

Hispanics in Philanthropy

Hispanics now comprise 15% of the national population and are expected to constitute at least 25% by 2050. Following this growth trend, the Latino nonprofit sector is now composed of more than 4000 organizations. Moreover, American Hispanics buying power has grown 65 percent since 1990, from \$211 billion to \$348 billion.

One of the most important characteristics of Hispanic philanthropy is the personal nature of giving. Regardless of who is asking, receiving, or involved in the organization that is being solicited, people are the essential reason why the Latino community engages in philanthropic activities. Latino donors are especially interested in causes and organizations related to family, education, and religion, which is not surprising given their cultural traditions. Latinos are also drawn towards causes and organizations that benefit their own ethnic communities.

Despite recent population and philanthropic growth, Latino nonprofits are still only 1% of the field. Considering that Hispanics are expected to soon be the largest minority group in the United States (every one in three workers), there is concern that this lack of community involvement could lead to a lack of representation in civic life, educational gaps, and a decline in economic growth. Hence, the Latino community sees protection and expansion of philanthropy incentives (i.e.: tax exemption) and the development of new ways to facilitate cross border grant-making as a way to build their communities for the future. To facilitate this, philanthropic organizations are developing specific approaches to reach out to potential Hispanic donors. For example, attention should be paid to the differences that may exist among Latino communities in musical preference, accents, and linguistic idioms. It is important to be mindful that although Latinos may share a similar immigrant story, they tend to keep their individual cultural and national identity, creating a need to be aware of a second level of diversity. Clearly reaching out to each segment of the Latino market, as potential philanthropists in different geographical regions, is crucial to providing successful recruitment of new donors.

One problem with Hispanic philanthropy that does need to be considered in measurement, however, is that Hispanic philanthropy is often not recorded. For this reason, Latino giving cannot be measured in accordance to American organized philanthropy due to historical reasons that link Hispanics with the Napoleonic Code, where considerations of tax deductions are considered insignificant. Deep-rooted feelings of obligation in taking care of their own and helping the less fortunate, also contribute to the lack of measured Hispanic philanthropy in the United States— people feel it is their duty, not something to be “measured” for gain or recognition. Hispanics also tend to be uncomfortable with many concepts that are intrinsic to institutionalized philanthropy in the United States—large organizations, endowments, foundations, and planned giving. For all these reasons, it is critical to take historical aspects into account when measuring Hispanic giving.

Significant Associations of the Nonprofit Sector: the organizations that raise money and provide services to community

1. **Hispanics in Philanthropy (HIP):** 16 years old, HIP is the most significant national association of Latino philanthropic leaders, having grown more than fourfold in the past decade from 50 individuals in 1988 to more than 350 in 1998. HIP focuses on the need to expand research and dialogue on the status of Latinos in philanthropy and the nonprofit sector. HIP works with major foundations in the United States, including the Rockefeller, Kellogg, and Packard Foundations. HIP sees its job as introducing traditional foundations to the Latino community.
2. **National Council of La Raza (NCLR):** a Washington, D.C. nonprofit Latino civil rights group, La Raza is most concerned with elderly and health issues than with sales calls and making payroll. One of their most significant projects has been the development of a Community Development Financial Institution (CDFI) designed, with money from corporate America, to help Hispanics-owned businesses borrow money.
3. **The Mexican American Legal Defense and Educational Fund (MALDEF):** MALDEF is a nonprofit organization that promotes equality and protects the civil rights of Hispanics nationwide through litigation, leadership training and law school scholarships. MALDEF advocates for the appointment of Latinos to federal judicial positions in different states and at all judicial levels as a means to reflect the geographic diversity of the Latino population across all states and localities. Without sufficient Latino representation at all levels, MALDEF feels that equal justice for some, not all, will be the reality in this country.
4. **The Southwest Voter Registration/Education Institute:** furthers the political empowerment of U.S. Latinos by educating people about the democratic process, registering eligible voters and getting them out to vote. SVREP firmly believes that only through the strengthening and exercising of one's political voice, can Latinos directly influence important issues affecting their communities. SVREP worked extensively on proposition 187.
5. **Aspira:** founded in 1961, it is the largest and oldest Latino youth and educational advocacy organization, seeking to advance the Puerto Rican/Latino community by helping youth excel in education and leadership programs aimed at valuing community involvement and cultural heritage. Aspira serves over 5,000 youth annually.
6. **Ser National Jobs for Progress:** "Service, Employment, and Redevelopment" from the Spanish verb "to be," was established in 1964 as a 501 (c)(3) non-profit with the purpose of developing and cultivating human resources for the nation's work force. The corporation's special emphasis is addressing the needs of Hispanics in the areas of education, job skill training, literacy and employment.
7. **National Association for Latino Elected and Appointed Officials (NALEO):** established in 1981, NALEO is now the leading organization in the United States promoting Latino participation in public service. NALEO consists of more than 5,400 members nationwide. The also aim to encourage Latino participation in U.S. government and politics.
8. **Hispanic Association on Corporate Responsibility:** a non-profit, tax-exempt organization, in Washington D.C., HACR was founded in 1986 as a coalition of prominent national Hispanic organizations working together to promote equitable participation of Hispanics in corporate America.

