Mi Familia Vota
Colorado Report
2018
Mi Familia Vota Colorado 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.

### Latinos in Colorado

<table>
<thead>
<tr>
<th>Counties with Largest Latino Population</th>
<th>Latino Population</th>
<th>% Latino in County</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Denver County</td>
<td>210,821</td>
<td>30%</td>
</tr>
<tr>
<td>#2 Adams County</td>
<td>201,501</td>
<td>40%</td>
</tr>
<tr>
<td>#3 Arapahoe County</td>
<td>123,957</td>
<td>19%</td>
</tr>
<tr>
<td>#4 El Paso County</td>
<td>119,283</td>
<td>17%</td>
</tr>
<tr>
<td>#5 Jefferson County</td>
<td>88,334</td>
<td>15%</td>
</tr>
<tr>
<td>#7 Pueblo County</td>
<td>71,585</td>
<td>43%</td>
</tr>
</tbody>
</table>

17% of Latinos in CO live in Denver County
17% of Latinos in CO live in Adams County
6% of Latinos in CO live in Pueblo County

Source: U.S. Census Bureau, Annual Estimates of the Resident Population by Sex, Race, and Hispanic Origin for the United States, States, and Counties: April 1, 2010 to July 1, 2017. Figures are estimates.
Colorado At a Glance

**2020 Potential Latino Voters: 672,000**
252,853 Latinos currently registered to vote, making up 9% of registered voters
(Voter Activation Network (VAN)*, Active Latino Registrants / Total Active Registrants, 2018)

**303,800** Latinos in CO 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)

**53,300** Latino youth aging into the electorate between 2018 and 2020
(U.S. Census Bureau, ACS, Estimate of 15-17 year-olds, 2011-2013)

**62,000** 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)

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*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 Colorado 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>CO - Denver</td>
<td>400</td>
<td>130</td>
<td>110</td>
</tr>
<tr>
<td>CO - Totals</td>
<td>400</td>
<td>130</td>
<td>110</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 10,273 new and re-registered voters
- Located: Denver and Aurora areas
- Percentage of newly registered Latino voters grew between 3.98% and 5.73% where MFV was located in 2018
- Our work concentrated on youth (high schools and colleges) and high traffic locations
- In addition, we collected 2,927 pledge cards, engaging these voters to become active in the democratic process

By October, newly registered Latino voters made up 13.18% of all newly registered voters statewide!

Voter Registration in Colorado

<table>
<thead>
<tr>
<th>Age</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>2,486</td>
</tr>
<tr>
<td>25 to 34</td>
<td>2,248</td>
</tr>
<tr>
<td>35 to 49</td>
<td>1,757</td>
</tr>
<tr>
<td>50 to 64</td>
<td>1,052</td>
</tr>
<tr>
<td>65+</td>
<td>637</td>
</tr>
<tr>
<td>Unknown</td>
<td>399</td>
</tr>
<tr>
<td>Total People</td>
<td>8,579</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: 8,591
Phone calls: 12,857
Texts/SMS: 26,326

*Our community was engaged in these ways leading up to Election Day

### MFV Colorado Universe by Age

<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>1,842</td>
<td>1,149</td>
<td>2,991</td>
</tr>
<tr>
<td>25 to 34</td>
<td>2,694</td>
<td>1,881</td>
<td>4,575</td>
</tr>
<tr>
<td>35 to 49</td>
<td>1,751</td>
<td>1,537</td>
<td>3,288</td>
</tr>
<tr>
<td>50 to 64</td>
<td>935</td>
<td>1,108</td>
<td>2,043</td>
</tr>
<tr>
<td>65 +</td>
<td>273</td>
<td>709</td>
<td>982</td>
</tr>
<tr>
<td>Unknown</td>
<td>0</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>7,495</td>
<td>6,387</td>
<td>13,882</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.

Millennials registered in 2018: 2,856
Volunteer hours: 1,429
Media Highlights in Colorado:

Local media hits
- **The Colorado Independent**: A lot of big questions are on your Colorado ballot. You may need 22 years of schooling to understand them
- **9NEWS.com**: Local group works to get more young Colorado Latinos to vote
- **Latin Life Denver**: Latino Voter Registration Urged In Light Of Attacks Against Latinos And Immigrants
- **Día a Día News**: Mi Familia Vota holds 450,000 voter registration

National media hits
- **Nashville Public Radio**: A Republican congressman walks the tricky middle ground on immigration reform
- **The Denver Post**: The Spot: Denver politics are about to take center stage and what’s coming in 2019 for marijuana

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

Aurora
Schools/youth programs: Hinkley High School, Aurora Central, Aurora West High School, Vista Peak High School, Alameda International High School, Community College of Aurora.
Community Organizations: Colorado African Organization
Sending Countries: El Salvador Consulate
Elected Officials: Crystal Murillo, Nicole Johnston, Allison Hiltz
Businesses: Norma’s Boutique Shop

Denver
Schools/youth programs: Abraham Lincoln High School, West Early College, Montbello DCIS, Venture Prep Academy, Eagle Ridge Academy, Florence Crittenton High School, Emily Griffith High School, John F Kennedy High School, North High School
Faith: St. Cajetan Church, Shorter AME, Together Colorado.
Media: Univision Colorado, Telemundo, El Comercio De Colorado, EducaRadio
Labor: SEIU Local 105
Sending Countries: Mexican Consulate, Peruvian Consulate, Guatemalan Consulate
Community Organizations: American Friends and Service Committee, Padres Y Jóvenes Unidos, Colorado Immigrant Rights Coalition, Colorado People’s Alliance, Common Cause, 9to5, ACLU Colorado, C3 Roundtable, America Votes, New Era, FWD.US, Inspire Colorado, United For A New Economy,
The Indivisibles, Protege, Colorado Latino Leadership And Research Organization, COLOR
Elected Officials: Paul Lopez, Robin Kniech, Rafael Espinoza, Paul Kashman, Jolon Clark, Stacie Gilmore, Debbie Ortega,
Businesses: Mi Pueblo Market

Additional Highlights
- In partnership with Univision, we hosted a Dream Act phone bank to inform community members
- We trained 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
- Hosted Spanish Language Candidate Debate between Jason Crow and Mike Coffman in partnership with Univision

Reflections
Wins (Ballot initiatives)
- Record turnout of voters, including Latinos, in Colorado, second highest in the nation.
- Registered over 10,000 voters to vote
- Defeated anti-immigrant bills at Colorado Legislature
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
- Passage of Virginia’s Law, Licencias Bill, FAMILI Act
- Voter Registration
- Local Elections
- Strengthen youth engagement participation

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Thank You for your Support!

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