DEVELOPING LATINO LEADERSHIP IN THE CLIMATE MOVEMENT.

ANNUAL REPORT 2017
We are grateful for all the experiences, opportunities, teachings and relationships in 2017, it was an amazing year!

We increased our based of climate supporters by 27%, from the previous year, and invested in creating over 15 new local partnerships in our key states. We launched our Climate Innovation Lab initiative in 4 universities and engaged over 400 students. We got media coverage over 32 times in Radio and Television and we built our first sustainable school for the Musurrunakuna, an indigenous community within the Amazon rainforest.

We basically, laid the foundation work to strategically and exponentially reach more people in the coming years.
OUR MISSION

We are on a mission to build support for a 100% clean energy economy for all and sustainable attitudes, behaviors, and lifestyles within Latinx communities.

Through culturally relevant initiatives and media engagements strategies, we are empowering and organizing our community to advance a 100% clean energy economy for all and develop a nurturing ecosystem that supports movement-building and Latinx leadership.
## LATINX STATS

<table>
<thead>
<tr>
<th>Stat</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Latinx living in the United States*¹</td>
<td>56M</td>
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<tr>
<td>Latinx believe global warming is happening*³</td>
<td>84%</td>
</tr>
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<td>Eligible voters in the 2016 presidential elections*¹</td>
<td>27.3M</td>
</tr>
<tr>
<td>Latinx want the administration and congress to do more to address global warming*³</td>
<td>74%</td>
</tr>
<tr>
<td>Latinx GDP in 2015*²</td>
<td>2.13T</td>
</tr>
<tr>
<td>Latinx have never been contacted by an organization working to reduce global warming*³</td>
<td>71%</td>
</tr>
</tbody>
</table>

*¹ Pew Research Center, 2017
*² Latino Donor Collaborative
*³ Climate Change in the Latino Mind. Yale Program. Climate Change Communications
OUR IMPACT

23,150
Leadership Actions Taken

1155
Latinx Climate Leaders Trained

82
Media Appearances in Radio & TV

+180
Latinx Influencers in the nation

50
National & local partnerships
OUR EFFORTS

We are anchoring a legacy of conservation & activism through education, advocacy, art, music and prayer.
INFLUENCING THE MEDIA NARRATIVE ON CLIMATE ISSUES
LATINOS POR LA TIERRA

Bringing climate solutions to the forefront of Latinx conversations.

Through our communications expertise, the support of media partners and our network of Latinx influencers, we continue to secure airtime, drive headlines and develop media campaigns to inform our communities and build support for a clean energy economy.

National campaigns in partnership with Telemundo “El Poder en Ti”.

Media appearances in Radio and Television.

New influencers engaged (13% increase).

2

32

+30
CREATING A NEW GENERATION OF CLIMATE ACTIVISTS
Foraging a political force for climate action.

This year we launched our Climate Innovation Lab. to empower the Latinx community to act on climate by promoting climate change advocacy, and leadership development. This is part of our 2018-2020 ladder of engagement strategy to create and support community-based and policy-related climate action in key states -Florida, Nevada, Arizona and Colorado-. 

- Climate Innovation Labs launched: 4
- Total local partnerships: 20
- Total students engaged: 439
A new set of toolkits for the digital world.

Our #BeReadySeries was created with the intention to provide a powerful, yet simple set of toolkits to transform and individual into an effective climate leader. From climate science to storytelling, media strategies and advocacy, users can now have the tools and understanding, at their fingertips, to effectively tell their own stories and engage their communities.
ALPATA SUGLLAPI IUIARISPA KAWASUNCHI
AMA-ZONAS

Building sustainable schools in the heart of the Amazon rainforest.

On August, 2017, we set to build our first sustainable school in the amazon rainforest of Colombia, in the Putumayo region. Ama-Zonas has been in Sachamama since the beginning of the organization and was one of our favorite and most challenging projects of the year.

The objective of Ama-Zonas is to strengthen, train and implement sustainable practices in schools within indigenous communities of the Amazon rainforest, as a way to support future generations as ancestral protectors of their territory and stewards of their natural resources.

Schools built. 1
Solar panels installed (270W/panel). 5
Number of kids impacted. 300
RELIEF EFFORTS
A strong CAT4 hurricane entered Florida on Sept. 9, 2017.

Our farmworkers from Homestead, FL were among one of the most affected communities impacted by Hurricane Irma. Together, we provided food and basic necessities to over 200 families for the weeks after the storm past.

<table>
<thead>
<tr>
<th>Total families</th>
<th>216</th>
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<tbody>
<tr>
<td>Total kids</td>
<td>229</td>
</tr>
<tr>
<td>People helped</td>
<td>1041</td>
</tr>
</tbody>
</table>
OUR FAMILY OF VOLUNTEERS

We are excited and grateful to count with the support of amazing individuals throughout the year. From volunteering at our events, to sending letters and building schools in the Amazon rainforest, we will not be here without you. Thank you!
OUR FINANCES

$143,697
Money raised

$ 110,647
Programs

$ 33,050
Operations
OUR REVENUE

- **CONTRIBUTIONS**: $46,387 (32.00%)
- **SPONSORSHIPS**: $31,750 (22%)
- **PROGRAMS**: $28,843 (20%)
- **GRANTS**: $21,717 (15%)
- **SPECIAL PROJECTS**: $15,000 (10%)
THE CHANGE YOU WANT TO SEE, STARTS WITHIN.