



**¡PROTÉGETE!**  
**¡CIUDADANÍA YA!**

Immigrants have always come to Los Angeles County to create better lives for themselves and their families. The passions, dreams and hard work of these diverse residents have helped build and define the Los Angeles region since before California became a state.

The California Community Foundation's (CCF) **Immigrant Integration Initiative** brings together public, private and philanthropic partners to ensure immigrants can fully participate in the civic and economic fabric of Los Angeles. We have funded everything from English-language literacy to civic leadership development to policy advocacy. To that end, we have convened an unprecedented collaborative that could have a significant impact in the county's civic life.

## **About the Campaign**

**¡Protégete!...¡Ciudadanía Ya!**, is an unprecedented community-based campaign that will educate and motivate the more than 755,000 eligible legal permanent residents (LPRs) in Los Angeles County to apply for citizenship. The campaign brings together a multi-sector coalition of the region's most prominent **immigrant rights organizations, elected officials, philanthropic organizations and Spanish-language media companies**. Born out of Mayor Eric Garcetti's Step Forward LA initiative, the coalition has launched a coordinated effort to inform eligible LPRs about the citizenship process and expand access to trustworthy naturalization services.

Since the November 10, 2015 launch, the coalition has reached more than 20,000 people through the campaign hotline, conducted roughly 200 citizenship workshops and, with the help of its Spanish-language media partners, has reached upwards of 4 million viewers, listeners and readers.

The campaign has begun the new year with several bold initiatives that will help take it to scale. Our television partners have come together to develop a TV campaign that features each station's anchors/deejays/talent with a unified message to urge their viewers to become citizens. There are plans to produce two more spots with campaign co-chairs and Consul Generals from five countries. Spots will be aired on all partner television stations.

In addition, 19 CCF grantees and other campaign allies/endorsers will stage two citizenship "mega workshops" with the goal of assisting 1,000 people complete their applications. The ¡Protégete!...¡Ciudadanía Ya! Feria del Pueblo will also offer information and assistance on a variety of issues including, DACA and AB60 assistance, assistance with health insurance applications, voter registration, worker's rights information and more. The event will be promoted by our media partners and we could see as many as 50,000 people attend. The first event will take place at the Long Beach Convention Center on Sunday, April 10, 2016.

The campaign has also created regional tables to support convening, ensure efficiency and avoid duplicating services. This also allows us to specifically target communities with large populations of LPRs and integrate with media partners.

Targeted communities include: El Monte/San Gabriel Valley, San Fernando Valley, Southeast cities and Long Beach, and East Los Angeles/Montebello.

## Campaign Partners

### Steering Committee

- National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund
- Central American Resource Center (CARECEN)
- Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)
- Council of Mexican Federations (COFEM)
- Asians Americans Advancing Justice Los Angeles (AAAJ-LA)

### Government Co-Chairs

- U.S. Congressman Xavier Becerra
- Los Angeles County Supervisor Hilda Solis
- Los Angeles Mayor Eric Garcetti
- Long Beach Mayor Robert Garcia

### Media Partners

- Azteca America
- Entravision
- Estrella TV/Liberman Broadcasting
- La Opinión
- Telemundo 52 Los Angeles KVEA
- Univision Radio
- KMEX 34 Univision TV

### Coalition Grantees

- Centro CHA
- Pomona Economic Opportunity Center
- Catholic Charities Los Angeles
- Long Beach Immigrant Rights Coalition
- Legal Aid Foundation of Los Angeles
- International Rescue Committee
- Community Lawyers Inc.
- People Organized for Westside Renewal (POWER)
- LA Voice
- Loyola Marymount University
- National Day Laborer Organizing Network
- Instituto de Educacion Popular del sur de California
- Orange County Foundation
- One Justice

### Philanthropic Partners

- California Community Foundation (CCF)
- Juntos Podemos/Together We Can

For more information on how you can get involved with the ¡Protégete!...¡Ciudadanía Ya! campaign, please contact Rosie Arroyo, Program Officer at the California Community Foundation, at 213.413.4130 ext. 259 or rarroyo@calfund.org, or find us online at [ciudadaniaya.info](http://ciudadaniaya.info)