Advancing People’s Democracy

Expanding Economic Opportunity

Protecting and Building Community
If I could describe 2021 in one word, I would say “Esperanza.”

Esperanza means hope.

I experienced hope when I saw intelligent, young, and committed leadership advancing democracy, amplifying the diverse voices of our Latino families, protecting and building community, and expanding economic opportunity through our various programs and initiatives.

I witnessed hope when so many of our member organizations said YES to the challenge of making vaccines available to our community, one of the most affected by the pandemic yet one that faced significant challenges accessing health services.

Esperanza was at the center of our work as we talked to thousands of Latino voters across the state and saw in their faces an understanding of their growing political power in Georgia and across the country.

The Latino community remained resilient in the face of daunting challenges in 2021 as we continued to support each other. It revealed that the best of us still exists amid a terrible crisis. Our staff, member organizations, volunteers, funders and Board of Directors were steady and formidable in advancing our agenda and defending equity, inclusion and services for the Latino community. We provided over a million dollars in community investments to strengthen our network and build our members’ local priorities and we supported over 13,000 vaccines and food and rental assistance for thousands of families. We led by example as we create the future we want to see.

In 2022, I envision our network growing and deepening its impact across the state. Our esperanza is a combination of grit, hard work, dedication, culture, and a continuous caring for people and the organizations that serve them.

As we build a positive, collective vision for the Latino community, we ask you to join us in our work!

Lillian Rodriguez-Lopez
Board Chair
Advocacy & Civic Participation

Advancing People’s Democracy

Legislative Efforts & K-12 English Learners Advocacy

Championed the following legislative priorities:
• Access to higher education and in-state tuition for all students in Georgia
• Drivers’ licenses for all make Georgians safer
• A multilingual Georgia is key for economic development and a more engaged community
• Access to entrepreneurship is critical to promote self-sufficiency
• Quality education for K-12 English learners is a right
• Inclusive COVID-19 relief and recovery

Touched every single Latinx voter at least twice, first for Senate run-offs, then for municipal elections and new voter laws

Redistricting & nonpartisan civic education and mobilization through the Latinos for Democracy Coalition

Recruited and engaged 17 organizations for the Latinx Redistricting Caucus with 7 members delivering in-person testimony to the committee
54 educational community events organized
49,617 participants in events
1,211,953 text-to-vote messages
42 poll monitors trained
25,164 doors knocked with bilingual printed information on redistricting and elections
586,000 bilingual mailers sent to Latino voters living in 145 counties we did not reach in person
Protecting and Building Community

Increased knowledge and capacity of local community organizations through growing the Latinos for Democracy coalition from 4 to 10 members. All partners have re-committed for 2022 gubernatorial election.

Improved Latinos for Democracy collaboration and decision-making process to incorporate leadership development and the co-creation of messaging and visuals.

Historic turn-out in Senate runoff elections (42%) and improved turnout in Municipal runoff elections (10% - traditionally is around 5%)

Expanding Economic Opportunity

Over $218,000 invested in grants for member organizations as part of our Advocacy and Civic Participation efforts in the counties of Whitfield, Rockdale, Newton, Hall, Clarke, Chatham, Dekalb, Gwinnett, and Fulton.

Civic mobilization efforts in Portuguese for the Brazilian community.

Coalition of Latino Leaders in Dalton (CLILA) and their voter mobilization efforts.
HEALTH & WELL-BEING

Advancing People’s Democracy

Led a statewide vaccination campaign and efforts focused on the Latino community piloting community-centric efforts with Fulton County Board of Health in February and then expanded statewide.

In response to widespread reports of individuals being asked for insurance or a Georgia-ID, led the petition to the Governor’s Office to remove obstacles and barriers for equitable and inclusive vaccination in the state. Over 50 organizations signed the petition.

Successfully advocated for an expansion of appropriate ID for vaccination card replacement with the Georgia Department of Public Health.

Established best practices for vaccination events with low-barriers for community members, including ID, no registration protocols, documenting an optimal standard of logistics, communications and delivery of vaccines in a playbook co-developed with the Community Foundation for Greater Atlanta.

Connected and funded at least 10 member organizations with vaccination providers so local immunization efforts could be launched and sustained.

Issued 2 key reports this year with LCF Georgia collected data and analysis:
- “Trabajando Juntos” on the collaborative efforts with members during the 2020 pandemic and learnings of the effort.
- “The Impact of COVID in Diverse Communities” with 900 observations across the state from primarily communities of color.
Protecting and Building Community

Successfully launched the Ventanillas de Salud program at the Mexican Consulate and expanded services to the Guatemalan Consulate with agreements in progress with Honduras and El Salvador Consulates.

13,077 vaccines in community members’ arms through LCF Georgia organized community clinics with over 210 unique events across the state

Screened over 800 community members for high blood pressure and glucose and delivered educational sessions to over 45,000 individuals at both Mexico and Guatemalan Consulates

Provided PPE and hand sanitizer to 2,700 families in South Georgia

Expanding Economic Opportunity

Over $88,000 invested in grants for member organizations in both urban and rural Georgia to help underwrite vaccination efforts across the state with outcomes of over 3,000 vaccines in arms in events organized by members

Entrepreneurship & Technical Assistance

Advancing People’s Democracy

Latino Summit co-hosted with Ser Familia had participants registered from 9 different states for the first time and 125 zip codes, reaching key decision-makers in the education, government and social sector with best practices, realities and opportunities to accelerate positive change when working with the Latino community

Providing 1-1 free coaching and technical assistance to 10 member organizations

Expanding Economic Opportunity

Recommended and supported 20 Latinx-owned businesses securing $2,500 grants each for a total of $50,000 in direct funding for local businesses.

