

Developing the Next Generation of Latino Leaders®

## 2016 Chci annual report



## EDUCATE. EMPOWER. CONNECT.

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### A MESSAGE FROM THE PRESIDENT & CEO

### Dear friends,

I am pleased to report on CHCI's 39th year of serving the Latino community. In 2016, 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 over 1,100 students and young professionals across all of our leadership development programs last year.

Through our Ready to Lead (R2L<sup>®</sup>) NextGen high school leadership program, our Congressional Internships, and our Public Policy and Graduate Fellowships, CHCI's leadership programs brought 148 promising young Latinos to Washington, D.C., to learn how the federal government works, meet influential leaders, and develop a deeper understanding of how they can effect positive change. These individuals joined the ranks of more than 3,500 alumni, continuing to grow the CHCI network nationwide.

The year also represented a time of transition, bringing a change of leadership to CHCI. We are grateful to Vice Chair Cristina Antelo for serving as interim CEO through the first half of 2016. Because of Cristina's committed leadership, I was able to join the team and continue her great work.

CHCI weathered challenges and continued our mission due to the unwavering support of the Board of Directors and Advisory Council. With nearly four decades under our belt, CHCI remains steadfast in working to create a pipeline of talented, educated Latinos who are ready and able to lead our great nation—especially during this critical time in history.

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. Nearly 100,000 Latinos turn 18 every month, and almost 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.

A heartfelt thanks to our Chair, Rep. Linda T. Sánchez, for her commitment to CHCI and for having confidence in me to lead the organization through this critical transition. Because of her stewardship during her tenure as Chair, 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<sup>®</sup>. Sincerely,

Domenika Jynch

## 

### EXCEEDING OUR FOUNDERS' DREAMS

CHCI's inaugural fellowship class served four Latinos in 1981. In 2016, CHCI changed the lives of over a thousand young Latinos through our programs and reached millions more 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 2016, CHCI educated:

- 1.4 million via CHCl's re-designed, fully responsive website: www.chci.org
- 911 high school students at four Ready to Lead (R2L®) events
- 44 scholarship recipients

### EMPOWER

### In 2016, CHCI empowered:

- 69 Congressional Interns
- 60 R2L<sup>®</sup> NextGen participants
- 19 Public Policy and Graduate Fellows

### CONNECT

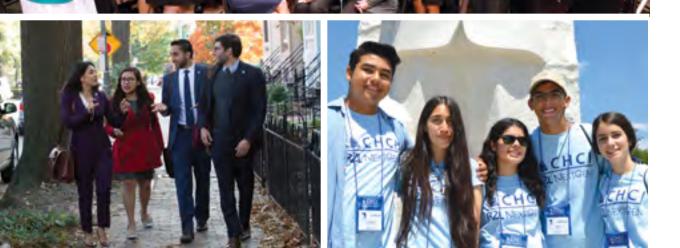
### In 2016, CHCI connected:

- 20% more followers via social media communities, with a reach of more than 8 million
- 7,000 stakeholders at CHCI's 48 landmark events
- 1,103 young Latinos to our powerful network of leaders
- 3,486 alumni around the world

# EDUCATE

CHCI opens pathways to success for future leaders by unlocking college access and offering Congressional internships and fellowships that bolster classroom knowledge with real-world experience in a range of fields.





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 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

In continuing partnership with State Farm<sup>®</sup>, CHCI offers CHCINextOpp.net, a powerful online version of our National Directory of Scholarships, Internships, and Fellowships for Latino Students. Over 27,000 Latino students, parents, and educators visited the site in 2016. 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.

### **Scholar-Intern Programs** Connecting Financial Support with Hands-On Experience

Supporting education is a crucial part of our mission to develop the next generation of Latino leaders. CHCI's Scholar-Intern Programs provide not only monetary support but also hands-on experience in various fields. From media to health care to human resources, CHCI's 2016 Scholar-Intern programs provided 44 individuals with the opportunity to gain important skills while earning money for their education. In addition to being awarded \$247,000 in scholarships, scholars completed internships across the country, advancing their professional careers and putting their academic lessons into practice.

