



# ANNUAL REPORT

2016-2017



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# ABOUT US

Dominicanos USA (DUSA) is a 501(c)(3) nonprofit and nonpartisan organization that is fundamentally committed to the civic, social, and economic integration of Dominicans into the fabric of America, while maintaining a strong connection between the Dominican Diaspora in the United States and the Dominican people back in the Dominican Republic.



## MISSION STATEMENT

DUSA is dedicated to empowering the Dominican community and giving Dominicans a voice through encouraging civic, social, and economic engagement.

## CHANGE WE DESIRE

That every person living in the U.S can freely exercise their civic rights, realize their full potential, and capitalize on opportunities this country has to offer. Our contribution to making this vision a reality begins with our work in the Dominican-American community.

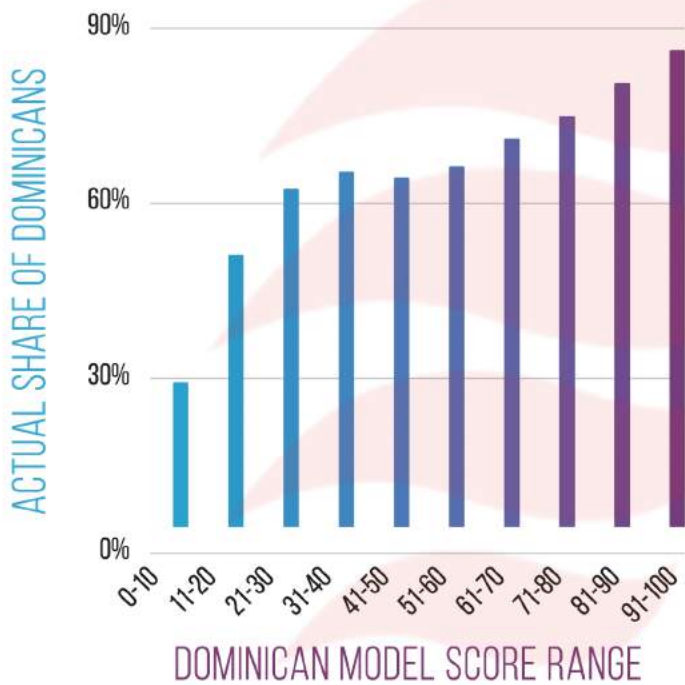
150,000  
VOTER REGISTRATIONS NEW YORK CITY

ORGULLO 5TH LARGEST  
LATINO GROUP IN THE U.S.

