A LATINO AGENDA

FOR GOVERNOR GAVIN NEWSOM

RECOMMENDATIONS BY THE LATINO COMMUNITY FOUNDATION

CENSUS: COMMIT BIG
EXPAND MEDI-CAL
PROTECT MINIMUM WAGE
STABILIZE HOUSING
INVEST IN ACCOUNTABILITY IN EDUCATION
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DEFINING A CALIFORNIA LATINO AGENDA

Latinos are California. According to the California Department of Finance, Latinos will make up nearly half of California’s population by 2060. Every policy topic and line item in the state’s budget – from education to healthcare – must, therefore, take into account the 15 million Latinos that call California home.

There is a renewed sense of optimism and a historic opportunity to shape a new deal with Californians—especially Latinos. As the fifth largest economy in the world, the state can seize the opportunity to demonstrate that building an inclusive economy, stronger democracy, and equitable society is possible. We know it is possible and it is why we are ready to work alongside the state to take the necessary steps and get things done.

Outlined below are the core issues that will move the state in the right direction:

EDUCATION

California’s economic security is intimately tied to the educational success of Latinos. The state will need 1.65 million more degrees by 2030 to remain economically competitive. To achieve this, 1) the state must invest in a new early learning approach for the state that considers the economic reality of Latinx; 2) increase investments in higher education to improve access and affordability; and 3) increase accountability in K-12 education to ensure high-needs students, especially English learners, are getting the resources they need. It is imperative that any design and implementation of policies and budgets recognize the demographic strength of Latino youth. Of the three million children under six in California, over half are Latino. Fifty-four percent of the state’s K-12 public school students are Latino, and in the higher education space, Latinos make up more than one million students. Our state must augment education funding across the board – from daycare to Cal Grants – and ensure that we are building robust educational pipelines for our Latino youth to succeed.
Our state’s long-term economic prospects are uncertain when inaccessible and unaffordable healthcare elude all Californians, especially Latinos. Despite tremendous inroads by the Affordable Care Act to reduce the number of uninsured Californians, there remain 2.9 million uninsured, costing the state millions of dollars in uncompensated healthcare costs. Nearly three out of five of these uninsured are Latino. If the state does not take immediate action, it is reported that the number of uninsured Californians will rise to 4.4 million in the next five years, with Latinos and undocumented residents driving that growth. To help Latinos climb the economic ladder and become thriving members of society, removing barriers to healthcare is critical. This will require serious considerations from the state to extend Medi-Cal to undocumented immigrants and to strengthen outreach efforts to Latinos to ensure their participation in healthcare programs. No Latino – let alone any human being – should be barred from accessing and affording healthcare in our state.

There is no greater conduit of wealth generation and facilitator of strong civic communities than homeownership. The housing crisis in California, however, has prevented Latinos in the state from achieving that quintessential American dream. Sixty-one percent of Latinos in the state face high-rental costs and only 42 percent of Latinos own homes (compared to 64 percent of whites). The inability to own a home jeopardizes Latinos from accumulating wealth and from building stable communities to call their own. Certainly, a multi-pronged approach will be necessary to address the population’s diverse needs. Homeownership for Latinos is a great place to start. To make homeownership a strong possibility for the Latino community in California, the state must expand loan programs for Latinos to purchase their first home, as well as address the rising costs of rent and build more affordable housing units.
California is the fifth-largest economy in the world. If Latinos had equal opportunities to participate in the vibrancy of California’s economy, the state could solidify its economic viability for the long term. Yet, Latinos are overrepresented in blue-collar occupations like agriculture and construction and underrepresented in higher-wage jobs such as healthcare, the green economy and tech. It should come as no surprise that Latinos have the highest poverty rate in the state and possess a median household income that is more than $20k less than non-Latinos. Our state has the power to transform California’s economy to include and uplift our state’s largest ethnic group. One way to do so is to avoid freezing the scheduled minimum wage increase, even in the event of an economic downturn, which the governor has the authority to do. Especially for Latinos who rely on base wages to support themselves and their families, protecting minimum wage must be a priority. In addition, the change should examine ways to address the gender pay gap for Latinas and foster entrepreneurship among Latinos, so they are better prepared for jobs of the future.

