



DOMINICANOS
USA

SPRING / SUMMER 2018 REPORT

A SEMESTER OF ACCOMPLISHMENTS

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ACKNOWLEDGEMENTS



Our work was made possible with the financial support of various institutions who recognize the importance of empowering the Dominican-American community in New York, Rhode Island and across the nation.

LETTER FROM THE EXECUTIVE DIRECTOR

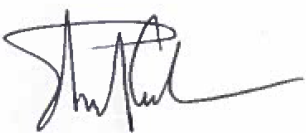
Dear Peter Goldberg:

Thank you. Not only for your financial support, which is what keeps us in the position to continue our work of serving the Dominican-American community, but thank you for believing in what Dominicanos USA stands for. Our desire to ensure that Dominicans living in the United States can thrive socially, politically, and economically by leveraging the opportunities that this nation has to offer while strengthening their ties and the ties of their descendants to the homeland is what drives all of the work that we do. This is the reason that we have developed the most sophisticated database and operation focused on Dominicans in the United States ever seen, so that we can better communicate with, engage, educate, and mobilize them in an unprecedented way.

This vision is something much larger than any individual part of our organization, whether they be an employee, a board member, or a donor. Your belief in our vision led you to support our organization and has allowed us to touch the lives of thousands of Dominican-Americans just since the start of the year, either by helping them gain access to more rights and freedoms in this country, engaging them in the political process for the first time, or helping improve the economic prospects for themselves and their families.

It is with great pleasure that I provide you with some of the developments for our organization during the past several months. We continue finding innovative ways to communicate with the people we are seeking to serve, using new digital tools and tapping into each person's network of family, friends, colleagues, and neighbors to expand our reach.

Sincerely,



Eddie Cuesta
Executive Director
Dominicanos USA



**"WE'RE A
PASSIONATE
ORGANIZATION
FILLED WITH
PASSIONATE
INDIVIDUALS"**

PROGRAM UPDATES

VOTER REGISTRATION METRICS: NY & RI

We have been working to mobilize Dominican-American communities in different states to vote in the important 2018 Midterms, including state and federal primaries as well as various special elections. So far we have engaged voters for the 4/24 NY State special elections to fill vacant seats, the 6/6 NJ primary elections, and the 6/26 NY federal primary.

**3,877 VOTERS
REGISTERED THIS
YEAR**

**OUR GOAL IS TO
MAKE OVER 6,000
MORE CALLS AND
SEND OVER 50,000
MORE TEXT
MESSAGES IN THE
REMAINING 2018
PRIMARIES AND
GENERAL ELECTIONS.**

**157,198 VOTERS
REGISTERED SINCE
OUR LAUNCH**

**WE HAVE MADE OVER
4,000 CALLS AND SENT
OVER 15,000 TEXTS TO
ENGAGE VOTERS IN THE
ELECTIONS THAT HAVE
PASSED SO FAR.**

**SINCE 2016 WE HAVE
HELD MORE THAN 25
CITIZENSHIP DRIVES**

NATURALIZATION METRICS: NY & RI

**DUSA HAS HELPED
COMPLETE OVER
750 N-400
(NATURALIZATION)
APPLICATIONS**

**OVER 1,000 PEOPLE
ATTENDED THESE
EVENTS**

Our DUSA Citizenship program has fine-tuned an innovative model to engage and mobilize Dominican green card holders to become US Citizenships. Most other organizations utilize their resources to develop direct services, while DUSA has leveraged key partnerships with trusted organizations to become specialists at connecting individuals with valuable existing services

**TO-DATE WE HAVE
ENGAGED OVER 6,500
PEOPLE IN OUR
CITIZENSHIP PIPELINE,
INCLUDING OVER 4,000
CONFIRMED
DOMINICANS**



CITIZENSHIP SWEARING IN CEREMONY

NEW YORK CITY
FEDERAL PLAZA



CITIZENSHIP DRIVE

DOMINICANOS USA HQ - NEW YORK

WORKFORCE DEVELOPMENT

The workforce development program will take place through a Private-Public partnership between DUSA, The Mayor's Fund to Advance New York City (a private non-profit entity), the NYC Small Business Services Agency (SBS), and New York City's Workforce1 initiative. The purpose of this partnership is for DUSA to leverage its unique data and communications capability to engage foreign-born New Yorkers, principally from the Dominican Republic, in the Workforce1 suite of employment and training opportunities. This project is backed by private funding, administered by SBS, and accomplishes and gives us an opportunity to advance the economic integration of Dominicans in the United States, specifically through labor market integration.

SINCE JULY 2018 WE HAVE REFERRED 352 PEOPLE FOR EMPLOYMENT OR TRAINING.