TEXAS

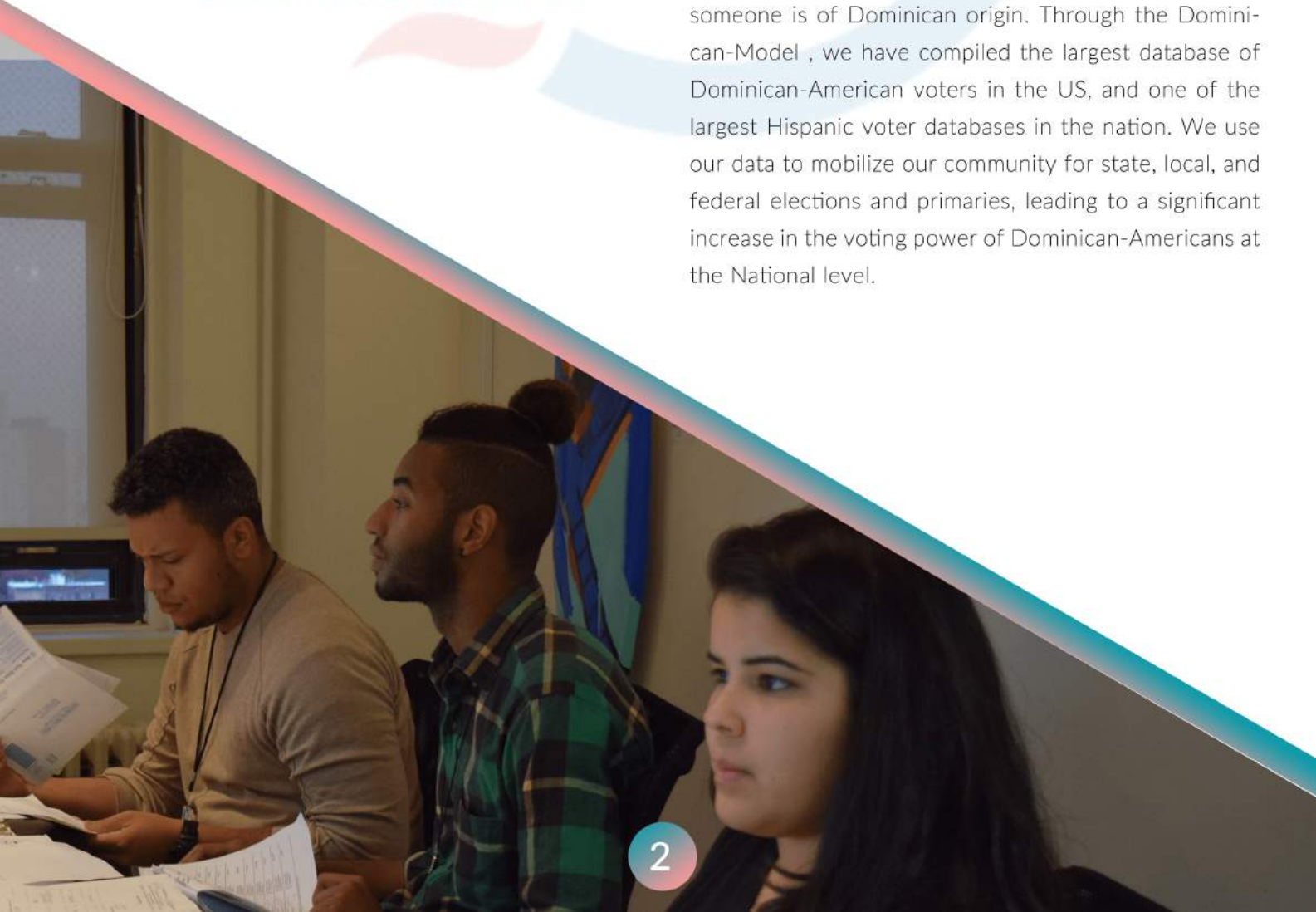


# PIONEERING DATA ANALYTICS

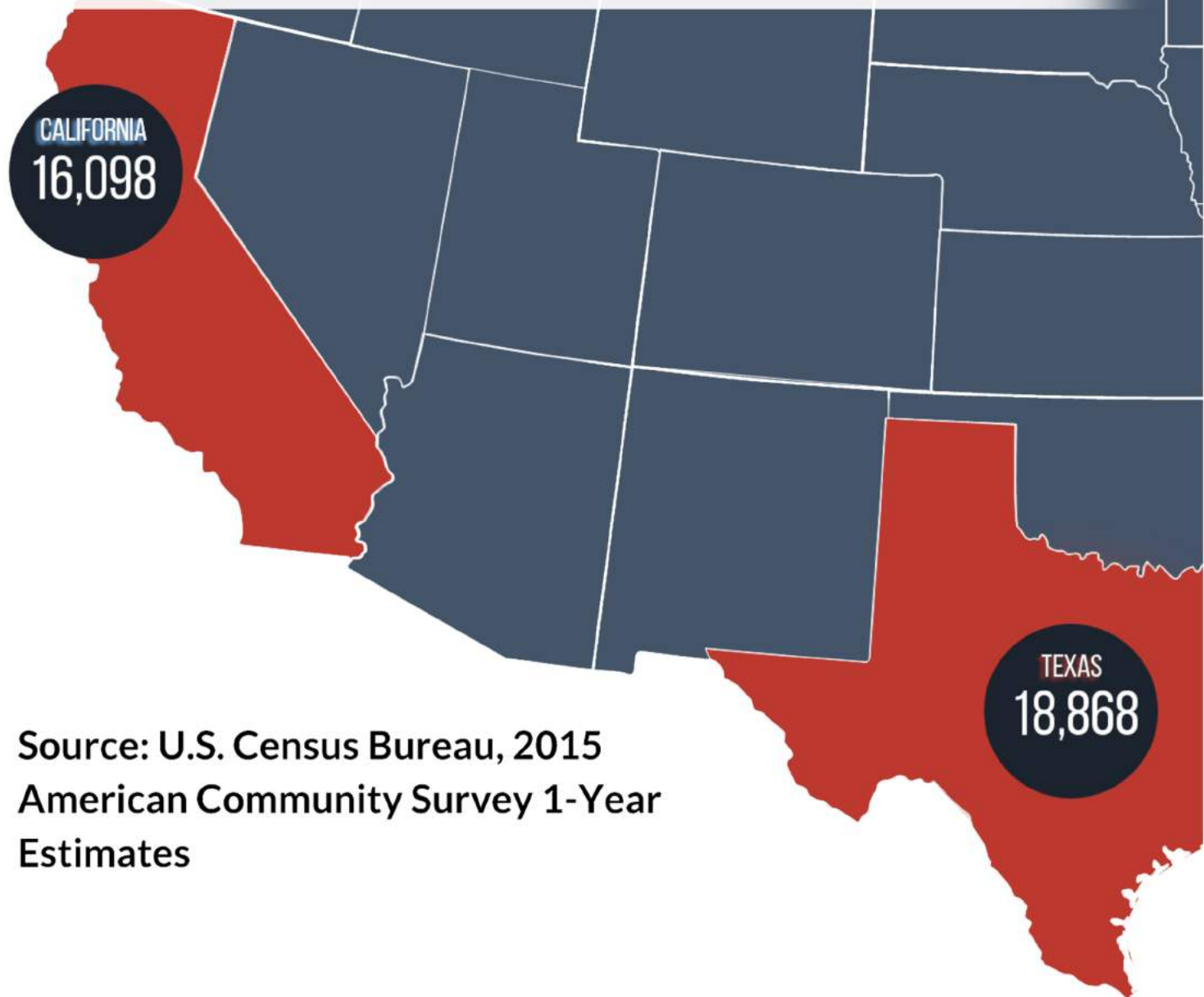


DUSA is committed to adding to the body of knowledge and research that filters down to the level of national and sub-national ethnicities such as Dominican-Americans

Together with Catalyst, a leading analytics research firm, DUSA developed the first ever "Dominican-Model", a statistical model created to identify whether or not someone is of Dominican origin. Through the Dominican-Model, we have compiled the largest database of Dominican-American voters in the US, and one of the largest Hispanic voter databases in the nation. We use our data to mobilize our community for state, local, and federal elections and primaries, leading to a significant increase in the voting power of Dominican-Americans at the National level.