### **Ready to Lead** Inspiring Latino College Applicants

In its final year, Ready to Lead, CHCI's college-readiness program, brought together Latino high school students for a fun, interactive college preparation seminar. In 2016, CHCI held Ready to Lead events in four cities—Dallas, TX; Nashville, TN; Washington, D.C.; and San Jose, CA. More than 900 students spent a 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. As CHCI transitions away from college-access programming, we continue to work with partners like the Hispanic Scholarship Fund and Hispanic Heritage Foundation to support high school students on their road to college.

# EMPOWER

CHCI enables young Latinos to be mentored by policymakers as they become instilled with leadership skills and legislative experience that not only foster success but also the ability to mobilize their own communities to work for positive changelocally, regionally, and nationally.



### **R2L<sup>®</sup> NextGen** Sparking Civic Engagement

2016 marked the sixth year of this invaluable youth leadership experience. Sixty low-income Latino high school students from across the nation 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.



"The R2L NextGen program equipped me with the knowledge and tools to create change in my community. It's been one of the most beneficial experiences I have ever had. It took us all out of our comfort zone, empowered us to do great things, and has provided a strong network and support system to succeed."

**Nelson Daniel Villegas** J.E.B. Stuart High School Falls Church, VA

**100**<sup>%</sup> of all eligible R2L<sup>®</sup> NextGen participants graduated from high school. Of those,  $94^{\%}$  are enrolled in college.

### **Congressional Internship Program** Gaining Legislative Experience

Through CHCI's summer and semester internships, promising Latino undergraduates gain firsthand experience in public policy by working in congressional offices, benefit from weekly leadership development sessions, engage in timely discussions on issues affecting the Hispanic community, and, through community service projects, learn the importance of engaged citizenship. In 2016, CHCI hosted 66 interns.

### **Public Policy Fellowship Program Empowering Future Policymakers**

In keeping with our founders' vision, CHCI's 2016 Public Policy Fellowship program brought 10 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 nine exceptional emerging Latino leaders the opportunity to immerse themselves in the following public policy fields: education, health, housing, law, and science, technology, engineering, and math (STEM). One of the distinguishing features of CHCI's Graduate Fellowship Program is the Capitol Hill Policy Briefing Series. In May 2016, the graduate fellows presented their analytical public policy white papers and moderated a policy discussion.



"Through both of my fellowship placements, I gained an essential, more holistic understanding of domestic housing policies, as well as expanded my introductory knowledge on the complex financial systems that impact access to housing among communities of color, and the importance of consumer protections. My experience with CHCI has been absolutely invaluable, and I look forward to continuing to grow as a Latina professional in housing and urban policy."

### Alia Fierro CHCI-Wells Fargo Housing Graduate Fellow Elgin, Illinois

Cornell University, Master of Regional Planning U.S. House Financial Services Committee

# 

Personally and virtually, CHCI joins communities together, as well as assembles luminaries from politics, business, and other arenas to foster brighter futures for Latino youth, raise awareness about important issues—and work to find solutions.









CHCI's convening power in 2016 offered unparalleled access to an influential network of leaders through events and social media communities.

### CHCI PREMIER EVENTS:

- Raised \$3.9 million—a major source of CHCI funding
- Organized 48 landmark events across the United States
- Convened some of the nation's top leaders during CHCI's 2016 Hispanic Heritage Month Events including President Barack Obama, former Secretary of State and 2016 presidential candidate Hillary Rodham Clinton, cabinet secretaries, members of Congress, members of the Senate, state and local elected officials, and other dignitaries
- Elevated Latino issues, Latino leaders, and best practices by convening 877 influencers at the 2016 Public Policy Conference
- Launched CHCI Industry Breakfast Series, a quarterly networking initiative to create collaborative dialogues between stakeholders from the targeted sectors, mission partners, and members of Congress on issues that impact our mutual goal of preparing America's future Latino leaders
- Raised more than \$240,000 for our leadership development programs through the support of 24 mission partners during 20th Annual Fiesta de Golf Tournament

### INTEGRATED TRADITIONAL & SOCIAL MEDIA:

- Engaged 27,000+ supporters, followers, and fans, reaching nearly 8 million
- Promoted positive images of Latinos, increasing our visibility through 4,500+ media hits
- CHCI Hispanic Heritage Month Events were covered by more than 85 media outlets, including for the first time live coverage on national news networks *CNN* and *MSNBC*









### DEMOGRAPHIC SNAPSHOT

### **CHCI Educated, Empowered, and Connected More Than** 1,100 U.S. Latino Students in 2016

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 2016 program participants.

