# 20 FALL(iiii) 24 AFFILIATE 20 N V E N I N G

**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

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

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

## **Impact Areas**

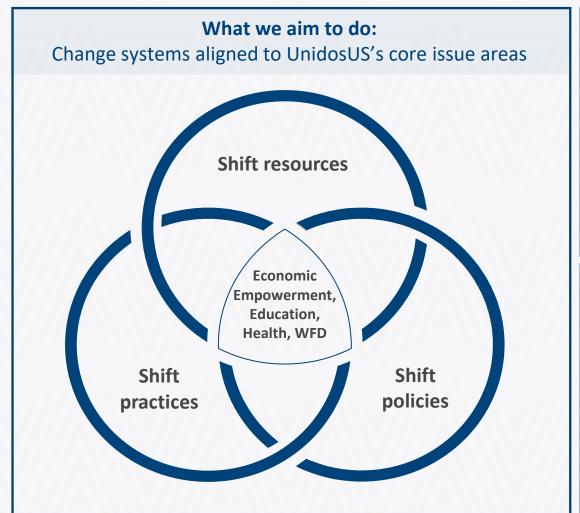
# **Grow** Wealth

**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



#### 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

Advocacy to increase recruitment & Strategic grasstops engagement **support** of Latino leaders (e.g., in priority states) **Relationship building** to cultivate **Connect** Affiliate & other Latino advocates & champions leaders to decision-making roles Change systems Data analysis, research, & polling to Initiatives to unlock influence and and build inform understanding of Latino power of the community community power **Legislative advocacy** to remove **Strategic communication efforts** to barriers to civic participation influence narratives Select programmatic efforts to Strategic engagement and use of the 501c4 engage on-the-ground advocates



### **Affiliate Network**

- Over 300 Affiliates:
  - Diverse in size and scope
  - o 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

