Mi Familia Vota Florida 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.
2020 Potential Latino Voters: 3.3 million
1.9 million Latinos currently registered to vote, making up 16% of total registered voters
(Voter Activation Network (VAN)*, Active Latino Registrants / Total Active Registrants, 2018)

671,000 Latinos in FL 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)

168,000 Latino youth aging into the electorate between 2018 and 2020
(U.S. Census Bureau, ACS, Estimate of 15-17 year-olds, 2011-2013)

636,600 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 Florida set the goal of completing 12 citizenship workshops and informational events in Orlando and in Tampa. The ultimate goal was to assist 100 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>FL - Orlando</td>
<td>104</td>
<td>130</td>
<td>110</td>
</tr>
<tr>
<td>FL - Tampa</td>
<td>15</td>
<td>13</td>
<td>0</td>
</tr>
<tr>
<td>FL - Totals</td>
<td>119</td>
<td>64</td>
<td>6</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 29,745 new and re-registered voters; 27,162 resulted in new voters
- Located: Orlando, Kissimmee, Tampa areas
- Percentage of newly registered Latino voters ranged between 24.88% and 58.16% where MFV was located in 2018
- Our work concentrated on youth (high schools and colleges) and high traffic locations
- In addition, we collected 1,404 pledge cards, engaging these voters to become active in the democratic process

By October, newly registered Latino voters made up 22.90% of all newly registered voters statewide!

### Voter Registration in Florida

<table>
<thead>
<tr>
<th>Age</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>3,847</td>
</tr>
<tr>
<td>25 to 34</td>
<td>3,329</td>
</tr>
<tr>
<td>35 to 49</td>
<td>5,600</td>
</tr>
<tr>
<td>50 to 64</td>
<td>6,413</td>
</tr>
<tr>
<td>65+</td>
<td>5,754</td>
</tr>
<tr>
<td>Unknown</td>
<td>2,219</td>
</tr>
<tr>
<td>Total People</td>
<td>27,162</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: 101,496 doors
Phone calls: 734
Texts/SMS: 152,535
*Our community was engaged in these ways leading up to Election Day

MFV Florida 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>2,860</td>
<td>4,147</td>
<td>7,007</td>
</tr>
<tr>
<td>25 to 34</td>
<td>5,485</td>
<td>7,203</td>
<td>12,688</td>
</tr>
<tr>
<td>35 to 49</td>
<td>8,967</td>
<td>12,780</td>
<td>21,747</td>
</tr>
<tr>
<td>50 to 64</td>
<td>7,476</td>
<td>11,487</td>
<td>18,963</td>
</tr>
<tr>
<td>65 +</td>
<td>4,454</td>
<td>7,604</td>
<td>12,058</td>
</tr>
<tr>
<td>Unknown</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>29,242</td>
<td>43,221</td>
<td>72,463</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.

Youth Volunteers: 115 students
Media Highlights in Florida:

Local media hits

- **Orlando Sentinel**: Mi Familia Vota celebra registro de 30,000 votantes y hace un llamado a los hispanos para que ejerzan su derecho
- **Sun Sentinel**: As anger simmers over Trump, Puerto Ricans turn attention to Florida’s midterm elections
- **Osceola Star**: Mi familia vota alcanza la meta de 100,000 registros de votantes en la Florida
- **Independent Mail**: Midterms: Puerto Ricans displaced by Hurricane Maria may prove pivotal in Florida elections
- **FOX 35 Orlando**: Latino rights group sues over lack of bilingual ballots
- **La Prensa**: Distinguen a la líder hispana Soraya Márquez con el premio mexicano Ohtli 2018
- **WMFE 90.7**: Party Down With Early Voting

National media hits

- **Think Progress**: Florida’s new Puerto Rican residents poised to have a big impact on midterm elections
- **Southern Poverty Law Center**: SPLC, Florida civil rights organizations ask lawmakers to oppose harmful citizenship question on 2020 Census
- **WGCU/NPR**: Judge Rules Against Democrats On Extended Registration
- **NBC**: With registration over, groups in Florida aim to mobilize Latino voters, especially Puerto Ricans
- **Mic**: Groups push back against efforts to disenfranchise voters of color in Florida and Georgia

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

**Kissimmee**

**Schools/youth programs:** Osceola High School, Liberty High School, Celebration High School, Gateway High School, St. Cloud High School, Harmony High School, Poinciana High School, Valencia College

**Faith:** St Rose of Lima Catholic Church

**Media:** Channel 13 news, Univision and Telemundo

**Elected Officials:** Osceola county school board members, Congressman Darren Soto, Supervisor of elections Mary Jane Arrington

**Businesses:** Unidos Supermarket, Bravos

**Orlando**

**Schools/youth programs:** Colonial HS, Freedom HS, Boone HS, University HS, Dr Phillips HS, Valencia College, Florida Technical College, Keiser University

**Faith:** Principe de Paz, Iglesia el Calvario,

**Media:** Univision, Telemundo, Orlando Sentinel

**Labor:** Unite Here, AFL-CIO, SEIU 32BJ

**Community Organizations:** Vamos por Puerto Rico, Naleo, UnidosUS, Hispanic Federation, Organize Fl, Jobs with Justice

**Elected Officials:** Tony Ortiz, Johanna Lopez, Darren Soto, Bill Nelson, HD 48 Representative Amy Mercado, HD 49 Guillermo Carlos, Smith Senator Victor Torres
**Businesses:** Tainos Bakery, Access offices, Bravo Supermarkets, Fancy Fruit, Goodwill, Fresco y mas, DNF medical centers

**Tampa**

**Schools/youth programs:** FSU

**Faith:** Faith in Florida

**Media:** Univision and Telemundo

**Labor:** SEIU

**Community Organizations:** Young American Dreamers

**Elected Officials:** Congresswoman Cathy Kastor

**Additional Highlights**

- Voter registration drive at Valencia College West, Principe de Paz Food Bank, Parada Puerto Riquena, Florida Technical College Back To School, Back To School Elementary, Boone High School and more
- MFV state director was the Hispanic Heritage month honoree recognized by Congressman Darren Soto
- Developed Voter Guide in partnership with the League of Women Voters
- Created and distributed tailored voter guide to Puerto Rican community - 12,000 distributed
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
- Trust Act - focused on creating a statewide effort of trust between law enforcement and the community
- Voter Registration
- Strengthen youth engagement participation
- Local Elections

Nancy Batista  
Florida State Director

Yhoselyn Andrade  
Orlando Interim Coordinator

Mairy Reyes  
Tampa Area Coordinator

Jessica Alcocer  
Kissimmee Area Coordinator

Naloy Zapata  
Orlando Civic Engagement Lead Organizer
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Diane Guerrero, Member, Actress, Activist and Author
Thank You for your Support!

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Democracy Alliance
FL Civic Engagement Table
FL Immigrant Coalition
Jonathan Logan Family Foundation
The Educational Foundation of America
Prentice Foundation
Raben Group/OSF
State Infrastructure Fund
State Voices
Tides Foundation / Tikva Grassroots
Vamos4PR
VoteRiders
Youth Engagement Fund

Mi Familia Vota
Alianza for Progress
America Votes
For Our Future
Movement Voter Project