### LATINOS SERVED WITH GREATEST NEED

CHCI programs continued to serve outstanding students in great financial need in 2016. Of the 148 leadership program participants:

- 79.6% were from households with incomes below \$45,000; and
- 64% were the first generation in their families to attend college

### **REPRESENTING DISTINCT HERITAGES**

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

Costa Rican Argentinean Bolivian Cuban Brazilian Dominican Chilean Ecuadorian Colombian Guatemalan Honduran Mexican Nicaraguan Panamanian Peruvian

Puerto Rican Salvadoran Spaniard Venezuelan









27% 2011-2022 PROJECTED INCREASE IN COLLEGE ENROLLMENT

SOURCES: Pew Research Center Hisptanic Trends 2012 American Community Survey; NCES, Projections of Education Statistics to 2022, 2014; NCES; Digest of Education Statistics 2013, Table 302.20

### **GEOGRAPHICALLY DIVERSE PARTICIPANTS**

More than 15,000 individuals from all 50 states, the District of Columbia, and Puerto Rico began CHCI profiles in 2016. We served 1,103 students, representing 43 states, the District of Columbia, and Puerto Rico.

#### **69** 19 911 60

R2L<sup>®</sup> Participants R2L<sup>®</sup> NextGen **Scholarships**  Interns **Public Policy & Graduate Fellows** 



### ALUMNI

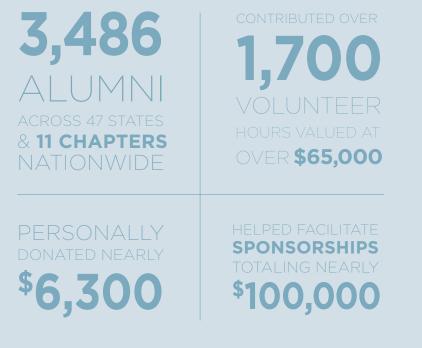
### CHCI's Powerful Alumni Network:

### Engaged Leadership in the Latino Community

Every day, CHCI alumni\* are applying the leadership principles and skills learned through CHCI's experiential leadership programs to their work in communities across the country and around the world. Our alumni take CHCI's mandate of "Educate, Empower, and Connect" to heart and make significant contributions through their volunteerism, mentorship, and philanthropy.

Through activities facilitated by the CHCI Alumni Association and geared toward serving current CHCI program participants as well as their peers, CHCI alumni contributed over 1,700 volunteer hours in 2016, valued at more than \$65,000 (this calculation is according to the Independent Sector's valuation of a volunteer hour at \$38.74).

Their personal investment to the Institute goes even deeper—CHCI alumni personally donated nearly \$6,300 and helped facilitate sponsorships totaling nearly \$100,000 in support of CHCI programs.



\*A CHCI alumnus/alumna is an individual who completed one of CHCI's leadership development programs—Graduate Fellowship, Public Policy Fellowship, Congressional Internship, Scholarship/ Scholar-Internship, and/or R2L Next Gen.



### SUPPORT 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, nearly 100,000 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:

- Sponsor a young leader through a program or event.
- Make an online donation to support a young leader at www.chci.org/donate.
- Donate in-kind products or services.
- Contribute to our Combined Federal Campaign #30620.
- Create an endowment.
- Recognize a loved one through Gifts in Honor or Gifts in Memoriam.
- Remember CHCI in your estate plan as a contingent beneficiary.

To discuss your gift, email our team at 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.

