

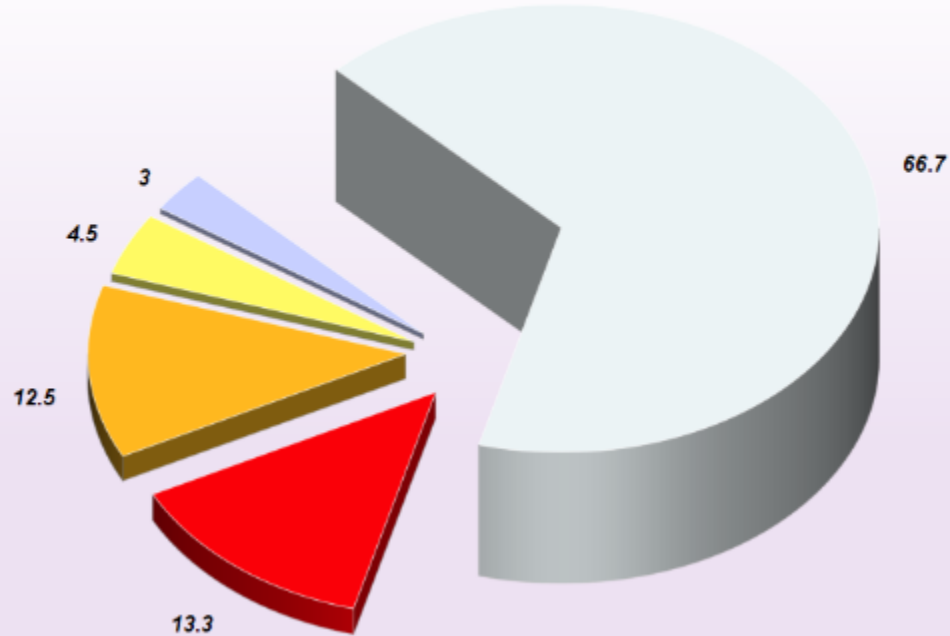
Introduction

- ❖ Latinos in the United States are the main demographic driver since 2000.
- ❖ In 2018, there were 29 million registered Latino voters in the United States.
- ❖ In 2020, it is anticipated that there will be more than 32 million Latinos of voting age, which would place us as the largest voter minority in the United States.
- ❖ It is estimated that by 2065 the Latino Community will represent 24% of the total population in the nation.

Introduction

PROJECTING THE 2020 ELECTORATE (Data obtained from PEW RESEARCH CENTER)

■ **Latino** ■ **Black** ■ **Asian** ■ **Other** ■ **White**



Objectives

- ▶ To promote the importance of diversifying the movement to respect the rights and dignity of the Latino community.
- ▶ To increase the political power of the Latino Community.
- ▶ To strengthen the culture of voting in immigrant communities.
- ▶ To inform about the correct processes when registering and when exercising the vote in the urns.
- ▶ Train members interested in contributing to the promotion of the civic participation of the Latino community.
- ▶ The Latino community as a political power in the election of local candidates who are willing to include our interests in their agendas as public elected officials.

The Latino Community in Georgia

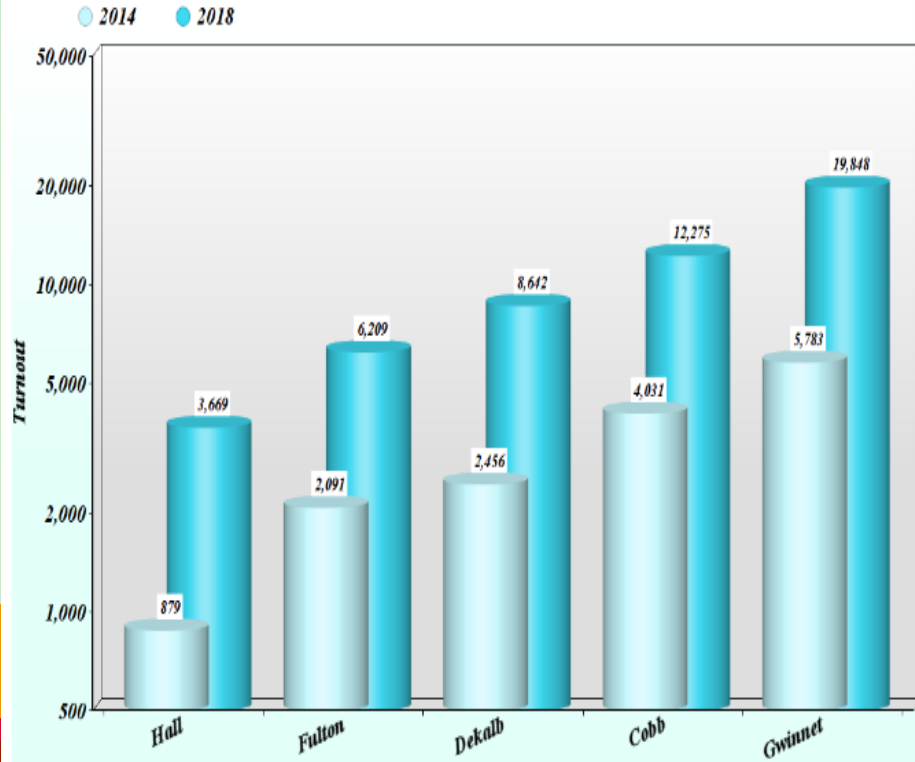
- ❖ Georgia is the fastest growing state of the Latino community among the 10 states with the largest presence of Latinos.
- ❖ In the last 18 years the Latino community has more than doubled in the State and it is estimate that there are approximately 349,000 Latinos of voting age. .
- ❖ Latinos represent 4.7% of the total number of voters within Georgia.

