



CHCI 2014 ANNUAL REPORT





**EDUCATE
EMPOWER
CONNECT**

2014 ANNUAL REPORT

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A Message from the President & CEO

Dear friends,

I am very proud to report another banner year for CHCI, celebrating our 37th year of serving the Latino community! In 2014, CHCI expanded its efforts to create a pipeline of talent and open the halls of Congress for students to intern and work in government and policymaking. Guided by our founders' three pillars of success: Educate. Empower. Connect., CHCI had our most impactful year in 2014.

More than 1,700 young Latinos participated in our leadership programs, including the largest number of Congressional interns (93) and the largest number of future leaders attending our programs in Washington, D.C. (155). CHCI also reached more than 7,000 people at its events, 12,000 viewers globally via our Hispanic Heritage Month live webstream, and nearly 15 million via our social media communities. It was truly an exciting year of growth and opportunity for CHCI.

Yet with all this success, CHCI programs and services are needed more than ever. In the past four years alone, demand has increased 150 percent with nearly 76,000 students indicating their interest in CHCI's leadership programs. Despite this growing demand, CHCI is only able to fully serve less than 10 percent of students who apply each year. And yet, 83,000 Latinos turn 18 every month! Already 25 percent of Americans under the age of 18 are Latino and the Latino population is projected to be 25 percent of the total U.S. population by 2030. Plus, over the next 10 years 74 percent of new entrants to the labor force will be Latino. Your investment in CHCI is more critical than ever to serve this growing demand and secure America's future.

CHCI's comprehensive campaign to provide a state-of-the-art new home for CHCI and create an endowment for our programs continued to build momentum in 2014 and has been a great success. **I am proud to announce that CHCI has secured a new home that will house our 21st Century Leadership Center in July 2015.** I want to thank our Capstone Donors—Time Warner Cable, Hyundai, and Entravision—for sharing our vision and for following in the footsteps of our Cornerstone Donors—Anheuser-Busch, Bank of America, Dell, PepsiCo Foundation, State Farm®, and Toyota. Again, I want to thank Dell for its tremendous support in providing first-class office space so we could continue our great work in the interim.

I want to thank our immediate past chair, Rep. Rubén Hinojosa, for his commitment to CHCI and for taking the organization to new heights. The success and growth we have experienced the past two years are in large part due to his involvement in all aspects of CHCI's work to ensure our programs served more Latino youth.

On behalf of CHCI's Board of Directors, Advisory Council, accomplished alumni, and dedicated staff, I thank you for your continued support of our mission to *Develop the Next Generation of Latino Leaders*®.

Sincerely,

Esther Aguilera
President & CEO

**CHCI's New
Permanent Home!
Moving in July 2015**
1128 16th Street, NW
Washington, D.C.





Exceeding Our Founders' Dreams

CHCI's inaugural fellowship class served four Latinos in 1981. In 2014, CHCI changed the lives of 1,702 young Latinos through our programs and reached millions through our social media communities. We continue to exceed our founders' vision for the organization to improve the Latino community and shape future Latino leaders.

IMPACT

EDUCATE: In 2014, CHCI educated

- ◆ 1.1 million via www.chci.org
- ◆ 1,399 high school students at seven Ready to Lead (R2L®) events
- ◆ 148 scholarship recipients

EMPOWER: In 2014, CHCI empowered

- ◆ 93 Congressional Interns
- ◆ 40 R2L® NextGen participants
- ◆ 22 Public Policy and Graduate Fellows

CONNECT: In 2014, CHCI connected

- ◆ 15 million followers via social media communities
- ◆ 7,250 stakeholders at CHCI's 42 landmark events
- ◆ 12,000 viewers globally via CHCI's Hispanic Heritage Month live webstream
- ◆ 1,702 young Latinos to our powerful network of leaders
- ◆ 3,100 alumni around the world



