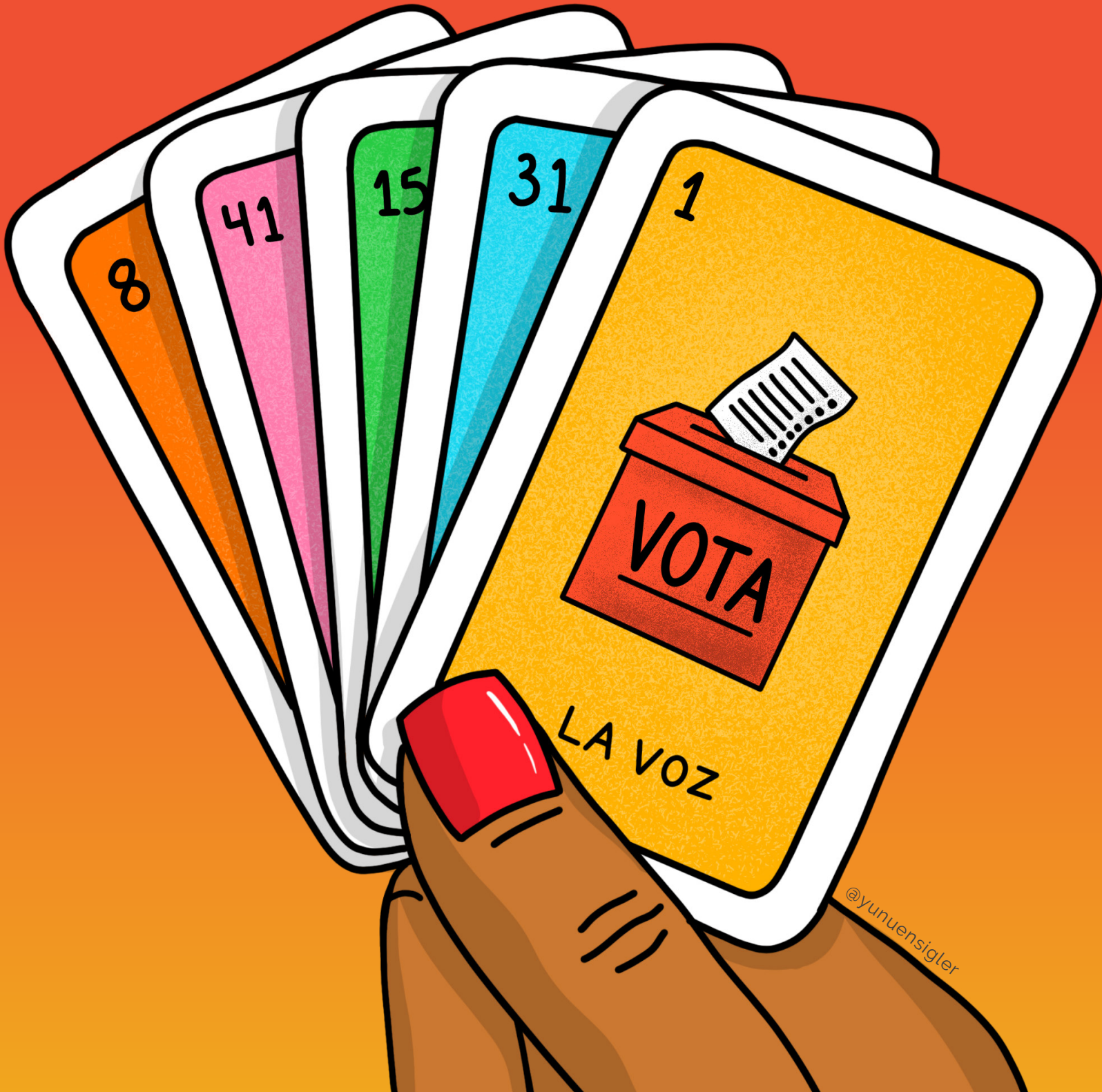




2019 ANNUAL REPORT



Our Mission

JOLT INITIATIVE BELIEVES YOUNG LATINOS WILL TRANSFORM TEXAS THROUGH THE POWER OF THEIR VOTE. TOGETHER WE ARE BUILDING A DEMOCRACY THAT REPRESENTS THE VOICES AND VALUES OF OUR DIVERSE STATE.



