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.

**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.

**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

**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