

Looking Back: Our Progress from 2021–2024

GreenLatinos' 2021–2024 Strategic Plan guided foundational years that were defined by rapid growth, bold action, and transformative impact. What follows is a summary of what we set out to achieve—and what we accomplished—under each strategic goal.



Goal 1: Develop and Advocate on Our Priorities

GreenLatinos will strengthen our federal advocacy work by researching and focusing on our community's disproportionate needs and policy priorities. Priority strategies include:

- Carrying out our own research and coordinating the development of our policy priorities based on the disproportionate needs of our members and communities.
- Elevating these priorities and organizing our communities around them by targeting stakeholders, leveraging relationships, and providing opportunities for our membership to activate and engage.
- Ensuring that our communities are represented at federal policymaking tables and that we are opening doors for more of our members to participate.
- Increasing member involvement and participation in our policy priority working groups.
- Utilizing integrated communications to amplify our work and change the narrative.

Progress:

We elevated Latino environmental justice priorities to the national stage, releasing the first and second editions of the Latino Climate Justice Framework (LCJF)—a tool that now guides both local leaders and federal policymakers. The LCJF informed our Policy Priority Programs, launched the LCJF Coalition, and helped establish metrics for our collective success.

GreenLatinos played a role in shaping the Inflation Reduction Act, the largest climate investment in U.S. history. When traditional policy spaces excluded us, we created our own—like the America the Beautiful for All Coalition, which now includes over 300 organizations. We continue to hold leadership roles in major national and local coalitions to ensure our community's voices are at the table and being heard across all our environmental priorities.

We also expanded our communications capacity—bringing our team in-house, building up digital platforms, and using integrated messaging strategies to amplify our work and shift the narrative nationally and locally.

Goal 2: Center and Support Our Membership

GreenLatinos will increase our membership and the support we provide to our members. Priority strategies include:

- Developing and implementing a marketing, outreach, and recruitment program to grow, strengthen, and connect our membership.
- Formalizing our membership requirement to access programming and benefits while providing need-based low-cost and free membership tiers.
- Establish a membership tier for Latino-led and serving organizations.
- Helping increase the organizing and advocacy capacity of frontline communities by implementing a process for members to request and receive access to assistance and resources for their local work and campaigns.

Progress:

We formalized our membership tiers with equitable access models, including free and low-cost options, and launched a tier specifically for Latino-led and Latino-serving organizations. We have grown our network membership by 250%.

In 2023, we formed Colaborativo40 alongside major national Latino organizations to ensure our community has access to federal funding opportunities under Justice40, IRA, and BIL.



Progress:

We also launched the Justicia y Equidad Fund—the first Latino-led environmental grantmaking fund. In 2024, the Fund granted almost \$22.8 million to frontline and community based organizations for urban greening, community forestry, and community engagement work.

- We managed \$11.4M in awards to municipalities in California and Illinois, and recommending \$8.6M in awards to nonprofit and community-based organizations.
- We helped 18 municipalities that received awards strategize on project planning and implementation to more effectively engage and include historically underserved and underrepresented communities.
- We hosted a kickoff convening and conducted four training sessions for all 33 grantees to provide assistance with budgeting, preparing sub-recipient grant agreements, and complying with the financial readiness assessment process. Training sessions covered: financial readiness, grant agreement overview and federal regulations, budget training (reimbursements, federal government procurement policy, and determining allowable costs). The training is on the GreenLatinos YouTube channel and is available to all future grantees.

Although we have not yet established a fully-staffed Frontline Environmental Justice Accelerator (FEJA), we continue to support grassroots efforts on a case-by-case basis and remain committed to formalizing this resource.

Goal 3: Facilitate Community Building

GreenLatinos will create the infrastructure and opportunities necessary for our members to develop lasting, cross-sector relationships and collaborations. Priority strategies include:

- Developing more online social, networking, and relationship-building opportunities for our members nationwide.
- Facilitating communication between our members from different sectors of the movement at the local level and encouraging development and implementation of community-wide goals, targets, and campaigns.
- Increasing collaboration and peer-to-peer partnership with our members and allied organizations.
- Maintaining our digital programming and relaunching in-person events when safe to do so.

Progress:

Through our colectivos, state programs, and membership initiatives, we've created regular virtual and in-person encuentros and networking spaces to foster collaboration and highlight member leadership. Our state programs in Colorado, Texas, California, New Mexico, and Illinois have enabled us to connect more deeply with local communities and support place-based campaigns.

Our new website and Membership Hub connect members to job opportunities, grant resources, training, and events. We've launched platforms like Slack and WhatsApp to facilitate peer-to-peer communication in real time.

We developed and launched national campaigns grounded in cultural identity and collective action—such as Take Back Cinco and Latino Heritage Conservation—while also bringing back in-person events, including the GreenLatinos National Summit, Advocacy Week (GLAW), and GreenLatinos Live! Award Ceremony and Reception.

Goal 4: Prepare for Growth and Sustainability

GreenLatinos will be prepared for organizational growth and sustainability as we seek to accomplish our mission. Priority strategies include:

- Leading with our member-driven mission, vision, values, and goals at the forefront of all of our work.
- Implementing formal structures, systems, and processes to give the board, employees, and members more clarity on their roles, enable better decision-making, and provide consistency.
- Developing and tracking an annual work plan with quantifiable benchmarks, to share our progress and successes regularly.
- Continually improving and updating our development strategy to sustain our growing work and support our members.

Progress:

Between 2021 and 2024, GreenLatinos expanded from a team of four to thirty. We built the systems to support that growth—creating an employee handbook, and making key hires in Human Resources, Finance, Development, Communications, and more.

We introduced annual work plans tied to strategic goals and began tracking key metrics using platforms like ClickUp, helping us make our work more measurable and transparent.

Our development strategy now includes a corporate giving plan and efforts to cultivate high-level donors, while platforms like BambooHR, Canva, Meltwater, and Bitwarden support internal operations and digital security.

Throughout, we have remained rooted in our mission, vision, values, and member-driven approach—ensuring that all decisions are grounded in our community and guided by our collective goals.