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 INTERIM EXECUTIVE DIRECTOR



In 2019, Jolt cemented its status as the authority on civic engagement in Texas for young Latinos. This defining year brought tremendous progress marked by expansions and transitions. We experienced exponential growth and doubled our staff. Remaining true to our commitment to doing as much good for as many people as possible, we expanded our reach to new communities, college campuses and quinceañeras. This ambitious approach has positioned Jolt to engage young Latinos and earn their longterm buy-in at various stages of their lives.

In August 2019, our organization's founding executive director embarked on a leave of absence. Bound with a strong sense of duty to my community and clear understanding of the responsibility, I was appointed to be Jolt's first gay and DACAmented Interim Executive Director. In my new elevated capacity, I helped our organization quickly adapt to our changing times and advance our mission with professionalism. I have dedicated my time to building a democracy that represents the voices and values of our diverse state.

Jolt Initiative ambitiously works to maximize every opportunity. We helped pass SB 37, which provides student debt relief to thousands of young professionals, through our Lose the Loans campaign. This victory positioned Texas at the forefront of the affordable education movement in the United States.

We also launched the Contamos/We Count! census campaign, a massive grassroots initiative to mobilize the largest number of Latino census-takers in Texas history through a multi-pronged, comprehensive approach targeting Austin, Dallas, and Houston metro areas.

Our Poder Quince program made history as the nation's first civic engagement campaign focused on harnessing the power of Latino culture to create a new tradition of civic participation among Latinos by doing voter registration at quinceañeras across the Lone Star State. There is a change in the wind blowing across Texas, an undeniable charge of new political energy. Young Latinos are on the brink of transforming the political climate in Texas, and, consequently America. The future has arrived.

We have made great strides and are focused on continuing to build on our progress. Practicing relentless problem-solving to create greater change will be crucial in the coming years. At Jolt, we recognize that transforming Texas will require multiple election cycles, which is why we are committed to laying down the foundation needed to make sure it happens.

After a decade of fighting for the rights of underrepresented voices, and with a deep appreciation of the Latino community and its culture, I am excited about the opportunity for a new generation to make history.

Let us always remain accountable to each other, our funders and young Latinos in Texas fighting to create lasting change.

In solidarity,
Antonio Arellano
Interim Executive Director, Jolt Initiative

Poder Quince



JUANITA SEGOVIA | JOLT ARTIST IN RESIDENCE

"HAVING A TEAM OF VOTER DEPUTY REGISTRARS AT MY QUINCE WAS VERY SPECIAL TO ME. EVEN THOUGH I'M NOT OLD ENOUGH TO VOTE, I FEEL LIKE I HELPED EMPOWER MY FAMILY MEMBERS TO MAKE THEIR VOICES HEARD."

- GENISIS RODRIGUEZ, DALLAS, JULY 2019

In May 2019, Jolt Initiative shifted the landscape of grassroots civic engagement with the launch of Poder Quince. This innovative campaign has helped galvanize Latinos and build a culture of voting by recruiting quinceañeras to host voter registration at their coming-of-age celebrations, firmly rooting this initiative in the power of Latino traditions.

Since its inception, Poder Quince has taken voter registration to 52 quinceañeras in Austin, Dallas, Houston and San Antonio. Jolt's team registers voters and collects

pledge cards from attendees as they wait in line for the Poder Quince photo booth, provided as an incentive at no cost to the quinceañera.

The program positions quinceañeras to take an active leadership role by writing and delivering a speech wherein they invite their guests to register to vote and pledge to use their future voting power to stand up for their families and communities. This mentorship doesn't end after the participant's special day. Jolt Initiative continues to engage quinceañeras and grow their leadership skills by providing

opportunities to further promote civic engagement in their communities under the banner of Quinces for a Cause. Most notable has been their appearance at the Día de los Muertos Parade in Dallas, pictured in the photo above.

