



INITIATIVE

2018 ANNUAL REPORT



Our Mission

WE BELIEVE IN THE POWER OF YOUNG LATINOS TO TRANSFORM TEXAS. TOGETHER WE ARE BUILDING A DEMOCRACY WHERE THE VOICES AND VALUES OF OUR DIVERSE STATE ARE REPRESENTED.



Our Values

We believe in having a deep appreciation of the Latino community and its culture.

We believe we must adapt to our changing times and advance forwards with professionalism.

We believe in ambitiously maximizing every opportunity.

We believe in practicing relentless problem solving to create greater change.

We believe it is essential to create a positive work environment to efficiently advance team and independent work.

We believe in always remaining accountable to each other, our funders, and young Latinos in Texas fighting to create lasting change.

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A MESSAGE FROM OUR EXECUTIVE DIRECTOR



Communities of color have gone underrepresented, unheard, and overlooked in Texas for far too long. Despite the challenges that we face ahead, I believe in the potential of young Latinos in Texas not only to shape the future of our state through their vote but through their leadership. 2018 was a tremendous year for Jolt Initiative and our volunteers. We saw record-breaking turnout from young and Latino voters across Texas. In just two years since our founding, we have made tremendous strides toward building a state and democracy where everyone has a seat at the table. Our work has reached and inspired tens of millions of Americans. We have registered thousands of voters all while building a team of hundreds of active volunteers, a strong network of student chapters across Texas, and a digital community of thousands.

In 2018 we made a real impact in Texas:

- Our work was featured in 156 news stories including MSNBC, The Atlantic, Huffington Post, and New York Magazine reaching millions of Americans across the country.
- Registered 7,851 young voters to make their voices heard at the polls
- Reached 444,410 Latino voters online, informing them about how, when, and where to vote
- Released "We Are Texas: An Analysis of Young Latino Voters in the Lone Star State," one of the most comprehensive studies on young Latino voters

- Formed 14 student chapters on college campuses from El Paso, Houston, Dallas, Austin and Tyler
- Trained 106 young Latino leaders through our Levante Leadership Institute, giving them skills to make real change in their communities

Jolt Initiative knows our democracy is only as strong as the diverse voices and interests that help shape it. That's why Jolt Initiative puts the voices of those most impacted by inequality at the forefront of our work, such as women and young people. Thank you for your support, together we will achieve our mission of building a stronger Texas where all of its people's voices and interests are heard.

As interim executive director, I will continue to prioritize the empowerment of Latinos in Texas to make systemic change on racial, immigration, economic, environmental and gender justice through leadership development, non-partisan voter registration, grassroots organizing and advocacy.

The future is bright, and it belongs to us.

Antonio Arellano
Jolt Initiative | Interim Executive Director

A MESSAGE FROM OUR FOUNDER



When I launched Jolt Initiative in November 2016, I was six-months pregnant with my first child, Santiago. The thought of launching a new organization and becoming a new mom was frightening, but the idea of sitting on the sidelines during one of the greatest moments of need and an opportunity to make a difference in our democracy was more frightening.

In just a few years I have seen both Jolt Initiative and my son grow. They went from crawling, walking, and are now running. Jolt Initiative has proven to be one of the most important voices for young Latinos across Texas and has helped elected leaders, the media, and most importantly young Latinos see themselves as powerful agents of change. People like 22-year-old Jolt Initiative volunteer Jamileth Ortega, who helped register and mobilize voters last year, said that at Jolt Initiative she finally “feels powerful, like I truly can and am making a difference. I never felt that before Jolt.”

Watching Jolt initiative, my son, and the power and voice of young Latinos grow across Texas has

been the greatest honor and gift in my life. Jolt Initiative is making the invisible, visible by lifting up the voices in our community that are often underrepresented. It provides young people the training, empowerment, and platform to make positive social change. It invests in young people and women of color because we believe they are our future. Jolt Initiative believes when you invest in grassroots leaders to collectively change their conditions, they gain a sense of their power and it transforms them.

I am optimistic about Jolt Initiative's future, and under Antonio's leadership, I am confident it will continue to empower young Latinos be leaders in their communities and build a Texas where everyone is represented.

