

BOARD OF TRUSTEES

Honorable Aída Álvarez, *Chair*
Former Administrator,
U.S. Small Business Administration

Honorable Arabella Martinez, *Vice-Chair*
Former CEO, The Unity Council, retired

Ana Lopez, *Secretary*
Senior Vice President,
Wells Fargo Bank

Monica Pressley, *Treasurer*
Chief Financial Officer,
The San Francisco Foundation

Angel V. Chavez
Second Vice President, Wealth Management
SmithBarney

Maria E. Gallo
Senior Vice President, Corporate
Social Responsibility
Union Bank of California

James Gutierrez
Chief Executive Officer
Progreso Financiero

Luis Herrera
City Librarian, City and County of
San Francisco

Marcela C. Medina
Former Vice President and General Manager,
Univisión 14-KDTV and TeleFutura 66-KFSF

Kim Rivera
Vice President General Counsel and Secretary,
DaVita, Inc.

Aureliano Rubén Rodríguez
Community Leader

Serra Butler Simbeck
Community Leader

Senator Art Torres (Ret.)
Vice Chairman, ICOC
California Institute for Regenerative Medicine

Sandra R. Hernández, M.D.
Chief Executive Officer
The San Francisco Foundation

Gary A. Hernández
Legal Counsel, Partner
Sonnenschein, Nath & Rosenthal

STAFF

Raquel F. Donoso, *Executive Director*

Michelle Guevara-Pozas, *Development and
Communications Officer*

Ana Rodriguez, *Program Director*

Paola N. Cubías, *Executive and Program Associate*

CONSULTANTS

Christine Comella, *Development & Grants*
jdcPartnerships, *Program Planning & Evaluation*

Ron Wong & Associates, *Event Planning*

Latino Community Foundation

225 Bush Street, Suite 500

San Francisco, CA 94104

415-733-8591

www.latinocf.org

Design: Robin Brandes Design www.robinbrandes.com

Investing in Communities, Strengthening Families

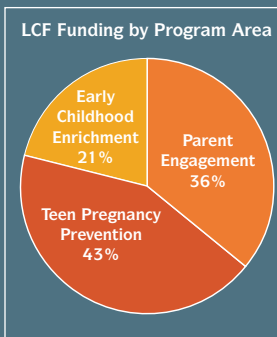


Latino
COMMUNITY FOUNDATION

Latino
COMMUNITY FOUNDATION

Dear Friends,

At the core of the Latino family are the children and youth that aspire to lead their communities towards a better future. That is why the Latino Community Foundation increased investments by 31% through the LCF Children and Youth Initiative in 2009.



The Initiative reached 14 communities in 6 counties throughout the greater San Francisco Bay Area. This was possible thanks to you, our supporters. Your contributions have allowed LCF to extend our reach and increase future investments to benefit Latino children, their families, and the community.

2009 was a pivotal year filled with many achievements: increasing the number of funded community partners from 10 to 14, investing in new neighborhoods, and strengthening community impact.

We know that strategic investments in the Latino community improve the lives of children and their families. Join us as we continue to make this vision a reality.

Sincerely,

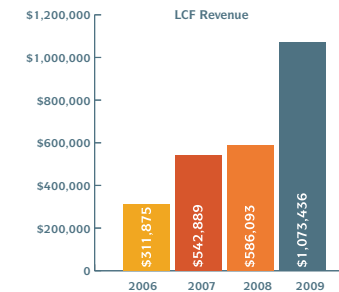
Aída Álvarez
Chair, Board of Trustees



Raquel F. Donoso
Executive Director

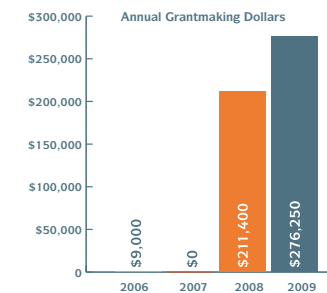


Investing in the Bay Area Latino Community



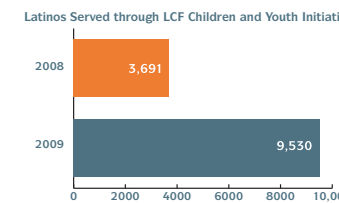
This was one of the most challenging economic years in history. The non-profit sector found itself in a vulnerable position as most foundations have seen assets fall by 20-40% and many organizations were unable to weather the storm and forced to close their doors.