In 2018, GLAHR, with the GEORGIA DE-CI-DE-TE campaign, visited communities throughout the state:

1. Informing and helping with the registration of new voters.
2. Educating on the exercise of the vote itself, which was reflected significantly with an increase of up to about 500% of Latino voters in the communities visited.

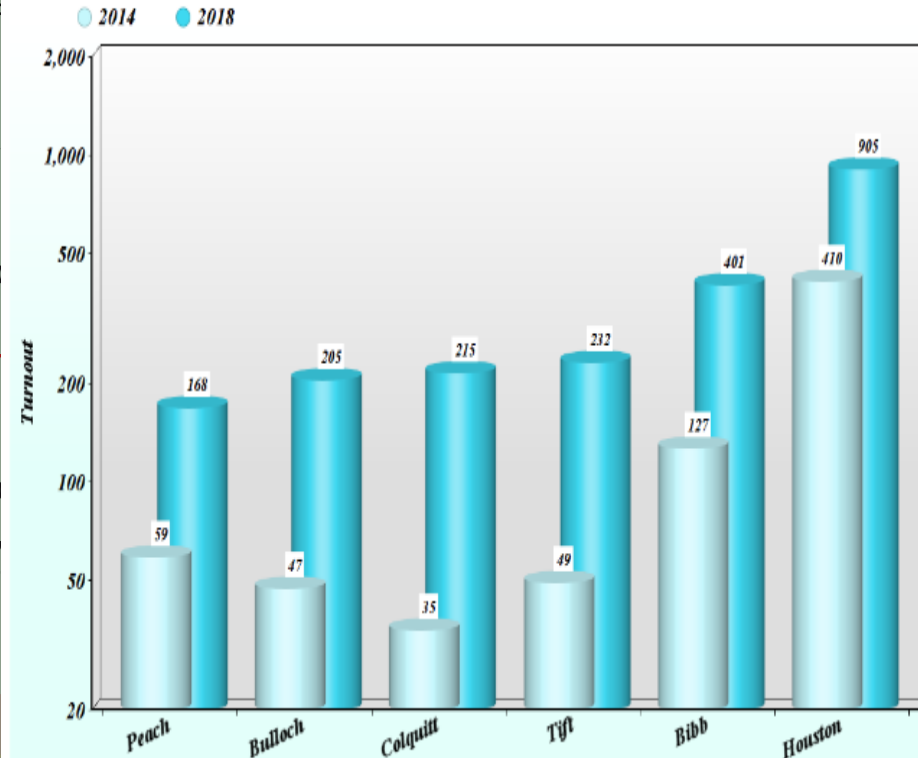
The Latino Community in Georgia

THE IMPACT OF THE GEORGIA DE-CI-DE-TE CAMPAIGN 2018



Counties
Data obtained from The Georgia Secretary of State

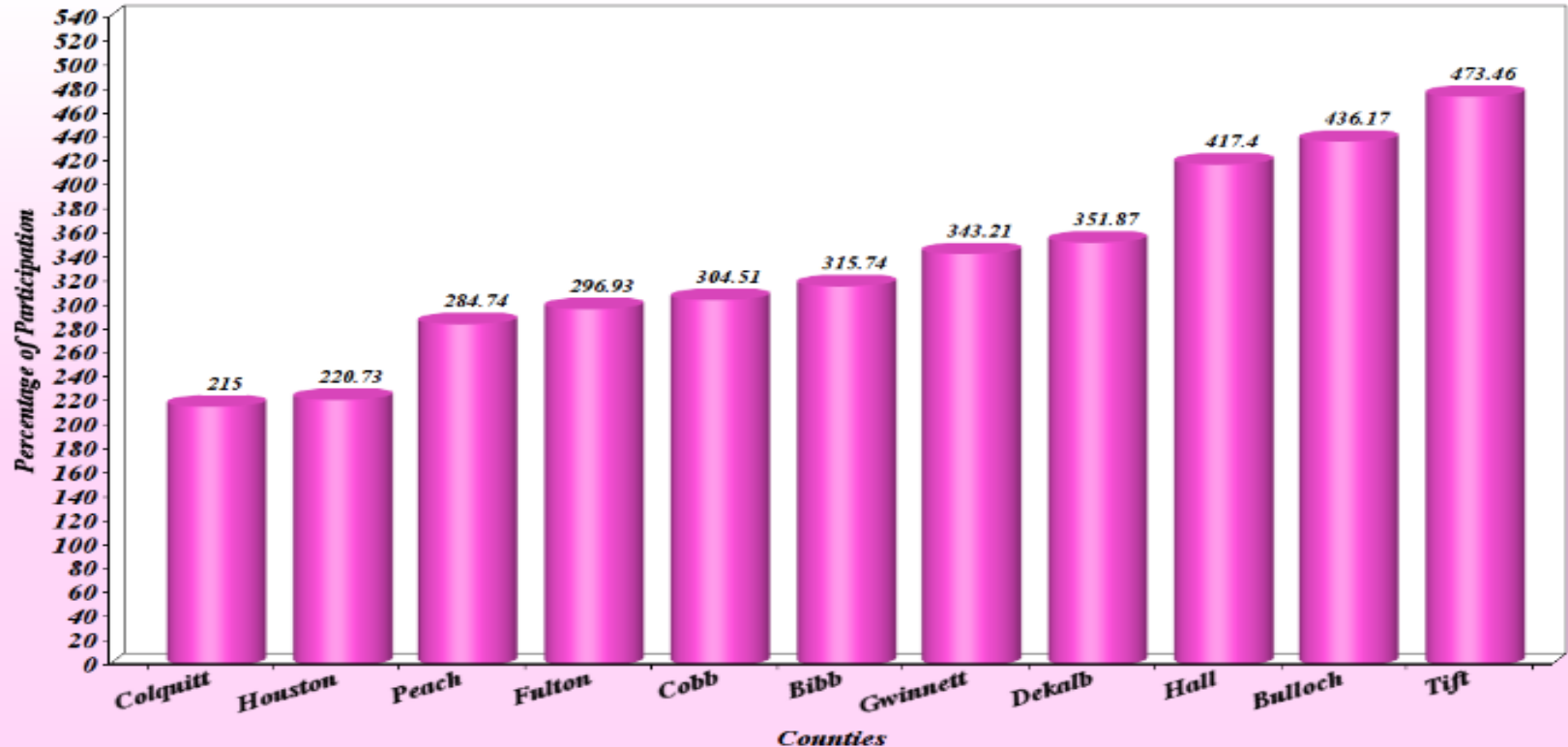
THE IMPACT OF THE GEORGIA DE-CI-DE-TE CAMPAIGN 2018



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The Latino Community in Georgia

RESULTS OF THE GEORGIA DE-CI-DE-TE CAMPAIGN 2018



Data obtained from The Georgia Secretary of State

CONCLUSION

GLAHR, along with its GEORGIA DE-CI-DE-TE campaign and with the participation of the communities visited had a historical impact, and it was demonstrated that the existing prejudices about the Latino community are mainly due to the lack of information and attention provided.

The 2020 election will be of great importance to all Latinos in Georgia and throughout the country:

- The possible re-election of a president with a supremacist and xenophobic policy
- The re-election of Sheriffs who for years have criminalized and persecuted our community.
- Latinos as the largest minority of voters for the first time in an Presidential election.

CONCLUSION

The new "Soy Georgia" campaign during 2019 and 2020 may be the launch of the Latino community as a political force in Georgia.

WE NEED THE PARTICIPATION OF ALL OF US. IT IS OUR OPPORTUNITY TO EMPOWER THE LATIN COMMUNITY SIGNIFICANTLY, WHETHER WE CAN EXERCISE THE RIGHT TO VOTE OR NOT, WE CAN ALL PARTICIPATE!!