In gratitude,
Cristina Tzintzún Ramirez
Jolt Initiative | Founder



Movement Mujeres

EMPOWERING WOMEN OF COLOR LEADERS

Jolt Initiative's Movement Mujeres program launched on November 13, 2018. The program, a partnership with Deeds Not Words, seeks to build the organizational muscle and leadership pipeline necessary to transform Texas into a national leader on policies to protect and expand the rights of working class communities of color, immigrants, the LGBTQ, women and the environment. This innovative program also seeks to create a model of change by demonstrating that investment in women of color leaders is the path to driving systemic change.



ABOUT: Jolt Initiative's We Are Texas report found that Latinas ages 18-24 are more likely to be registered to vote and participate in elections than their white, female counterparts. The newest aspect of this work is the Movement Mujeres fellowship: a network of women of color who will rise to positions of power across state with resources and development needed to help them succeed. Jolt Initiative is focused on lifting up the leadership of Latinas, and Movement Mujeres is an integral component.

OUR GATHERINGS: Movement Mujeres Fellows meet quarterly for two-day intensive sessions. Over the 16 training days in the program, fellows will learn about Texas trends on a variety of policies that affect women of color. They will also participate in deep dives focused on the needs of campaigns/nonprofits such as building a team, negotiating your pay and how to read and manage budgets. Our curriculum includes a strong focus on advocacy and policy, teaching fellows how to

leverage their voice to create institutional change.

OUR FELLOWS: The Inaugural Fellowship class of Movement Mujeres is made up of 24 women of color from across Texas. They range in age from 21 to 35 and are the future of this state. Our fellows are multifaceted with artists, policy professionals, organizers, non-profit leaders and engineers. What unites them is their passion for uplifting their communities, Texas and themselves.

Leadership Institute

GROWING LEADERSHIP AMONG TEXAS YOUTH

The Jolt Leadership Institute is preparing the next generation of community leaders and activists in Texas. Through the development of core organizing skills and political education, participants will gain access to the tools needed to build a movement of engaged Latino voters and shift the political landscape of Texas for a more just democracy that serves all Texans. In 2018, Jolt Initiative trained 106 Texas youth through the Leadership Institute, which focuses on the low-income, young, immigrant Latinas that are regularly excluded from the decision-making processes that most impact their lives.



Student Chapters

MOBILIZING THE FUTURE OF TEXAS

Jolt Initiative student chapters play an essential role in our mission to empower and activate young Latino voters. Jolt Initiative welcomed new student chapters at the University of Texas at Arlington, the University of Texas at Dallas, the University of Texas at San Antonio, the University of North Texas and Texas A&M University-Commerce.

In 2018, Jolt Initiative student chapter members registered hundreds of Texans to vote and collected hundreds of pledge cards to ensure voters stayed informed about

election dates. Students from around the state were key to Jolt Initiative's success in our digital organizing campaign by having hundreds of conversations with peers, friends and family members about the importance of voting. Students at the University of Texas at Arlington and the University of Texas at Austin took on leadership roles in a collaboration between Jolt Initiative and the Inside Out Project, a global photography project. Students coordinated with Inside Out during its Texas stops to register voters and get their portraits taken, showing what Texas voters look like today.

Voter Registration

INNOVATING CIVIC ENGAGEMENT IN TEXAS

Voter registration is a crucial element of our organization's year-round efforts to empower and mobilize the Latino community in Texas. We began 2018 with ambitious goals that, by year's end, were surpassed. Additionally, the work that Jolt Initiative does in voter registration is centered on culturally relevant content because we know that, for many Texas Latinos, their interaction with Jolt Initiative is the first time they see themselves reflected in the voting process. We work directly with Latino artists and Latino youth to create a democracy that works for all Texans.

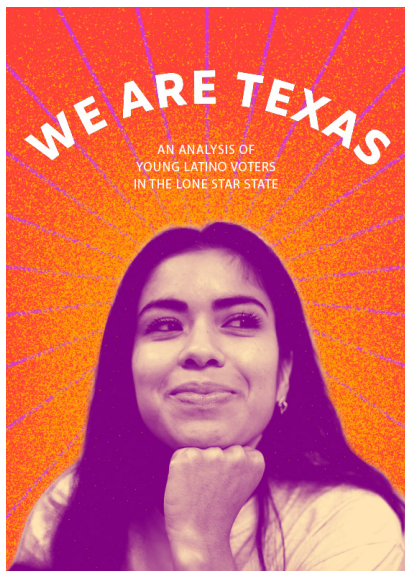


In 2018, Jolt Initiative had a goal of registering 5,000 voters. We ended the year by registering 7,851, 157% of our goal. We focused on college campuses, Latino events and concerts in Dallas, Austin and Houston - all venues with high concentrations of young Texans. Our paid voter registration teams and student volunteers, who were deployed to communities that had low-propensity Latino voters, were crucial to our success.