At the same time, Latino-based non-profits have seen a significant increase in demand for services while facing decreased revenues. To serve the growing need, LCF stepped up at this critical moment. LCF nearly doubled its revenue in 2009 and was able to expand its reach and begin planning for future investments.



LCF investments are a combination of direct, multi-year grant commitments and technical assistance. Investment strategies are based on traditional models, but include a unique dedication and passion to ensuring that Latino families have the support and services they need to realize their potential.

LCF increased grantmaking by 31% through the Children and Youth Initiative, which focuses on three key areas: Early Childhood Enrichment, Teen Pregnancy Prevention and Parent Engagement.



Increased funding in 2009 meant that LCF-funded community partners were able to serve 9,530 low-income Latino clients—nearly 3 times as many in 2008!

The positive impact made on each client has the power to extend to an entire community to empower them to take advantage of the full set of opportunities that exist.



Investing in Latino Community Solutions

San Francisco Bay Area Latinos represent 21% of the total population.

32% of the 1.5 million children ages 0-18 living in the region are Latino.

It is projected that by 2020, Latino children will represent 36% of the population.

LCF identifies urgent issues in the Latino community and aligns with organizations that implement solutions to address these issues.

In 2007 LCF launched the Children and Youth Initiative to begin to address the lack of opportunities for academic preparation in the Latino community. Latino students lag far behind other racial/ethnic groups on most major educational indicators, including high school drop-out rate and lower college-going rate. Studies show that children with early educational opportunities have a greater likelihood of educational success.

LCF delved into the community and funded a cohort of organizations that focus on Early Childhood Education, Teen Pregnancy Prevention and Parent Engagement. This investment supports community change to increase opportunities for educational success for Latino children.

Community Change Starts with Community Leaders

In a small corner house in the City of Richmond sits The Latina Center, an organization with incredible heart and soul that is building community one leader at a time. It is fitting that The Latina Center offices are in a cozy home. This warm nest welcomes new families as they make their way in a demanding and difficult new country. On any given day this house is buzzing with dozens of volunteers who are recruiting, counseling, mentoring, and bringing dignity to Latina women and their children.

In only 10 years, The Latina Center has trained more than 200 women leaders and served over 6,000 families through parent education & training programs.

Most of the women that come to the center are recent immigrants, often struggling with common issues among low-income families: economic security, transportation, child care, and healthcare access.

Women enter The Latina Center through the Latina Community Women's Health Leadership program, a year-long program that trains and develops women to be leaders in their community. These women then return to their families and neighborhoods where they educate and advocate for a healthier community. Women leaders have gone on to develop programs within the organization including the mental health and domestic violence program, *¡Ya Basta!*, which provides training on family violence and peer support to end violence in the home.

Funds from the Latino Community Foundation support the newly developed *Nuestros Niños* program that provides parent education and training to parents with young children. The training is geared towards families that are living, or have lived, with family violence in an effort to stop the cycle of abuse in the home and provide greater opportunities for young children to grow up in a home free of violence.



