

LATINO  
COMMUNITY  
FOUNDATION  
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LATINO  
POWER  
FUND   
CONCEPT PAPER



**The Moment is Now.  
The Momentum is With Us.**

Pictured: 99Rootz

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# AQUÍ ESTAMOS: A moment of reckoning

The last five years have made painfully clear that deep-seated racism continues to inflict deep harm on our community. Latinos were targeted as political scapegoats, used by an administration to fan the flames of hate, fear, and distrust. The result? Traumatic immigration raids that tore families apart across the country, a mass shooting in Gilroy and a massacre in El Paso that left 23 families grieving the loss of a loved one, and dozens of young men and women abused and murdered by the police.

Then Covid-19 hit, and millions of Latino families found themselves burying a loved one, losing a job, or forced to keep one at the risk of becoming infected or dying. In California alone, more than 25,000 Latinos lost their lives in less than a year – five times the number of all total deaths in China. Making up over half of all essential workers, Latinos had little choice but to serve on the frontlines: working the fields, delivering food, cleaning our streets, delivering care at a hospital.

Years of missed opportunities to create high-wage work, affordable housing, and expansive access to health care merged to create a perfect storm. This all led to disproportionate harm on the Latino community during the pandemic.

This took place at a time when Latinos would become the second largest voting bloc in the country.

With the odds stacked against them, Latinos organized, mobilized, ran for office, voted, and fought the fight to be counted in the Census, regardless of their immigration status. In record numbers, Latinos made clear that they would not be discounted, and they will continue to rise to defend our fragile democracy.

These historic wins came as a result of decades of organizing, movement building, mobilizing, and leadership development led by Latino-led grassroots organizations. Despite receiving less than 1.1% of all philanthropic contributions, these organizations have passionately led and organized our youth, families, and communities.

**With an increasingly powerful, energized, and engaged electorate ready to lead and act, we stand at a crossroad.** We can either undo the decades of disinvestments into these Latino-led organizations and move our country closer to the ideals of our democracy, or we can forfeit the opportunities before us and contribute to widening inequities that have proven deadly.

**With the odds stacked against them, Latinos organized, mobilized, ran for office, voted, and fought the fight to guard our democracy.**

**With an increasingly powerful, energized, and engaged electorate ready to lead and act, we stand at a crossroad.**



Pictured: TODEC



Pictured: Prospera

**In the past five years, LCF has scaled its impact throughout California.**

## **THE LATINO COMMUNITY FOUNDATION: We are Ready and Resolute**

The Latino Community Foundation (LCF) is ready and resolute to act and build on the momentum. LCF is the only statewide foundation on a mission to unleash the civic and economic power of Latinos in California. We fulfill our mission by building a movement of civically engaged philanthropic leaders, investing in Latino-led organizations focused on building people power, and increasing civic and political participation by Latinos in California. Our work is driven by our core values. Among them is trust that community leaders who are closest to the issues are best suited to lead the necessary solutions to drive lasting change.

LCF leads the largest network of civically engaged Latino philanthropists in the country, the Latino Giving Circle Network™, and has established the first-ever Latino Nonprofit Accelerator. LCF is leveraging its unique role as a grantmaker, informer, convener, and advocate to activate a network of changemakers committed to increasing civic engagement and economic mobility for Latino youth and families.

In the past five years, LCF has scaled its impact throughout California. LCF has invested over \$17 million in over 150 Latino-led organizations working to build civic, political, and economic power for Latino communities. Our investments have prioritized underserved regions like the Central Coast, Central Valley, and the Inland Empire. There has been a historic underinvestment in Latino-led grassroots organizations, even though Latinos make up a majority of the population in these regions.

This builds on our long-standing investments in the Bay Area, and our growing investments in Southern California. For over a decade, the LCF has invested in Latino-led grassroots organizations across Bay Area counties, seeded the Latino Giving Circle Network™ in this region, and mobilized Latino families for campaigns focused on topics like digital access, voting and the census.

As a result of our grantmaking, capacity building, and advocacy, more than 40% of our community partners have doubled, and in some cases, tripled their operating budgets. Strengthening our grassroots organizations has led to increased civic leadership and engagement by our youth and families.



Pictured: Brown Issues

**“We cannot return to normal. We need aspirational recovery, not a retrospective recovery going back to a situation that was not good for our people.”**

– Fred Blackwell, CEO, The San Francisco Foundation

As a result, the turnout of Latino youth voters increased by 200% in the 2018 midterm elections. In the 2020 election, the wave of new and youth voters significantly increased again in places where LCF prioritized funding and outreach. A record 73% of Latino eligible voters are now registered. This is a clear signal that a youth-led organizing movement is yielding results - and strengthening and guarding our democracy.

**It is time to build on this momentum** to enhance and sustain an equitable policy agenda for all Latinos. An agenda that is shaped by the voices of our community, grounded in Black and Brown lives, and centered on equity and justice.



