



# 2015

## CHCI ANNUAL REPORT



Congressional Hispanic



Caucus Institute, Inc.

*Developing the Next  
Generation of Latino Leaders®*

# 2015 ANNUAL REPORT

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EDUCATE  
EMPOWER  
CONNECT





## A Message from the Interim President & CEO

Dear friends,  
I am pleased to report on CHCI's 38th year of serving the Latino community.

In 2015, CHCI continued to make a difference in the lives of our nation's future leaders, guided by our founders' three pillars of success: **Educate. Empower. Connect.** We proudly served more than 1,600 students and young professionals across all of our leadership development programs last year.

CHCI's R2L® NextGen Program hosted its largest group of students ever, bringing a record 70 low-income high school students from 11 regions to the nation's capital to learn how the federal government works, meet influential leaders, and develop a deeper understanding of how they can affect positive change. CHCI's NextOpp.net, launched in late 2014, was visited nearly 30,000 times and connected Latino youth to more than 900 active opportunities across the country. And, CHCI also reached more than 7,000 people through its events and engaged nearly 12 million via our social media communities.

Last year also represented a year of transition for CHCI. The efforts of CHCI's Comprehensive Campaign for a 21st Century Leadership Center came to fruition when CHCI moved to its new headquarters on 16th St. NW in June. I want to thank our Cornerstone Donors – **Anheuser-Busch, Bank of America, Dell, PepsiCo, State Farm** and **Toyota** – and our Capstone Donors – **Charter Communications** (formerly Time Warner Cable), **Hyundai**, and **Entravision** – for sharing our vision for a new headquarters for CHCI and creating an endowment for our programs.

The year 2015 also brought a change in leadership at CHCI. Last October, CHCI Chair Rep. Linda T. Sánchez asked me to step in as interim president and CEO while we conducted a national search for a new leader. I have been honored to serve in this role and to work with a dedicated team of professionals.

CHCI weathered its challenges and continued its mission due to its strong financial foundation of nearly \$19 million in assets and \$4 million in reserves. With nearly four decades under our belt, CHCI remained steadfast in its work to create a pipeline of talented, educated Latinos who are ready and able to lead our great nation.

My focus to further strengthen CHCI during this transition has centered on four key areas of growth and improving operations:

- 1) Strengthen our Partner Relationships
- 2) Streamline and Build Efficiencies
- 3) Integrate Technology and Systems
- 4) Nurture CHCI's Human Capital - our amazing staff

We are making significant progress, but the work is never done. The single most important demographic trend reconfiguring our economy and society is the rise in the Latino youth population. We know that 83,000 Latinos turn 18 every month! Nearly 25 percent of Americans under the age of 18 are Latino. Your investment in CHCI is more critical than ever to serve this growing demand and secure America's future.

I want to thank Chair Rep. Linda T. Sánchez for her commitment to CHCI and for having confidence in me to lead the organization through this critical transition. Under her direction, CHCI continues to be the model of leadership development for our community and the nation.

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,

Cristina Antelo  
Interim President & CEO



## Exceeding Our Founders' Dreams

CHCI's inaugural fellowship class served four Latinos in 1981. In 2015, CHCI changed the lives of 1,618 young Latinos through our programs and reached millions through our social media communities and powerful new website. We continue to exceed our founders' vision to improve the Latino community and shape future Latino leaders.

### EDUCATE: In 2015, CHCI educated

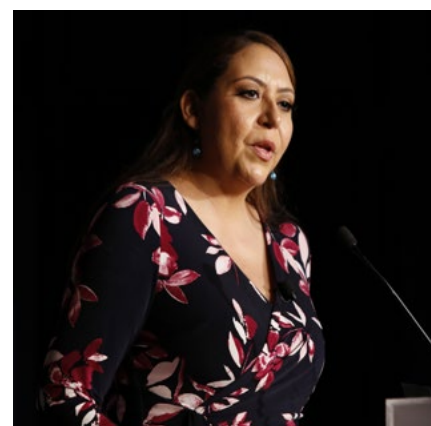
- ◆ 1.4 million via CHCI's re-designed, fully responsive website: **www.chci.org**
- ◆ 1,368 high school students at six Ready to Lead (R2L®) events
- ◆ 75 scholarship recipients