Money and power are at the heart of the U.S. Census. Both are at risk of being undermined for the next Census if Latinos and immigrants are undercounted. The citizenship question, current political climate and concerns over the digital divide jeopardize the likelihood of an accurate and fair count of this population. At a time when our state and country are experiencing seismic shifts in our demography, the 2020 Census will be the most consequential census in our lifetime and must be a priority for this new administration. Governor Jerry Brown set the state on the right path by committing $90.3m in the state budget for census outreach and education. The new administration can successfully execute a strategic plan by appointing a Census Czar as part of the governor’s key staff in the horseshoe to help move the state to the finish line. California can lead the way for other states and develop a roadmap that will secure the fairness and accuracy of the census. The governor’s office must lead by informing the public of their constitutional right to be counted, explain the protections that are guaranteed, and showing up in hard-to-count communities like Stockton, Fresno, and Bakersfield to mobilize Latinos towards a complete count. There are no do-overs in a census. If California doesn’t move aggressively with a plan of action, we stand to lose close to billions of federal dollars annually, hence hindering the growth of this great state.
Latinos are the lynchpin to a healthier, more vibrant California.

Latinos are the drivers of California's economy. There are more than 800,000 Latino-owned small businesses across the state. Latino spending power reaches $184 billion, and we pay more than $51B in federal, state and local taxes. Latinos are the backbone of our democracy. Nearly 7.7 million Latinos in California are eligible to vote in California, making up the largest Latino voting bloc in the nation. With California moving its presidential primary earlier in the nominating process, the state will receive unprecedented attention both from the candidates and the media in the next presidential election. California can shape the presidential campaign and influence the direction of our Nation for the next four years. With so much at stake, it is time to leverage and unleash the power of Latinos.
The Latino Community Foundation (LCF) is on a mission of unleashing the civic and economic power of Latinos. We have already established the largest network of civically engaged philanthropists in the country, built the first-of-its-kind Latino Nonprofit Accelerator and led the largest statewide campaign to mobilize the Latino vote. We stand ready to leverage our role as grant maker, convener and influencer to ensure the success of the state.

- Access to bold solutions for social change, economic mobility and educational attainment led by our network of 300+ Latino nonprofit leaders on the front lines of transforming local communities up and down the state.
- The largest network of Latino up-and-coming leaders alongside influential decision-makers from tech, arts, media and finance, all committed to investing their resources in organizations creating opportunities for Latinos to thrive economically.
- Premier, year-round convenings bringing together Latinos from throughout California who are defining solutions, identifying resources and investing funds to increase college graduation rates, job opportunities and safer communities for Latino families and youth.
- Reputational capital as the most trusted foundations in the state advancing a Latino agenda and elevating the voices of our Latino leaders.
- Reach to more than 8 million Latinos through programming, grantmaking, social media presence and media outreach.
- Robust and comprehensive data clearinghouse on Latinos data and map of Latino-led organizations across California.

As Latinos thrive, so will the state of California.
The Latino Community Foundation (LCF) is the premier statewide foundation on a mission to unleash the power of Latinos in California. We fulfill our mission by building a movement of civically engaged philanthropic leaders, investing in Latino-led organizations, and increasing civic and political participation of Latinos. To date, LCF has established the largest network of Latino philanthropists in the country and has invested more than $6 million in 76+ Latino-led community organizations, serving more than one million youth and families.

**Latino Giving Circle Network**

LCF has built the largest network of Latino philanthropists in the country through its signature initiative, the Latino Giving Circle Network®. The network—united by a sense of justice and urgency to advance social change and justice—has nearly 500 members across 20 giving circles. Our largest Latino Giving Circle resides in the Central Valley. From Southern California and the Bay Area to the Inland Empire and Wine Country, our giving circle members and community partners are actively engaged in policy and civic activities. Several members of our network work for policymakers at the federal, state and local levels and amplify the policy issues we all deeply care about. To date, the network has invested more than $1 million in grassroots organizations working to improve health, provide early childhood education, and increase economic mobility and civic engagement of Latino families.