Jolt Initiative implemented the use of pledge cards to connect with eligible voters and provide them with information leading up to primary and general elections. These reminders served as engagement drivers, keeping Jolt Initiative connected with the people we registered so that we could increase our turnout. All registered voters who filled out pledge to vote cards were reminded via text when, where and how to vote. Half of all those that filled out a pledge to vote card participated in early voting.

“We Are Texas” Report

AN ANALYSIS OF YOUNG LATINO VOTERS




Jolt Initiative published a groundbreaking study on Latino voters entitled “We Are Texas: An Analysis of Young Latino Voters in the Lone Star State.” “We Are Texas,” a joint project of Ethnifacts and US-ness, is one of the most in-depth analyses of Latino voters in Texas, and sheds light on the values, issues, voting patterns and barriers to civic participation of one of the state’s largest and fastest growing demographic groups—young Latinos.

The health of our democracy and state hinges on an active and engaged citizenry. Young Latinos are the key to building a democracy and government equipped to meet the ongoing challenges and changes Texas faces. Today, one in two Texans under the age of 18 are Latino, and by 2022 Latinos will be the largest ethnic population group in the state.


The study found that Latinos cared most about “progressive” issues, including health care, immigration and racial equality. “We Are Texas” also identified young Latinas as the future of Texas as they are leading the way in voter registration and voting. Latinas ages 18 to 24 are nearly 25% more likely to vote than Latino male counterparts and 5% more likely to vote than their non-Latina female counterparts. The report made recommendations for policy makers, political parties and philanthropic organizations to ensure greater voter participation among one of our state’s most important constituent groups: Latinos ages 18 to 34.

SURE VOTER
Monica, San Marcos, Age 21



“I live and attend school in San Marcos, Texas at Texas State University. I am currently working on obtaining a Bachelor of Science in Public Relations and Mass Communication. I am a first-generation student originally from Houston. I vote because my elected representatives make decisions that directly impact my life, if I do not agree with their policies or decisions then I have the power to change that through my vote. My senior year in high school, I registered to vote through my civic class and was ready to vote for the 2014 midterms. When I moved to San Marcos, I reapplied to be able to vote in Hays County. Before the election, I made sure that I my research so that I could make an informed decision, as everyone should do.”

SOMETIMES VOTER
Kyle, Austin, Age 22^a



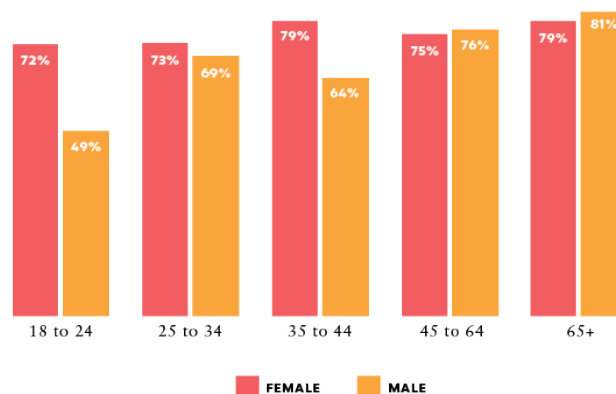
Studying to be a nurse at Austin Community College, Kyle often talks with friends about politics, despite that, he doesn't have definite opinions because he feels he doesn't know enough. His family watches the news but feels they are biased so he takes their comments with “a grain of salt.” He says that while voting is very important, it takes a lot of effort and because the lack of knowledge and his busy schedule, he doesn't turn out for all elections.

“I vote only in presidential elections. The information about Governors and other elections is not out there. The only people who know when voting happens are those who search for it... When I am tired and school is difficult, I have no desire to take part in tasks outside of myself.”

^a Some names were changed to protect the privacy of respondents.

24 We Are Texas

Figure 7. RATE OF ACTUAL VOTING IN 2016 BY LATINO CITIZENS REGISTERED TO VOTE BY AGE AND GENDER



Read the report at
joltinitiative.org

JERRY SILGERO



EDITH VALLE

YOCELYN RIOJAS



JUANITA SEGOVIA

MAKE ART COMMITTEE >>



Artists in Residence

ARTISTS SHAPING A VIBRANT LATINO MOVEMENT

Artists in Residence aims to create long-term culture change rooted in the broader cultural experience of the Latino community of Texas. In 2018, Jolt Initiative brought on Artists in Residence to create culturally relevant work that advanced our mission.

