

2021 ANNUAL REPORT



A MESSAGE FROM OUR CEO AND FOUNDER

Thank you for taking the time to learn more about the impact we are having in our communities. This annual report captures our first complete fiscal year of operations as a 501(c)(3) nonprofit.

Despite challenges posed by the ongoing pandemic – and thanks to support from donors, friends and volunteers in the communities we serve – Voces Unidas in 2021 continued to elevate the voices of Latinas and Latinos and create opportunities where we could advocate for ourselves and lead in our own communities.

We reached nearly 120,00 people in 2021. We invested in the growth and education of more than 260 local Latina and Latino leaders. We involved more than 1,600 leaders in our advocacy and policy campaigns and engaged more than 33,000 Latino voters in the 2021 election cycle.



As an advocacy organization, we worked hard to elevate the voices of Latinas and Latinos in the central-mountain region. And our voices were heard at the State Capitol where, together with partners, we helped pass 13 pro-immigrant and pro-Latino pieces of legislation. We were also heard during the state's redistricting process, where our advocacy helped inform new maps where Latinos now make up a significant percentage of the voting population in our local districts. Lastly, our voices were definitely heard in the ballot box, where Latino voters helped defeat three statewide ballot initiatives.

In 2021, we also strategically affiliated with Voces Unidas Action Fund, an independent 501(c)(4) nonprofit organization, to work on areas of common interest, like public policy. Lastly, we also partnered with other statewide organizations to launch the first-of-its-kind Colorado Latino Policy Agenda, an annual report informed by one of the largest polls commissioned of Colorado Latino voters to identify policy priorities and solutions at the local, state and federal levels.

We accomplished all of this while also dedicating much of the year to supporting the community with pandemic response, including vaccinations. Thanks to our board members, staff, consultants, leaders, volunteers, and donors, we supported more than 3,400 people in 2021 with direct services, financial aid or ensured that they received a COVID-19 vaccine in one of our grassroots, volunteer-led vaccination clinics.

Voces Unidas and our leaders took a seat at many tables where we had been missing for far too long. With your support, we achieved much more than we ever expected in 2021, and are excited to build on this momentum going forward.

With gratitude,


Alex Sánchez
President and CEO

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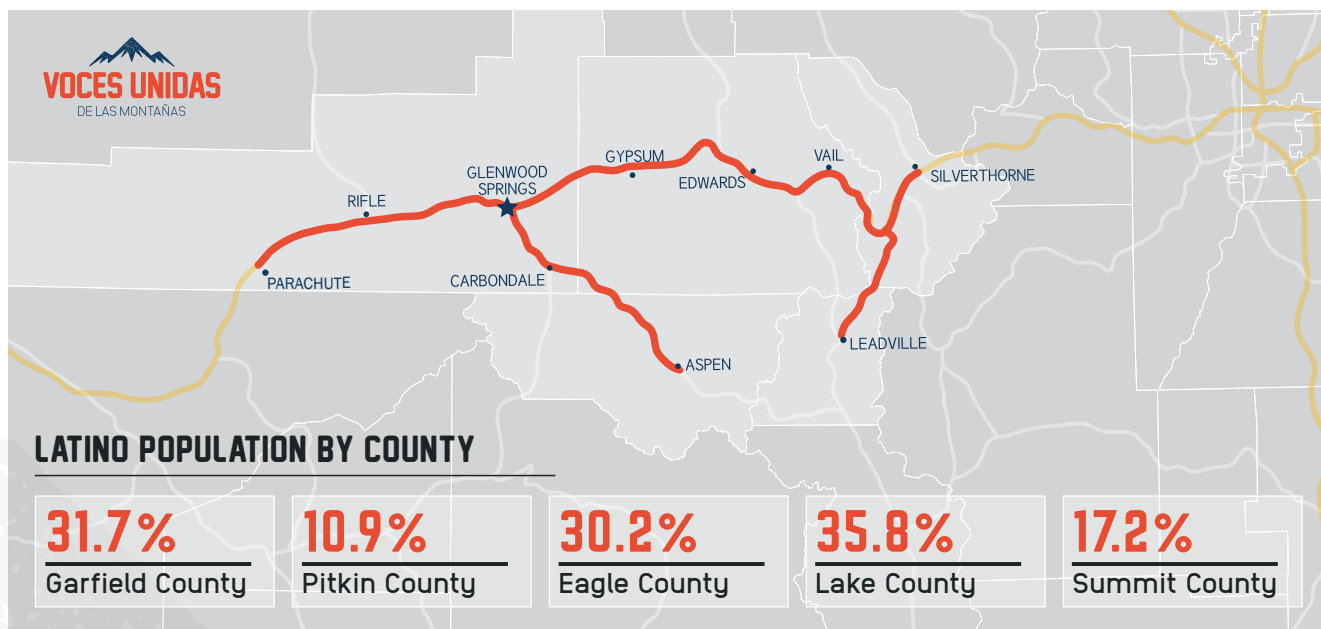
Voces Unidas had both virtual and in-person programs in 2021 (photo credit: Kathleen Lavine)

