# LATINOS POR LA TIERRA

ANNUAL REPORT
2015

SACHAMAMA

# ACKNOWLEDGEMENTS

Sachamama is grateful for the support of the following sponsors

CLIMATE SPEAKERS NETWORK™

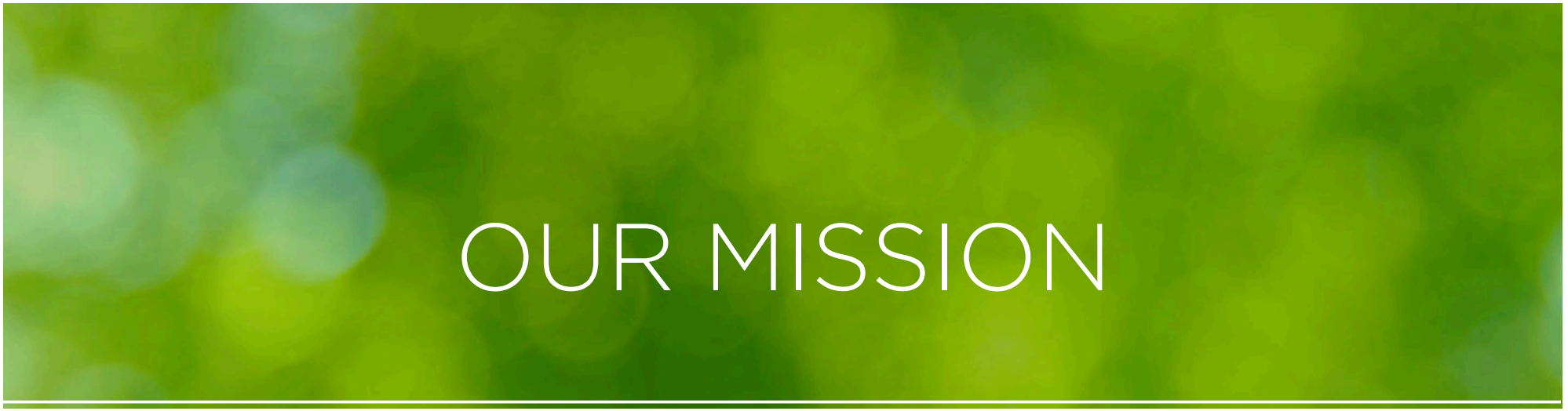
The CSN collaborates with local, state, and national partners from a variety of movements to expand the chorus of voices calling for action on climate.

VOCES

Voces Verdes is a non-partisan network of Latino leaders who advocate for sound environmental policy to combat climate change and support clean, renewable energy.

One of the reasons why we created Sachamama, besides providing information, tools and opportunities to activate Latinos to act on climate, was to help bring some light to our own personal journeys, to hopefully help us remember our place, and understand our role and responsibility in creating a sustainable future.

For us, this is not a rational work but an emotional and spiritual journey where we all need to remember our essence and where we come from.



# OUR MISSION

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

# STATEMENT OF NEED

Climate threat information generally has not been presented in a way that is relevant to the community. Lack of information is probably the most pressing factor among Latinos, the language barrier is one aspect of the problem, but more importantly, is the absence of an authentic and compelling message.