### EMPOWER: In 2015, CHCI empowered

- ◆ 81 Congressional Interns
- ◆ 70 R2L® NextGen participants
- ◆ 21 Public Policy and Graduate Fellows

### CONNECT: In 2015, CHCI connected

- ◆ 33% more followers via social media communities, with a reach of more than 15 million
- ◆ 7,000 stakeholders at CHCI's 49 landmark events
- ◆ 1,618 young Latinos to our powerful network of leaders
- ◆ 3,306 alumni around the world



▶ Watch Alejandra Ceja—**Distinguished Alumnus**



IMPACT

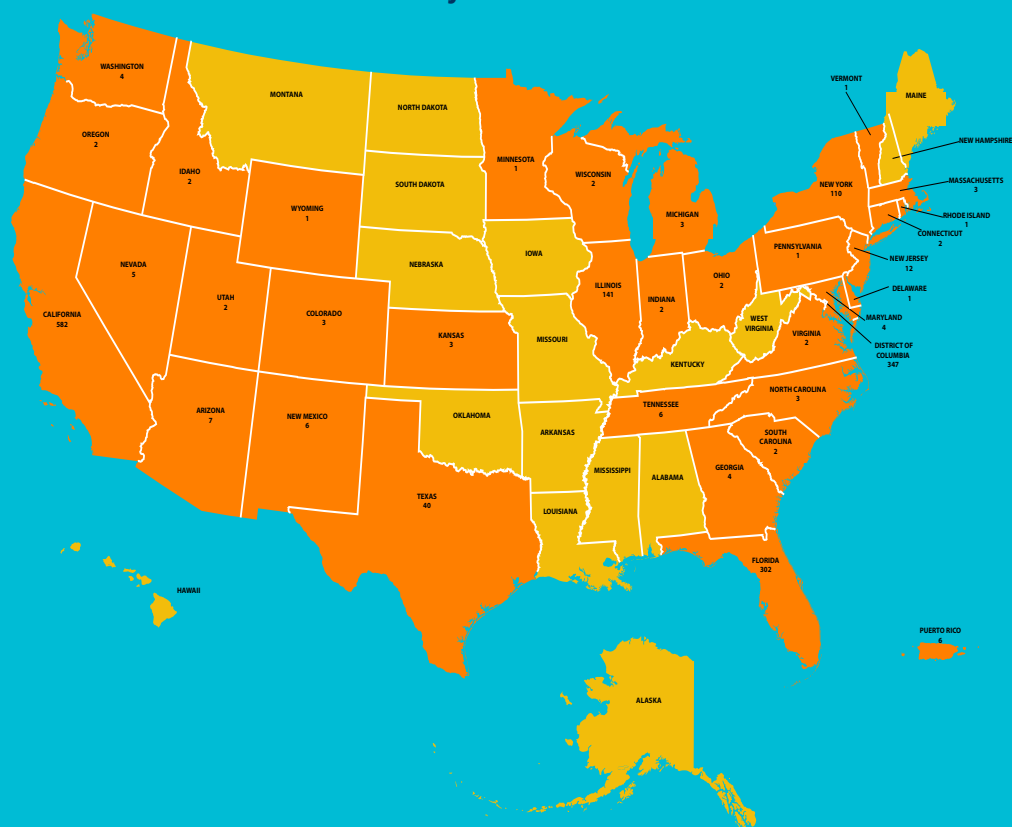
## CHCI Educated, Empowered, and Connected More Than 1,600 U.S. Latino Students in 2015

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 2015 program participants.

