

Hello!

The VL Innovators Challenge is a tech competition for Millennials between the ages 18 and 34, designed to cultivate a pool of Latino tech talent and find innovative solutions to problems in the Latino community. The *Challenge* will award \$500,000 in grants to the best 10-15 proposed projects.

The competition is a project by Voto Latino in partnership with the MacArthur Foundation, Google and HASTAC.org. We would greatly appreciate your support in helping us to spread the word to students interested in tech. We have half a million dollars in grants to give and we want to make sure great ideas become a reality.

### **Why is the VL Innovators Challenge needed?**

- Today, Latinos make up a mere 7% of U.S. tech workers.
- Students suggest the gap to careers in Silicon Valley begins at an early age. Black and Latino students are four times less likely to take AP Math and Science exams than their White and Asian counterparts.
- In 2013, Black and Latinos made up only 9% of computer science and engineering college graduates.

### **What type of tech projects will the VL Innovators Challenge fund?**

- Here's a great example of the types of projects we're looking to fund through this tech competition that will benefit L.A. if any of the winners come from the city. From the San Francisco Chronicle, "*Low-income teens design apps that reflect their neighborhoods*":
- <http://www.sfgate.com/politics/joegarofoli/article/Low-income-teens-design-apps-that-reflect-their-5332775.php>

### **What can you do?**

- If you have great ideas, feel free to enter in the competition to show us your creativity and ingenuity.
- If it isn't a good fit for you, we still need your help! We will provide you with resources to spread the word about this exciting opportunity at your school. If someone from your university wins, your organization will get media attention for their help in such an exciting campaign.

**If you're interested, make sure to read more about the [VL Innovators Challenge](#) and email Haili Lewis at [haili@votolatino.org](mailto:haili@votolatino.org) to inquire about your next steps.**

Kindly,

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