



Annual Report

2019



A Letter from our Board Chair

We had an impressive 2019 full of many achievements that reflect our continued strategic growth. In the past 12 months, we supported eleven candidates in their races by contributing over \$40,000 to their campaigns. We also spent over 700 hours block walking, phone banking, and consulting with candidates and their campaigns.

Thank you to everyone who has helped to make our work possible. Your support — whether that is through donations, attendance at our events, or working side-by-side with us — enables us to continue to serve Latino and Latina candidates who seek elected office.

I invite you to browse this annual report to fully understand our collective impact this year — made possible with your critical support. I hope that you will be inspired by what you see and encouraged to join our cause in creating a more representative government for our community.

Sincerely,
Andy Canales
Board Chair

Our Charge

We believe that in order to improve the quality of life for all Houstonians and all Texans we have to incorporate the Latino experience in the decision-making process, yet only 7% of elected officials in Texas are Latino even though Latinos make up nearly half of the state's population.

We're tackling this leadership gap head-on by electing the next generation of leaders and disrupting the status quo.





Our Story

In 2015, a group of Houstonians formed the Latino Texas PAC to engage and elect the next generation of leaders in Texas politics. Since then, we have given way to an organization that belongs to each of us, and which amplifies our individual voices and power.

We are an all-volunteer board made up of leaders from various sectors including business, education, law, and non-profit, who believe in changing the status quo, so that Latinos in Houston and across Texas have the type of representation that will create the change our community deserves.

Our Presence

Events

We organized and co-sponsored five events including our annual membership meeting, a meet-and-greet with Representative Joaquin Castro and our endorsed candidates, the State of Latino Education, a town hall with TEA regarding the latest developments with HISD, and our annual holiday party. These events serve as the foundation for advancing our mission of engaging and preparing the next generation of Latino leaders.



Block Walking

We volunteered over 700 hours, block walking, phone banking and raising money for our endorsed candidates. We canvassed underserved and Latino neighborhoods that often go unnoticed. From Pasadena to the East End to Near North Side, we were excited to engage our neighbors, learn about the issues impacting the broader Latino community in Harris County, and share our support for Latinos running to disrupt the status quo.

By the Numbers

"I donated because I think it's important to support Latino candidates. We need more Latino leadership in Houston and better representation."

- Gabriel Martinez, Donor

Communications Presence

24%

Growth in
Facebook
Followers

3,286

Followers on
Social Media

168%

Growth in
Instagram
Followers

15,000

People Reached
Through Facebook
Posts

Fundraising and Contributions

\$30K+

Total Raised
in 2019

400

Donors Since
Our Inception

29

New
Donors

\$40K

Candidate
Contributions

Range of donations

\$25 - \$5,000

Our Work

We were successful in providing critical seed financial capital to first-time candidates, electing community champions, and engaging Latinos through our candidates' campaigns. While the road to disrupting the status quo is long and hard, we're proud of the candidates we supported that broke barriers, advanced our mission, and paved the way for future change.

We proudly endorsed the following candidates:

- **Mayor Sylvester Turner***
City of Houston
- **State Representative Christina Morales***
House District #145
- **City Councilmember Fidencio Leija***
City of Santa Fe
- **City Councilmember Ornaldo Ybarra***
City of Pasadena
- **City Councilmember Robert Gallegos***
City of Houston, District H
- **Houston ISD Trustee Judith Cruz***
District VIII
- **City Controller Chris Brown***
City of Houston
- **Michele Leal for State Representative**
For House District #148
- **Raj Salhotra**
For Houston City Council At-Large #1
- **Isabel Longoria**
For Houston City Council District H
- **Sandra Rodriguez**
For Houston City Council District J

* Designates winners



Our work - led and managed completely by volunteers - is made possible through your support.

Thank you for believing and supporting our mission. 2019 was a year of firsts you helped create from helping elect a powerful Latina businesswoman to office for the first time to electing a Latino to the City of Santa Fe City Council (second Latino ever elected to the position) to establishing our voice as a powerful influencer on social media. As we enter a new decade, we're excited to build on this foundation to prepare, engage, and elect the next generation of leaders in Texas politics committed to disrupting the status quo.

Candidate Spotlight

Below are the highlights of five candidates we proudly endorsed in 2019 who are disrupting the status quo for the Latino community.



Judith Cruz

- Previously ran in 2014 for the HISD School Board and lost by 43 votes
- She ran again for the HISD School Board in 2019 and defeated the incumbent with 66% of the vote
- Nonprofit director, education advocate
- Latino Texas PAC contributed \$5,000



Fidencio Leija

- First-time candidate
- Currently, the only Latino elected to Santa Fe City Council and second Latino ever elected to the position
- Navy veteran, business owner
- Latino Texas PAC contributed \$2,000

Christina Morales

- Longtime member of the Latino Texas PAC
- First-time candidate and top vote getter in initial eight-way contest; won runoff election with 61% of the vote
- Business owner, philanthropist
- Latino Texas PAC contributed \$5,000



Ornaldo Ybarra

- Only one of two Latinos elected to Pasadena's eight-member city council, a city with a nearly 70% Latino population
- Marine veteran, police lieutenant
- Latino Texas PAC contributed \$1,500



Robert Gallegos

- Incumbent who was first elected in 2013
- Re-elected to Houston City Council with 67% of the vote
- The only Latino elected to Houston's sixteen-member city council, a city where nearly half of its residents are Latino
- Longtime career in public service

A Look Ahead

The 2019 campaigns are now over. Newly elected officials have been sworn into their offices and the final votes of the decade have been counted. In our first five years, we raised tens of thousands of dollars, supported numerous Latino candidates, established a powerful presence on social media, and galvanized hundreds of individuals to financially support our cause.

We, at the Latino Texas PAC, are committed to disrupting the status quo because the status quo is not working for our community. To that end, we will prepare a new group of Latinos excited to run for office, we will raise the resources necessary to elect more Latinos to public office, and we will continue to engage a new generation of leaders committed to ensuring the most diverse city in America is also the most inclusive.

This is a wonderful time for each of us to do our small part in moving our community forward. If we embrace our values, if we will build on our success, and if we continue to walk together towards our common goal of electing more Latinos, and electing those who are committed to advocating on behalf of the Latino community, we can help change the face of our city and create real change.

Our Board

Andy Canales, Board Chair
Executive Director,
Latinos for Education

Luis Elizondo-Thomson*
CEO,
LET Partners

Madyson Chavez*
Business Development,
BMC Software

Daniel Ramirez
Partner,
Monty & Ramirez LLP

Luis Lopez
Owner, Lopez Advisors
(Tax, Insurance, Consulting)

Oscar Romano
School Principal,
YES Prep Gulfton

Michele Leal*
Consultant,
EnFocus Group

Deborah Lugo
Director,
Arts Connect

Edgar Colon
Lawyer,
Edgar Colon Law Firm

Jaime Herrero
Executive Director,
Urban Partnerships CDC

Jacqueline Saavedra
Staff Attorney,
Memorial Assistance Ministries

Luis Guajardo
Urban and Regional
Planner

Alejandro Sanoja
Digital Strategist,
Latinpresarios

*Founding Board Member



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