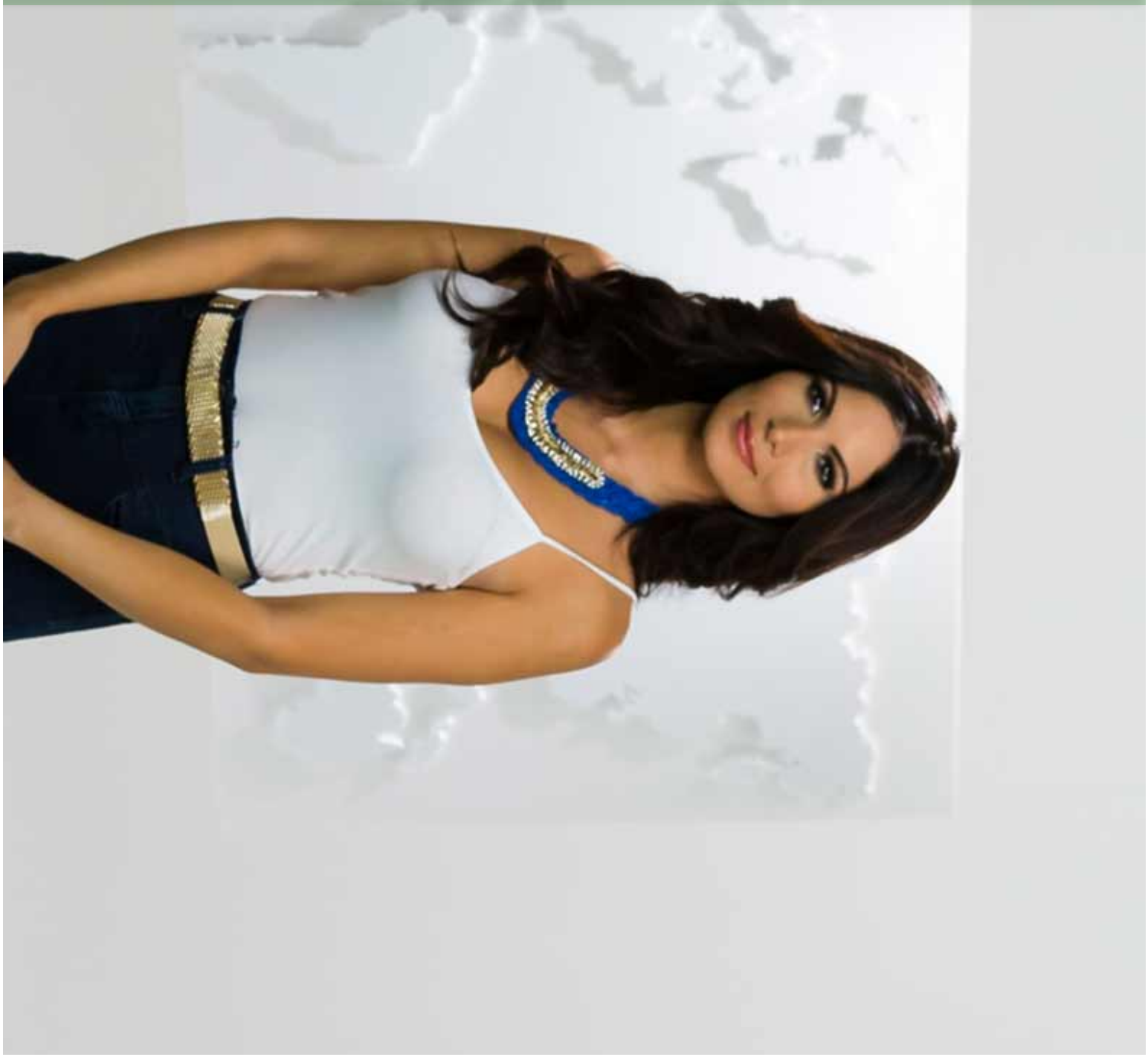
This results in limited understanding, immediate concerns not being addressed and ultimately, lack of political voice and influence on the part of the community.

Grounded in our cultural heritage, we work to educate and organize Latinos to take coordinated actions against our climate crisis, to shift public opinion and ensure climate change is a top priority issue in the social and political arenas.

OUR
PROGRAMS

# LATINOS POR LA TIERRA

## COMMITTED FOR A BETTER PLANET



Latinos por la Tierra builds an international network of cultural influencers (writers, actors, musicians, filmmakers and communicators) to empower the Latino community to take coordinated actions against our climate crisis. And by doing so, help Latinos claim a stronger, more effective public voice in the United States.