OUR STORY

Voces Unidas de las Montañas was founded in May 2020 by local Latina and Latino leaders and is the first Latino-created, Latino-led advocacy nonprofit in the central-mountain region of Colorado. The central-mountain region of Colorado includes Summit, Lake, Eagle, Pitkin, and Garfield counties.

The organization was founded to elevate the voices of Latinas and Latinos, create opportunities where Latinas and Latinos can advocate for themselves, and increase Latina and Latino representation and participation at decision-making tables. Voces Unidas is headquartered in Glenwood Springs. Post pandemic, the organization will open satellite offices in other mountain towns.

CENTRAL-MOUNTAIN REGION



OUR WORK

LEADERSHIP

We support the growth and education of Latina and Latino leaders through culturally and linguistically effective leadership programs. These programs place leaders in opportunities where they can lead in their own communities to create systems change.

[\[learn more → \]](#)

ADVOCACY/POLICY

We organize and mobilize Latina and Latino leaders to change inequitable systems. We also advocate to change and improve public policies at the local, state and federal level. [\[learn more → \]](#)

CIVIC ENGAGEMENT

We educate and mobilize Latino voters to increase participation in local elections. The civic-education programs include non-partisan voter registration drives, issue education and get-out-the-vote initiatives.

[\[learn more → \]](#)

RESOURCES

We take our role as an organization very seriously because we know that we are a trusted community resource. We do our part to provide essential information and connect our leaders to critical resources. [\[learn more → \]](#)



LEADERSHIP

OUR GOAL

Place more Latinas and Latinos in positions of power at the local level to create systemic change to better meet the needs of Latinos in the central-mountain region.

LÍDERES INSTITUTE

The Líderes Institute offers intensive, cohort-based leadership training courses to prepare and place Latina and Latino leaders in positions of power across the central mountain region. In 2021, Voces Unidas graduated eight Latina and Latino leaders in the inaugural, four-week course on nonprofit board leadership. These eight leaders currently serve on local and regional nonprofit boards. [\[learn more → \]](#)

LATINO NETWORK

The Latino Network is a year-long leadership program for Latinas and Latinos already practicing leadership in their communities. In 2021, Voces Unidas graduated six graduates, who met once a month and participated in several full-day retreats to share, learn and grow as leaders. [\[learn more → \]](#)

CHARLAS CON LÍDERES

Charlas con líderes is a speaker series that serves as an opportunity for our local Latino community to meet other Latina and Latino leaders who are thriving in their own leadership journeys. In 2021, Voces Unidas hosted several conversations with current and former elected officials, activists, poets, and others.

OTHER

In 2021, 222 additional leaders volunteered in service projects and/or participated in other leadership support activities.

