of Latinos reported having received at least one dose of the vaccine. The campaign included:

**A MOBILE TOUR** of Latino neighborhoods in seven urban and rural areas, speaking with **31,000 HISPANIC PEOPLE** about the COVID-19 vaccines.

**A TRADITIONAL AND SOCIAL MEDIA CAMPAIGN** that brought the truth about the vaccines to Latinos nationally, reaching **36 MILLION PEOPLE**.

**RESOURCES TO HELP PARENTS SUPPORT THEIR KIDS** with distance learning, shared through Spanish language media to **1 MILLION LISTENERS**.

**DIRECT INVESTMENTS** to **33 AFFILIATES** to deliver culturally relevant information and vaccines.

We could not have achieved such outstanding results without on-the-ground efforts from our Affiliates, including Florida organizations like ConnectFamilias in Miami, Latino Leadership in Orlando, and UnidosNow in Manatee/Sarasota, who created partnerships locally to provide access to the vaccines to Hispanics in their language and in spaces where they felt understood.

We raised \$16 million from supporters like you to do this work. In 2022, we're going to continue combating misinformation targeting Latinos, and boldly tell the true story of Latinos in the United States.

76% of Latino adults are vaccinated, closing the equity gap.

76%

ECONOMIC RECOVERY



A new president in the White House means new priorities and a new vision for moving the country forward. No matter who's in office, our mission remains the same: reduce poverty and discrimination while creating opportunities for Latinos.

# A Brighter FUTURE



Read more about our economic recovery initiatives at [impact.unidosus.org](https://impact.unidosus.org)



During President Biden's first year, we fought to ensure that the contributions and challenges faced by the Hispanic community were at the center of any new initiative.

Our agenda for federal protections for Latinos included:

**EXPANDING THE CHILD TAX CREDIT** by a thousand dollars, lifting **1.4 MILLION LATINO KIDS** out of poverty and making families in Puerto Rico eligible for the first time.

**TRIPLING THE EARNED INCOME TAX CREDIT** and expanding access to more families.

**INCLUDING DREAMERS AND MIXED-STATUS FAMILIES** in COVID-19 relief.

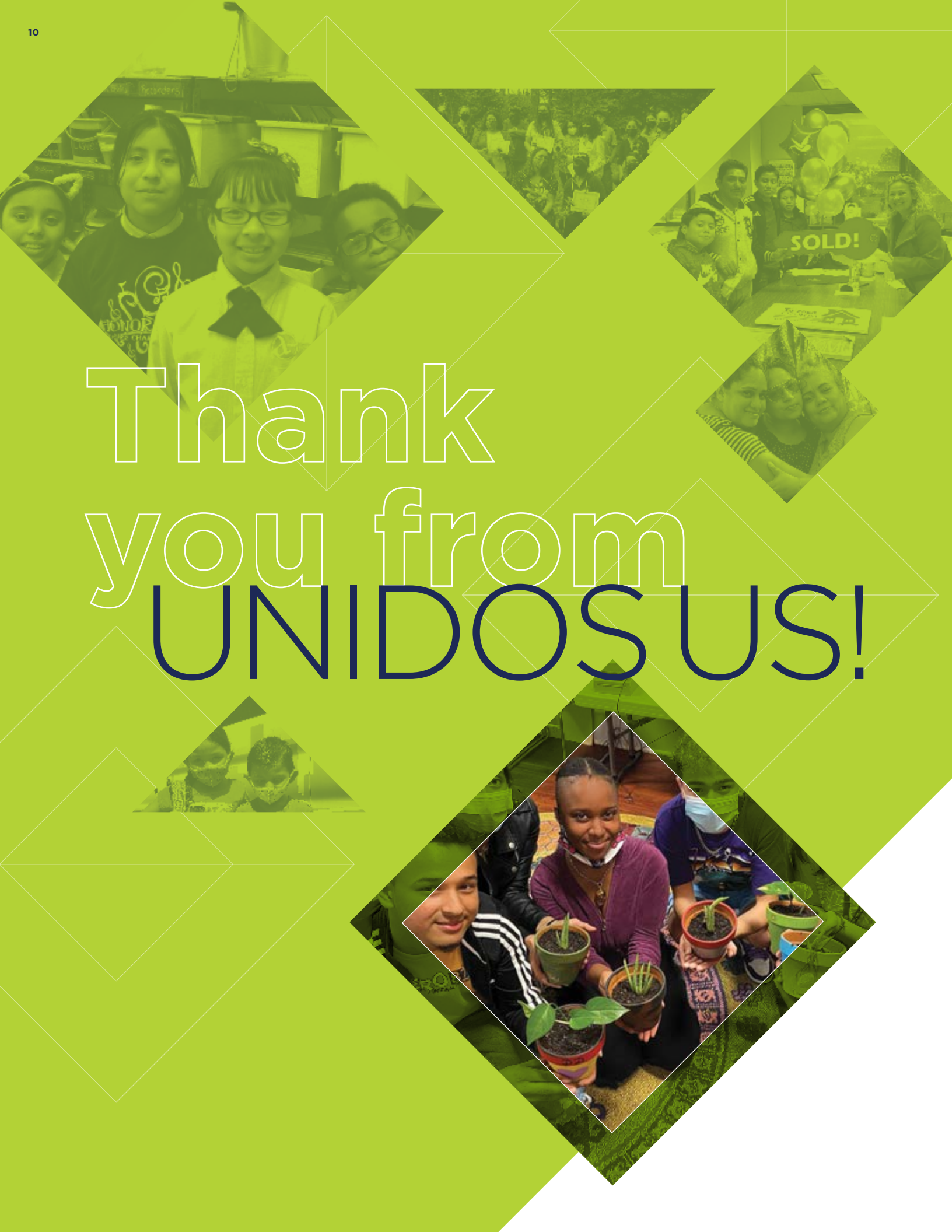
Right away, our Affiliates began hearing from clients about what the expanded CTC has done for their families. Sergio, who is both a client and a volunteer at Canal Alliance in Novato, California, was able to get back on his feet after being out of work due to the pandemic. Now, he can better provide for his four kids and hardworking wife.

At the beginning of 2021 we launched Proyecto 20%, an initiative to see that at least 20% of the roughly 4,000 new positions to be filled by the new administration are held by Hispanics. Over the course of the year, our advocacy resulted in more Hispanic people appointed to the Biden administration than any other administration to date. And at the end of the year, we published *Biden's First Year: Latinos See Progress, But Permanent Investments Are Needed*. It features the Latino Inclusion Tracker, a data tool that monitors and assesses what the Biden administration has done to help Latinos, and how we can work together to bring Hispanic priorities into the White House.



Latino kids were lifted out of poverty through the expanded Child Tax Credit.

1.4M



# Thank you from UNIDOS US!



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 UnidosUS donors, please visit [impact.unidosus.org](https://impact.unidosus.org).



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

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# *iMil gracias!*

To the Affiliates and partners whose images are included in our 2021 Impact Report, thank you for all of the beautiful ways you serve our community!

Academia Avance, Adelante Mujeres, Amber Charter School, Canal Alliance, CASA, Casa Central, Center for Latino Progress, CIELO, Community HousingWorks, El Centro de la Raza, Enterprising Latinas, Esperanza Health Centers, Latino Community Credit Union, LUPE, Mississippi Immigrant Rights Alliance, Mountain Park Health Center, PF Bresee Foundation, Puentes New Orleans, Social Justice Collaborative, Tennessee Immigrant & Refugee Rights Coalition (TIRRC), and TODEC Legal Center.

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