

UNIDOS US

20 FALL
24 AFFILIATE
CONVENING

OUR TIME IS NOW: TRANSFORMING COMMUNITIES TOGETHER

Our Time is Now!

| Strategic Direction

UnidosUS seeks to close critical economic and social inequities for Latinos facing multiple barriers to opportunity

1

Change the underlying systems that cause economic and social inequities for Latinos

2

Build the power and representation of Latinos to influence and hold systems accountable

| Impact Areas

**Grow
Wealth**

**Foster
Health**

**Build
Power**

1. Shape policies in our core issue areas – Economic Empowerment, Education, Workforce Development, & Health.
2. Scale practices that have proven their effectiveness in Latino communities.
3. Partner with Affiliates, RDF, and others in our network to collectively mobilize and amplify our expertise and influence.
4. Elevate the Latino narrative through strategic communications
5. Respond to emerging threats and new opportunities.

Goal 1: Change the underlying systems that cause economic and social inequities for Latinos

What we aim to do:

Change systems aligned to UnidosUS's core issue areas



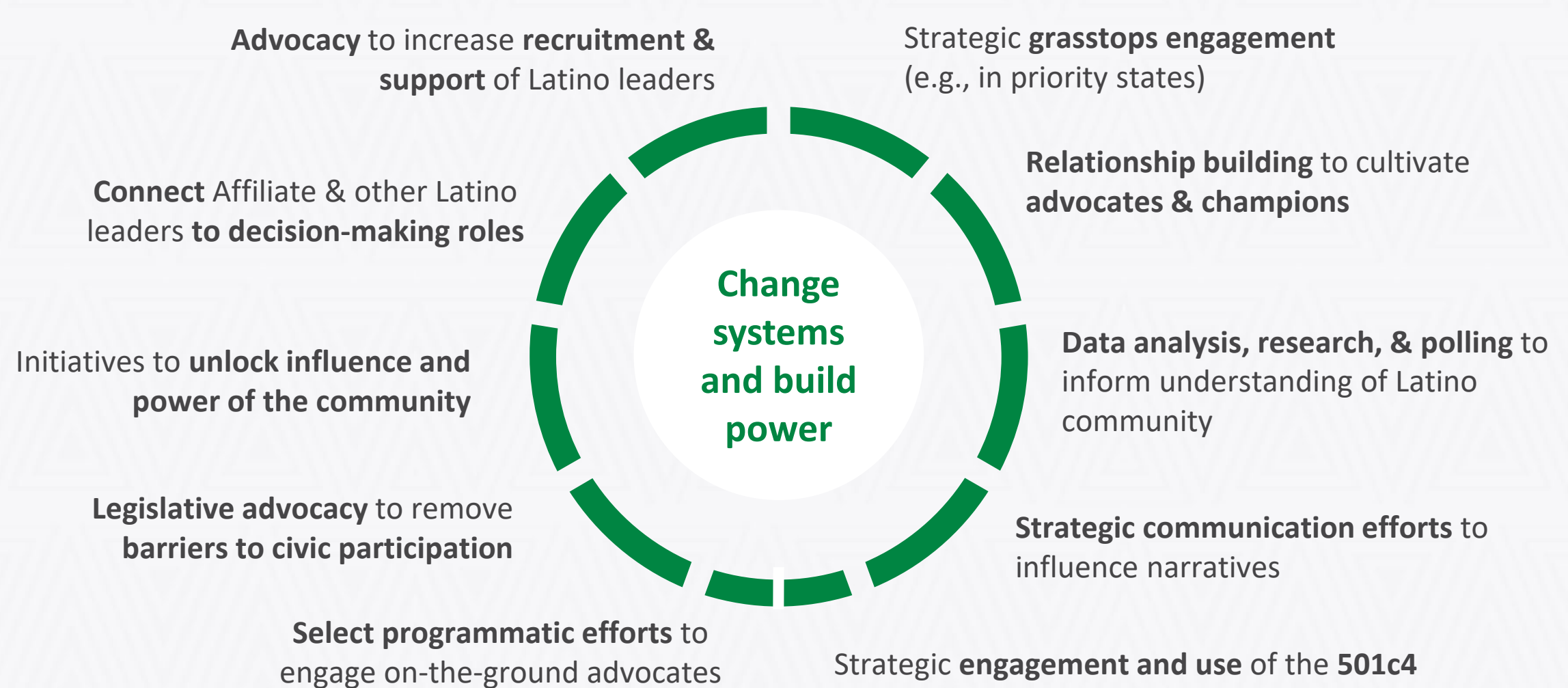
Why it is necessary

- To move the needle for Latinos in the US, we must prioritize strategies for **population-level change**
- By focusing on the **underlying causes** of inequities for Latinos - including **policies, practices, and resources** - UnidosUS can influence reforms that will unlock opportunities for many

What it means for our work

- Deploy a **diverse set of approaches and entry points**, across policy, program, and Affiliate Network
- Leverage **partnerships and coalitions** – we cannot do this work alone
- Significant **investment** and **deeper focus** on key issues due to longer time horizon to impact
- Continuous **learning, improvement, and adaptation**

UnidosUS will leverage a combination of assets to advance its strategy



| Affiliate Network

- Over 300 Affiliates:
 - Diverse in size and scope
 - Provide direct services to and advocate for Latinos across the country
 - Closely connected to the community, understand evolving challenges and opportunities
 - Experts on core issues and leaders in creating and implementing innovative solutions