2018 MI FAMILIA VOTA AND MI FAMILIA VOTA EDUCATION FUND

Mi Familia 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.
California At a Glance

2020 Potential Latino Voters: 9 million
4.7 million Latinos currently registered to vote, making up 25.6% of total registered voters (Voter Activation Network (VAN)*, Active Latino Registrants / Total Active Registrants, 2018)

2.1 million Latinos in CA 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)

700,500 Latino youth aging into the electorate between 2018 and 2020
(U.S. Census Bureau, ACS, Estimate of 15-17 year-olds, 2011-2013)

1.4 million 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 CA hosted 25 informational sessions providing 99 people with citizenship assistance. In addition, 746 individuals were provided with know-your-rights information. In total, 845 individuals were assisted with these services.

<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>CA- Fresno</td>
<td>23</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>CA- Modesto</td>
<td>74</td>
<td>4</td>
<td>65</td>
</tr>
<tr>
<td>CA- Riverside</td>
<td>2</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>CA- Totals</td>
<td>99</td>
<td>4</td>
<td>88</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. By using creative methods such as text, web, in-person, and mail registration, MFVEF is able to reach thousands of individuals who are eligible to register to vote. This is made possible by the many dedicated volunteers and partners that help us see our work to fruition.

Major highlights for 2018 were:

- We assisted in registering **5,320** new and re-registered voters
- Located: Modesto, Fresno, and Riverside areas
- Percentage of newly registered Latino voters grew between **2.63%** and **5.045%** where MFV was located in 2018
- Our work concentrated on youth (high schools and colleges) and high traffic locations
- In addition, we collected **817** 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!

*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: 9,955 doors
Phone calls: 4,282 (C3 efforts) and 4,350 (C4 efforts) for a total of 8,632 calls
Texts/SMS: 31,575

*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>353</td>
<td>396</td>
<td>749</td>
</tr>
<tr>
<td>25 to 34</td>
<td>717</td>
<td>520</td>
<td>1,237</td>
</tr>
<tr>
<td>35 to 49</td>
<td>1,285</td>
<td>832</td>
<td>2,117</td>
</tr>
<tr>
<td>50 to 64</td>
<td>1,421</td>
<td>697</td>
<td>2,118</td>
</tr>
<tr>
<td>65 +</td>
<td>1,336</td>
<td>375</td>
<td>1,711</td>
</tr>
<tr>
<td>Unknown</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total People</td>
<td>5,112</td>
<td>2,820</td>
<td>7,932</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.

Emerging Latino Leaders Volunteer Hours

★ Modesto: 725
★ Fresno: 850.35
★ Riverside: 353
Total: 1,928.35

Our youth feature in the news:

- **The Fresno Bee**: More than one-third of Fresno County’s voters are under 35. But are they voting? Our students featured in chalk the vote

  ![Chalk Voting](https://example.com/chalk_voting.jpg)

- **ABC30News**: Non-profit hosts annual State of the Union watch party.
  
  YLCEP Bridgette Rodriguez
  
  STATE OF THE UNION
  Non-profit hosts annual State of the Union watch party
Major Highlights in California:

Local media hits
- **The Modesto Bee**: Young people weigh the issues, and their civic duty, as election approaches
- **The Fresno Bee**: What makes Fresno’s economy thrive? Inclusivity, engagement and diversity
- **California Today**: In the age of Trump, reaching Latino voters hits all angles as midterms approach
- **GVWire**: Organizations Get Young, First-Time Voters More Involved
- **La Opinión**: Joven latino se enfoca en registrar al mayor número posible de votantes

National media hits
- **Telemundo**: El voto latino aumentó en 8 estados en las elecciones de medio término: análisis
- **Demos**: Resisting Pressure to Purge Voters in California
- **Mic**: March for Our Lives leaders plan a “get out the vote” summer bus tour
- **Mother Jones**: Democrats Think They Can Flip Three Districts in California’s Heartland. But Will Latino Voters Get to the Polls?

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

Sacramento

Schools/Youth: California Civic Engagement Project at USC
Media: Vida en el Valle, Univision 19, Telemundo 33
Labor: SEIU 2015
Sending Countries:
Community Organizations: California Pan Ethnic Health Network, Latino Coalition for a Healthy California

Fresno

Schools/Youth: CSU Fresno, Fresno City College, FUSD Parent University, M.E.C.H.A., Fresno Adult School, Fresno County office of Education, Fresno Pacific University, Fresno Civic Learning Partnership, College of the Sequoias Puente Program, Social Justice Club at Fresno High, Fresno State Humanics Program
Faith: Faith in the Valley (PICO), Church on Fire
Business: Pasifika Immigration Law Group, Law offices of Camille Cook, Fresno Area Hispanic Foundation
Media: Univision 21, Radio Bilingue, Telemundo 51, La Campesina, Movimiento Latino, Vida en el Valle, KMJ 580, KSEE 24, ABC 30, CBS 47, Community Alliance, The Fresno Bee, la uniKa, KVPR, Galaxy Radio, La Preciosa
Labor: SEIU-UHW, 521, 1000, 2015, FMTK CLC, UFCW 8, Fresno Teachers Association,
Sending Countries: Mexican Consulate
Community Organizations: Immigrant Legal Resource Center, Centro Binacional para el Desarrollo Indígena Oaxaqueño, United Farm Workers Foundation, CRLA(F), Central California Legal Services, El Concilio de Fresno, Self-Help Community Trust, Planned Parenthood MarMonte, Centro La Familia, Fresno Economic Opportunities Commission, Communities for a New California, El Quinto Sol, Latino Rotary Club, Fresno Barrios Unidos, CVIIC, Education and Leadership Foundation,
Californians for Justice, H.O.P.E. Coalition, Proteus, Madera Votes, Binational National Health Week Fresno County, Coalition for Humane Immigrant Rights, ACT for women and girls, Community Water Center, Dolores Huerta Foundation, Coalition against pesticide safety, Proteus