TO DATE, WE HAVE ENGAGED 1,080 PEOPLE IN OUR EMPLOYMENT/ TRAINING PIPELINE.

77.4% ARE FOREIGN-BORN, 94% OF WHICH ARE FROM THE DOMINICAN REPUBLIC.

YOUNG VOICES PROGRAM

Summer 2018's Young Voices program ran from July 5th to August 11th, 2018. This summer we employed over 40 youths, ages 14 to 24, who worked primarily doing voter registration in neighborhoods throughout the Bronx, Manhattan, and Brooklyn. Young Voices also conducted voter registration at various naturalization ceremonies in New York, where DUSA registers newly sworn-in citizens to vote, and at the Dominican Parades in the Bronx and Manhattan. Additionally, our Young Voices participants partook in other DUSA programs, such as the citizenship application assistance workshops. Some of the bilingual youth also served as translators for immigration lawyers at said events.

BY THE END OF SUMMER 2018, YOUNG VOICES HAD REGISTERED 1,400 NEW VOTERS IN THESE AREAS.



DOMINICAN DAY PARADE

FEATURING THE
YOUNG VOICES PROGRAM



DOMINICAN DAY PARADE

YOUNG VOICES TAKING A SELFIE

EVENTS AND ACTIVITIES

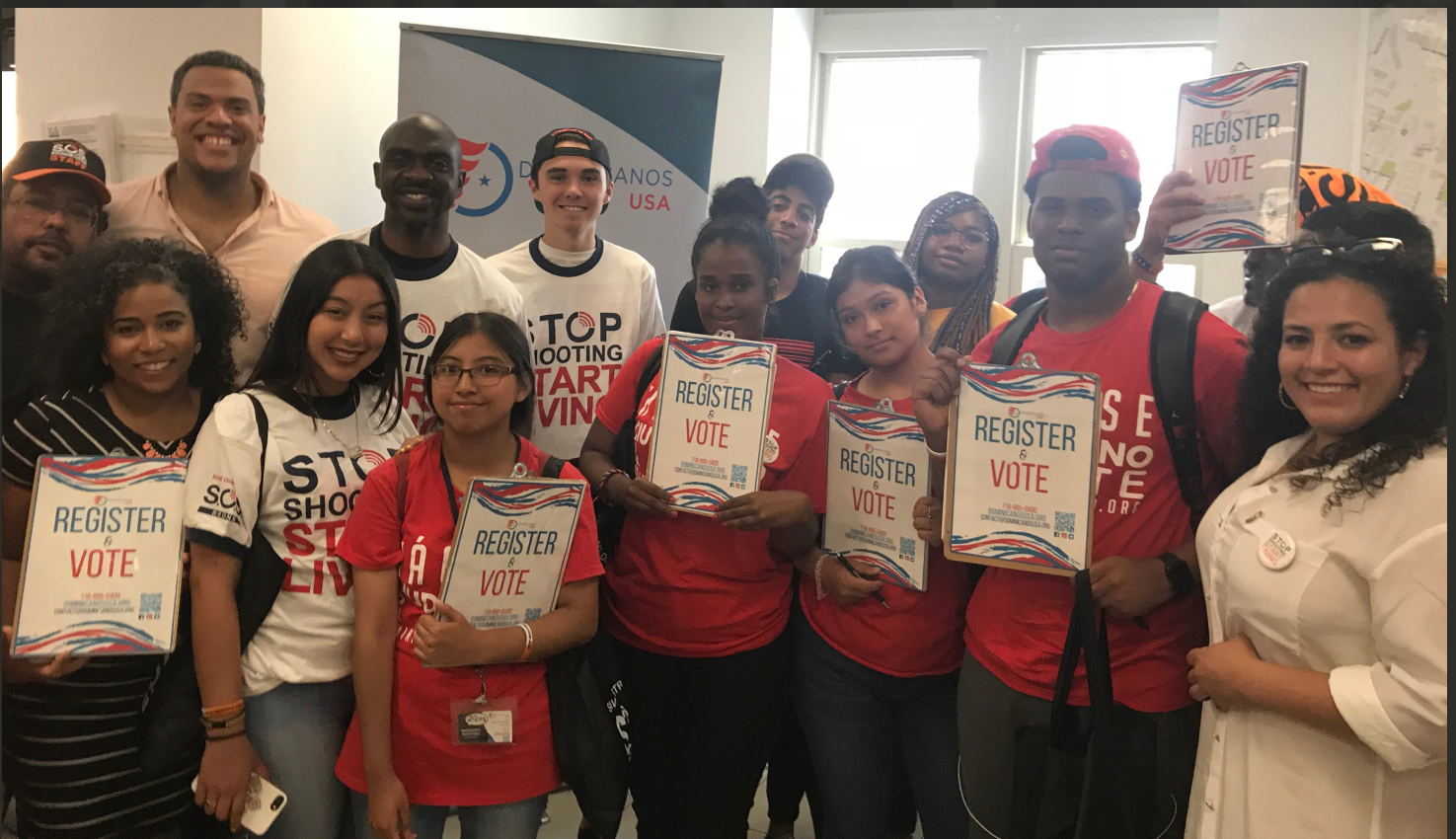
Began scouting in Lawrence, MA for potential DUSA Voter Registration and Naturalization expansion. Lawrence has a population of 76,000 with over 50% being of Dominican descent. It is also part of a congressional district that will have an open seat primary on 9/4 and a young Dominican legislator named Juana Matias is running for that position. We met with the legislator in her role as a state legislator to find out more about the needs of the Lawrence, MA Dominican community and how we can empower them.

