

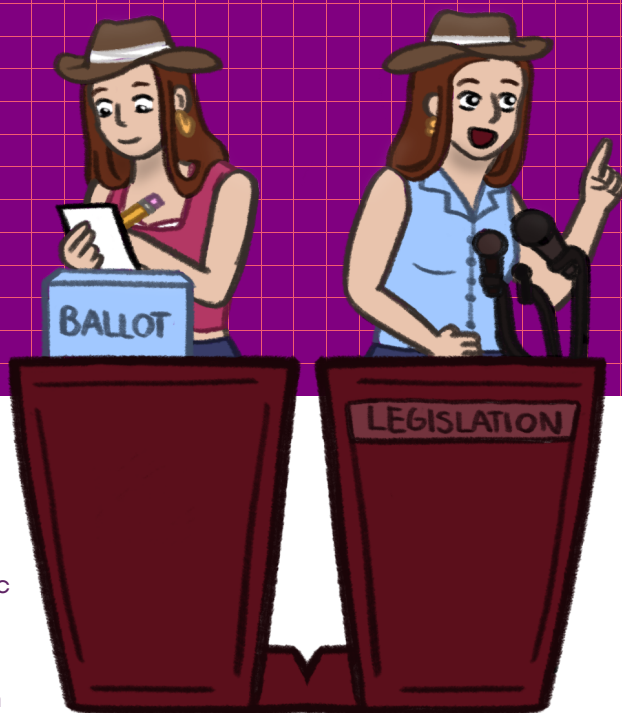
# Impact Report

2023



In Summer 2023, the U.S. Census confirmed what Texans already knew: Latinos are the largest minority demographic in the state, representing 40.2% of the Texas population.

**Yet, the current political power in Texas is not reflective of this demographic shift.** This is why Jolt's mission plays a vital role in transforming Latino political leadership.



In the coming year, Jolt is poised to effect transformative change in the state by building a strong member base in the Latino communities of Houston, Dallas-Fort Worth, San Antonio, and Austin. We will address historic gaps in Latino democratic representation by cultivating and growing our youth leadership development and youth-led community organizing. The expansion of our high school student chapters will play a pivotal role in conveying the significance of the Latino vote, particularly as we approach the November 2024 Presidential Elections.

## In the community, for the community



recruited  
**47,445**  
members into the  
organization



reached a total of  
**12,971 voters**  
registered voters



reached a total  
**63,609 Voters**  
in our GOTV Houston campaign  
(at a contact rate of 32%)



digital outreach with  
**15,000 subscribers**  
on newsletter list  
(and launched our Spilling the Te' newsletter!)



collaborated with  
**4 new artists**  
as Artist in Residence  
(creating artwork like this!)



trained over **419 leaders & 12 student coordinators**  
who helped establish  
**6 chapters**