Mi Familia Vota Arizona is a project of Mi Familia Vota (MFV), a tax-exempt under tax code section 501(c)(4), and Mi Familia Vota Education Fund (MFVEF), a public charity tax-exempt under section 501(c)(3). Each entity is governed by a separate board of directors.

Mi Familia Vota / Mi Familia Vota Education Fund is the leading grassroots Latino civic engagement organization in the country. We employ targeted and innovative field and communications strategies that uplift Latino voices in communities across the country and advocates on issues (immigration reform, education, healthcare, economic and worker justice, voting rights, and the environment) year-round.
Arizona At a Glance

2020 Potential Latino Voters in Arizona: 1.2 million
561,000 Latinos currently registered to vote: making up 17% of total registered voters
(Voter Activation Network (VAN)*, Active Latino Registrants / Total Active Registrants, 2018)

430,000 Latinos in AZ currently eligible but not registered to vote
(U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Latino CVAP Estimates - 2018 Active Latino Registrants from VAN)

103,000 Latino youth aging into the electorate between 2018 and 2020
(U.S. Census Bureau, ACS, Estimate of 15-17 year-olds, 2011-2013)

145,690 Latino Legal Permanent Residents eligible to naturalize and register to vote
(USC Center for the Study of Immigrant Integration (CSII) analysis of a pooled sample of the 2010-2014 American Community Survey (ACS) microdata)

All figures are rounded estimates and contain some margin of error.

The Voter Activation Network (VAN) compiles data from voter registration files at the state and county level and uses Spanish surname models to identify Latino Registered Voters.
2018 ELECTION LATINO VOTER OUTREACH

Our Programs

Citizenship

Assisting Legal Permanent Residents (LPR) to become citizens then using that voice to register and vote! MFVEF uses a proven-successful group processing workshop model to assist individuals with their N-400 citizenship application. This efficient model allows individuals with non-complex applications, who might otherwise not complete the application due to language or financial barriers, to receive support.

This year, MFVEF AZ set the goal of completing 8 citizenship workshops and 8 informational events. The ultimate goal was to assist 1,300 legal permanent residents in obtaining their citizenship.

<table>
<thead>
<tr>
<th>MFV Office</th>
<th># of people assisted w/ Citizenship</th>
<th># of Completed N-400's</th>
<th># of people of Mexican descent</th>
</tr>
</thead>
<tbody>
<tr>
<td>AZ - Phoenix</td>
<td>1090</td>
<td>170</td>
<td>435</td>
</tr>
<tr>
<td>AZ - Tucson</td>
<td>363</td>
<td>180</td>
<td>253</td>
</tr>
<tr>
<td>AZ- Totals</td>
<td>1453</td>
<td>350</td>
<td>688</td>
</tr>
</tbody>
</table>
Voter Registration

MFVEF conducts voter registration year-round to engage and encourage members of the Latino community to use their voice and power through voting.

Major highlights for 2018 were:

- We assisted in registering 22,734 new and re-registered voters; 19,975 resulted in new voters
- Located in Phoenix and Tucson areas
- Percentage of newly registered Latino voters grew between 2.63% and 4.15% where MFV was located in 2018
- Our work concentrated on youth (high schools and colleges) and high traffic locations
- In addition, we collected 1,300 pledge cards, engaging these voters to become active in the democratic process

By October, newly registered Latino voters made up 33.79% of all newly registered voters statewide!

Voter Registration in Arizona

<table>
<thead>
<tr>
<th>Age</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>7,281</td>
</tr>
<tr>
<td>25 to 34</td>
<td>4,074</td>
</tr>
<tr>
<td>35 to 49</td>
<td>3,401</td>
</tr>
<tr>
<td>50 to 64</td>
<td>2,982</td>
</tr>
<tr>
<td>65+</td>
<td>1,757</td>
</tr>
<tr>
<td>Unknown</td>
<td>480</td>
</tr>
<tr>
<td>Total People</td>
<td>19,975</td>
</tr>
</tbody>
</table>

*Last updated January 2019

Mi Familia Vota does not endorse or support any specific candidate or political party
Voter Mobilization: Get Out the Vote

MFV engages the community through grassroots efforts to ensure their voice is heard in the electoral process. Through canvassing, phone banks, working in coalitions, organizing community events including town-halls and debates, plus amplifying with media and other tools, MFV seamlessly blends these strategies to turnout Latinos to vote.