LEADERSHIP BY THE NUMBERS

261

Number of leaders who took part in our leadership programming, supports or events in 2021

170

Number of leaders who volunteered their time and talents in service projects in 2021

14

Number of leaders who graduated in 2021 from the Líderes Institute and Latino Network programs



Leaders in action, meeting with lawmakers

ADVOCACY/POLICY

OUR GOAL

Increase the number of Latino and Latina advocates to create systemic change and drive pro-Latino policy at the local, state and federal policy levels.

LEGISLATIVE SESSION

Voces Unidas partnered with our affiliate organization, Voces Unidas Action Fund, to educate lawmakers and advocate for better policies during the 2021 legislative session. We supported 14 bills in the 2021 legislative session, 13 of which became law, including Senate Bills 77 and 199, which removed prohibitions on providing state and local benefits to undocumented people and repealed a provision requiring the establishment of “lawful presence” dating back to 2006. [[learn more →](#)]

THE 2021 LEGISLATIVE SESSION WAS ONE OF THE MOST PRO-IMMIGRANT AND PRO-LATINO SESSIONS IN RECENT HISTORY.

ADVOCACY/POLICY BY THE NUMBERS

1,606

Number of leaders who took part in our advocacy and policy work in 2021

PRIORITY LEGISLATION PASSED IN 2021

- » SB 9: Reproductive Health Care Program
- » SB 77: Remove Lawful Presence Verification
- » SB 87: Agricultural Workers’ Rights
- » SB 131: Data Privacy Bill
- » SB 199: Remove Barriers to Certain Public Benefits
- » HB 1054: Housing Public Benefit Verification Requirement
- » HB 1057: Extortion of Immigrants
- » HB 1060: U Visa Certification
- » HB 1075: Replace Term Illegal Alien
- » HB 1150: Office of New Americas
- » HB 1194: Immigration Legal Defense Fund
- » HB 1266: Environmental Justice Disproportionate Impacted Community
- » HB 1318: Create Outdoor Equity Grant Program

13

Number of our priority bills that became law in 2021

LATINO ADVOCACY DAY

Voces Unidas partnered with other organizations to co-convene the 2021 Latino Advocacy Day (LAD), an annual event that creates opportunities for leaders to meet with their elected policymakers in Denver during the legislative session. Despite pandemic restrictions limiting in-person gatherings and causing a delay in legislative proceedings, more than 200 people participated virtually in 2021 to influence legislation at the State Capitol. [\[learn more → \]](#)

LATINO POLICY AGENDA

The Colorado Latino Policy Agenda, an initiative of Voces Unidas and COLOR, publishes an annual report to help advocacy organizations, lawmakers and communities address policy issues of importance to Latinos. The first-ever report released in November 2021 was informed by three research instruments: a statewide poll of 1,000 Latino adults conducted via phone and online; responses from 168 Latino community leaders in an online survey; and in-person community forums in three regions of the state. [\[learn more → \]](#)

POLICY FORUM

Voces Unidas held a full-day policy forum in Glenwood Springs with 64 Latino leaders representing eight different communities from the central-mountain region to develop community-based solutions and identify policy priorities at the local, state and federal level. The feedback collected helped inform Voces Unidas' legislative priorities in 2022. [\[learn more → \]](#)

IF LATINOS ARE NOT AT THE TABLE WE END UP ON THE MENU. THIS IS WHY WE MUST BE INVOLVED IN ALL DEMOCRATIC PROCESSES.

ADVOCACY POLICY BY THE NUMBERS

1,232

Number of leaders who helped inform our policy priorities and the Colorado Latino Policy Agenda in 2021

REDISTRICTING

Every 10 years, political boundaries for legislative and congressional districts are redrawn to account for population changes captured in the Census. Voces Unidas was deeply involved in the 2021 process, turning out more than 10 people to testify, publishing op-eds and lobbying the commissions to keep our Latino communities in the mountain regions concentrated in the fewest districts possible.