Juanita Segovia illustrated a powerful image that was selected as the winning submission for our #JoltTheVote poster competition. **Yocelyn Riojas** created our award winning GOTV artwork (featured on the cover of this report), for which we received national recognition. **Jerry Silgero's** design for our poster contest featured bold commentary on the impact of U.S. immigration policy. **Edith Valle** likewise make a powerfull statement on immigration with her Statue of Libery torch illustration. The Austin **Make Art Committee** led the creation of the "Migration is Sweet" art installation, a pan dulce monarch butterfly, that was the focal point of a demonstration at the Texas Capitol in support of DACA.



Making History

Jolt is committed to building the leadership of young Latinos to ensure our future is one where every Texan is represented and thrives. Our new campaigns including Poder Quince and Contamos/We Count will usher in a new era of civic engagement that ensures everyone has a seat at the table. Jolt Initiative is building on the success of its programs to make lasting change in our community.

Poder Quince

Jolt Initiative will build a team of culture change strategists and cultural organizers through our two-year #PoderQuince culture change campaign, which aims to engage young Latinas as cultural influencers and leaders within their families and friend networks, and ultimately, to build a culture of voting within the Latino population in Texas. A cherished rite of passage for young Latinas, quinceañeras honor their transition from girlhood to womanhood and their future duties and responsibilities to family and community. With millions of mixed-status immigrant families in Texas, Jolt Initiative wants to show young Latinas that through #PoderQuince and the power of their vote, they can help protect their families.

Contamos/We Count

Ensuring that all Texans are counted in the 2020 Census is a top priority for Jolt Initiative, given that the census plays a critical role in determining the allocation of federal resources and electoral representation. Through its Contamos/We Count campaign, Jolt Initiative will reach 2.5 million Latinos through digital and earned communications strategies and an additional 250,000 Latino families on their door steps, in their houses of worship, and through direct mail in Texas.

Climate Change

Jolt Initiative's climate justice campaign will help arm young Latinos with digital, educational, organizing and policy tools to be effective advocates at the state and federal level on climate change.


Jolt Initiative will coordinate with other community organizations to develop a climate change agenda. From this broad framework, Jolt Initiative will engage its members to arm them with the digital, educational and policy tools necessary to be effective advocates for a clean energy future in Texas. By bringing young Latinos together to lead on issues of climate change, Jolt Initiative will help reshape the climate justice conversation in one of Texas' largest and fastest growing communities: young Latinos.

Funders


Jolt initiative depends on contributions from visionary philanthropists who believe in our mission and seek to advance our values in their communities across our state. Our work is blazing trails and breaking down barriers.

The data is clear: the best way to get new or infrequent voters to the polls is by talking to them on their door steps. While young Latinos will make up half of all new eligible voters coming of age in Texas over the next decade, they are the least likely to be registered. Jolt Initiative donors are essential to our mission of ensuring more Latino Texans vote by fueling investment in field programs that directly connect with young people.

Jolt Initiative offers its profound gratitude to the following major donors in 2018:


 **CONTRIBUTORS OF
\$1,000,000 OR MORE**

NOVO Foundation

 **CONTRIBUTORS OF
\$150,000 TO \$50,000**

Anonymous
Impact Assets
NEO Philanthropy
New Media Ventures
Pop Culture Collaborative

The J. M. Kaplan Fund
The Nathan Cummings Foundation
The Roddenberry Foundation
Youth Engagement Fund

 **CONTRIBUTORS OF
\$49,999 TO \$10,000**

Anonymous
Boone Family Foundation
Chavez Family Foundation
Embrey Family Foundation
Emergent Fund
Five Together Foundation
Harold Simmons Foundation
Hawthorn PNC Family Wealth
Hispanics in Philanthropy
Institute of International Education

Lesley Nowlan Blessing
Nomandie Foundation
Norman Foundation Inc
Pink House Foundation
Shield-Ayres Foundation
The Arca Foundation
The Simmons Foundation
The Tides Foundation
The Whitman Institute