### Geographically-Diverse Participants

More than 15,000 individuals from all 50 states, the District of Columbia, and Puerto Rico began CHCI profiles in 2015. We served 1,618 students, representing 35 states, the District of Columbia, and Puerto Rico.

**1,368 R2L® Participants + 70 R2L® NextGen + 75 Scholarships + 81 Interns + 21 Public Policy and Graduate Fellows**



### Served Latinos with Greatest Need

CHCI programs continued to serve the outstanding students with some of the greatest financial need in 2015. Of the 102 interns and fellows:

- 87% were from households with incomes below \$45,000; and
- 68% 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.

|            |              |            |
|------------|--------------|------------|
| Chilean    | Guatemalan   | Salvadoran |
| Colombian  | Honduran     | Spanish    |
| Cuban      | Mexican      | Venezuelan |
| Dominican  | Nicaraguan   |            |
| Ecuadorian | Puerto Rican |            |

## Programs Overview

For nearly 39 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 early-career 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 – Preparing Latinos for College Attainment



With its continuing partnership with State Farm®, CHCI offers CHCINextOpp.net, a powerful online version of its *National Directory of Scholarships, Internships, and Fellowships for Latino Students*. Nearly **24,000 Latino students, parents and educators** visited the site in 2015. These visitors were

easily able to search, save, and share more than **900 life-changing opportunities** across the United States based on their unique profile, location, and interests. The site also provides valuable materials to further educate students about the college-going process.

### Scholarships – Making College Dreams a Reality

Supporting education is a crucial part of CHCI's mission to develop the next generation of Latino leaders. CHCI awarded scholarships to 75 low-income, Latino college students to help them continue on their paths to becoming highly educated Latino leaders in 2015. Since its inception in 2001, CHCI has invested more than \$5.6 million in educational support for the Latino community, awarding approximately \$4.8 million in scholarships to nearly 1,700 students and distributing nearly \$800,000 worth of in-kind computers and software to community college and first-year undergraduate students.

**13%** of 2015 scholarship recipients were DACA students  
**83%** came from households with annual incomes less than \$45,000  
**98%** were Pell Eligible

### Ready to Lead (R2L®) – Inspiring Latino College Applicants

R2L®, CHCI's college readiness program, brings together Latino high school students for a fun, interactive college preparation seminar. In 2015, CHCI held R2L® in six cities—Merced, CA; Chicago, IL; Queens, NY; Washington, D.C.; Miami, FL; and Los Angeles, CA. More than 1,360 students spent their Saturday on a local college campus—many for the first time—participating in workshops and teambuilding exercises, hearing inspirational speakers, learning about financial aid tools, and meeting CHCI Alumni mentors. Students leave R2L® energized and excited about their futures, with the tools they need to build competitive college applications and the confidence to apply!





## R2L® NextGen – Sparking Civic Engagement

2015 marked the fifth year of this youth leadership experience and the largest class to date. Seventy low-income Latino high school students from select U.S. cities traveled 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.

**“Thank you for giving me the opportunity to participate in the NextGen program. Now, I’m watching debates and I am more involved in local politics. I’m counting down the days until I can register to vote. I’m also going to City Hall in New York to talk about the Youth Vote Amendment Act and minority youth voting. I wouldn’t have found this new passion of mine without CHCI.”**



**Jailene Peralta**  
Hillcrest High School  
Woodhaven, New York

**100%** of all eligible R2L® NextGen participants graduated from high school. Of those, **94%** are enrolled in college.



## Congressional Internship Program—Gaining Legislative Experience

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 engaged citizenship. **In 2015, CHCI hosted 81 interns.**



## Public Policy Fellowship Program—Empowering Future Policymakers

In keeping with our founders’ vision, CHCI’s 2015 Public Policy Fellowship program brought 11 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.