9. **League of United Latin American Citizens (LULAC):** as the largest and oldest Hispanic Organization in the United States, LULAC advances the economic condition, educational attainment, political influence, health and civil rights of Hispanic Americans through community-based programs at more than 600 LULAC councils nationwide.

Below are six funds that have a common mission to promote philanthropy in the Latino Community. These agencies raise money and donate to various Latino causes on both individual and organizational levels with corporate and foundation support.

1. **Hispanic Community Foundation of the Bay Area in San Francisco:** HCF is a regional non-profit community foundation established in 1989 by the United Way of the Bay Area and the National Concilio of America. The mission of HCF is to improve the well being of Latinos in the San Francisco Bay Area by increasing giving and volunteerism in their community.
2. **Hispanic Federation of New York City:** a nonprofit organization, striving to build and strengthen community-based organizations that provide Latinos with a host of services, including immigration services, health care, economic development, job training, AIDS prevention, youth services, leadership development, and housing.
3. **United Latino Fund in Los Angeles:** a fund established in 1990 to improve the quality of life for Latinos in the Los Angeles area through a community effort of giving.
4. **The Greater Kansas City Hispanic Development Fund:** a fund established in 1984 to financially support activities of nonprofits that encourage cultural diversity and help Hispanics in Kansas City.
5. **The Hispanic Fund of Lorain County, Ohio:** a fund established in 1986 to financially support activities of nonprofits that encourage cultural diversity and help Hispanics in Lorain County.
6. **El Fondo de Nuestra Comunidad in St. Paul:** a fund established in 1986 to financially support activities of nonprofits that encourage cultural diversity and help Hispanics in St. Paul.

Significant Contributors to the Latino American Philanthropic Community

1. **Paul Ylvisaker:** a grantmaker, he helped establish modern philanthropy in Latino communities at the Ford Foundation.
2. **Diana Campoamor:** President of HIP. Prior to joining HIP, she was the director for MALDEF and the Shallon Foundation. Diana has a B.A. in sociology from the University of Florida, and has completed extensive graduate work in Latin American Studies. She has an M.A. from the School of Communication at the University of Miami.
3. **Dr. William A. Diaz:** Senior Fellow, U of Minnesota's Institute of Public Affairs and Chairman of HIP. He is responsible for a program of research, teaching, and writing on the relationship between public policy, philanthropy, and the nonprofit sector. Prior to joining the Institute, Dr. Diaz was a Ford Foundation program officer. He holds a Ph.D. in political science from Fordham University.
4. **Ana Gloria Rivas-Vazquez:** examines new pools of Latino wealth, the giving patterns of Latinos, and ways to encourage giving. Her research found that Hispanic Americans have a

long standing tradition of giving generously. However, Latino patterns of donation do not coincide with the US model of giving in that they tend to help family and relatives, emphasizing Hispanic cultural traditions of supporting the family and building strong relationships with relatives. Latino women traditionally rely on personal or voluntary initiatives, using personal contacts to raise funds. Vazquez holds a Ph.D. in Anthropology.