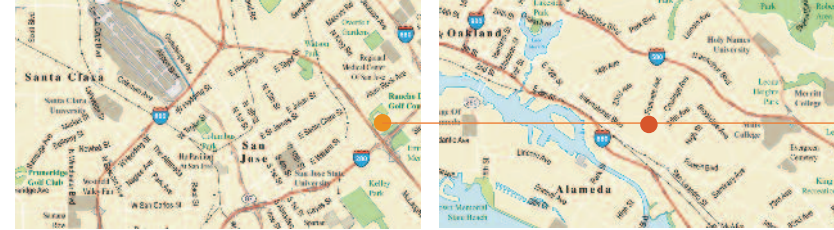
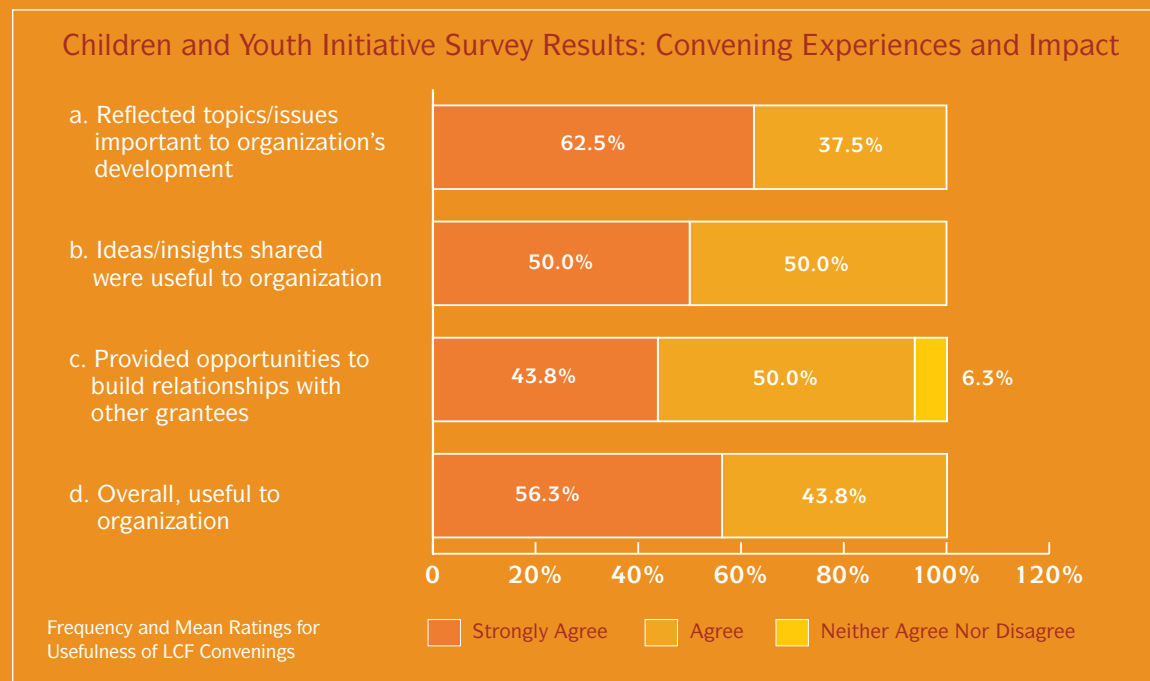
"LCF has been a vital funding partner in our work to develop community leaders and support Latino families in Richmond," explains *Miriam Wong, Executive Director of The Latina Center.*

Strengthening Organizational Power

LCF encourages organizations to learn from and with each other. In addition to grants, LCF provides its community partners with technical assistance through training focused on evaluation and program design, fundraising, and communications.

The quarterly trainings are a way for organizations that are working on similar issues in various neighborhoods throughout the region to connect with each other. This connection leads to increased collaboration among organizations and an increased unity among funded community partners.

A recent survey among LCF community partners revealed the impact of our technical assistance. Most participants strongly agreed that the trainings reflected topics and issues of importance to the ongoing development of their organizations' programs and services. Organizations also expressed an overall appreciation for the approach LCF has taken as a foundation partner.



Increasing Collaboration, Building Alliances

Somos Mayfair works in the Mayfair neighborhood of San Jose to cultivate the dreams and power of the people of this community through cultural activism, social services and community organizing. They work with generations of immigrants to nurture family health and speak out for justice in Silicon Valley.

To the north, in San Francisco and the East Bay, Mujeres Unidas y Activas (MUA) is a grassroots organization of Latina immigrant women with a dual mission of personal transformation and community power. MUA empowers and educates their members through mutual support and training to be leaders in their own lives and in the community.

LCF brings funded community partners together to learn from each other to enhance their program and organizational outcomes.. While Somos Mayfair and MUA knew of each other and had always wanted to have a more formal collaboration, it seemed a difficult task to do given distance and their demanding work load. When both organizations became funded community partners of the Latino Community Foundation, they found their opportunity to share program ideas, identify areas for collaboration, and brainstorm common challenges.

Their collaboration translated into a direct impact on their community. Four member leaders of Somos Mayfair graduated from MUA's 20-hour Peer Counselor training, and MUA's Oakland members benefited from a morning of theater and conversation about family violence with members of Somos Mayfair's *Teatro Familiar*.

Both organizations are strong believers that by working in collaboration with allies, greater impact is made in the Latino community. They continue to learn from one another.