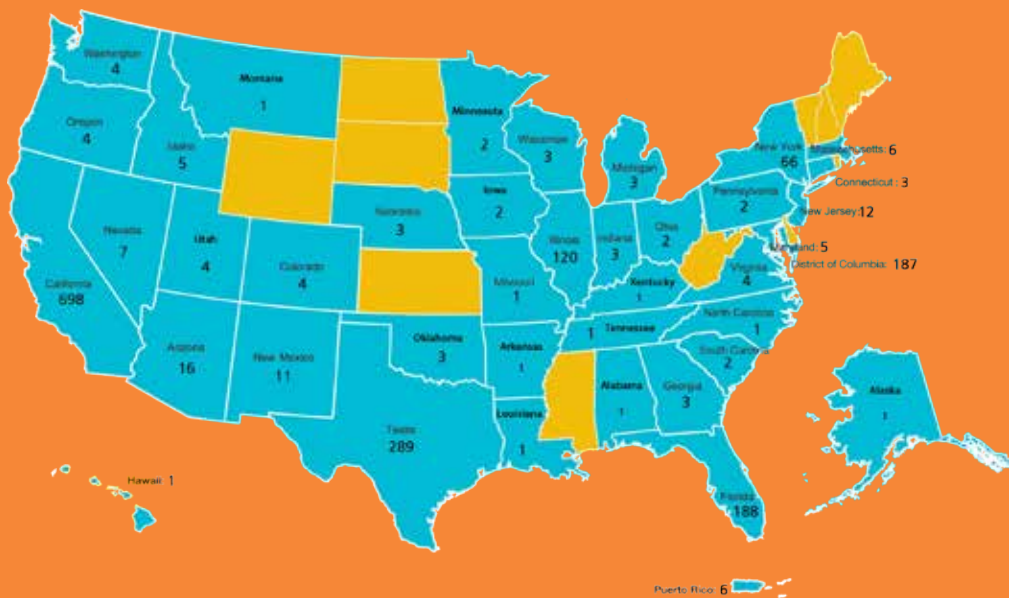
CHCI Educated, Empowered, and Connected More Than 1,700 U.S. Latino Students in 2014

CHCI programs serve an important need in the Latino community—they promote educational attainment, develop leadership characteristics, and spark civic engagement in deserving young Hispanics. Below is a summary of the demographics of CHCI’s 2014 program participants.

Geographically-Diverse Participants

This year more than 15,000 individuals from all 50 states and Puerto Rico started the CHCI application. We served 1,702 students, representing 33 states and Puerto Rico.

**1,399 R2L® Participants + 40 R2L NextGen + 148 Scholarships +
93 Interns + 22 Public Policy and Graduate Fellows**



Served Latinos with Greatest Need

CHCI programs continued to serve the most deserving students with the greatest financial need in 2014. Of the 263 scholarship recipients, interns, and fellows:

- 83% were from households with incomes below \$45,000
- 67% were the first generation in their families to attend college

Representing Distinct Heritages

Program participants self-designated a variety of heritages, which added a valuable cultural aspect to each program.

African American

Costa Rican

Nicaraguan

Afro-Latino

Cuban

Panamanian

Argentinian

Dominican

Peruvian

Bolivian

Ecuadorian

Puerto Rican

Brazilian

Guatemalan

Salvadoran

Chilean

Honduran

Spanish

Colombian

Mexican

Venezuelan

Programs Overview

For 37 years, CHCI has educated, empowered, and connected thousands of bright, talented, and promising American Latino youth with programs and services designed to provide them with unparalleled leadership opportunities. With profound U.S. demographic and economic shifts expected to continue, it has never been more critical to expand our important work and offer programs that encourage college enrollment and completion, and spark an interest in community involvement to prepare the future leaders of our great nation.

CHCI's resources and programs effectively serve a pipeline of young Latinos—spanning from high school students to post-graduate professionals—and are focused on educational attainment and college access (EDUCATE), professional and leadership development (EMPOWER), and networking with powerful Latino leaders (CONNECT).