National educational campaigns 1

Latino influencers +80

Media appearances in Radio and TV. 15

When it comes to issues like climate change, it's extremely important to provide communities with information targeted specifically to their needs, in their own language and by people who understand their background and the impacts on their families and communities.

VOLVIENDO
A MIS RAICES
A JOURNEY BACK TO
OUR HEART

Volviendo a mis Raíces is a cutting edge climate training experience to help Latinos determine their role in creating a sustainable future. A celebratory journey that takes them back to their roots in order to explore their values, find their voices and tell their stories.

Volviendo a mis Raíces climate training events **4**

Total national partner organizations **2**

Total Latino influencers engaged **120**

# OUR FINANCES

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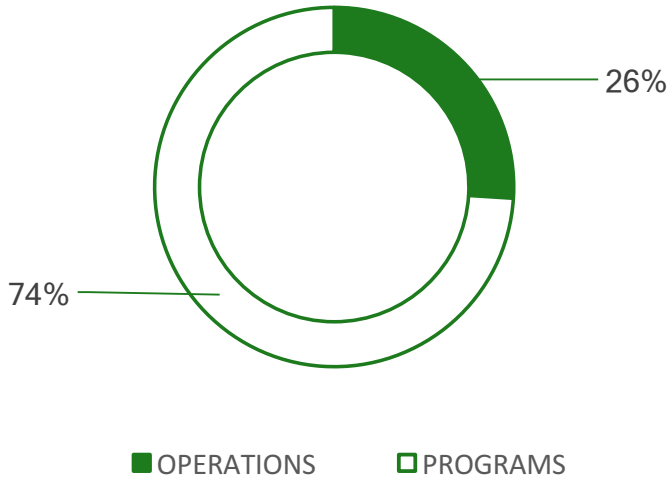
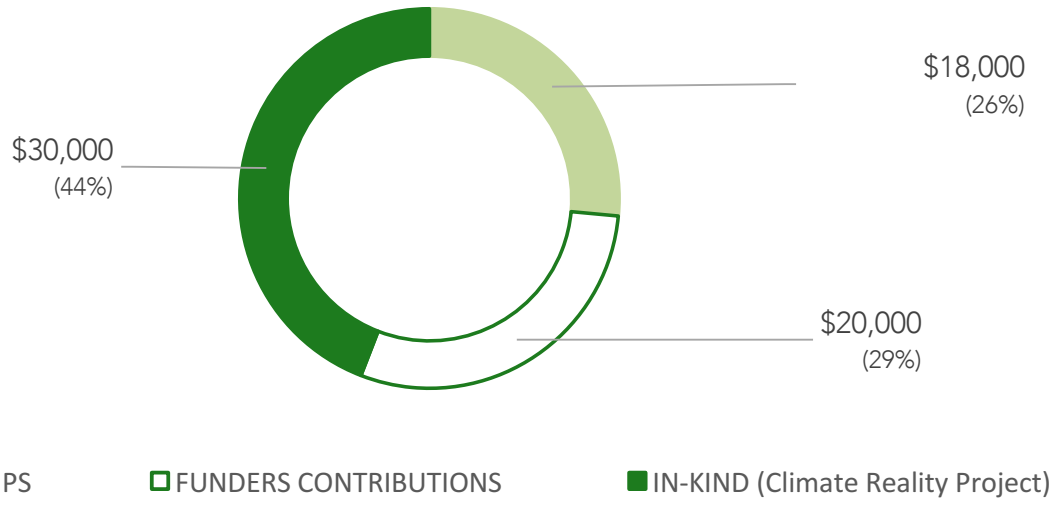
## $68,000 raised in 2015



# OUR REVENUE


$18,000
(26%)
$30,000
(44%)
$20,000
(29%)
PARTNERSHIPS
FUNDERS CONTRIBUTIONS
IN-KIND (Climate Reality Project)

FROM ALL OF US IN SACHAMAMA,
THANK YOU.
SACHAMAMA