

2014 ANNUAL REPORT



**NATIONAL LATINA
INSTITUTE** FOR
REPRODUCTIVE HEALTH
Salud | Dignidad | Justicia

Message from the Board Chair



Destiny Lopez

For over 15 years, I've had the unique privilege to work with the National Latina Institute for Reproductive Health (NLIRH) as a colleague, board member, donor and activist. My intersection with NLIRH came at a point in my career when I was among the only Latinas working in the field for reproductive health, rights and justice. As NLIRH's board chair, I am proud to say that NLIRH continues to serve Latinas and the Latino community with a depth of strategy that galvanizes individuals and has elevated our organization's stature as a trusted voice and resource for our communities.

I am pleased to share our tremendous accomplishments in this annual report. In particular, the early results of a rigorous process that the board of directors and organization embarked on to complete and implement a bold strategic plan that will take NLIRH through 2018. This plan has grounded our vision with a roadmap for growth. I'm excited about the work of our staff, led by our Executive Director, Jessica González-Rojas, as they guide NLIRH through what is a significant scale-up for the organization, forging new partnerships and taking a leadership role in lifting up the needs and voices at the intersections of the reproductive justice issues facing women, and especially Latinas, today.

What continues to set NLIRH apart is our singular focus on Latinas and their families. We are dedicated to ensuring that Latinas have access to the healthcare they need when they need it and can raise their families with dignity and justice. We have identified several key benchmarks to increase our reach and advocacy capacity in order to achieve this vision. At the local level, NLIRH will exponentially increase its network of activists and accelerate leadership development to create leaders, spokespersons and organizers who are ready to mobilize their communities. At the national level, NLIRH will advance policy solutions that place Latinas at the center and allow for their whole identities to be recognized. Finally, NLIRH will make strategic investments in staffing, technology, communication, and other infrastructure areas that will enable us to amplify our messages, reach new audiences, create culture shift, and build critical mass for social change. Through these efforts and more, NLIRH will advance our bold mission and truly build Latina power.

As I look towards the future and reflect on our 20-year history, I see a clear path for the influence of NLIRH, and of Latinas, to grow. Together, we are *poderosa*, and together we will achieve *salud, dignidad y justicia* for all Latinas.

Mission

National Latina Institute for Reproductive Health (NLIRH) builds Latina power to guarantee the fundamental human right to reproductive health, dignity and justice. We elevate Latina leaders, mobilize our families and communities, transform the cultural narrative and catalyze policy change.

Vision

Our vision is to create a society in which Latinas have the economic means, social capital, and political power to make and exercise decisions about their own health, family, and future.

Core Values

We believe in the principles of *salud, dignidad y justicia* (health, dignity and justice) and work that is community rooted, culturally responsive, and sex positive.

Executive Director's Report



Jessica González-Rojas

I'm thrilled to share that during 2013 and 2014, National Latina Institute for Reproductive Health (NLIIRH) has experienced unprecedented growth in organizational visibility, activist engagement, and policy influence. In many ways, this period marked a turning point for us: NLIIRH doubled our staff, strengthened our grassroots capacity and presence, and cemented our role as a leader across the fields of reproductive health and justice, immigrant rights, and sexual and reproductive health equity.

In 2013, we celebrated a major victory nearly a decade in the making: moving emergency contraception fully over-the-counter, with no age restriction. As an original plaintiff in the 2006 litigation, we were proud of the role we played in ensuring emergency contraception access for all, regardless of age or immigration status.

In celebration of the 40th anniversary of *Roe v. Wade*, we launched a new bilingual campaign, “**Yo Te Apoyo, I Support You**”, to lift Latin@ voices in support of personal decision-making around abortion and reduce abortion stigma in the Latin@ community.