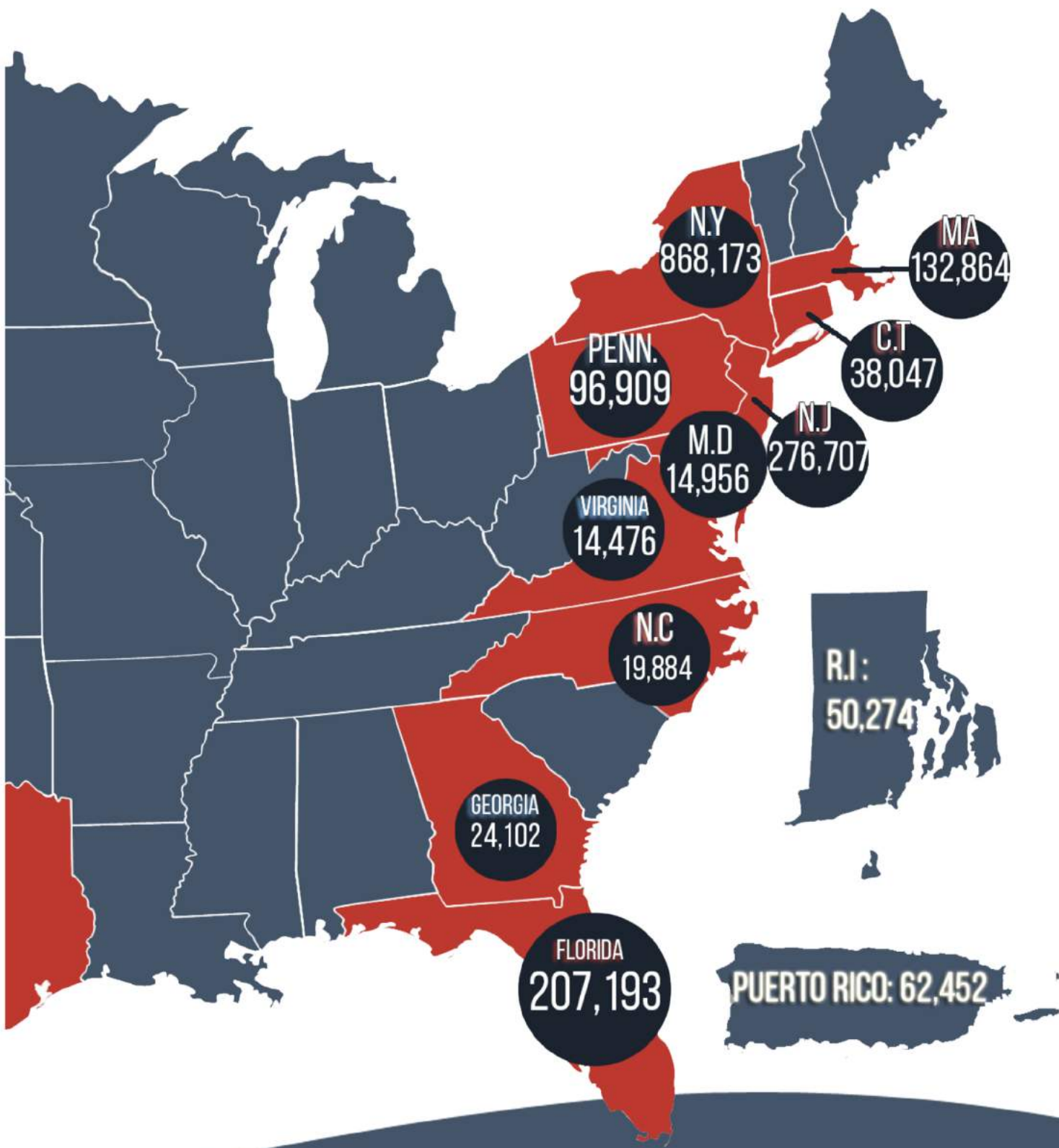


# STATES WITH THE LARGEST DOMINICAN-POPULATION IN THE U.S.



Source: U.S. Census Bureau, 2015  
American Community Survey 1-Year  
Estimates





# VOTER ENGAGEMENT

Our project began with a focus on registering our community to vote and mobilizing them to go out and vote (GOTV). We have achieved and surpassed all our goals by working with a dedicated team of canvassers rooted in the communities where they work. In 2016, we registered over 33,700 voters in New York and 7,500 voters in Rhode Island. DUSA has directly registered over 148,000 voters since its inception.



## Events

DUSA conducts voter registration at important community events such as the Dominican Day Parade of the Bronx and Manhattan, community health fairs, job fairs, concerts, and festivals



Jesús R. Castro  
@JCastroNJ



Follow

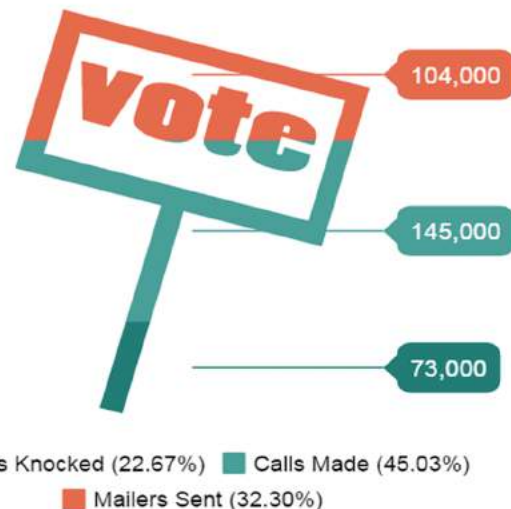
@YoSoyDUSA Dominicanos USA Great Job Registering Voters!!! #PatersonNJ #Paterson #NJ #HispanicHeritageMonth





# GET OUT THE **VOTE** (GOTV)

DUSA organized Get-Out-The-Vote Campaigns for various elections in New York and Rhode Island throughout 2016. This includes elections during the months of November, September, June, April, and February. Our canvassers knocked on over **73,000** Doors and made over **145,000** phone calls to voters. We also sent out more than **104,000** mail notifications with poll site locations to voters all over the course of 2016.