INFLUENCING LEGISLATIVE DISTRICT BOUNDARIES

- » Voces Unidas helped influence five legislative district boundaries that now better reflect and expand Latino voting influence in the central-mountain region: HD57 – Aspen to Parachute; HD26 – Includes Gypsum to Vail; HD13 – Includes Leadville to Silverthorne; SD5 – Includes Aspen to Parachute; SD8 – Includes Gypsum to Silverthorne.

INFLUENCING CONGRESSIONAL DISTRICT BOUNDARIES

- » While the congressional map failed to keep our Latino communities from Parachute to Silverthorne in a single district, Voces Unidas was influential in stopping the congressional redistricting commission from drastically reducing the Latino population percentage in CD3. [\[learn more → \]](#)

OTHER

More than 140 additional leaders participated in other advocacy activities, including workshops, trainings, petition-signings, letter-writing and in organizing activities.

200+

Number of leaders who participated (virtually) in the 2021 Latino Advocacy Day



Latino Advocacy Day participants help show power in numbers when they march to the State Capitol

CIVIC ENGAGEMENT

OUR GOAL

Increase the participation of Latinas and Latinos in local and statewide elections to win on policy and ensure that elected officials are responsive to the needs of Latinos.

VOTER EDUCATION

Voter education includes producing ballot guides and developing online tools to help inform voters. In 2021, Voces Unidas produced and mailed a nonpartisan ballot guide to 10,168 Latino voters. The guide offered information on where and when to return mail ballots, and included our position on three statewide ballot issues.

VOTER ENGAGEMENT

Voter-engagement efforts include contacting voters via phone, text and in person to have one-on-one conversations about policy issues. We also reach voters with nonpartisan voter education and reminders in the mail and online. In 2021, Voces Unidas engaged more than 33,000 registered Latina and Latino voters in advance of the Nov. 2021 elections.

VOTER PROTECTION

Voter protection includes defending access to the ballot and voting rights through litigation, education and information. In 2021, Voces Unidas worked to ensure that an emergency (the pandemic) was not used as an excuse to reduce the number of polling places, which is a well-known voter-suppression strategy. We also expressed our concerns over armed individuals and groups who gathered at polling places in order to intimidate voters.

SINCE THE LAUNCH OF VOCES UNIDAS IN 2020 WE HAVE SEEN SIGNIFICANT INCREASES TO LATINO VOTER TURNOUT, PROVING THAT ENGAGEMENT AND EDUCATION WORK.

CIVIC ENGAGEMENT BY THE NUMBERS

33,047

Number of Latina and Latino voters engaged during the 2021 election cycle to increase Latino voter turnout

10,168

Number of Latina and Latino voters receiving nonpartisan voter education in the mail in 2021

Our work in response to the pandemic included hosting vaccine clinics and ensuring vaccination efforts were culturally and linguistically competent



RESOURCES

OUR GOAL

Support and connect leaders to essential services which in turn ensures successful outcomes in our key programs.

PROMOTORAS (PILOT PROGRAM)

Voces Unidas piloted a promotora program in 2021 to offer culturally and linguistically competent one-on-one assistance and case management during the peak of the Delta variant – from roughly January to April. When Garfield County went against their own health department’s recommendation to invest in culturally competent outreach to support Latinos during the pandemic, Voces Unidas decided to model and pilot the work to show how it could be done. Our six promotoras managed 472 cases.

VACCINE EQUITY

Voces Unidas operated volunteer-led community vaccination clinics inside local churches, recreation centers and in empty parking lots to increase more access points for Latinos who were being left behind by the traditional health system during the pandemic.

In 2021, we vaccinated more than 3,000 people in Summit, Eagle, Pitkin and Garfield counties, thanks to the support of the Governor’s Vaccine Equity Team. Additionally, we launched a Spanish-language radio campaign to promote vaccine safety and increase Latino participation in the COVID vaccination program.