CHCI NextOpp – Expanding CHCI's Reach

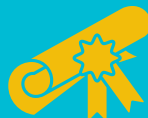


In 2014, CHCI replaced our popular *National Directory of Scholarships, Internships, and Fellowships for Latino Students*—the only publication in the United States that provided a comprehensive list of scholarships, internships, and fellowships targeting Latino youth—with the launch of CHCINextOpp.net, a powerful,

easy-to-use online database for students, parents, counselors, and education providers. This new online tool allows users to search for opportunities based on their unique profile, location, and interests. The site also provides helpful reading materials to further educate users about the college-going process. Since its launch in October 2014, the site has drawn nearly **13,000** unique visitors.

Scholarships – Funding College Dreams

In 2014, CHCI helped 148 low-income, Latino college students continue on their paths to becoming highly educated Latino leaders. Since its inception in 2001, CHCI has invested over \$5.3 million in scholarships for the Latino community, awarding over \$4.5 million in scholarships to nearly 1,600 students and distributing nearly \$800,000 worth of in-kind computers and software to community college and first year undergraduate students.



12% of 2014 scholarship recipients were DACA students
86% came from households with annual incomes less than \$45,000
99% were Pell Eligible

Ready to Lead (R2L®) – Inspiring a College Education

R2L®, CHCI's college readiness program, was held in seven cities in 2014 to educate Latino high school students about the importance of achieving a college education. Nearly 1,400 students visited local colleges for one day, attending interactive workshops, which included financial aid information, college admissions, mentoring sessions with CHCI Alumni, and motivational speakers.



EMPOWER



R2L® NextGen – Sparking Civic Engagement

2014 marked the fourth year of this youth leadership experience, which brought 40 low-income Latino high school students from select U.S. cities to Washington, D.C. for five days, all expenses paid. During the program, students enhanced their leadership skills, learned about public policy and legislation, met with influential Latino leaders, visited historic sites, and explored their Hispanic heritage.

“CHCI gave me the confidence and reassurance that my voice really does matter and it has the power to make a difference!”

Jaime Gonzalez is a true example of perseverance. Jaime’s parents came to the United States in pursuit of the American Dream, but he lost his father to illness at a young age. He is focused on helping his family come out of their present economic hardship by obtaining a college education while also giving back to his community.



Jaime Gonzalez
Chicago, Illinois



97% of all eligible R2L® NextGen participants **graduated from high school** and **93%** are now **enrolled in college.**

Congressional Internship Program

In CHCI’s summer and semester internships, promising Latino undergraduates gained firsthand experience in public policy by working in congressional offices, benefited from weekly leadership development sessions, engaged in timely discussions on issues affecting the Hispanic community, and through community service projects, learned the importance of citizenship. **In 2014, CHCI hosted 93 interns—the most in CHCI’s history.**


Public Policy Fellowship Program

In keeping with our founders’ vision, CHCI’s 2014 Public Policy Fellowship program brought 12 talented young Latinos to Washington, D.C. for this prestigious nine-month paid fellowship. These gifted individuals excelled in their placements and were empowered to become future policymakers through their firsthand experience in the national public policy arena.



Graduate Fellowship Program

CHCI’s Graduate Fellowship Program offered 10 exceptional emerging Latino leaders the opportunity to immerse themselves in the following public policy fields—education, health, housing, law, and STEM. In April 2014, the graduate fellows prepared and presented a public policy white paper on Capitol Hill during the annual CHCI Young Latino Leaders Summit Series. Subsequently, three of the papers were published by *The Harvard Journal of Hispanic Policy*, demonstrating a deep comprehension of the pressing issues that are impacting the Latino community.