LCF also works with Latino-led nonprofits leading solutions that have a palpable impact on the health and wellbeing of their communities. Because of LCF’s strong ties to the Latino community, our philanthropic peers like the James Irvine Foundation have invested more than $1 million in LCF to financially support and strengthen Latino-led nonprofits in the Central Valley. Moreover, through innovative partnerships with the San Francisco Foundation and Google.org, LCF launched the nation’s first-ever Latino Nonprofit Accelerator, where LCF is scaling the impact of Latino-led organizations in places like the Bay Area and the Central Coast.
Economic & Civic Mobilization

LCF has worked to elevate the voice of Latinos by investing in civic leadership, facilitating conversations between community leaders and policymakers, and mobilizing the Latino vote. LCF’s annual Latino Policy Summit is the largest gathering of Latino leaders in the state. LCF also organizes more than 75 legislative visits for community leaders to build relationships with their local representatives. In addition, LCF is intimately involved in registering and educating Latino voters. For the 2016 Presidential Election, LCF launched one of the largest campaigns to mobilize the Latino vote in California, reaching 8 million people digitally and registering 6,500 Latinos in less than two months. Our impact goes well beyond our grantmaking; LCF is leading the philanthropic sector to achieve systemic policy change by and for our community.
2018 ACCOMPLISHMENTS

$2.3 MILLION
Invested in 73 Latino-led nonprofits throughout California

700K LATINOS
Mobilized to Vote in 2018 Midterms

$1.4 MILLION
Invested in Civic Engagement in the Central Valley and Northern California

The Fresno Bee
Latino-led Valley groups to benefit from thousands in grants funds

The New York Times
Letter Citizenship and the Census

The Sacramento Bee
For California’s sake, the 2020 Census needs to be rescued

The San Diego Union-Tribune
Commentary A citizenship question will lead to an inaccurate census count in 2020

A Latino Agenda for Governor Gavin Newsom | Latino Community Foundation
2018 ACCOMPLISHMENTS

2018 Midterm Elections
Hosted the only nationally-televised Gubernatorial Forum that featured the six leading candidates for governor. More than 1,200 Latino leaders – the majority of them youth – gathered at UCLA to hear your vision for the Latino community. The event was broadcasted to over one million people nationally.

Shaping the Conversation Around the Census 2020
Partnered with the NALEO Educational Fund to release a roadmap on preparing California’s Latino community for the 2020 Census and worked with the Office of Los Angeles Mayor Eric Garcetti to host the state’s first convening of Latino leaders in philanthropy, policy, business and community-based organizations to strategize around achieving a complete count of Latinos in the census.

Mobilizing the Latino Vote
Invested over $1 million into grassroots organizations mobilizing the Latino vote across the state. Collectively, our community partners reached nearly 700,000 Latinos to mobilize and register first time voters. These efforts that led to record-breaking turnout across the state.

Latino Community Foundation’s Funders:
James Irvine Foundation
Robert Wood Johnson Foundation
Kaiser Permanente
The San Francisco Foundation
Heising-Simons Foundation
California HealthCare Foundation
Target
Bank of the West
Hellman Family
Bank of America
Google.Org
The California Endowment
Packard Foundation
PG&E
Akonadi Foundation
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Vice President of Philanthropy

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Amber Gonzales-Vargas
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Manager of Programs & Grants

Adriana Saldivar
Manager of Programs

Anna Gagliuffi
Associate Designer

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Chief Executive Officer
MAKE HISTORY AND MOVE THE NATION FORWARD

In the fifth largest economy in the world, Latinos can move California closer to the progressive ideals it stands for and demonstrate to the world that it is possible to have an inclusive, thriving economy. The world is waiting for California and for Latinos to lead. And we are grateful that at such a time as this, our community has the opportunity to lead the way forward at a defining moment in our nation’s history. Now is the time to leverage and unleash the power of the Latino community!