

Purpose Statement

LCF's Nonprofit Accelerator unleashes the power and impact of Latino-led grassroots nonprofits by putting them on a fast-track for growth inspired by the Silicon Valley incubator model where big ideas marketed by powerful visionaries are able to gain access to investment capital and mentors to help them experiment, and pilot innovation for transformative change.

Vision

Latino-led grassroots nonprofits **grow into** anchor community institutions that leverage the **strength, power and untapped leadership** potential of the Latino community.

Confidence + Loving Community + Tools + Wins = **Strong culture of fundraising**—which ultimately **leads to Power and Justice**.

Power: the ability to **influence** the political arena, **reach mission**, and **provide health and economic empowerment** to staff, community, and nonprofit institution.



Assumptions: What do we know?

- Latinos are 40% of the people in California. **Nonprofit organizations serving Latinos are vital to the health and wellness of the community.** Investing in their effectiveness and infrastructure is critical to the long-term wellbeing of the state.
- Less than 1.1% of all US philanthropic dollars are invested in Latino-based non-profits. **Latino nonprofits need stronger advocates due to philanthropic inequity.**
- The Latino community has the intellectual and creative capital to drive social change. **What they need is funding and the mentorship to help effectively communicate their bold vision for change.**
- Because of historic and systematic racism and exclusion, our leaders in the sector are often full of self-doubt, and work in isolation from other leaders. Through establishing a peer-to-peer learning community for a cadre of Latino non-profit leaders, **LCF is building a collective whole that is rising up in confidence, human capital and connectedness.** In turn, these organizations are garnering greater political power, increasing voter engagement, and diversifying the electorate as one sign of power. The goal is that these organizations have the bandwidth to serve as anchors to long-term movement building and political participation.
- A pervasive and **negative fallacy on fundraising culture is deeply ingrained** in a broader American culture that tells people: “One can pull oneself up by the bootstraps,” “I can do this on my own... I don’t need any help,” and “The pie is only so big... fight harder for your piece of the pie.” As a result, most of our organizations and leaders operate from a scarcity mode and default to an unrelenting competition with one another for meager resources. This way of thinking further separates and divides us in a false assumption that when it comes to resources, it’s a zero-sum game—if you get more that means I will get less. **LCF’s Nonprofit Accelerator busts that myth and turns it on its head.**

Political power for Latinos is what we are after, and fundraising is one way to get there.

Strategies

Access to Funds & Funders

Grant funding from LCF
Exposure, visibility & access to foundation officers (& high worth individuals?)

Customized Capacity Building

1:1 fundraising coaching
1:1 marketing and design support
Mentors for each cohort organization
Love and respect for our community

Peer-to-Peer Learning Community Power Building & Love

Culturally rooted cohort retreats for learning & community
Collectively address existing culture of competition, scarcity & overwork

Short-Term Outcomes 1–3 years

Cohort members are equipped with knowledge & skills to communicate their impact & raise funds for their organizations

Cohort members have increased confidence to (1) advocate for their vision in fundraising, (2) develop authentic relationships with funders and donors

Cohort members are able to (1) increase fundraising \$ from foundations, donors; (2) engage more staff, board members & volunteers as fundraisers; (3) pursue fundraising with more discipline, intention & persistence

Increased connection & social capital based on stronger relationships between cohort members, "I'm not alone... I have kin & camaraderie."

Intermediate Outcomes 4-7 years

Stronger, louder, better funded & more rooted anchor Latino organizations

More dollars leveraged to support a growing cadre of Latino-led organizations

Fundraising culture is embedded into all aspects of cohort organizations leading to their long-term financial sustainability & independence

Long-Term Transformative Outcomes

A vibrant, self-organized network of visionary & empowered Latino leaders & organizations are connected & aligned in building a movement to advance structural changes for Latinos in California

Increased power for Latinos in Cali: personal, electoral, political, financial & organizational to confront structural racism & make breakthroughs for positive & lasting community change for Latinos in California



Metrics for Evaluation

At the end of year 1:

- **75% of the organizations will submit:** at least three new LOIs, 1 full proposal to a funder, and secure at least one new in-person meeting with a funder in year 1 of the cohort.
- **85% of the organizations will finalize a fundraising plan** developed in partnership with Board support, LCF and org leadership and Fund-development consultant.
- **50% of the organizations will increase fundraising revenue by 25%** (at the end of year 2)
- **50% will conduct a fundraising landscape analysis** and secure at least 1-2 new funding partnerships by year 2.
- **100% of cohort participants will have tangible marketing collateral and updated communications** to support their fundraising and outreach efforts. The branding efforts will be rooted in an asset-based language that supports long-term racial justice efforts.
- **100% will sharpen their external messaging**, including a clear mission and impact statements.
- **75% of the organizations will attribute new funding support to clear messaging and stronger proposals.**
- **100% of cohort participants will feel more hopeful about their org's future**, mitigating individual burnout and increasing the circle of support.
- **80% will be more confident in pitching** funders, corporations, and individual donors for funding support.
- **80%** of cohort participants will expand their networks, securing a path toward sustainability and smart growth