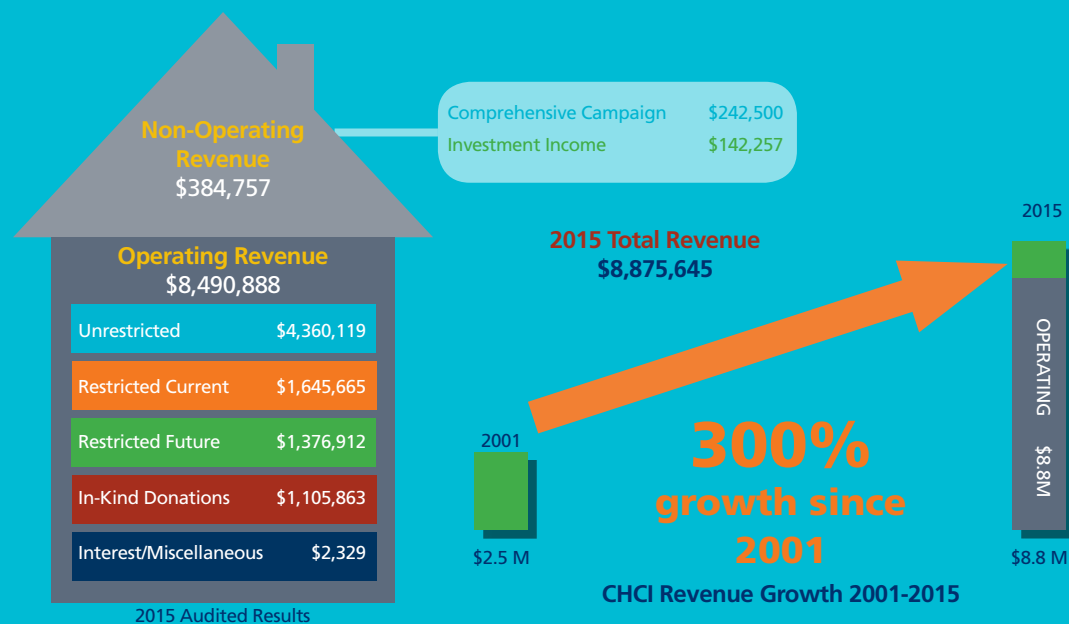


## Graduate Fellowship Program—Immersing Latinos in Public Policy

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. One of the distinguishing features of CHCI’s Graduate Fellowship Program is the Capitol Hill Policy Briefing Series. In April 2015, the graduate fellows presented their analytical public policy white papers and moderated a policy discussion. Subsequently, four of the papers were published by *The Harvard Journal of Hispanic Policy*—a record number for CHCI—demonstrating a deep comprehension of the pressing issues that are impacting the Latino community.



## 2015 Financial Highlights—Diversified Financial Strength



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

CHCI's convening power in 2015 offered unparalleled access to an influential network of leaders through its events and social media communities.

### CHCI PREMIER EVENTS:

- ◆ Raised \$3.9 million—a major source of CHCI funding
- ◆ Organized 49 landmark events across the United States
- ◆ Convened 77 of the nation's top leaders at the 2015 Annual Awards Gala including President Barack Obama, five cabinet members, seven White House and senior administration officials, four 2016 Presidential candidates, two senators, 49 members of Congress, two former members of Congress, five state and local elected officials, and three ambassadors
- ◆ Elevated Latino issues, Latino leaders, and best practices convening 1,480 influencers at the 2015 Public Policy Conference
- ◆ Celebrated Latino heritage and culture in light-hearted fashion with 582 guests during the 15th Annual Reyes of Comedy
- ◆ Raised awareness of Latino sports icons and raised scholarship funds matching 24 partners with 33 scholars during the Fiesta de Golf Scholarship Challenge

### INTEGRATED TRADITIONAL & SOCIAL MEDIA:

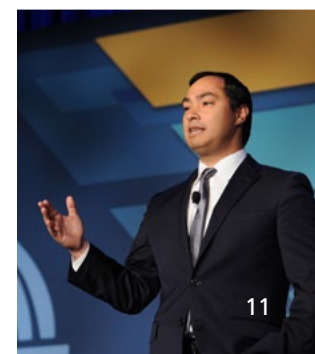
- ◆ Engaged +23,000 supporters, followers, fans, reaching nearly 11.5 million
- ◆ Promoted positive images of Latinos, increasing our visibility through +4,100 media hits