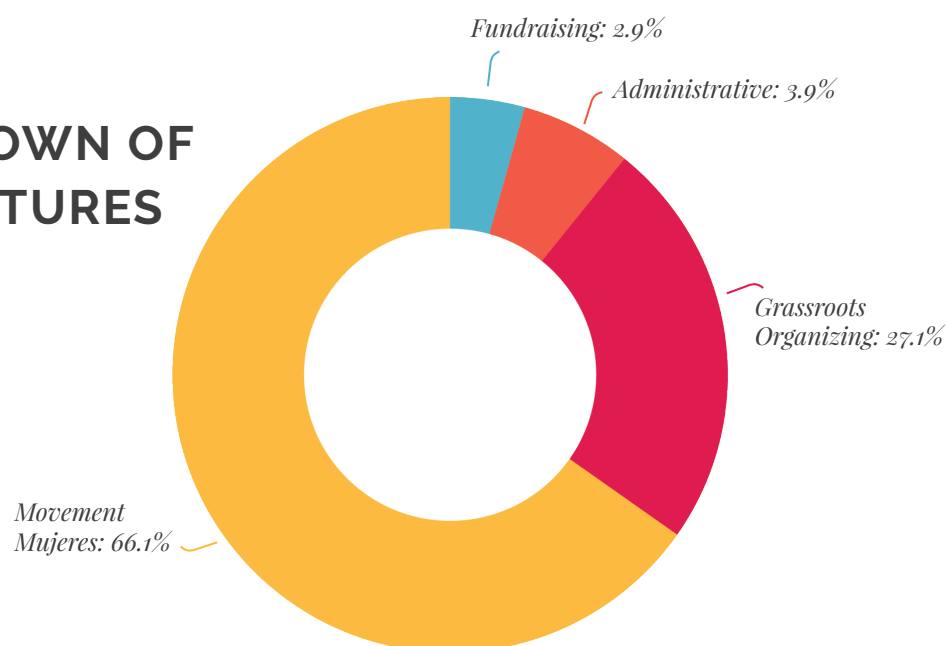
 **CONTRIBUTORS OF
\$9,999 TO \$5,000**

Elizabeth & Daniel Healy
Nona Niland
The Hilaria & Alec Baldwin Foundation
Thomas J. Leibowitz & Jodie A. Smith

Thank you to the many other donors too numerous to list here. No matter the amount, we are grateful for all contributions to Jolt Initiative.

Financials

BREAKDOWN OF EXPENDITURES



STATEMENT OF FINANCIAL POSITION

Assets

Cash and cash equivalents	\$567,552
Accounts receivable	\$214,912
Grants and contributions receivable	\$621,013
Prepaid expenses	\$3,000
Total current assets	\$1,406,477
Grants receivable, long-term portion	\$1,115,000

Total assets

\$2,521,477

Liabilities and Net Assets

Accounts payable	\$668,928
Accrued expenses payable	\$11,385
Total current liabilities	\$700,313

Net assets

Without donor restrictions	
Undesignated	\$333,083
With donor restrictions	
Purpose restrictions	\$88,206
Time-restricted for future periods	\$1,399,875
	\$1,488,081

Total net assets

\$1,821,164

Total liabilities and net assets

\$2,521,477

Board of Directors

Jolt Initiative's board of directors donates their time and talent to ensure strong governance and oversight of the organization. Their expertise in advocating for equity and social justice guides our mission and propels our organization forward.

Wayne Krause-Yang, President
Martha Pincoffs, Vice President
Ricky Rangel, Secretary
Madge Vasquez, Treasurer
Javier Auyero, Member
Frank Foerster, Member

Leadership Council

Jolt Initiative's Leadership Council members are highly influential leaders in the Latino and progressive community with experience in business, civic engagement, organizing, non-profit management and philanthropy who serve as strategic advisors to the organization.

Eugene Sepulveda, Entrepreneurs Foundation - **Chair**
William Buster, St. David's Foundation
Tom Chavez, Super[set] Venture Studio
Sara Gould, Smith College
Betsy Healy, Harold Simmons Foundation
Dr. Nona Niland, Niland Foundation
Dr. Manuel Pastor, University of Southern California
Julene Perez-Gonzalez, Hispanics in Philanthropy (formerly)
Carmen Rojas, Worker's Lab
Dr. Hector Ruiz, Advanced Nanotechnology
Frank I. Sanchez, Needmor Foundation
Adrienne Shropshire, BlackPAC

JOLTINITIATIVE.ORG



Address

P.O. Box 4185
Austin, TX 78765

Facebook/Twitter

@joltinitiative

Email

info@jolttx.org