Provided 10 hours of grant writing from a professional consultant to 5 members. Over $250,000 were secured for members because of this investment.
Expanding Economic Opportunity
Over $280,000 in rental and emergency supported low-income families at-risk of eviction across the state
43 K-12 low-income students received a DREAM BIG SPORT & ART FUND micro-grant to pursue recreational activities they love to complement their education
16 low-income high-school seniors showing community leadership received a $1,000 grant to support their educational aspirations pursuing higher education
24 micro-entrepreneurs received a $500 micro-grant to support their commercial activity by incorporating, purchasing supplies and materials and expand their digital presence as part of a self-sufficiency strategy.

Protecting and Building Community
Directly supported over 230 vulnerable and undocumented families with rental assistance to keep them housed and safe, DACA renewal fees and in-kind legal assistance for tenant rights and TPS filing.
Over $420,000 were invested in capacity building grants and operational grants for immigrant-led and Latinx-led organizations as a part of the Delivering on the Dream - Georgia table co-coordinated with Asian Americans Advancing Justice-Atlanta and through our efforts to ensure community groups can continue working in partnership with families, students, workers and micro-business owners.

Advancing People’s Democracy
Sustained and expanded South Georgia efforts, ensuring community members learned about their rights, how to navigate the health system. 9 counties consistently reached

Sample of featured “Essential Heroes” 2021 campaign highlighting diverse Latinx contributions
<table>
<thead>
<tr>
<th></th>
<th>Fundraising</th>
<th>% Fundraising</th>
<th>General and Administrative</th>
<th>% General and Administrative</th>
<th>Total Programmatic Activities</th>
<th>% Programs</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Total Fixed Expenses</td>
<td>$5,323.38</td>
<td>0.2%</td>
<td>$40,336.56</td>
<td>1.4%</td>
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<td>Total In-Kind</td>
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<td>0.0%</td>
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<td>$2,500.00</td>
<td>0.1%</td>
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<td>Total Personnel</td>
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<td>Total Program Grants</td>
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<td>$0.00</td>
<td>0.0%</td>
<td>$1,003,364.00</td>
<td>35.2%</td>
<td>$1,003,364.00</td>
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<td>Total Variable Expenses</td>
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<td>Total Expenses</td>
<td>$35,293.35</td>
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<td>$165,351.02</td>
<td>5.8%</td>
<td>$2,648,588.77</td>
<td>93.0%</td>
<td>$2,849,233.14</td>
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</tbody>
</table>

2021 Latino Community Fund Inc. (LCF Georgia) Reconciled
Individual Donors


Supporting Organizations

BOARD

Lillian Rodriguez-Lopez  
The Dorado Group  
Chair

Daniela DeMaria  
Fiserv  
Vice Chair

Omar Esposito  
Framework Homeownership  
Treasurer

Luis Avila  
Cox Enterprises  
Secretary

Aida Perez-Flamm  
Aida and Co.  
At-large

Henry A. Kelly  
First Touch Logistics  
At-large

Eddy Elguezabal  
Univision 34 Atlanta  
At-large

Yolanda Robles  
Culturalink  
At-large

Antonio Molina  
Nguyen & Pham, LLC  
At-large

Frank Fernandez  
Community Foundation for Greater Atlanta  
At-large

Rudy Beserra  
Vensure  
At-large

Natalie Hernandez  
Morehouse School of Medicine  
At-large

Charmaine Ward  
Georgia Power  
At-large

TEAM MEMBERS (Staff and contractors)

Gigi Pedraza  
Executive Director

Michelle Zuluaga  
Civic Participation Manager

Genesis Castro  
Health & Wellbeing Manager

Pedro Vitoria  
Advocacy & Field Lead (South Georgia Manager)

Sergio Mendez  
Grantmaking Administrator

Christina Benavides  
Office Administrator

Dianne Roman  
Health & Wellbeing Coordinator

Lizbeth Reyes  
Health & Wellbeing Coordinator

Andy Santamaria  
Civic Participation Coordinator

Aimee Pacheco  
Administrative Assistant

Ulyssa Muñoz  
Lead Navigator South Georgia

Cristian Estrada  
Lead Navigator South Georgia

Daniela Racines  
Site & Outreach Liaison for COVID-19 vaccines

Community Spark  
Site & Outreach Liaison for COVID-19 vaccines

Rigoberto Rivera  
Site & Outreach Liaison for COVID-19 vaccines

Natalia Dutra  
Portuguese Contractor

Lupita Quezada  
Lead Community Navigator

Mario Lopez-Rodriguez  
Emory REAL Student @ Ventanillas de Salud

Alexa Aburto  
Emory REAL Student @ Ventanillas de Salud

Jennifer Rubio  
Community Navigator Metro Atlanta

Christina Deloya  
Community Navigator Metro Atlanta

Phil Taylor  
Civic Participation Educator

Irvin Gonzalez  
Civic Participation Educator

Erika Turcios-Galvez  
Civic Participation Educator

Rosillo Hernandez  
South Georgia Navigator

Angela Lerma  
South Georgia Navigator

Joanna Olguin  
South Georgia Navigator

Samantha Pantano  
South Georgia Navigator

Hania Sanchez  
South Georgia Navigator

Jabulani Gutierrez  
South Georgia Navigator

Ana Garcia  
Ventanillas de Salud Lead Volunteer