"MUA is excited that our participation in the cohort of Latino Community Foundation grantees has strengthened our relationship with our allies at Somos Mayfair. We have realized how similar our missions and programs are [and] have held in-person and telephone meetings to share ideas about programs, funding sources, and collaborations." *Mujeres Unidas y Activas*

Early Childhood Enrichment

- *Learning and Loving Center* provides education and outreach to over 250 low-income immigrant women and children per year in Morgan Hill. Santa Clara County
- *Good Samaritan Family Resource Center* provides family support, education, and health services to over 2,500 families a year in San Francisco. San Francisco County
- *Novato School Readiness Program* is a collaboration between the Novato Human Needs Center, Novato Youth Center, and First 5 Marin, serving 700 Latino children ages 0-5 and their families to improve on all aspects of a child's health including physical, socio-economical, and mental health. Marin County
- *Somos Mayfair* serves 6,000 families per year focusing on improving the health, school readiness, and well-being of Latino children ages 0-5 and their families in the Mayfair neighborhood of San Jose. Santa Clara County

Teen Pregnancy Prevention

- *Familias Unidas* is a community-based mental health and social service agency serving over 5,500 low-income families per year in Contra Costa County by providing multiple and culturally competent supportive counseling and prevention-oriented programs. Contra Costa County
- *La Clínica de La Raza* with clinics in Alameda, East Contra Costa and Solano counties, serves over 45,000 people annually by providing culturally appropriate, high quality and accessible health care for all. Alameda, Contra Costa, and Solano Counties
- *Mexican American Community Services Agency (MACSA)* is a multi-service agency serving over 76,000 Latino families to improve the quality of life for youth and families focused on education, health outreach, and social services programs in the area. Santa Clara County

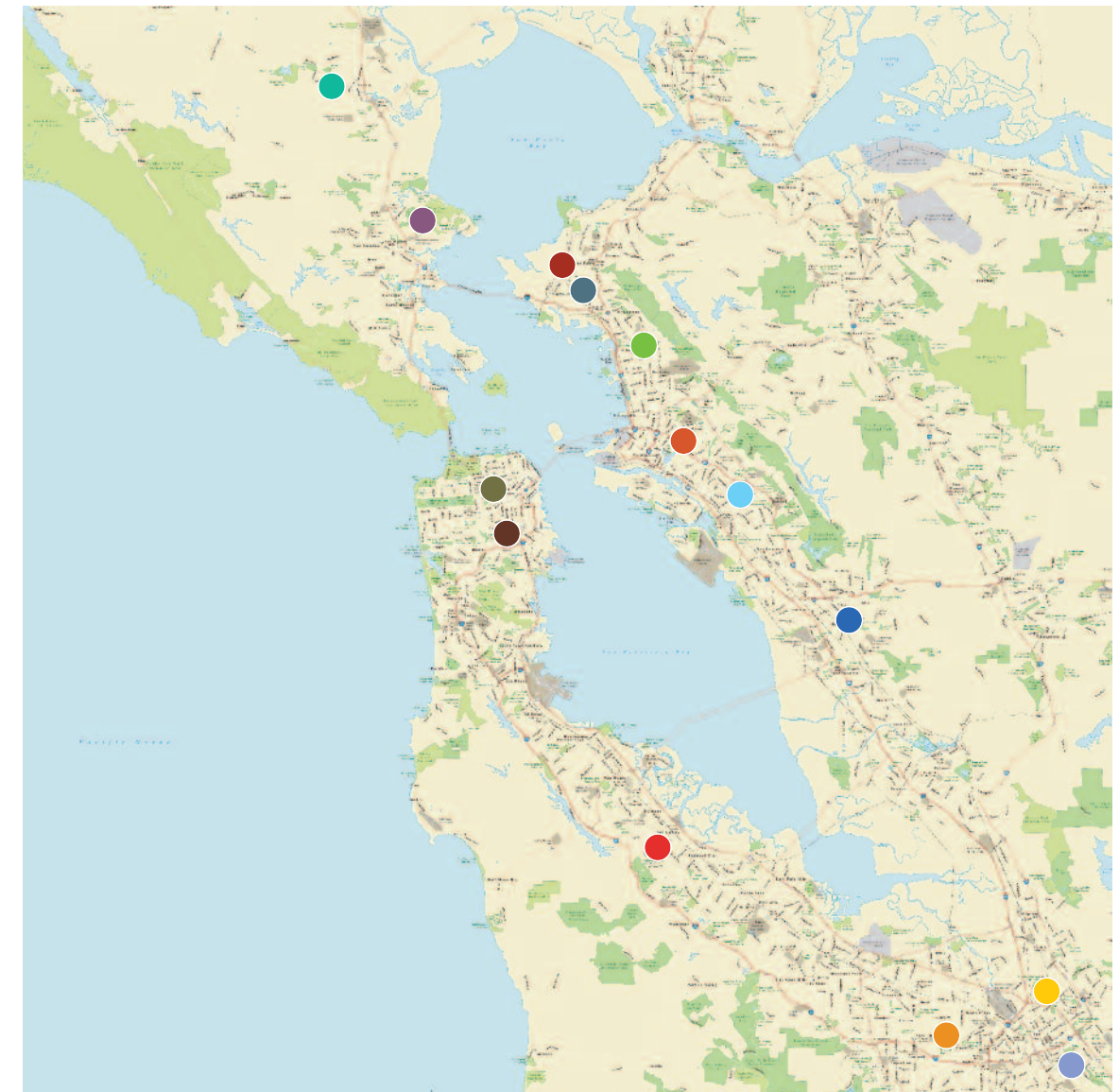
- *Mission Neighborhood Health Center (MNHC)* is a comprehensive, community-based health center serving over 11,000 low-income Latino children, adolescents, adults and families in San Francisco's Mission District. San Francisco County
- *Teen Pregnancy Prevention Program of San Mateo County* serves 4,000 youth focusing on educational programs to reduce teen pregnancy and HIV/STDs in the community. San Mateo County
- *Tiburcio Vasquez Health Center* is a community-based health center in southern Alameda County serving over 22,000 people by providing direct access to quality and culturally competent health and social services, and promoting the well-being of the community through advocacy and community empowerment. Alameda County