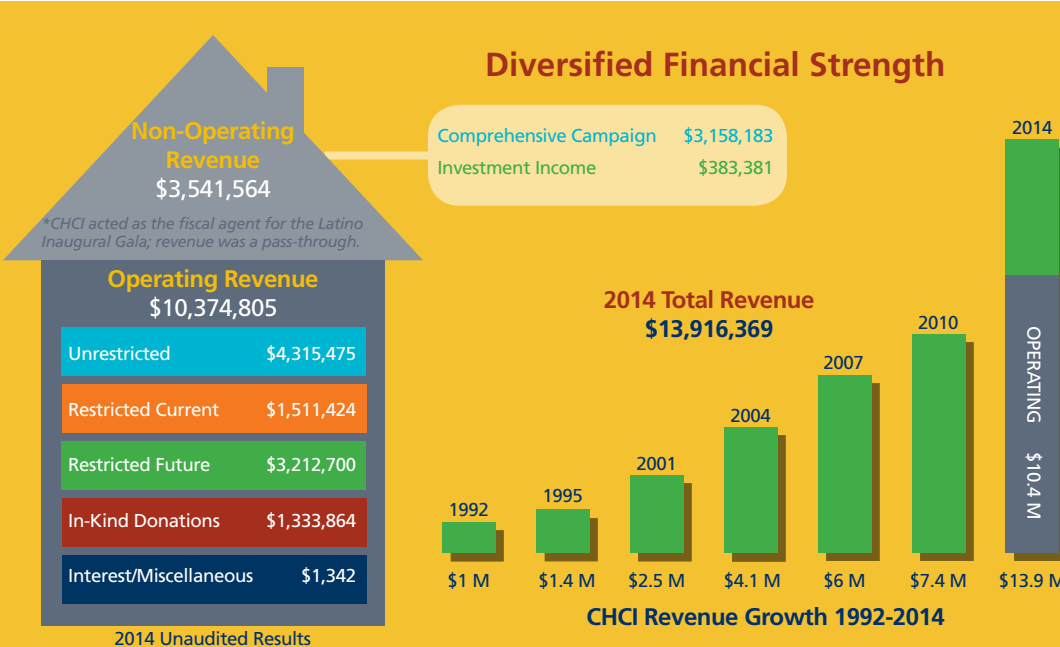
CHCI’s curriculum improves

PROFESSIONAL SKILLS and creates

individuals that are SOCIALLY COMMITTED.

Our participants say it best! Our 2014 classes reported that their desire to be active in community service projects and volunteer opportunities increased by **110%**, while their desire to participate in social activities to promote the common good increased by more than **200%**. Check out these other great results:

Interpersonal skills  **100%** • Critical thinking skills  **93%** • Advocacy knowledge  **100%**



Convening Powerful, High-Profile Leaders to Support CHCI's Mission

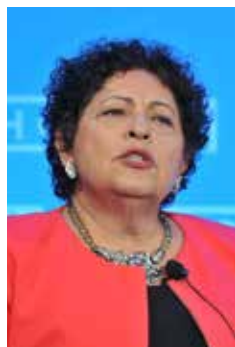
CHCI's convening power in 2014 offered unparalleled access to a powerful, influential network of leaders through its events, alumni networking, and social media communities.

CHCI PREMIER EVENTS:

- ◆ Raised \$4.3 million—a major source of CHCI funding
- ◆ Organized 42 landmark events across the United States
- ◆ Connected +19,000 stakeholders, with nearly 12,000 tuning in globally through live webcasts
- ◆ Convened 52 of the nation's top leaders at the 2014 Annual Awards Gala including President Barack Obama, four Cabinet Members, six White House and Senior Administration Officials, one Governor, one Senator, 17 Members of Congress, three former Members of Congress, 18 State and Local Elected Officials, and two Ambassadors
- ◆ Elevated Latino issues, Latino leaders, best practices convening +1,900 at the 2014 Public Policy Conference
- ◆ Celebrated Latino heritage and culture in light-hearted fashion with +700 during the 13th Annual Reyes of Comedy
- ◆ Raised awareness of Latino sports icons and raised scholarship funds matching 24 partners with 47 scholars during the Fiesta de Golf Scholarship Challenge

INTEGRATED TRADITIONAL & SOCIAL MEDIA:

- ◆ Engaged +17,000 supporters, followers, fans, reaching nearly 15,000,000
- ◆ Promoted positive images of Latinos, increasing our visibility through +5,800 media hits



Building Our Future, Together

CHCI's 37th Annual Awards Gala on October 2, 2014 marked another milestone for CHCI's **Building Our Future, Together** campaign. As a part of the gala, CHCI celebrated generous, multi-year gifts from capstone donors, **Time Warner Cable**, **Hyundai Motor America**, and **Entravision**, which will deepen the breadth and reach of CHCI's leadership development programs.