We also launched major campaigns in collaboration with our partners. NLIIRH joined the National Network of Abortion Funds (NNAF) in co-chairing the CAARE Coalition and launching the **All* Above All** campaign—a bold new effort to lift the bans that deny abortion coverage. Working with the Center for Reproductive Rights (CRR), we created **Nuestro Texas**, a campaign highlighting the human rights abuses experienced by women in the Rio Grande Valley who struggle to access basic healthcare. NLIIRH led efforts to create the Latina Task Force as part of the **National Hispanic Leadership Agenda**, a coalition of the nation's leading Latino civil rights organizations, to ensure that the gender lens is woven throughout all the coalition's priorities. Through these and other campaigns, NLIIRH has continued to leverage our unique perspective and constituency while working with our partners to catalyze policy change and transform culture.

NLIIRH also led the introduction of two marquee pieces of legislation: the Health Equity and Accountability Act (HEAA) and the Health Equity and Access under the Law (HEAL) for Immigrant Women and Families Act.

Our successes would not be possible without our robust and growing Latina Advocacy Networks (LANs). In Florida, New York, Texas, and Virginia, we have built capacity and trained Latina leaders to mobilize communities for state and federal policy change. Thanks to our community-rooted, research-informed reproductive justice values and message frameworks, our message of *salud, dignidad, y justicia* have reached more people than ever before.

I am honored to be at the helm for this exciting moment in the history of NLIIRH, despite the formidable challenges and hostile landscape we face. As we celebrate 20 years of building Latina power for reproductive justice, I cannot help but look ahead with conviction that we are positioned for a vibrant and impactful future. More than ever, I am optimistic that our collective work in support of health, dignity, and justice for Latinas will bring forth still-greater victories for our families and communities.

Community Mobilization



Latina Advocacy Networks (LANs)

NLIRH’s Latina Advocacy Networks (LANs) experienced great success in their outreach and advocacy, growing their base to several thousand supporters, activists and leaders in our network. Over the course of the last two years, the LANs focused on specific issues including Affordable Care Act (ACA) enrollment, Get Out the Vote (GOTV) efforts, and rallying activists on issues they deeply care about, including access to Driver’s licenses and Medicaid expansion.

This growth is the result of the LANs expanding their reach and deepening their organizing and mobilization in key states. Anchoring that effort was our signature training, Latinas Organizing for Leadership and Advocacy (LOLA), which was incorporated into a new leadership ladder model that guides and defines activist engagement. Launched in 2014, this approach to leadership development and civic engagement focuses on building Latina power for reproductive justice and strengthening our partnerships across the country. In the last two years, the LANs conducted two targeted LOLAs in Florida and Texas as well as eight condensed versions of the LOLA and three Reproductive Justice (RJ) 101 trainings. We also piloted our first Leadership Development

Institute. These trainings equipped our activists to take action in their communities through the LANs.

Civic engagement is a critical and growing priority; in 2014, the LANs surpassed all goals for canvassing and phone banking attempts in our GOTV efforts with a total of 49,443 attempts and 9,026 contacts made. They hosted and collaborated with Latin@ serving organizations on ACA enrollment summits, which Enroll America recognized as a main reason ACA enrollment among communities of color increased by 13 percent; marched for immigrant women’s health and rights; and brought the voices and concerns of Latinas to local, state, and federal policymakers. For the last two years, we continued to joined forces with Colorado Organization for Latina Opportunity Reproductive Rights (COLOR) and California Latinas for Reproductive Justice (CLRJ) to host the Latina Week of Action for Reproductive Justice. Through this partnership, we have hosted 73 events engaging over 6,000 poderos@s through direct actions, community meetings, social events, and trainings.

Exciting LAN highlights include:

- The Florida LAN (FL LAN) initiated a rapid response from activists after SB 918/HB 1047, a ban on later abortion, passed and was awaiting signature from the governor. FL LAN mobilized their network to make over 500 calls to community members, asking them to call the Governor and demand a veto of the bill.
- The New York LAN (NY LAN) focused on promoting the Young Parents’ Dignity Agenda- a reproductive justice policy agenda for pregnant and parenting youth. NY LAN facilitated an advocacy and spokesperson training for young mothers, and several were



GOTV Reaches Beyond Expectations

49,443 phone and
canvas attempts

32,500 mailers across
FL, TX and VA



able to share their experiences with policymakers in Washington, DC.