This groundbreaking program has earned international attention, garnering over 40 press hits that have been shared over 3,000 times. Some of the largest media outlets to highlight Poder Quince's work include Teen Vogue, NBC News, Univision, Telemundo, Public Radio International and Texas Monthly.

Movement Mujeres



KARINA PEREZ | JOLT ARTIST IN RESIDENCE

Jolt Initiative completed the first full year of its Movement Mujeres program in 2019. Established in November 2018, the program is a partnership with Deeds Not Words that seeks to create a model for building organizational muscle by demonstrating that investment in women of color leaders is the path to driving systemic change.

The 24 powerful women who make up the first cohort of this groundbreaking fellowship represent the ethnic, geographic and professional diversity of Texas.

Fellows took on key leadership roles during Jolt's efforts to support the passage of SB 37, which protects Texans from losing their professional licenses due to student loan default, during the 2019 Texas Legislative Session.

Our fellows wasted no time harnessing their collective power to make a positive impact on their communities. Fellows Marla Lopez and Belén Iñiguez helped start the non-profit Este Poder, which will focus on civically engaging Latinos in East Texas.

Policy | VOTER RIGHTS AND STUDENT DEBT

VOTER RIGHTS: Jolt Initiative is fiercely committed to protecting every Texan's right to vote as the electorate in the Lone Star State is faced with mounting voter suppression tactics. The organization joined the January 2019 lawsuit against Texas Secretary of State David Whitley, who attempted to purge nearly 100,000 voters, many with Latino surnames. This hasty attempt to kick Texans off the voter rolls was defeated in April 2019 when the state agreed to cease the botched purge in a settlement agreement, and Whitley failed to earn confirmation as secretary of state.

STUDENT DEBT: During the 2019 Texas Legislature session, over 200 Jolt members urged legislators to take action on college affordability and end the most punitive measures against student debt borrowers, including SB 37, which protects against loss of professional licenses due to student loan default. Thanks to Jolt and its partners, the bill was signed into law on June 7, 2019.

Contamos/We Count

In 2019, Jolt Initiative proudly launched its 2020 U.S. Census education campaign, "Contamos/We Count," to mobilize the largest number of Latino census-takers in Texas history.

Ensuring that all Texans are counted in the 2020 U.S. Census is a top priority for Jolt Initiative because the census plays a critical role in determining the allocation of federal resources and electoral representation. Jolt Initiative plans to reach 2.5 million Latinos through digital and earned communications strategies and an additional 250,000 Latino families in homes, places of worship or via direct mail. The campaign's focus is squarely on ensuring hard-to-reach Latinos in Austin, Houston, and Dallas are counted during the 2020 census.

In 2019, Jolt Initiative conducted message testing that combined social media and compelling visual content to help young Latinos see themselves reflected in this civic engagement campaign. The campaign artwork and videos resulted in an overwhelmingly positive response from key constituents, with a reach of nearly 300,00 Texas Latinos as of April 2020. This unique approach is positioning Jolt Initiative as a leader on engaging young Latinos in the digital realm and will result in a proven formula that can be duplicated by organizations working to activate Latino census-takers.



YUNUEN SIGLER | JOLT ARTIST IN RESIDENCE

Artists in Residence

Since its founding in 2018, Jolt Initiative's Artist in Residence program has been an essential pillar to the organization's mission of creating long-term change for the Latino community firmly rooted in our people's cultural experiences. By blending art, culture and politics has helped Jolt create a movement where young Latinos see themselves as drivers of change in Texas. The 2019 cohort of Artists in Residence created powerful, vibrant works for campaigns that amplified Jolt's message by deeply resonating with and reflecting Texas Latinos.

Juanita Segovia created a series of eight powerful and vibrant digital drawings to announce the launch of the groundbreaking civic engagement initiative Poder Quince that encapsulates the strength of young Latinas as they transform into leaders.