Parent Engagement

- *Bay Area Hispano Institute for Advancement, Inc. (BAHIA)* provides bilingual and multi-cultural child development services to over 200 low-income Latino families per year in Berkeley and Fremont to improve the quality of life of children. Alameda County
- *Canal Alliance* serves low-income Latino families and individuals in the San Rafael community by providing strength-based, family centered case management, skills-building and economic development services to approximately 6,000 families per year. Marin County
- *Mujeres Unidas y Activas* provides early childhood education trainings and mental health services to over 400 immigrant, Spanish-speaking children and their parents in San Francisco and Oakland. San Francisco and Alameda Counties
- *The Latina Center* is a grassroots organization based in the City of Richmond serving 6,000 families a year to improve the quality of life and health of Latinos by providing personal and leadership development opportunities to Latinas and their families. Contra Costa County

LCF's investments in the Greater Bay Area reached 9,530 low-income Latino clients in 14 communities across 6 counties.

Nearly \$300,000 was granted by the Latino Community Foundation to organizations working on Early Childhood Enrichment, Teen Pregnancy Prevention, and Parent Engagement as part of LCF's Children and Youth Initiative.



2008-2009 Donors

\$250,000 and above
The William and Flora Hewlett Foundation

\$150,000 to 249,999
The California Wellness Foundation

\$50,000 to \$149,999
Kaiser Permanente
W.K. Kellogg Foundation (Rockefeller Philanthropy Advisors)

\$25,000-\$49,999
California Emerging Technology Fund
United Way of the Bay Area
Walmart Stores, Inc.