[\[learn more → \]](#)

FINANCIAL ASSISTANCE

Voces Unidas established an emergency fund to support program participants with emergency financial assistance during crises. We supported members of our community with rent assistance and other needs due to COVID and other non-COVID related emergencies.

OTHER

Other support in 2021 included sponsorships for community members to engage in local athletic leagues and support for other community events.

RESOURCES BY THE NUMBERS

3,489

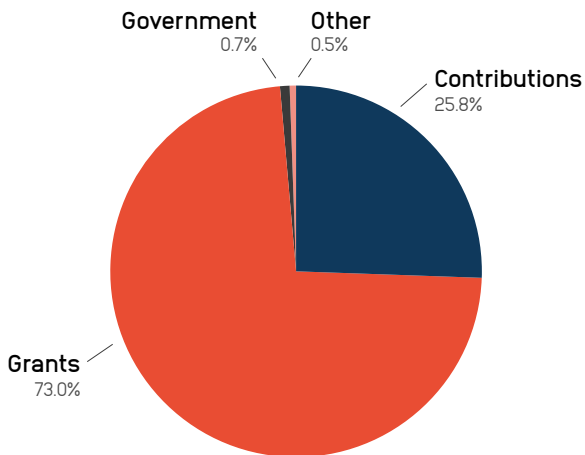
Number of people supported with direct services, financial aid and/or who received a vaccine at a Voces Unidas community clinic in 2021

472

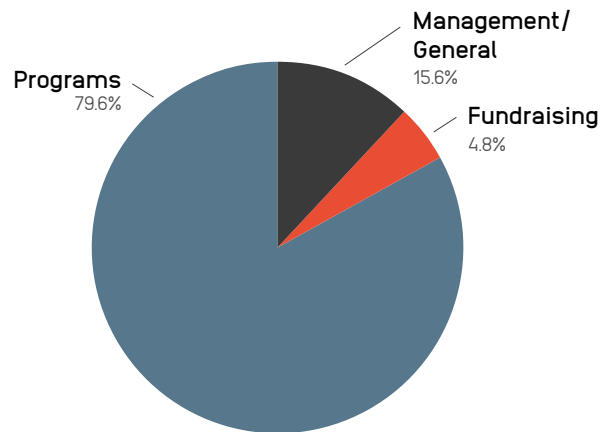
Number of cases managed by our 6 promotoras during the peak of the Delta variant

2021 FINANCIAL STATEMENT

Income: \$1,735,337



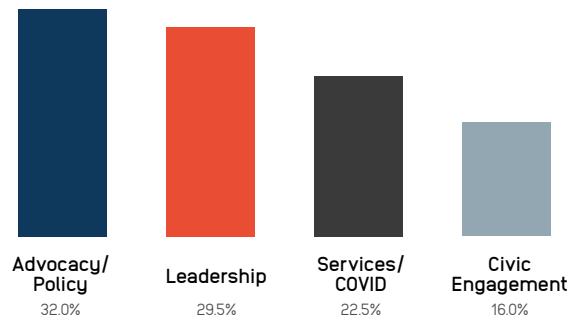
Expenses: \$628,853



ADDITIONAL INFORMATION

This is a summary of our unaudited 2021 financials. For audited financials, please visit our website at vocesunidas.org/annual-reports. Income includes restricted and unrestricted multi-year gifts and grants accrued in 2021. Contributions includes individual donors, donor-advised gifts and organizational donors.

Spending By Program



BOARD OF DIRECTORS



Beatriz Soto
Chair



Dusti Gurule
Treasurer
and Secretary



Brisa Chavez



Claudia Fragoso

VOCES UNIDAS DE LAS MONTAÑAS

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EAGLE-VAIL OFFICE
Opening in 2022

EIN 85-0993139

2021 DONORS & SUPPORTERS

Our work to elevate the voices of Latinas and Latinos in the central-mountain region and to create opportunities to advocate for ourselves and lead in our own communities would not be possible without the support of the following groups and individuals.