### THANK YOU

### **2016 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 Circles. The accomplishments highlighted in this annual report were the direct result of our 2016 donors' passionate generosity. On behalf of the Board of Directors, Advisory Council, alumni, program participants, and staff, CHCI recognizes the following donors for their 2016 support.

### CAPITAL CAMPAIGN

### **Cornerstone Donors** Building Our Future,

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

### **Capstone Donors** Building Our Future,

Together\* Charter Communications The Coca-Cola Company Entravision The Home Depot Foundation Hyundai Motor America

### GENERAL DONORS

Chair's Circle Walmart Foundation

### Founder's Society Circle

Gilbert & Jacki Cisneros Foundation PepsiCo Foundation

### Legacy Circle

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### Visionary Circle

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

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Pfizer Inc. Phillips 66 Quest Diagnostics Foundation Salt River Project T-Mobile USA Target Time Warner, Inc. United Food & Commercial Workers Union (UFCW) UnitedHealth Group Walgreens Co.

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American Gas Association

American Sugar Alliance

Arizona Public Service

(APWU)

(AAR)

American Hospital Association

American Postal Workers Union

Association of American Railroads

Catholic Relief Services CBCF **CBS** Corporation Centene Corporation CHRISTUS Health CTIA The Wireless Foundation Dallas Independent School District— Journeys Program DeVry Education Group Doctors Hospital at Renaissance ECMC Group Edison Electric Institute Enterprise Holdings Federal Home Loan Bank of San Francisco Ferring Pharmaceutical Inc. Generic Pharmaceutical Association Georgetown University Gilbert & Jacki Cisneros Foundation Hewlett Packard Enterprise Company (HPE) Honeywell International Brotherhood of Electrical Workers (IBEW) International Union, United Automobile, Aerospace and Agricultural Implement Workers of America (UAW) Wendy and Dario Marquez MicroTech Molina Healthcare National Association of Letter Carriers National Beer Wholesalers Association National Installment Lenders Association Ogletree, Deakins, Nash, Smoak & Stewart, P.C. Podesta Group Popular Community Bank Property Casualty Insurers Association of America S&P Global Seton Healthcare Sierra Club Southern California Gas Company/ SEMPRA Southern Company Texas A&M University System Tonio Burgos & Associates Tyson Foods Uber Technologies USA Funds United Auto Workers Visa, Inc. Western Union

Berkeley College

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#### STRATEGIC MEDIA PARTNERS

CapitalWirePR Comcast/NBCUniversal/Telemundo The Hill Latino Hispanic Communications Network HITN Latina Style Inc. *Latino Magazine* Latino Print Network Univision Communications *Washington Hispanic* 

### 2016 FINANCIAL HIGHLIGHTS

| NON-OPERATING REVENUE \$311,890.63 |                | Comprehensive Campaign<br>Investment Income |          | 242,500<br>\$142,257 |
|------------------------------------|----------------|---|----------|----------------------|
| OPERATING REVENUE                  | \$6,319,403.30 | TOTAL 2016 REVENUE                          | \$6,631, | 293.93               |
| Unrestricted Revenue               | \$4,141,125.48 | CHCI REVENUE GROWT                          | гн       | 2016                 |
| Restricted Revenue -<br>Current    | \$1,523,823.50 | 2001-2016                                   |          |                      |
| Restricted Revenue -<br>Future     | \$220,000.00   | 164 <sup>%</sup><br>INCREASE                | 2001     |                      |
| In-Kind Donations                  | \$418,201.51   | SINCE 2001                                  |          |                      |
| Interest/Miscellaneous             | \$16,52.81     |   | \$2.5 M  | \$6.3 M              |

### CHCI 2016 LEADERSHIP

We are extremely grateful to the gifted leaders who served on CHCI's Board of Directors and Advisory Council in 2016. These dedicated individuals volunteered their time and talents to ensure that CHCI had the critical guidance, networking connections, and financial support needed to fulfill our mission to Develop the Next Generation of Latino Leaders<sup>®</sup>.

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Developing the Next Generation of Latino Leaders®

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