\$10,000-\$24,999
AT&T
Pacific Gas & Electric Company
Union Bank
Isabel Valdes & Family
Wells Fargo Bank Foundation

\$5,000-\$9,999
AAA Northern California Bank of the West
State Farm Bank

\$2,500-\$4,999
Aída M. Álvarez
Angel V. Chavez
Comerica Bank
María E. Gallo
Imelda Gonzalez
Hellman Family Foundation
Arabella Martinez & David Carlson
Marcela C. Medina
The Safeway Foundation
The San Francisco Giants
The San Francisco Foundation
The Walt Disney Company

Univision 14-KDTV and TeleFutura 66-KFSF

\$1,000-\$2,499
Sheana & Lewis Butler
Raquel F. Donoso & Fred Thomas
East Bay Community Foundation
Herman Gallegos
James C. Hormel
Raza Development Fund
Rosie Rios
Serra & Mauricio Simbeck
Sonnenschein Nath & Rosenthal, LLP
Y & H Soda Foundation

\$500-\$999
Briones International, LLC
Carlota Del Portillo
James Gutierrez
Ana Lopez
Monica Pressley
PricewaterhouseCoopers
Rodrigo Soto

\$1-\$499
Salvador Acevedo & Carolina Echeverria
Rina Alcalay
Trey Alonso
Lynde & Martin Alvarez
Deborah Alvarez-Rodriguez
Yolanda Angulo
Apollo Stone Imports, Inc.
Araceli Arroyo
Luis Arteaga
Margaret Baggerly
Ophelia B. Basgal
Alicia Benavidez
Jorge Benutto
Carlos Bermudez
Antonio Bravo
Carmen & Alcario Castellano
Adrian Catuar

Jennifer Chavez
Monica Clemente
Elvia Cobos
Jorge A. Corado
Aldo I. Corona
Julia Custodio
Robert R. Davila
Nicolas De Alejo
Martha Del Cueto
Concha Delgado Gaitan
Maria Deryke
Elisa Echeverria
Leonel Espindola
Wilma L. Espinoza
Oscar Fernandez
Annabella Flores
Pete Gallegos
Christina Gandara
Barbara Garcia & Dorotea Reyna
Todd Goldman
Viola Gonzales
Jaime Guzman-Fournier
Haas & Najarian, LLP
Luis Herrera
Hispanics In Philanthropy
Instituto Familiar De La Raza
Reina Irias
Nan Keeton
Steve Kirsh
La Clínica de La Raza, Inc.
Irvin Lazo
Hilda Leiva
Maurilio Leon
Levi Strauss Foundation
Anna Lindgren
Fran Lopez Cooper
Rigoberto Lopez
Laura Ludwig
Ermelinda Mannetta
Xochitl Marquez
Frank Mendiola
Adriana Michel
Mission Economic Development Association
Mission Learning Center
Deborah Montesinos

Robert A. Mosqueda
Carmen Naranjo
One California Foundation
Kurt C. Organista
Christina Ortega
Eleanor Palacios
Mario Paz
Alfred A. Peguero
E. Saul Peña
Eliseo Perez-Stable
Marcelo Pinell
Luz Plata
Annabelle Port
Mark Anthony Porter
Carmen Portillo
Diane Quintero
Albert Ramirez
Gloria Diana Ramos
Susana Razo
Rona Renner
Arturo Reyes
Richards Hair Design
Arturo Riera
Jessica Rivera
Ruben Rodriguez
Tessa Rouverol-Callejo
Ron Rowell
Ann Saavedra
Norma Saavedra
Monica Salgado
Veronica Sanchez
Zobeyda Sanchez
Shwiff, Levy & Polo, LLP
The Greenlining Institute
Roberto Vargas
Lisa Velasquez
Che Soto-Vigil
Paulina Zaragoza
Blanca E. Zarazua
Yulissa Zulaica

In-Kind
Sol Puerto Rican Cafe
Tamarindo Antojeria Mexicana



Promoting Latino Philanthropy

Isabel Valdés joined the the Latino Community Foundation as a board member and donor in 2001, drawn to the desire to increase philanthropy in the Latino community, particularly in the San Francisco Bay Area. A former member of the Board of Trustees and a founding member of LCF's first donor advised fund, Isabel understands the importance of investing in the Latino community.

Isabel has also witnessed the growth taking place at LCF. "It has been an extraordinary experience working with LCF, to see them increase investments in the Latino community and their ability to communicate this message throughout the nation."

Isabel and her family understand the need to raise philanthropy in the Latino community by bringing individual and institutional donors together to support locally-driven community efforts.



"Giving to the LCF Children and Youth Initiative has been a wonderful opportunity for me to invest in solutions that are tackling tough issues in our community. At LCF I can align my passion and pocketbook to make a difference in the lives of Latino children and their families," *M. Isabel Valdés, Isabel Valdés Consulting*