In May we held two large Citizenship Drives with several of our regional partners. On 5/5 we held our second annual large citizenship drive at the Bronx Offices of the United Federation of Teachers (UFT). At this event, we served nearly 100 green card holders, almost double the amount from our first year. Over 80% of the participants were from the Dominican Republic.

On 5/20 we held the largest Citizenship Drive ever conducted in New York City at the world-famous Bronx Zoo. Over 300 people attended and the majority were Dominicans recruited by DUSA.

On 7/21 we held our second annual citizenship drive in partnership with the Brooklyn Borough President's office. At the event we served over 125 permanent residents, mostly from the Dominican Republic.

On 5/8 we met with lawmakers in the New York State Capitol to discuss reforms to the outdated voting laws that prevent many in the Dominican-American community from participating in the political process.



DUSA Young Voices joined the young Parkland students who founded the March for Our Lives movement, to register and mobilize voters.



DOMINICANOS USA

US AMBASSADOR TO THE DOMINICAN REPUBLIC ROBIN BERNSTEIN
VISITS DOMINICANOS USA HEADQUARTERS



DOMINICANOS USA

NIELSEN CORP VOLUNTEERS JOINED DUSA
TO REGISTER VOTERS IN THE SOUTH BRONX

In partnership with the American Chamber of Commerce in the Dominican Republic we participated in Dominican Week 2018 by helping organize a screening of the Dominican documentary film "Hay Un Pais en El Mundo" for the delegation of executives on 5/11. The screening took place at the Cultural Commission of the Dominican Republic in the US

On 5/18 we held our Third Annual Interchange with MBA Students from UNIBE at our NY Headquarters. We discussed transnationalism between the US and DR and success stories of the Dominican diaspora in the US, as well as DUSA's work to support the community. Guest speakers included Mariano Diaz, founder of the National Supermarket Association, and Miguelina Camilo, current President of the Dominican Bar Association.

On 8/10 we held a similar interchange event with MBA students from PUCMM - Pontificia Universidad Católica Madre y Maestra.

On 06/21 we had a visit from Nielsen who provided volunteers to do voter registration in the South Bronx. They were actively involved in empowering our community and helped inform our community about the importance of civic participation and voting.

On 06/30 DUSA staff and volunteers participated in CUNY's Citizenship Drive and Immigrant Resource Fair at John Jay College in New York City



Visit from Pontificia Universidad Católica Madre y Maestra

SOCIAL MEDIA

DUSA has three major social media platforms which we use to disseminate information organically and with paid promotions about the workforce initiative and generate leads of job seekers in our target areas:



TWITTER

@YoSoyDusa
5,291 followers
68.4K impressions as of August 2018



FACEBOOK

@DominicanosUSA
4,169 followers
3,941 people reached as of August 2018



INSTAGRAM

@YoSoyDusa
3,243 followers

An aerial photograph of a city street, likely in New York City, showing multiple lanes of traffic with cars and a bus. Tall buildings line the streets, and the scene is captured from a high angle, looking down the road. The lighting suggests it might be late afternoon or early morning.

MOVING FORWARD

The 2018 General Elections will take place on November 6 and voters will be electing representatives in the US House of Representatives, the US Senate, and many State Governments. New York will hold its State Primaries on 9/13/2018, Rhode Island on 9/12/2018, and Massachusetts on 9/4/2018.

Continued efforts to expand outreach work and awareness of DUSA in Massachusetts and New Jersey, including community events and festivals, digital ad campaigns, and meeting with important stakeholders.

Emphasize the importance of participation in the 2020 US Census for the US Dominican community. The census will be critical for Dominicans both in terms of Federal, State, and Local funding, as well as our political representation.

In conjunction with several partners, we are designing a Financial Literacy program that will augment our community's economic potential through savings and investment, homeownership, and entrepreneurship. DUSA will leverage its existing database to connect Dominican-Americans with the resources they need for financial self-sustainability.