- The Texas LAN (TX LAN) continued to expand the reach of the unprecedented Nuestro Texas campaign to highlight the barriers Latinas face in accessing reproductive healthcare across the state. Through the campaign, we brought the stories of Texas Latinas all the way to the United Nations

Human Rights Committee in Geneva, where their testimony supported access to healthcare as a human right.

- The Virginia LAN (VA LAN) was a lead organizer for the DREAMers Moms USA initiative that gained national attention for their Fasting for 11 Million campaign, where DREAMers’ Moms fasted for 19 days until the President took action on immigration.



Policy Advocacy

NLIRH's policy advocacy efforts increased momentum around our issue priorities even as we faced tremendous challenges. Despite a hostile environment in both state and federal legislatures, we were nevertheless able to lead critical work to improve abortion access and affordability, immigration women's health and rights, and sexual and reproductive health equity.

Abortion Access and Affordability

All Above All and Abortion Coverage Bans*

NLIRH is proud to play a leading role in All*Above All—a bold, broad campaign to end the coverage bans that make abortion unaffordable for so many in our community. Through our work on this campaign, we laid the groundwork to repeal coverage bans while also fighting attacks on abortion coverage, such as H.R. 7, “No Taxpayer Funding for Abortion Act.” Although the bill ultimately passed the U.S. House of Representatives, our coalition garnered 13 more votes in

opposition. NLIRH also activated our network to send 6,650 letters to Congress opposing H.R. 7. We worked closely with our champions in Congress to raise awareness of the harms of coverage bans, share effective messages, and build support. We proudly worked with Congresswomen Louise Slaughter (NY-25) and Diana DeGette (CO-1) to host a briefing on All* Above All for Congressional members and staff. In August, NLIRH worked with partners around the country to launch the first-ever All* Above All Be Bold Road Trip, which travelled 10,000 miles, visited 12 cities and concluded in Washington, DC for the 2nd annual All* Above All Hill Education Day. In recognition of the 38th anniversary of the Hyde Amendment, NLIRH released a comprehensive report: “¡Sin Seguro, No Mas!: Without Coverage, Without Safety, No More”, which looked at history of the federal funding bans, their impact on Latinas, and offered policy recommendations.

Immigrant Women's Health and Rights

NLIRH continues to play a leading role in lifting the voices and experiences of immigrant women and



Leadership on Legislation



NLIRH led efforts for two key pieces of legislation

HR5294
Health Education and Accountability Act

HR4240
Health Equity and Access under the Law (HEAL) for Immigrant Women and Families Act



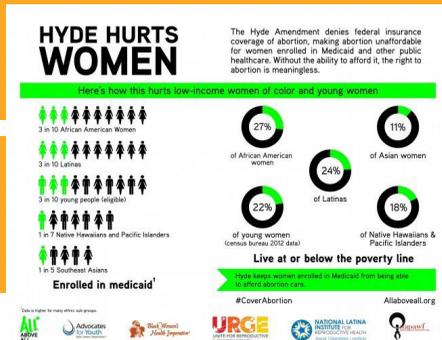
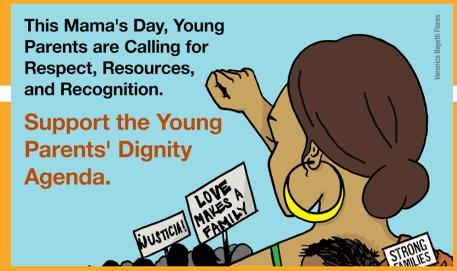
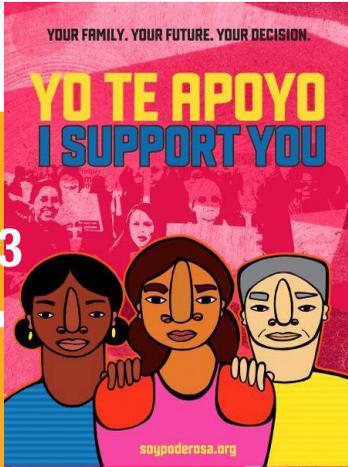
bringing a reproductive justice lens to the national dialogue around comprehensive immigration reform. In 2013, NLIHR secured key victories in the comprehensive immigration bill passed by the Senate. While the legislation ultimately stalled in the House, NLIHR remains well positioned to fight for Latina health and human rights in the ongoing policy debates. NLIHR has

been able to leverage relationships formed through the National Coalition for Immigrant Women's Rights (NCIWR) to coordinate our work to improve access to health care for immigrant women and to end detention and deportation practices that tear families apart. In 2013, our longtime investment in this area paid off in a big way as we welcomed the introduction of the



