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“Our Vote Forward” was established in 2020 and is a nonprofit 501c4 statewide Political Action Committee dedicated to Educating, Informing, and Inspiring voters. E.I.I. For the purposes of transparency, we opened a “Slate Mailer Organization” a.k.a. SMO.

Our goal is to show that our Latino Values/Valores, mandate that we must work for a better Democracy, treat all Citizens as our Family, and to always keep our faith in a government of the people, by the people and for the people. We can be the cure to an ailing Democracy.

The Adelante' Statewide Latino Voter Guide, is the first ever of its kind in California. Our “Digital Latino Voter Guide” which is focused entirely on Social Networking efforts is historic and epic. We are proudly working with “Your Voter Guide Inc.,” “Pixel Perfect Productions, LL,” “United Latinos Action P.A.C.,” and “Leading Edge” in creating this first time ever, Digital Latino Voter Guide.

A tradition Slate Card, or even a mailer, is created once and mailed once with no analytics or response records. We will promote our Latino Voter Guide to Latino Voters for a minimum of 12 days.

With over 5 million plus registered Latinos in California and nearly 2 million available emails or near 40% of all registered Latinos. Our Latino Voter Guide will be historic.

As a non profit organization, our goal is to avoid partisan wars and focus on integrity, honesty and the desire to provide a badly needed public service. Hence, we require candidates appealing on our Guide to complete our vetting form and digitally sign a pledge.

We have been asked: “What will you do, if a candidate violates the pledge or lies.” We will respond by immediately removing the candidates listing and ban them in future slates. We are seeking candidates who are ethical, and sincere.

We are honored and proud to offer and opportunity to candidates who want a strong and vibrant Democracy.