Visual designer **Yunuen Sigler** captured the exciting, empowering energy of our voter registration and Contamos/We Count campaigns through her series of illustrations focused on themes of empowerment, community, family and civic engagement.

Video producer **Anthony Najera** crafted an educational series of videos centered on demystifying and building excitement for the census among Latinos. Anthony's first video reached nearly 28,000 Latinos on social media.

As an Artist in Residence for Movement Mujeres, illustrator **Karina Perez** captured the spirit of the program's powerful fellows with her vibrant poster. She also delivered beautiful animated illustrations provided commentary on the family separation crisis.

Student Chapters

Student chapters are at the core of Jolt Initiative's mission to build the leadership capacity of young Latinos and create a stronger democracy for all Texans. 2019 encapsulated Jolt's commitment to on-the-ground organizing to engage people at different stages of their lives.

Jolt added nine new student chapters in Austin, Houston and Dallas. With four community chapters starting in San Antonio, Austin and Conroe, the total number of Jolt chapters doubled to 26 in 2019.

Student chapter members were off to a strong start in 2019 with the Power Up Summit in March, which brought together 200 young people of color in Austin to lobby lawmakers in support of student debt relief legislation.

Two student chapter members gained national attention when they were featured in a Politico video on young Latino voters.



Members of the University of North Texas Jolt chapter held a film screening and conducted voter registration on campus in November 2019.

Voter Registration

Jolt Initiative uses innovative methods to reach young Latinos and historically overlooked communities with voter registration opportunities. The political landscape in Texas is rapidly changing, and there's perhaps no better measure than the increase of Latino voters making their way to the ballot box. Jolt is uniquely positioned to capitalize on the enthusiasm and momentum for progressive change in Texas.

Jolt Initiative's voter registration efforts in 2019 focused on broadening the scope of where we engaged new voters. The organization tackled the challenge presented by only 34% of Texas high schools complying with state law requiring them to provide voter registration (as of 2018). Jolt went beyond traditional crowd canvassing by putting in the planning and collaboration needed to build partnerships with high schools through teachers, librarians, school counselors, and local officials. This contributed to our voter registration numbers in 2019 and has created some of the foundational work for our 2020 efforts.

Our voter registration managers also formed partnerships with Harris and Dallas counties to ensure we were present at naturalization ceremonies, putting us in contact with thousands of new U.S. citizens each month. Jolt Initiative similarly reached out to underserved communities through Latinx y Tejanx, a campaign that registered voters at Pride Month events in Dallas, Houston and Austin.

Funders

With the support of its funders, Jolt grew its members to nearly 15,000 email subscribers, reached nearly 2,200 individuals at events, and built the leadership and amplified the voice of nearly 400 student leaders and members across 26 student chapters in Texas. This means that Jolt's mission is reaching thousands of people who are committed to building a democracy that represents the voices of our diverse state.

Jolt Initiative donors are essential to our mission of ensuring more Latinx 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 2019:

CONTRIBUTORS OF \$500,000 TO \$150,000

NoVo Foundation
The Nathan Cummings Foundation
Open Society Foundation

CONTRIBUTORS OF \$149,999 TO \$50,000

The Libra Foundation
New Venture Fund
General Services Foundation
Energy Foundation
The Resilient Democracy Fund

High Tide Foundation
The J.M. Kapland Fund
The Mai Family Foundation
Simmons Sister Fund

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

CASA
Pink House Foundation
The Norman Foundation
General Services Foundation
NoVo Foundation
Anonymous
The Simmons Foundation
The Youth Engagement Fund
The J.M. Kaplan Fund
Cynthia & George Mitchell Foundation

Marguerite Casey Foundation
Abelard Foundation at
Common Counsel Foundation
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19th Amendment Centennial Fund
The North Texas Immigration
and Education Table

