



¡ADIOS 2020!

Thank you so much for your continued engagement with Amplify Latinx as we pivoted to deliver our signature [Amplify Conference](#), [PowerUp 3.0 Summit](#), Cafecitos Series, and educational webinars in a virtual space.

This year has been distinctly challenging for Massachusetts' Latinx communities. The COVID crisis has brought to the forefront the need to unify and advocate at the local, state and national levels on issues relating to racial equity, economic justice, and diversity and inclusion in our workplaces and communities.

It has demonstrated the importance of having Latino representation in corporate, government, and nonprofit leadership positions to influence policies and practices that impact our community's progress.

The pandemic also highlighted the need for our Latino small business community to have equitable access to capital, technical assistance and resources to navigate the economic crisis, and come out stronger on the other side.

**A NETWORK OF OVER 4,500
LATINX LEADERS AND 150
PARTNER ORGANIZATIONS**

Since our launch three years ago, Amplify Latinx has become a key convener, connector, and influencer on the issues facing the Massachusetts Latino community. In 2020, we advanced economic opportunity, leadership representation and civic engagement by:

- Providing Latino small businesses with COVID emergency loans and technical assistance for PPP loans and grants, and advocating for funding and state contracting opportunities.
- Growing our [PowerUp Business Directory](#) and hosting our [PowerUp 3.0 Summit](#) featuring over 40 speakers.
- Leading two MassINC surveys on the [Latino community](#) and [small businesses](#).
- Honoring [10 Latina Leaders](#) and [30 Latinx Amplifiers](#) during our visibility campaigns.
- Releasing a first-of-its-kind [mapping and research report](#) in collaboration with the Mauricio Gastón Institute at UMass Boston and GBLN on 80 Latino non-profit organizations.
- Launching our civic engagement campaigns to increase Latino participation in the 2020 Census and the MA primary and presidential elections.

In 2021, we will continue advancing:

Economic Opportunity by:

- Piloting a [Latino Business Recovery Program](#) and providing programming and resources to help stabilize and grow Latino small businesses.
- Launching our Amplify Network platform to connect our leaders, community partners and business community as part of a larger Amplify Power Coalition.
- Promoting Latino businesses through our visibility campaigns, PowerUp Summit and [holiday gift guide](#).

Leadership Representation by:

- Launching leadership trainings and connector events to advance Latino leaders into career-building jobs.
- Recognizing Latino leaders through our visibility campaigns, blogs, speaking events, and awards.
- Formalizing a community-led nominating committee to recommend Latino leaders for decision-making roles, including elected and appointed positions, government, advisory, nonprofit and corporate boards.

Civic Engagement by:

- Developing a short and long-term shared Latinx policy agenda for Latino economic mobility and leadership representation with our Amplify Coalition partners
- Building the framework for Latino civic engagement and political power statewide
- Creating an accountability scorecard for policy-makers.

2020 IMPACT METRICS



4,500

Latinx Leaders in the Amplify Network



150

Business and Community Partners



250

Latinx Business Featured in the PowerUp Directory



45

Webinars, Summits and Conferences



150

Latinx Leaders Featured in Visibility Campaigns



125

Latinx Nominated for Jobs, Boards and Awards

Amplify Latinx's mission is to build Latinx economic and political power by significantly increasing Latinx civic engagement, economic opportunity and leadership representation. We are proud of our work this year, and are using our learnings to amplify our impact in the years ahead.

With a network of over 4,500 established and aspiring Latinx leaders and 150 business and community partner organizations, Amplify Latinx is poised to be a leading voice and advocate for our Latinx communities across Massachusetts.

We hope you will consider [making a year-end gift](#) to support these efforts. Your gift will help to widen our reach as we develop our 2021 policy agenda and advocacy initiatives that raise up the issues impacting our Latino community.

» **\$5,000**

will support commissioning a research study on the needs of the Latino community in MA

» **\$2,500**

will support Amplify's 2021 leadership and advocacy training series

» **\$1,000**

will help Amplify Latinx launch a visibility campaign to recognize Latinx Leaders

DONATE



ROSARIO UBIERRA-MINAYA

Executive Director