NLIRH Building Awareness through Social Media

2013





“Immigrant women and families should have the same opportunities as their friends and neighbors to contribute to and participate in our nation’s health care system.”

— REP. MICHELLE LUJAN GRISHAM (NM-01)

Healthcare
in our Hands.

#ECOTC

www.ECOTC.tumblr.com

the Health Equity and Accountability Act of 2014

No one’s life expectancy should be determined by the color of their skin, or the zip code in which they are born or currently live.”

- Rep. Lucille Roybal-Allard (CA-40)

HEAA2014
healthEquity

NATIONAL LATINA INSTITUTE FOR REPRODUCTIVE HEALTH
Solid | Dignified | Justified

Thanks for supporting health equity for all and HEAA of 2014!

#VeteJefe

89% of Latina voters ages 18 to 34 support no co-pay contraception coverage.

The overwhelming majority of Latinas use and support access to contraception. Let’s #FixHobbyLobby so we can continue to make our own personal decisions.

www.latinainstitute.org
#VeteJefe #FixHobbyLobby

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78%
of **Latino** voters in **Texas** agree.

#ApoyoyRespeto
www.latinainstitute.org

¡SIN SEGURO, NO MÁS!
WITHOUT COVERAGE,
WITHOUT SAFETY, NO MORE!

A call to lift the bans that deny Latinas access to safe, legal, and affordable abortion care

September 2014

NATIONAL LATINA INSTITUTE FOR REPRODUCTIVE HEALTH
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YO SOY

2014

TAKE THE PLEDGE OUR SEXUALITY, OUR HEALTH, OUR FAMILIA. WORTH TALKING ABOUT.



Health Equity and Access under the Law (HEAL) for Immigrant Women and Families Act—groundbreaking legislation to improve immigrant women’s health. NLIHR continues to play a leading role in garnering public, organizational, and political support for the bill.

Sexual & Reproductive Health Equity *Healthcare and Coverage*

In 2014, NLIHR continued our work on promoting ACA enrollment. NLIHR, along with other Latino organizations, met weekly with the U.S. Department of Health and Human Services and the White House to strategize on how to improve enrollment efforts for Latinos. NLIHR and the LANs helped plan, promote, and volunteer for various summits across the nation. To build on the gains of the ACA, NLIHR served as chair of the Health Education and Accountability Act (HEAA) Community Working Group – a coalition of over 300 organizations dedicated to improving health equity for communities of color and other underserved populations by passing HEAA. This blue-ribbon legislation provides a roadmap to achieving health equity through a proactive vision informed by NLIHR’s expertise and priorities.

Contraceptive Equity

In 2013, as a plaintiff in the Emergency Contraception (EC) litigation, NLIHR enjoyed a tremendous victory nearly a decade in the making with Judge Korman’s ruling that EC be moved over-the-counter without delay or restriction. NLIHR engaged in several digital strategy efforts to educate and organize our base of young Latinas using social media and other mobile tools to celebrate the release of emergency contraception being sold over the counter. In 2014, NLIHR participated in mobilization and visibility activities for the U.S. Supreme Court oral arguments in *Burwell v. Hobby Lobby* regarding the contraceptive coverage benefit in ACA. In addition to visibility at the arguments, NLIHR signed onto four amicus briefs that highlighted the importance of the contraceptive coverage benefit for women of color, including a brief by the National Health Law Program which highlighted health disparities of the Latina community.