Doors knocked: 252,361 doors
Texts/SMS: 60,220
*Our community was engaged in these ways leading up to Election Day

<table>
<thead>
<tr>
<th>Age</th>
<th>C4</th>
<th>C3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>22,997</td>
<td>0</td>
<td>22,997</td>
</tr>
<tr>
<td>25 to 34</td>
<td>30,194</td>
<td>0</td>
<td>30,194</td>
</tr>
<tr>
<td>35 to 49</td>
<td>29,540</td>
<td>0</td>
<td>29,540</td>
</tr>
<tr>
<td>50 to 64</td>
<td>24,764</td>
<td>0</td>
<td>24,764</td>
</tr>
<tr>
<td>65 +</td>
<td>15,991</td>
<td>0</td>
<td>15,991</td>
</tr>
<tr>
<td>Unknown</td>
<td>469</td>
<td>0</td>
<td>469</td>
</tr>
<tr>
<td>Total People</td>
<td>123,955</td>
<td>0</td>
<td>123,955</td>
</tr>
</tbody>
</table>
Youth Engagement

Building the next generation of Latino Leaders continues to be central to MFVEF work. Our Emerging Latino Leaders program focuses on Latinos ages 15-24. This program engages these youth in High School and College to learn and implement strategies in their own communities to increase electoral and civic participation. Through our expert trainings, mentorship, and real-world experience field implementation, they learn to lead the change they want to make.

Volunteer Hours
750 Hours

<table>
<thead>
<tr>
<th>Age</th>
<th>Arizona</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>22,997</td>
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<tr>
<td>Total People</td>
<td>123,955</td>
</tr>
</tbody>
</table>
Major Highlights in Arizona:

Local media hits

- **La Raza**: Líderes republicanos del Senado estudian próximos pasos para rescatar debate sobre DACA
- **AZ Central**: Teen organizers of March For Our Lives Phoenix: 'We are not done'
- **Univision Arizona**: Conferencia de Liderazgo en Univision Arizona
- **KOLD News 13**: Campaign underway to register 200K new voters in Arizona
- **High Country News**: Is Arizona purposely keeping minority voters from the polls?

National media hits

- **Public News Service**: Group Launches Ballot Initiative to Require 50% Renewable Energy by 2030
- **The Hill**: Immigrant rights groups file lawsuit challenging census citizenship question
- **Telemundo 52**: El voto hispano podría ser crucial en las elecciones
- **The Hill**: Civil rights groups sue Arizona election official over voter registrations

Additional Strategies

Digital media campaigns were launched to complement field efforts at every stage of the electoral process in ways that continued voter education and provided candidate and election information. The USA Tu Poder campaign featured PSAs that were aired on Spanish television and through social media featuring renowned journalist Maria Elena Salinas, it also had a youth-centered campaign “Show Up” led by actress Diane Guerrero. California also engaged the community and youth program members to create their own voter messaging on social media platforms.
Our Approach: 7 Patas

Our approach of engaging communities is derived from the foundational work of building relationships. Our “7 Patas” (7 Pillars) model is a blend of relationship building with important networks in our communities so that we all amplify our work. We focus on: 1) Schools, 2) Local Businesses, 3) Faith Organizations, 4) Ethnic/Latino/a Media, 5) Community Based Organizations, 6) Consulates from Latin American Countries, 7) Labor Unions

Our Partners

Phoenix:

Schools/youth programs: Central High School, Cesar Chavez HS, Gateway Community College, Phoenix College, Glendale Community College, South Mountain Community College, Arizona State University, Scottsdale Community College, Metro Tech High School, Mesa Community College, Rio Salado Community College, Maryvale High School, Betty Fairfax High School, Trevor G. Browne High School, South Mountain High School