Watch the 38th Annual Awards Gala



Watch the CHCI Leadership Luncheon with Loretta Lynch and the Hispanic Freshman Class of the 114th Congress



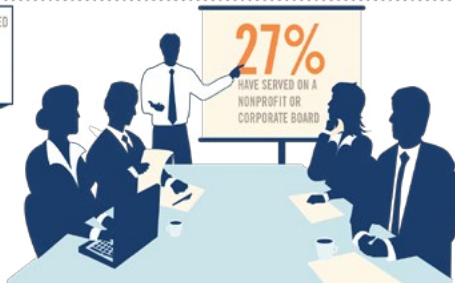
## CHCI's Powerful Alumni Network: Engaged Leadership in the Latino Community

CHCI boasts more than **3,000** highly accomplished alumni around the world—they remain our strongest asset and valued stakeholders.

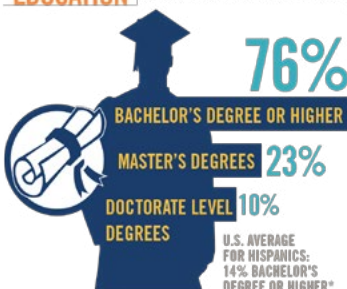
In 2015, CHCI Alumni directly donated nearly \$7,500 for CHCI programs and helped facilitate and raise more than \$147,000 in donations and sponsorships. Moreover, CHCI Alumni have reinvested in CHCI by providing nearly 2,200 volunteer hours, an increase of 92 percent above the 1,094 service hours given in 2014. We are so proud of their tremendous accomplishments! Below is a closer look at our alumni's mission impact by the numbers.



