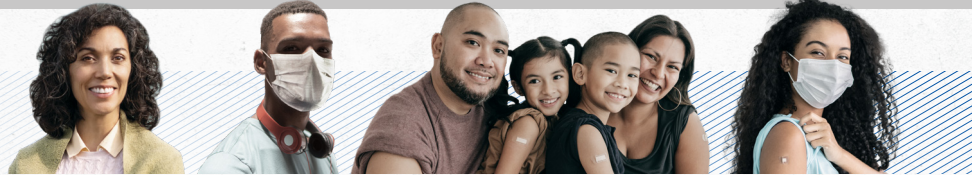


# UNIDOSUS

## 2022 Impact

In 2022, UnidosUS and its Affiliates improved the health and economic status of Latino families as the pandemic evolved; shifted the national narrative on Latinos; shined a spotlight on Latino voters and their influence; expanded the power of UnidosUS-Affiliate partnerships; and secured and made investments to position the organization for greater impact.



**ESPERANZA**  
HOPE FOR ALL

### Health and Wellness



Increased the proportion of Latino children who received the COVID-19 vaccine to **77%**—up from 62% in 2021.



Improved nutrition by guaranteeing access to healthy breakfast cereals for **2.7 million Latino mothers and children** who rely on WIC.



Convened a health equity coalition to safeguard Medicaid for **4.6 million Latinos**.

### Economy and Housing



Secured Child Tax Credit (CTC) eligibility for **97%** of families in Puerto Rico, a historic change from 10%.



Advocated for expanded CTC that **lifted 1.2 million Latino children out of poverty**.



Secured the opportunity to clear student debt for **more than 1/3** of Latino college students.



### UnidosUS-Affiliate Partnership



Provided **\$18 million in subgrants** to our Affiliate Network (+\$4M from 2021)



Convened over **1,100 Affiliate leaders** in our signature events and summits

**Strengthened Affiliates** with unrestricted financial support, technical assistance, and connections to federal agencies as they responded to the following crises:

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

### Wins in the States



#### CALIFORNIA

Budget included top priorities in housing and financial aid reform for college students.



#### CALIFORNIA

First state to fully extend health care coverage to all undocumented residents.



#### CALIFORNIA

CalSavers expansion signed into law could add up to **750,000** more participants in the program.



#### ARIZONA

Prop. 308 opened in-state tuition rates to undocumented immigrants.

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### Latino Narrative

#### Count on Us:



Earned media reached **51 million** people.



Those who saw the campaign were **15%** more likely to strongly agree with messages supporting Latinos as contributors to our economy and our nation.



New partners and influencers promoted **1,200+** social media posts regarding Latino contributions.

#### Representation:



“The Power of Being Unidos” campaign netted **80 million impressions** across three markets (Washington, DC; San Antonio, TX; and Phoenix, AZ).



Collaborated with Smithsonian to **integrate stories and data of UnidosUS and 25 Affiliates** in the Molina Family Latino Gallery’s *Mapping the U.S. Latino* exhibition.



**Secured \$1 million in Congressional funding** for pipeline to support scholars conducting research to address systemic inequities faced by Latinos.



**UnidosUS President Emeritus Raul Yzaguirre was awarded the Presidential Medal of Freedom**—the nation’s highest civilian honor.



### Latino Vote

**Established a partnership with Mi Familia Vota** and conducted extensive surveys that generated new perspectives and stories about the decisive power of Latino voters.



Registered over **100,000 new voters**



Conducted **two national polls** before and after midterms and state specific surveys to highlight Latino voter priorities



Completed **200+ interviews** on Latino voters



Convened **11 press briefings** on Hispanic voter issue perspectives

### Investments to Drive Impact



Secured an **\$11.4 million** grant from the U.S. Department of Commerce’s Good Jobs Challenge with Affiliate partners in Colorado and Puerto Rico.



Our Endowment Fund (SIFLR) was one of only three organizations selected by the Robert Wood Johnson Foundation to receive a **\$5 million** grant to support the long-term fiscal health of organizations promoting equity and dismantling structural racism.



- Onboarded **41 new staff**
- **Created structured professional development cohorts** for 50 staff to grow talent
- **Established online recruitment process**
- **Converted all vendor payments to digital**