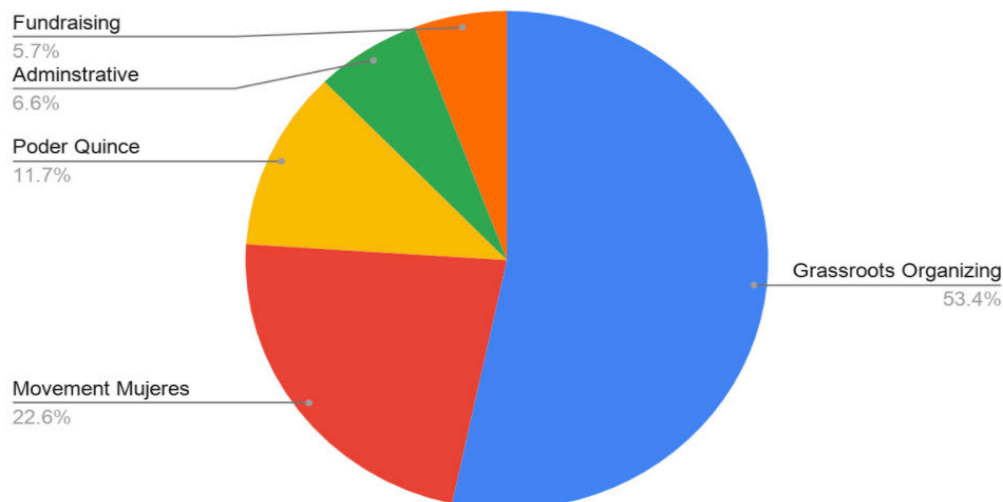
CONTRIBUTORS OF \$9,999 TO \$5,000

Tom Cohen

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

2019 Total: \$1,149,420



STATEMENT OF FINANCIAL POSITION

Assets

Cash and cash equivalents	\$1,398,997.00
Accounts receivable	\$38,070.00
Grants and contributions receivable	\$595,000.00
Prepaid expenses	\$0.00

Total current assets	\$2,032,067.00
Grants receivable, long-term portion	\$485,450.00

Total assets	\$2,517,517.00
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Liabilities and Net Assets

Accounts payable	\$714,851.00
Accrued expenses payable	\$16,798.00

Total current liabilities	\$731,649.00
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Net assets

Without donor restrictions	
Undesignated	\$349,938.00
With donor restrictions	
Purpose restrictions	\$360,930.00
Time-restricted for future periods	\$1,075,000.00
	\$1,435,930.00

Total Net Assets	\$1,785,868.00
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Total Liabilities and Net Assets	\$2,517,517.00
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Leadership

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.

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.

BOARD OF DIRECTORS

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Martha Pincoffs, Secretary
Madge Vasquez, Treasurer
Frank Foerster
Wayne Krause-Yang

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Carmen Rojas, PhD, The Workers Lab
Hector Ruiz, Advanced Nanotechnology
Frank I. Sanchez, Needmor Foundation
Rinku Sen
Adrianne Shropshire, BlackPAC

Looking Forward

CLIMATE JUSTICE

Jolt Initiative spent 2019 understanding the landscape of Texas climate justice work, and in 2020 we look forward to engaging our members around this important work. As the leaders of civic engagement among young voters in Texas, our partner organizations who make up the Texas Climate Action Alliance will seek to bring millennial and Gen Z Texans together to fight for a clean environment and a green future.

NON-PARTISAN VOTER MOBILIZATION

We plan to execute an expansive digital get-out-the-vote campaign by providing voting information and election date reminders to our robust membership list. Student leadership: In 2020, we have set an ambitious goal to develop an additional 20 college student chapters and expand to Texas high schools. Our staff also will train 300 new student leaders to become community advocates who will go on to mobilize their peers in civic engagement.

EXPANDING PODER QUINCE

Jolt Initiative will expand our partnerships within the community and continue to engage and mentor our past quinceañeras. We also will continue to build partnerships with high schools to take information about Poder Quince directly to young Latinas. Voter registration: Jolt Initiative plans to register 55,000 new Texas voters in 2020, and we will continue the work we started in 2020 by building more partnerships with high schools and city officials. We will continue to work closely with our student chapters to ensure they are highly engaged in voter registration.

JOLTINITIATIVE.ORG



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