### CHCI ALUMNI GIVE BACK



### EDUCATION



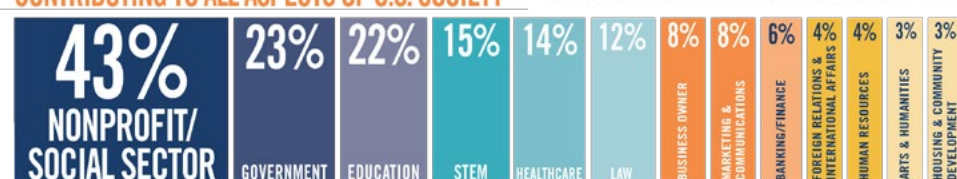
### INCOME



### WHERE THEY WORK



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

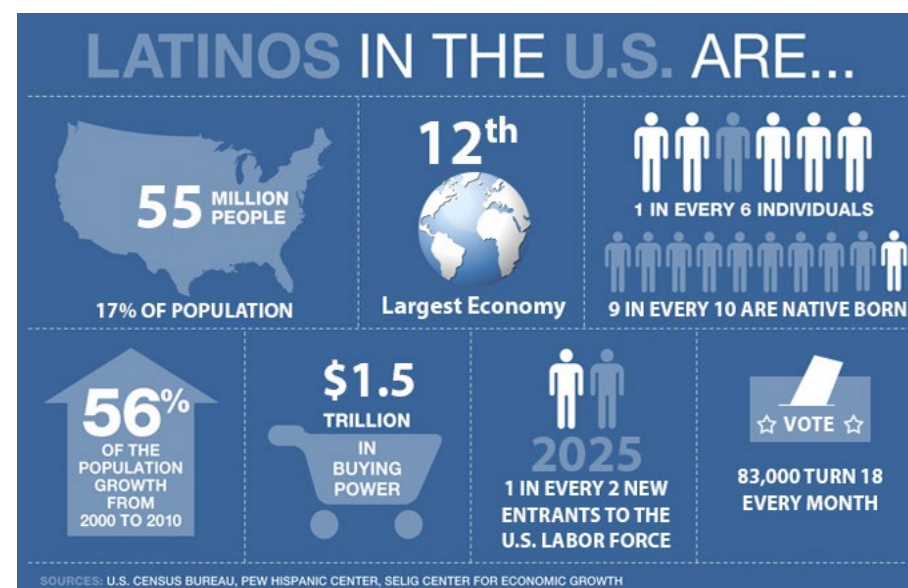


DATA DERIVED FROM THE 2015 CHCI ALUMNI PULSE SURVEY & SUPPLEMENTED WITH OTHER RELEVANT CHCI DATA  
\*PEW RESEARCH CENTER'S HISPANIC TRENDS PROJECT TABULATIONS OF 2012 AMERICAN COMMUNITY SURVEY  
\*\*SOME PARTICIPANTS SELECTED MULTIPLE INDUSTRIES; THEREFORE, PERCENTAGE TOTALS MAY EXCEED 100 PERCENT.

## Why Give to CHCI

Profound demographic shifts in the American landscape are transforming our nation's workforce and economy. Already, one in four Americans under 18 are Latino, 83,000 Latinos turn 18 every month, and 74 percent of new entrants to the workforce between 2010 and 2020 are projected to be Latino (U.S. Census Bureau). Given this demographic reality, the strength of the United States is closely tied to the success of the Latino community.

As the future driver of economic growth and the foundation of the modern American workforce, it has never been more critical that Latino youth are educated and fully prepared to assume leadership roles in the private and public sectors. Investment in the Latino community today through leadership and skills development will be critical to the future health of our society, democracy, and economy. Investing in Latino youth is smart for business and good for society.



## 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 Sponsor a young leader through a program or event.
- 2 Make an online donation to support a young leader at [www.chci.org/donate](http://www.chci.org/donate) or scan the QR code to the right.
- 3 Donate in-kind products or services.
- 4 Contribute to our Combined Federal Campaign #30620.
- 5 Create an endowment.
- 6 Recognize a loved one through Gifts in Honor or Gifts in Memoriam.
- 7 Remember CHCI in your estate plan as a contingent beneficiary.

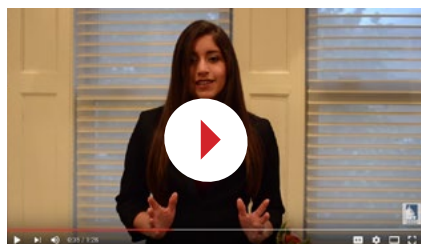


To discuss your gift, email our team at [development@chci.org](mailto:development@chci.org).

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.

## CHCI's Mission Partners in 2015

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 Circles. The accomplishments highlighted in this brochure were the direct result of our 2015 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 2015 support.



### Cornerstone Donors – Building Our Future, Together

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

### Capstone Donors – Building Our Future, Together

Charter Communications\* (formerly Time Warner Cable) • Hyundai Motor America\* •  
Entravision\* • The Coca-Cola Company • The Home Depot Foundation

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Walmart\*

### Founders' Society

The Gilbert & Jackie Cisneros Foundation

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Mary Kay Inc. • Motorola Foundation • National Association of Broadcasters • New York Life Foundation •  
PG&E Corporation • Prudential Financial • Shell Oil Company • Society for Human Resource Management •  
Union Pacific • Verizon Communications • Wells Fargo

### Innovator Circle

American Beverage Association • American Federation of Teachers • Anthem • Apple • Baxter Healthcare •  
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Hispanic Communications Network • Hispanic Information and Telecommunications Network (HITN) •  
LATINA Style Inc • Latino Magazine • Latino Print Network • National Association of Broadcasters •  
Univision Communications • Washington Hispanic

\*A multiyear commitment to CHCI's **Building Our Future, Together** campaign, representing an additional investment.

## CHCI 2015 Leadership

We are extremely grateful to the gifted leaders who served on CHCI's Board of Directors and Advisory Council in 2015. 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®.

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