■ People Registered by DUSA (7.80%)  
■ General Pop. (92.20%)

## EVERY VOTE COUNTS

In order to ensure that the same individuals we registered were able to cast their vote, we implemented a poll monitoring and voter protection program on election day for each of these elections. The emphasis of this program was to contact voters leaving the poll site on Election Day, and asking if they had any issues casting their vote. If there an issue arose, DUSA poll monitors documented the experience and attempted to help that person. Every Election Day, we have a significant number of people interested in voting, but who had difficulty getting to their poll site due to age or disability. We try to provide these voters with transportation, depending on their location.

## JUNE 2016 CONGRESSIONAL PRIMARY IN NY

**Dominicanos USA** played a critical role in the historic June 28, 2016 New York Congressional primaries. Dominicanos USA (DUSA) successfully embarked on a massive mobilization campaign in the Dominican-American community. These efforts combined large-scale door-to-door, phone, and direct mail outreach. This tremendous effort generated an unprecedented voter turnout from the Dominican American community, who helped send the first ever Dominican-American to congress.

DUSA has registered over **30,000** voters in both the 13th and 15th congressional districts of NY. In the two weeks before the June election we knocked on over **31,000** doors, made **37,000** phone calls, and sent out **51,000** mailers. After doing an analysis of the impact of our voter turnout, we found that in the case of congressional district 13, DUSA voters were a significantly larger portion of the votes cast than the margin of victory between the top two candidates. Also, DUSA voters turned out a higher rate than the general population. This historic event demonstrated that when a community is organized, united and empowered, things can change for the better.

# **VOTER REGISTRATION PARTNERS**

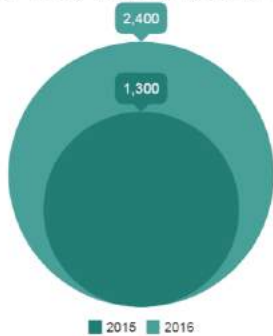
2016 - 2017

NYC VOTES NEW YORK IMMIGRATION COALITION  
SCHOOL OF VISUAL ARTS  
BORICUA COLLEGE OBT-  
BUSHWICK NYC SYEP  
SHELTERING ARMS  
CITY UNIVERSITY OF NEW YORK  
PS 92  
JOHN F KENNEDY HIGH SCHOOL  
WALTON CAMPUS  
DEWITT CLINTON CAMPUS  
FORT WASHINGTON COLLEGIATE CHURCH  
HOSTOS COMMUNITY COLLEGE  
BROOKLYN BAR ASSOCIATION



# YOUNG LEADERS OF DUSA

SYEP Voter Registrations by Year



Since 2015, DUSA has served as a partner in the NYC Summer Youth Employment Program (SYEP). Through this initiative, we engage a younger demographic and educate this group of students about the civic process and importance of civic engagement.

Our youth service learning program employs youth as young as 14 and adults in their early twenties. Participants do not simply work for DUSA, but also attend educational workshops at DUSA headquarters in New York and engage guest speakers through dialogue. Not only do we provide employment for these young thinkers, but we also immerse these young leaders of tomorrow in educational workshops that provide them with the necessary skills and knowledge to participate in citizenship engagement. During summer 2016, our team hosted over 110 students. Over the course of six weeks the youth registered over 2,400 voters.

In 2017, we expect to expand our service learning program from summer to a year-long program. In addition, we plan on incorporating more educational workshops and activities such as exhibitions and field trips for participants.

On March 18, 2016, DUSA took part in the second annual Student Voter Registration Day in NYC, in partnership with NYC Votes and the New York Immigration Coalition. DUSA team members presented a Department of Education approved curriculum to students and registered over 500 high school students to vote. We also participated in the fall iteration of this program in October 2016.