ORGANIZATIONS

Aspen Community Foundation	Climate and Clean Energy Equity Fund	Kairos Fund	Rocky Mountain Health Plans
Aspen Skiing Company	Colorado Centennial Fund at Caring for Colorado Foundation	Latino Colorado CBO Fund Initiative, a collaboration between Hispanic Federation, Latino Community Foundation of Colorado and The Denver Foundation	Sage Fund
Aspen Skiing Company's Caring for Community Fund	Colorado Democracy Network	Latino Community Foundation of Colorado	Schiff Family Charitable Fund
Bamboo Fund	Colorado Organization for Latina Opportunity and Reproductive Rights (COLOR)	Mighty Arrow Family Foundation	State of Colorado
Benevity Community Impact Fund	Community First Foundation	Mountain Temp Services, LLC.	Stephanus Family Foundation
Bethel Party Rentals	COVID-19 Regional Response Fund at Aspen Community Foundation	Network For Good	The Colorado Health Foundation
Brett Family Foundation	FirstBank	New Venture Fund	The Colorado Trust Staff-Directed Contributions Program
Brewer-Kemena Fund	General Service Foundation	Our Part	The Gateway Fund II of The Denver Foundation
Caring for Colorado Foundation			The Idea Marketing, Inc.
CCY Architects			Others who wish to remain anonymous
Chambers Fund			

INDIVIDUALS

Adam Quinton	Claudia Fragoso Ramirez	JP & Shirley Powers	Megan Van Ens	Ruth Barreto
Alex DeGolia	Claudia Salmeron	Judith Blanchard	Melissa Decker	Sally Sparhawk
Alex Sánchez	Colin Laird	Julie Olson	Michael Brewer	Sarah Moss
Amina Simon	Colleen Loughlin	Karen Tomb	Michael Kurnik	Shirley Powers
Andrea Palm-Porter	Cynthia Beard	Karl and Barbara Friedman	Mike and Laura Kaplan	Stephanie Tanny
Ann Johnson	Daniel Ramos	Kate Duch	Misha White	Steven Child
Beatriz Soto	Debbie Bruell	Katelyn Henion	Nicholas Ferrara	Sue Edelstein
Berenice Forrest	Diana Scherr	Katie Langenhuizen	Paige and Michael Hennen	Susan Hartnett
Bill Spencer	Dusti Gurule	KC Becker	Patti Stranahan	Susan Northleaf
Blanca O'Leary	Edward Sands	Lara Beaulieu	Paul Rosenthal	Suzuho Shimasaki
Brandon Kinnard	Elizabet Garcia	Larry Bogatz	Peter Bakken	Terri and Rich Slivka
Brisa Chavez	Ellen Birk	Laurie Loeb	Rachael Richards	Timothy Francis
Bryana Starbuck	Emma Gruner	Leslie Robinson	Raleigh Burleigh	Tony Massaro
Carlos Martinez	Evelyn Corral	Linda and Richard Morris	Richard Gonzales	Trina Ortega
Carrie Lynn Newton	Gina Millan	Lisa Relou	Rick and Judy Schiff	Vanessa Biebl
Catherine Carlson	Hery Miguel Lan	Marcie and Robert Musser	Rita Mary Hennigan	Vanessa Millan
Catherine Leonaitis	Janet Baumann	Marco Dorado	Rob Pew	Walter Gallacher
Chaer Robert	Jasmin Ramirez	Marjorie Lear	Rob Stein	William Gray
Charles Hopton	Jenny Trumble	Mark Giesecke	Roger Wilson	William Roush
Christie Leonard	Jerome Dayton	Matt Scherr	Ross Brooks	Yesenia Arreola
Christy Powell	Jill Soffer	Matt Smith	Russell Crawford-Arensman	Others who wish to remain anonymous
Claire Wright	Joan Northrup			




VOCES UNIDAS
DE LAS MONTAÑAS

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