The capstone donors, joining CHCI's six cornerstone donors from last year, are ushering in a period of expansion for CHCI and the availability of programs for thousands of high school, college and post-graduate students nationwide. Last year's six cornerstone donors were national and international titans PepsiCo Foundation, Toyota, State Farm®, Bank of America, Anheuser-Busch, and Dell. Together with Time Warner Cable, Hyundai Motor America, and Entravision, these companies have invested nearly \$11,000,000 in CHCI's Building Our Future, Together campaign.

"Over the last 16 years, CHCI has grown from serving 46 students to reaching more than 1,700 students in 2014. With the projected growth of the Latino population, these programs are more important than ever," said **Rep. Rubén Hinojosa**.

"The support of partners like Time Warner Cable, Hyundai Motor America and Entravision is critical to ensure that students have the opportunities they need to succeed in school and the workplace. Together, we are building the workforce and leadership of tomorrow."



Capstone commitments were announced on October 2, 2014 during CHCI's 37th Annual Awards Gala. Pictured (L to R): Esther Aguilera, CHCI President & CEO; Thomas H. Castro, Founder & President, El Dorado Capital and Board of Directors, Time Warner Cable; Joan Gillman, Executive Vice President & COO, Time Warner Cable and CHCI Advisory Council; Rep. Rubén Hinojosa; Gail McKinnon, Executive Vice President and Chief Government Relations Officer, Time Warner Cable; Zafar Brooks, Director, General Affairs, Government Relations and Diversity, Hyundai Motor America; Kathleen Hennessey, Vice President, Government Affairs, Hyundai Motor Company and CHCI Advisory Council; Marcelo Gaete Tapia, Vice President, Public and Government Affairs, Entravision Communications Corporation.

Support the Next Phase of CHCI's Comprehensive Campaign



Building Our Future, Together

CHCI will be celebrating its 40th anniversary in 2017! To mark this occasion, the CHCI 40 FUND was created to help us build capacity to invest in more Latino youth. Our goal is to double students annually served to 3,000+ and reach 500,000 leaders virtually in our 21st Century Leadership Center. Please consider a one-time investment to the 40 FUND payable in one to three years. For more information on 40 FUND opportunities and how you can make a difference, please contact development@chci.org.

Why Give?



One in every four Americans under 18 is Hispanic



Educated Latino leaders are the future strength of our nation



CHCI serves families with annual incomes of less than \$45,000



Since 1978, CHCI has impacted more than 11,820 young Latinos

Top 10 Ways to Give to CHCI

All gifts, no matter how large or small, sustain and expand our programs that educate, empower, and connect young Latinos. Giving is easy! Here are some ways you can support CHCI.

- 1 **Join a Donor Society**
- 2 **Sponsor a program or event**
- 3 **Sponsor an area in CHCI's new headquarters**
- 4 **Create an endowment**
- 5 **Recognize a loved one through Gifts in Honor or Gifts in Memoriam**
- 6 **Make an individual donation**
- 7 **Donate in-kind products or services**
- 8 **Remember CHCI in your estate plan as a contingent beneficiary**
- 9 **Contribute to our Combined Federal Campaign #30620**
- 10 **Donate online now at www.chci.org/donate or scan the QR code below**



CHCI is tax-exempt under section 501 (c)(3) of the Internal Revenue code, Federal ID # 52-1114225. CHCI does not attempt to influence legislation and does not employ or retain any registered lobbyists. All grants and contributions to CHCI are tax deductible to the extent permitted by federal law.