**Government/Elected Officials:** Fresno City Council-members Esmeralda Soria, Oliver Baines, Paul Caprioligio, Luis Chavez, Clint Olivier, Congressman Costa, Registrar of Voters Brandi Orth, USCIS, Fresno County Elections office, Fresno County Board of Supervisors Brian Pacheco, Sal Quintero

**Modesto:**
Schools/Youth: Modesto City College, Modesto Junior College, CSUS UOP, Turlock Adult School, Modesto City Schools, M.E.C.H.A. Stan State
Faith: Congregations Building Communities (PICO), St. Judes, St. Francis, Sacred Heart, Central Grace Church, Sacred Heart in Turlock, St. Stanislaus, Catholic Charities, St. Francis of Rome,
**Business:** Latino Community Roundtable, El Remate, Self-Help Credit Union, Beneficial State Bank.
**Media:** Modesto Bee, KCRA, Fox News 40, Univision 19
**Labor:** CAL Federation, North Valley Labor Federation, Teamster 601
**Sending Countries:** Mexican Consulate (located in Sacramento)

**Community Organizations:** El Concilio, Peace and Life Center, Catholic Charities, Hispanic Leadership Council, Hispanic Youth Leadership Council, Modesto Peace and Life Center, Health Plan of San Joaquin, Modesto Pride, Modesto Kiwanis, Fathers & Families of San Joaquin, Little Manila, Girl Scouts, Latino Emergency Council, Working America, NextGen, CRLAF

**Elected Officials:** Congressman Jeff Denham, City Council-member Tony Madrigal, City Council-member Jenny Kenoyer, Assemblymember Susan Eggman, Assemblymember Adam Gray, Assemblymember Heath Flora, Senator Cathleen Galgiani

**Riverside:**
Schools/Youth: Modesto City College, Modesto Junior College, CSUS UOP, Turlock Adult School, Modesto City Schools, M.E.C.H.A. Stan State
Faith: Congregations Building Communities (PICO), St. Judes, St. Francis, Sacred Heart, Central Grace Church, Sacred Heart in Turlock, St. Stanislaus, Catholic Charities, St. Francis of Rome
**Business:** Latino Community Roundtable, El Remate, Self-Help Credit Union, Beneficial State Bank
**Media:** Modesto Bee, KCRA, Fox News 40, Univision 19
**Labor:** CAL Federation, North Valley Labor Federation, Teamster 601
**Sending Countries:** Mexican Consulate (located in Sacramento)

Elected Officials: Congressman Jeff Denham, City Council-member Tony Madrigal, City Council-member Jenny Kenoyer, Assemblymember Susan Eggman, Assemblymember Adam Gray, Assemblymember Heath Flora, Senator Cathleen Galgiani

Los Angeles:

Media: We Are MITU, Fusion, Telemundo 52, Hoy, Radio Comunidad USA, Annenberg Media at USC, Univision 34, Estrella TV, LA Times

Labor: SEIU Local 99, USWW, SEIU 721

Community Organizations: Coalition for Humane Immigrant Rights, FWD.us

Elected officials:

Additional Highlights

- California State Director Samuel Molina was honored with the Community Leader Latinx Health Equity award from Latino Coalition for Healthy California
- We hosted 6 candidate forums for national and local races which resulted in more than 300 people attending.
- MFVEF CA received a proclamation from Secretary of State Alex Padilla for our youth engagement program in July
- Hosted 2 ballot events with Univision for Spanish voters to help them understand ballot initiatives and how-to complete their ballot, over 300 people attended
- MFV California laid the groundwork to form an Immigrant Advisory Committee to the city of Fresno, we look forward to getting the city to formalize this committee through a resolution in 2019
Reflections
Wins (Ballot initiatives)
No on Proposition 5 passed by voters.

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!

- 2020 Census Preparation and Outreach
- Further Citizenship Application assistance through our forums and workshops
- Emerging Latino Leaders Program with new cohort
- Voter Registration
- Local Elections

CA State Director,
Samuel Molina

Fresno Regional
Coordinator- Giselle Gasca

Riverside Regional
Coordinator- Janet Bernabe

Stanislaus Regional
Coordinator- Melissa Santos
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Rocio Saenz, Member, Service Employees International Union
Diane Guerrero, Member, Actress, Activist and Author

Thank You for your Support!

Mi Familia Vota Education Fund
AltaMed
The California Endowment
Central CA Women's Conference
CPEHN
Fresno State Humanics Program
Hopewell Fund
IRLC
Inland Coalition for Immigrant Justice (ICIJ)
James Irvine Foundation
Latino Community Foundation
Mobilize the Immigrant Vote
Nextgen America
New Americans Campaign
SEIU 521 and Latino Caucus
Sierra Health Foundation
Sophia Grace Foundation
Together We Will/Indivisible - Los Gatos
UFW Foundation
WKF Fund
Mi Familia Vota
Flip the 14
Power California
Indivisible Berkeley