5. **Rodolfo de la Garza:** using a major national survey of Latinos, Garza examines giving and volunteering. His findings indicate no difference between Mexican Americans and Anglos in their levels of giving, holding citizenship and socioeconomic backgrounds constant. He is currently a professor in the Department of Government at the University of Texas in Austin, serves as Vice President and Director of research at the Tomas Rivera Center, and holds a Ph.D. in Government from the U of Arizona.
6. **Henry A. J. Ramos and Gabriel Kasper:** examined the rise of Latino Community funds and found that they are motivated to expand development and control of the community's own philanthropic institutions. Ramos is Principal of Mauer Kunst Consulting and Kasper is an independent consultant.

List of Potential Latino Philanthropy Speakers/Participants

MARILDA GANDARA ALFONSO

Ms. Alfonso serves as vice president, corporate public involvement for Aetna, Inc., and as executive director of the Aetna Foundation, an independent charitable organization that focuses primarily on primary health care for at-risk children and improving educational opportunities for disadvantaged students. She joined Aetna in 1978, and has worked in the legal, real estate, and corporate planning areas. Ms. Alfonso serves on several nonprofit boards in the Hartford area, and has previously been a director of the Beatrice International Foods Company and the McCall's Pattern Company. She has been the recipient of numerous awards, including the National Eagle Leadership Institute 1996 Award, and has been cited as among the most influential Latinas in the U.S. by VISTA and HISPANIC magazines. Born in Cuba, she holds a law degree from the University of Connecticut.

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DIANA CAMPOAMOR

Diana Campoamor is President of Hispanics in Philanthropy, an association of grantmakers that advocates for increased support of Hispanic communities and Latin America. Prior to joining HIP, she served as director of the Shalan Foundation's communications program and as national communications director for the Mexican American Legal Defense and Educational Fund. Trained as a journalist, Ms. Campoamor has conducted research on press coverage, public opinion and public policy, as well as produced broadcast programs on AIDS and a number of other social and political issues. She holds an M.A. from the University of Miami and a B.A. from the University of Florida, where she also completed the coursework for a doctoral program in Latin American Studies.

Ms. Campoamor serves on the boards of the Council on Foundations, Independent Sector, the Inter-University Program for Latino Research and several other organizations.

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MICHAEL CORTES (accent on e in Cortes)

A well-respected scholar, he is associate professor of public policy at the University of Colorado, and a leader in the field of nonprofit research. Has led the way in focusing greater research attention on the relations between Hispanic communities and Hispanic-run nonprofits.

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AUGGIE & ELSSY FABELA

Mr. and Mrs. Fabela recently established a foundation in suburban Chicago, endowing it with \$5 million to sponsor local youth development efforts. Theirs is one of the few Latino family foundations in the U.S., and represents an emerging trend among communities of color.

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ANTONIA HERNANDEZ

Antonia Hernandez, president and general counsel of the Mexican American Legal Defense and Educational Fund (MALDEF), also serves on the Board of Trustees of The Rockefeller Foundation. Based in New York City, TRF is one of the largest foundations in the world, with assets exceeding \$2 billion. Ms. Hernandez, elected to MALDEF's presidency in 1985, directs all litigation and advocacy programs, manages a \$6 million budget, a 75-person staff, and plans the organization's long-range goals and objectives. MALDEF is headquartered in Los Angeles and maintains regional offices in San Francisco, San Antonio, Chicago and Washington, DC, with a program offices in Sacramento and Fresno, California.

Ms. Hernandez earned her B.A. at UCLA, a teaching credential at the university's School of Education and her J.D. at the UCLA School of Law in 1974. An expert in civil rights and immigration issues, her legal experience includes serving as Directing Attorney for the Lincoln Heights office of the Legal Aid Foundation of Los Angeles, and staff counsel to the Senate Committee on the Judiciary. Active in community affairs, Ms. Hernandez serves as a member of the board

of directors for the Los Angeles Branch of the Federal Reserve Bank; the Inter-American Dialogue; the National Hispanic Leadership Agenda; and many other organizations. Her achievements have been recognized by numerous awards such as: the Aguila Azteca presented by the Mexican government, the Hubert H. Humphrey Award, the UCLA Alumnus of the Year award, and the establishment of the Antonia Hernandez Public Service Award for UCLA Law School graduates.