ALUMNI

CHCI's Powerful Alumni Network

CHCI boasts more than **3,100** highly accomplished alumni around the world and they remain our strongest asset. In 2014, 373 alumni raised **\$18,740** for CHCI programs and reinvested in CHCI by providing more than **1,000** volunteer hours or the equivalent of **\$1.9 million** (Independent Sector's value of a volunteer hour). We are so proud of their tremendous accomplishments! Below is a closer look at their mission impact by the numbers.



CHCI ALUMNI GIVE BACK



EDUCATION



INCOME



WHERE THEY WORK



CONTRIBUTING TO ALL ASPECTS OF U.S. SOCIETY***



DATA DERIVED FROM THE 2015 CHCI ALUMNI PULSE SURVEY & SUPPLEMENTED WITH OTHER RELEVANT CHCI DATA
 *INDEPENDENT SECTOR'S 2014 ESTIMATE FOR THE VALUE OF A VOLUNTEER HOUR
 **PEW RESEARCH CENTER'S HISPANIC TRENDS PROJECT TABULATIONS OF 2012 AMERICAN COMMUNITY SURVEY

2014 CHCI Mission Partners

The critical work we do would not be possible without the generous time, effort, and support of many—especially the partners in CHCI’s Donor Societies. The accomplishments highlighted in this brochure were the direct result of our 2014 donors’ passionate support. On behalf of the board of directors, advisory council, alumni, program participants, and staff, CHCI wishes to honor the following donors for their 2014 support.

Chair’s Circle

Walmart*

Cornerstone Donors – Building Our Future, Together**

Anheuser-Busch* • Bank of America* • Dell, Inc.* •
PepsiCo Foundation* • State Farm®* • Toyota*

Capstone Donors – Building Our Future, Together**

Time Warner Cable* • Hyundai Motor America* • Entravision*

Founders’ Society

The Gilbert & Jackie Cisneros Foundation*

Legacy Leaders Society

Bank of America • Comcast/NBCUniversal/Telemundo* • ExxonMobil Corporation • Ford Foundation* •
PepsiCo • State Farm® • Toyota* • United Health Foundation

Visionary Society

Altria Group • AFL-CIO and affiliate unions • American Petroleum Institute* • Anheuser-Busch Companies, Inc. •
BP/BP Foundation • Chevron • Dell, Inc. • Eli Lilly and Company • Google • Hyundai Motor America* •
JPMorgan Chase & Co. • Morgan Lewis & Bockius* • SEIU and Change to Win affiliate unions • Southwest
Airlines • The Coca-Cola Company/The Coca-Cola Foundation • Time Warner Cable* • Univision • UPS

1978 Society

AARP • American Express Foundation • Cargill • Dario Marquez* • DaVita Healthcare • Entergy •
Ford Motor Company • Fundación Azteca America • General Electric • General Mills* • General Motors/
GM Foundation • Lumina Foundation* • Marathon Oil Corporation • Mary Kay •
McDonald’s Corporation • Motorola Foundation • National Association of Broadcasters • National Education
Association • New York Life/New York Life Foundation* • Newscorp • Nielsen • Pfizer • PG&E Corporation •
Prudential • Shell Oil Corporation • Society for Human Resource Management • Union Pacific •
University of Phoenix • Verizon Communications • Wells Fargo

Media Partners

CapitalWirePR • Comcast/NBCUniversal/Telemundo • Harvard Journal of Hispanic Policy •
Hispanic Communications Network • Hispanic Information and Telecommunications Network, Inc (HITN)
• LATINA Style Inc • Latino Magazine • Latino Print Network • National Association of Broadcasters •
Univision Communications • V-Me • Washington Hispanic

*A multi-year commitment

** Additional and separate investment in our 21st Century Leadership Center, above and beyond their annual support

CHCI 2014 Leadership

We are extremely grateful to the gifted leaders who served on CHCI's Board of Directors and Advisory Council in 2014. These dedicated individuals volunteered their time and talents to ensure that CHCI had the critical guidance, networking connections, and financial support needed to fulfill its mission to Develop the Next Generation of Latino Leaders®.

CHCI Board of Directors

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