Cultural Shift

In the last two years, NLIRH has shifted from being responsive in our mobilization for culture shift to effectively driving narrative through various campaigns. Through the growth of our network, we have been able to reach a larger audience than ever before with proactive, culturally relevant messages.

Developing Latina Spokespeople

In 2013, NLIRH held our National Advocacy Weekend in March in Washington, DC. Forty-eight activists came from around the country to participate in trainings, workshops, advocacy efforts, and other activities. Highlights included: issue training on immigration reform and abortion coverage; workshops on reproductive justice and social media; Camino PR's Media Academy; NLIRH and NCIWR's Rally for Immigrant Women, Youth, and Families; and meetings with congressional offices. In 2014, NLIRH launched its first Leadership Development Institute and Media Academy in Texas to provide TX LAN leaders and activists with tools and resources to grow as leaders and spokespersons. The Media Academy is designed to prepare activists to communicate to the media in both English and Spanish about reproductive justice issues.

Opinion Research

In late 2014, NLIRH conducted a survey of Latin@ voters in Texas to better understand their views and values on abortion and contraception. The poll titled "Apoyo y Respeto (Support and Respect): Texas Latin@ Voters' Attitudes on Abortion" found that Latin@ voters in Texas hold supportive and compassionate views on abortion. Notably, 78 percent agree that a woman has the right to make her own personal decisions about abortion without political interference. The study garnered a combined audience reach of more than 11.7 million in media coverage.

Transforming Cultural Narratives

NLIRH focused on various campaigns over the last two years to continue to transform the cultural narratives surrounding Latina health, views on abortion, and sexuality.

Media Reach Numbers



2013

318m reached

2014

482.5m reached



Highlights include:

- Yo Te Apoyo: NLIRH celebrated the 40th anniversary of Roe v. Wade by launching “Yo Te Apoyo, I Support You,” to lift Latino voices in support of decision-making around abortion.
- Yo Soy!: NLIRH joined Advocates for Youth, California Latinas for Reproductive Justice, Colorado Organization for Latina Opportunity and Reproductive Rights, the Hispanic Federation, and Voto Latino to launch “Yo Soy,” a national campaign to shift cultural narratives around Latin@ attitudes and practices on sexual and reproductive health.
- Latina Pregnant and Parenting Youth: In 2013, we joined with young moms and partners from across the country to launch the #NoTeenShame campaign, challenging the rhetoric and policies that present young parenting as a problem in and of

itself, stigmatizing pregnant and parenting youth. As a result in 2014, we launched the Young Parents’ Dignity Agenda to comprehensively address these concerns.

- LGBTQ Health: NLIRH is building the foundation for a LGBTQ/reproductive justice partnership. NLIRH has worked with various LGBTQ groups to add the lens of reproductive justice when talking about the issues that the LGBTQ community faces. In partnership with the National Asian Pacific American Women’s Forum and the National LGBTQ Taskforce, we released an infographic on queer immigrants and the Affordable Care Act. NLIRH also issued a groundbreaking report “At the Margins of Care: The Need for Inclusive Health Care for Transgender and Gender Nonconforming Latin@s.”





Increasing Our Reach

For 2014, NLIHR reached a media audience of over 480 million people, double our reach in 2013. As a result, NLIHR now has greater name recognition within the Latin@ community and among policymakers, members of the press, and other social justice organizations. NLIHR now has 71 percent more fans on Facebook, 30 percent more followers on Twitter, and 16 percent more views on our YouTube channel than the previous year. NLIHR's strategic communications approach is to provide positioning to lift the voices of Latin@s and the reproductive justice movement. NLIHR has made an effort to add social media blitz on various campaigns and events in order to engage our activists where ever they are. NLIHR has mapped out a bold path for our future. We

seek to build Latina power through comprehensive efforts that lift up leadership, provide tools and expertise, and create a strong network of Latinas embracing their individual and collective power in their communities. We have framed a bold and ambitious plan forward, but it will take investments by individuals, institutions and networks to help us achieve this vision. Investing in NLIHR means you are supporting Latina leaders to raise their voices, mobilize communities, and transform the cultural narratives that will resonate for generations to come.