Faith: La Luz del Mundo, Mercy Hill Church, St. Joseph Catholic Church,

Media: Telemundo, Univision, Entravision, La Campesina, Onda 1190, Azteca America, La Voz, Prensa Hispana, Univision Radio

Labor: UFCW, AEA

Community Organizations: Neighborhood Ministries, Consulado de México, ACE, Lucha, CASE, CNL, YEA, CHISPA, PAFCO, Planned Parenthood, Burton Barr Central Library, Our Revolution Phoenix, Andre House, Society of St. Vincent de Paul, Justa Center, One Arizona, AEA, Joshua Tree Feeding Program, Chicanos por la Causa

Elected Officials: Congressman Ruben Gallegos, Councilman Daniel Valenzuela, Vice Mayor Kate Gallegos, State Senator Martin Quezada, County Supervisor Steve Gallardo, Congressman Raul Grijalva

Businesses: Mountain Park Health Clinics, Ranch Market
Tucson:

**Schools/youth programs:** Cholla High School, Sunnyside HS, Tucson HS, Desert View HS, Pueblo HS, Rincon HS, Palo Verde HS, Cholla HS, TAPP HS, Apollo Middle School, University High School, Tucson Unified School District and Sunnyside School District, ACE HS, Tortelica HS, Challenger Elementary School, Pima Community College, University of Arizona, UA Student Guerrero Center, The UA Hispanic Community Council

**Faith:** Most Holy Trinity, San Juan Catholic Church, Our Lady of Fatima Catholic Church, Pima Interfaith Council, St. Francis of Cabrini

**Media:** Univision, La Caliente Radio, KOLD News, Arizona Daily Star, Arizona Bilingual

**Labor:** UFCW, Pima Area Labor Federation (PALF), CWA, AFSCME, IBEW


**Elected Officials:** Congressman Raul Grijalva, Pima County Board of Supervisors Chairman Richard Elias, City of Tucson Council Member Regina Romero, TUSD School Board Members Adelita Grijalva and Kristel Foster, Tucson Mayor Jonathan Rothschild, Sunnyside School District Superintendent Steve Holmes, Sunnyside School District Board Member Eva Carrillo Dong, Pima County Superintendent Dustin Williams

**Businesses:** Los Jarritos, Food Spot, Auto Zone, Plasma Centers, Fry’s, Food City, El Rio Bakery, Estrella Bakery, El Charro Mexican Food Restaurant, San Miguel, Rafael’s Tire Shop, Mercado San Agustine, Farmer’s Market
Additional Highlights

- In partnership with Univision, we hosted a graduation ceremony for 25 students that graduated from our Leadership Development Program (LDP)
- We trained over 300 students to learn how to educate other students during the March for Our Lives movement and hosted trainings on voter education
- MFV engaged our youth on voting rights restoration and learned about the requirements for restoring a person’s right to vote in the 2018 midterm election
- Held a Summer Youth Program at Univision for our Emerging Latino Leaders Program
- Youth participation in citizenship phone banks hosted by Univision to provide resources
Looking Ahead: 2019
We are looking to continue our work of engaging our communities to participate. In brief here are some priorities that we have outlined for 2019 going into 2020!

- Host townhalls to engage our community about 2019 elections
- Expand our Emerging Latino Leaders Program in high schools and colleges
- Civically engage 200 students
- Voter Registration
- Local Elections

Eduardo Sainz
Arizona State Director

Anakarina Rodriguez
Phoenix Coordinator

Sandy Ochoa
Tucson Coordinator

Omar Madero
Phoenix Civic Engagement Coordinator

Araceli Villezcas
Phoenix Youth Leadership Development Coordinator
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Jaime Casap, Member, Google
Rocio Saenz, Member, Service Employees International Union
Diane Guerrero, Member, Actress, Activist and Author

Thank You for your Support!

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Marguerite Casey Foundation
NEO Philanthropy
One Arizona
Oregon Community Foundation
Tides Foundation
Voter Registration Project

Mi Familia Vota
America Votes
Arizona Wins
March for Our Lives
Movement Voter Project