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MARGIE DIAZ KINTZ

A recently retired executive of Intel, former head of the Intel Foundation, who is now in the process of setting up her own foundation. After several years in Seattle and Hawaii with Intel, has recently moved back to the Latino community in Austin, TX where she grew up, where she will initially focus her giving.

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HENRY A.J. RAMOS

Mr. Ramos is principal of Mauer Kunst Consulting, a Berkeley, CA-based private consulting group that specializes in strategic planning, product development, program evaluation and research activities targeted to business, foundation and nonprofit institutions. His current clients include the Levi Strauss Foundation, for which he manages the Project Change Anti-Racism Initiative. His book, *The American GI Forum: In Pursuit of the Dream, 1948-1983*, an historical recount of the nation's oldest and largest Latino veterans/civil rights organization, was recently published by Arte Público Press. Mr. Ramos is a graduate of UC-Berkeley and Harvard University, where he earned degrees in political economics, law and public administration. He is founding editor of the *Harvard Journal of Hispanic Policy*, a former Robert Bosch Foundation fellow in Germany, and a past member of the professional staffs of The Ford Foundation and The James Irvine Foundation.

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ANTHONY D. ROMERO

Anthony D. Romero is Director, Human Rights and International Cooperation at The Ford Foundation in New York City, where he manages a multi-million dollar portfolio of grants pertaining to human and civil rights education and services in the U.S. and abroad. A graduate of Stanford Law School and Princeton University, he was previously a program officer and fellow at The Rockefeller Foundation.

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BARBARA A. TAVERAS

Barbara A. Taveras has served as Executive Director of The Edward W. Hazen Foundation since 1993 and is the Board Secretary. Prior to this, she was senior policy analyst at the Mayor's Office of Education Services in New York City, with responsibility for the areas of multicultural education and special education. She was Training Specialist on International Issues with the YWCA National Board, and has extensive experience in the field of international development, particularly in Latin America and the Caribbean. She chairs the Program Committee of the New York Regional Association of Grantmakers.

Ms. Taveras is a graduate of Pace University and holds a master's degree in Latin American Studies from Georgetown University.

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LUZ VEGA-MARQUIS

Luz Vega-Marquis is the incoming executive director of the California Telecommunications Fund, a private philanthropy created by the merger of SBC Communications and Pacific Bell. Until recently, she served as Vice President of the National Economic Development and Law Center, a national intermediary organization based in Oakland, California. One of the most experienced and respected leaders in the field of philanthropy, she worked more than twenty years at The James Irvine Foundation and has served on the board of most major institutions in philanthropy. In her various capacities

at the Irvine Foundation, Ms. Vega-Marquis strengthened the Foundation's infrastructure, managed its proposal review process and diversified its grantmaking portfolio. She serves or has served on the boards of the Council on Foundations, Northern California Grantmakers, The California Wellness Foundation and The San Francisco Women's Foundation. She is a founder and director emerita of Hispanics in Philanthropy. Born in Nicaragua, Ms. Vega-Marquis holds an M.A. in Latin American Studies from Stanford University and a B.A. in Modern Languages from the University of San Francisco.

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ANN MARIE WHEELOCK

Ann Marie Wheelock was appointed President and CEO of the Fannie Mae Foundation in 1998. The Foundation works to provide affordable housing opportunities and help families get on the path to homeownership. Prior to joining the Foundtaion, Wheelock served as an Officer of the Fannie Mae Corporation. Beginning in 1994, she served as the Western Regional Housing Impact Vice President and then as Executive Assistant to Fannie Mae's Chairman and Chief Executive Officer James A. Johnson. Before joining the Fannie Mae Corporation, Wheelock served as the Administrator/Deputy Director of the Community Development Agency, Office of Planning and Community Development for the City and County of Denver where she advised Mayor Wellington Webb on housing, community and economic development issues. She practiced public finance law in the Denver office of the Kutak Rock law firm. Before joining the firm she was the Executive Director of the Colorado Hispanic League.

Wheelock received her B.S. with distinction and special honors from the University of Iowa, and J.D. from Boalt Hall School of Law at the University of California. She is a member of the California and Colorado Bars. Wheelock is currently a board member of the Tomas Rivera Policy Institute, the Mexican American Legal Defense and Educational Fund (MALDEF), and an advisory board member of The Brookings Institution Center on Urban & Metropolitan Policy.

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