Financials FY 2013

REVENUE & SUPPORT

| | |
|----------------------------------|------------------|
| Contributions and Grants | 2,455,807 |
| Investment Income | 3,798 |
| Other | 59,209 |
| Total Revenue and Support | 2,518,814 |

Expenditures

Program Services

| | |
|---|------------------|
| Community Mobilization | 732,800 |
| Government Relations and Public Affairs | 864,487 |
| Other Special Projects | 93,047 |
| Total Program Services | 1,690,334 |

SUPPORTING SERVICES

| | |
|-------------------------------|------------------|
| Management and General | 491,463 |
| Fundraising | 248,946 |
| Total Support Services | 740,409 |
| Total Expenditures | 2,430,743 |

| | |
|--------------------------------|---------------|
| Net Assets as of Dec. 31, 2012 | 3,542,057 |
| Net Assets as of Dec. 31, 2013 | 3,630,128 |
| Change in Net Assets | 88,071 |

ASSETS

| | |
|-------------------------------------|------------------|
| Cash | 3,146,211 |
| Contributions and Grants Receivable | 659,734 |
| Prepaid Expenses | 7,563 |
| Fixed Assets | 101,088 |
| Other Assets | 54,062 |
| Total Assets | 3,968,658 |

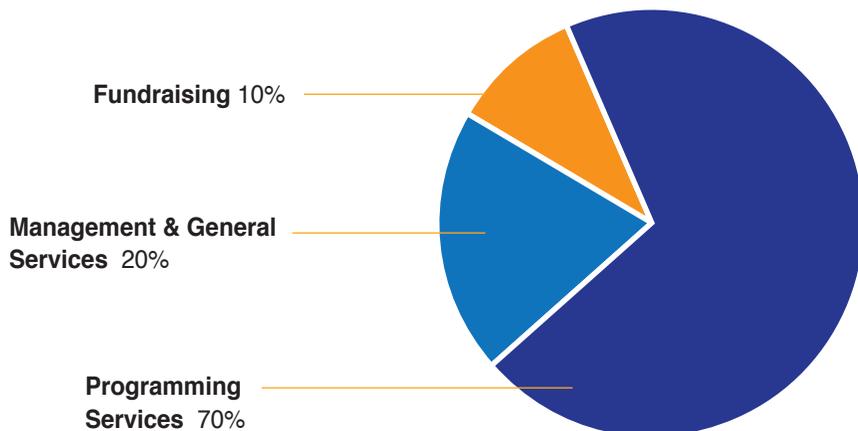
LIABILITIES & NET ASSETS

LIABILITIES

| | |
|---------------------------------------|---------|
| Accounts and Accrued Expenses Payable | 338,530 |
|---------------------------------------|---------|

NET ASSETS

| | |
|---|------------------|
| Unrestricted | 571,261 |
| Unrestricted Board Designated | 500,000 |
| Total Unrestricted | 1,071,261 |
| Temporarily Restricted | 2,558,867 |
| Total Net Assets | 3,630,128 |
| Total Liabilities and Net Assets | 3,968,658 |



NLIRH Board of Directors and Staff

NLIRH Board of Directors

Executive Committee:

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Principal, Conway Strategic

Raquel F. Donoso, Board Vice-Chair
Director, Mission Promise Neighborhood

Angela Hooton, Board Treasurer
Vice President, U.S. Policy and Advocacy
Program, Center for Reproductive Rights

Charlene Barrientos Ortiz, Board Secretary
Senior Professional Research Associate,
Colorado School of Public Health, University
of Colorado Denver

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Strategies

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Counsel, Mexican American Legal Defense and
Educational Fund

Yvonne Gutierrez, Executive Director, Planned
Parenthood Texas Votes

Cindy Saad, Associate – Equity Cash Product
Control Finance, JP Morgan Chase & Co.

Anonymous

Executive Director:

Jessica González-Rojas

Gracias

NLIRH is grateful to the individuals and foundations who generously invest in our work. A complete list of our donors is available on our website.

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Stephanie Castro, Digital Media Associate

Dieniz Costa, Associate Field Director

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