# DUSA CITIZENSHIP PROGRAM

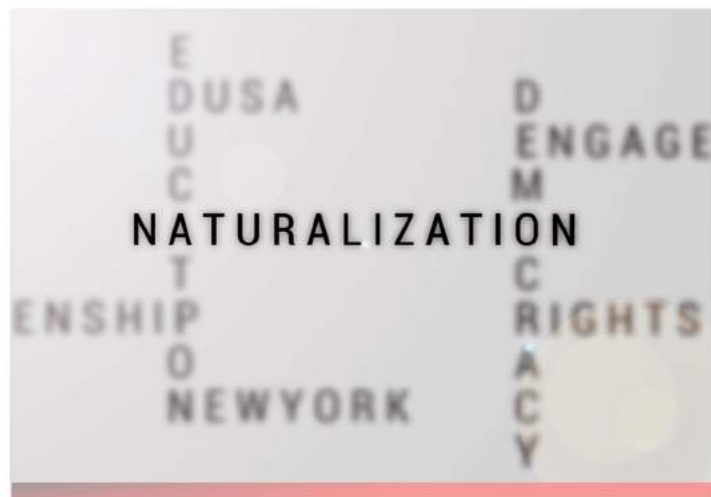
We launched the DUSA Citizenship Program in August 2016 to enhance the ability of our community to engage civically, by helping eligible legal permanent residents (LPRs) become U.S. citizens. Thus far, we have collected contact information from over 2,200 people interested in becoming U.S. citizens. 52% of those prospects are Dominican and 64% are female.

After being actively engaged in the community for several years and registering citizens to vote, we found ourselves with an unsuspecting issue. Daily, we began to encounter Dominicans interested in registering, yet they could not do so because they were not U.S. citizens and were unaware about the process of how to become naturalized.



## EARLY SUCCESS

DUSA Citizenship has organized eight citizenship events since August 2016, including six in New York and two in Rhode Island. At these events we have helped hundreds of legal permanent residents by screening them for eligibility, filling out their forms, and offering free legal services from pro-bono attorneys. This success rate, when looking at the ratio of applications filed, places us in the top tier of organizations, in terms of efficacy. The events have been possible with the help of several volunteer attorneys, and other volunteers.



*"Up to date, we have assisted 170 participants at the Citizenship drives, completed 108 N-400, 90 I-912, 3 I-942, 2 N-600 and 3 N-565 applications, in New York only."*

# HOW IT WORKS

- Our DUSA team identifies and registers eligible legal permanent residents (LPRs)
- We use our “Dominican data model” database to find eligible LPRs within the general population
- After information is collected, LPRs are contacted and go through a pre-screening process to determine eligibility
- Once eligibility is established, LPRs attend a free workshop where they 1. receive assistance completing the application and 2. receive free legal review from an attorney or Department of Justice (DOJ) accredited representative.
- We developed our own database using Microsoft Access that allow us to better manage the data collected from the Citizenship program.

## PROGRAM WITH A PURPOSE

Made possible by a generous grant from the Carnegie Corporation of New York, DUSA Citizenship is now engaging this young, dynamic, and fast-growing group of new Americans in the naturalization process. We are making this incredible social change a reality with a unique and innovative model that incorporates the latest tech, best practices from across the country, and a team that understands the Dominican community because they come from it.

## PARTNERS



## COLLABORATORS

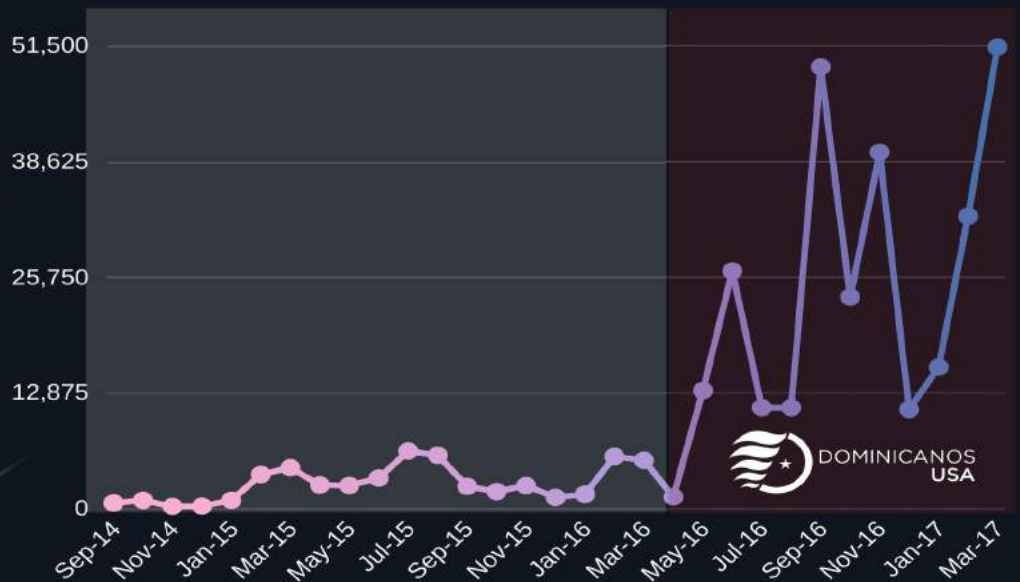




# SOCIAL MEDIA

## TWITTER IMPRESSIONS/VIEW PER MONTH

We reached an all time high in our social media reach during the November Presidential elections. Afterwards we experienced an expected drop, but have since surpassed our previous traffic substantially.



Social Media is an influential and powerful tool to engage our community. We use social media to stay active as it enables us to interact with our followers, fans, and other important entities including organizations. With social media, Dominicanos USA stays up-to-date with all political and civic activities within in our community. We actively use three social media outlets: Twitter, Facebook, and Instagram. Within the last four months, our fanbase has grown significantly. Social media continues to grow and expand by the minute, about 78% of U.S. Americans have a social media account. With these platforms we show our followers the hard work and efforts we put in to keep our community politically aware.

# TOP POSTS



# DUSA MEDIA HIGHLIGHTS

## BROADCAST

- June 19, 2016: *NY1 Noticias*.  
“Dominicanos USA”
- March 16th, 2016: *News 12 The Bronx*. “Non-Profit Boosts Voter Registration with Art”
- September 15th, 2016: *NY1*.  
“National Groups Encourage Latino Voter Registration in Queens”
- October 6th, 2016: *WNYC News Public Radio/National Public Radio*. “Registering Dominican-American Political Power”
- November 8th, 2016: *Univision*. “¡Despierta América!”



## DIGITAL

- March 27, 2016: *The Bronx Chronicle*. “Op-Ed: Obstacles to Latino Voter Participation”
- April 1, 2016: *Al momento*. “Informan plan dominicanos voten en el elecciones EU”
- April 26, 2016: *NBC News*. “Latinos Vote in 5 States Amid High-Stakes Primaries”



**The Bronx Chronicle**  
thebronxchronicle.com



## DIGITAL (CONTINUED)

- May 09, 2016: *Gotham Magazine*. "Lobbying, in Albany, for Better Voting Laws"
- June 24, 2016: *El Nuevo Diario*. "DUSA registra más de 100 mil nuevos votantes dominicanos para elecciones en Estados Unidos"
- August 30th, 2016: *Voices of New York*. "Turning Dominican Votes into Growth"
- September 15th, 2016: *Latin Post*. "Voto Latino, Dominicanos USA & NYC Votes Push for Voter Registration Via Hispanic Heritage Month of Action Campaign"
- November 4th, 2016: *Voices of New York*. "Getting Out the Dominican Vote"
- November 7th, 2016: *NBC News*. "These Are the Issues That Drive These First-Time Voters to the Polls"

## PRINT

- October 14, 2016: *The Washington Post*. "Did Donald Trump cause an outsized surge in Hispanic voters? Probably not"
- October 14th, 2016: *New York Times*. "In New York City, Hundreds Become U.S. Citizens Just in Time to Vote"
- November 8th, 2016: *Listin Diario*. "Cobra gran importancia voto dominicano en EU" (Dominican Republic)

**GOTHAM**

**EL NUEVO DIARIO**  
PERIODISMO CON VALORES

**VOICES**  
OF NY

**LATIN POST**

**VOICES**  
OF NY



**The Washington Post**

**The New York Times**

**Listin Diario**



# MADE POSSIBLE BY



DUSA is supported financially by businesses and individuals who believe in our mission and have given money and time to grow our cause

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