## THE LATINO POWER FUND: From Crisis Response To Long-Term Power Building

The recent crises—from Covid-19, to economic downturns, to climate change disasters—have led to momentary upticks in funding to support Latino communities. Yet, they are modest, temporary, and narrowly focused on immediate short-term relief.

The small wave of funding is short lived. Latino-led grassroots organizations are left with little to no support to tackle systemic and societal injustices that led to the crises.

Long-term investments in nonprofit infrastructure, civic leadership, and movement building is where we start to heal and rebuild.

Meeting this need comes at critical moment. **Latino-led grassroots organizations will be key to ensuring Latino communities have access to bold state and federal investments outlined in California’s 2021 state budget and President Biden’s American Rescue Plan.** From broadband expansion to securing economic relief like the Golden State stimulus and the earned income tax credit, trusted messengers at trusted organizations have and must continue to be the stewards, providers, and connectors to public dollars for Latino families. The fact that only 35% of Latinos have accessed rental relief, despite making up 57% of all renters in the state, demonstrates why successful policy implementation hinges on outreach from grassroots, Latino-led organizations.

LCF has begun this work by investing in organizations like Nuestra Casa de East Palo Alto in San Mateo County and the Unity Council in Alameda County to ensure Latino families access public programs like rental and economic relief. LCF will continue to inform, convene, and activate our networks of organizations in the Bay Area, Central Valley, and Southern California to ensure our families access these public investments aimed at improving their lives.

**“Reopening California must go hand-in-hand with reinvesting in Californians. California’s Latinos play an essential role in the state’s economy, its communities, and its culture. During this past year, LCF and its local partners helped to deliver vital information and support to Latino families across the state. With LCF’s continued leadership and investment, we can secure a healthier future for them as well.”**

- Sandra Hernandez, MD,  
President and CEO,  
California Health Care  
Foundation



Pictured: Nuestra Casa of East Palo Alto

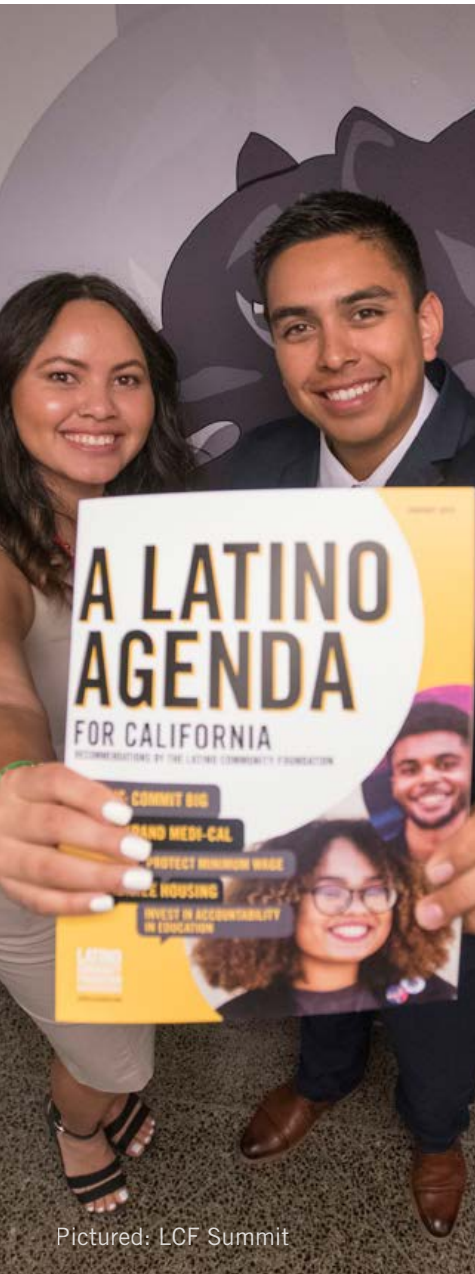
# LATINO POWER FUND

**The Latino Power Fund – a five-year, \$50 million initiative – is an investment into the lifeline of Latino communities throughout the state: Latino-led grassroots organizations committed to progressive, social change.**

**The Goals of the Latino Power Fund are five-fold:**

1. Strengthen Latino-led grassroots organizations with steady revenue for core operations;
2. Secure equitable public investments proportional to the size of the Latino community in California;
3. Increase civic leadership and political participation of Latinos by 40% in key regions of the state;
4. Increase the pipeline of Latino political leaders with a progressive agenda for equity and justice;
5. Advance a clear agenda for social, systemic, and policy solutions shaped by and for Black and Brown communities.





Pictured: LCF Summit

These ambitious goals will be achieved through a steady influx of private and public investments into Latino-led organizations that will begin to reverse the meager 1.1% of investments currently directed towards these organizations.

Specifically, the Latino Power Fund **will aggressively support activities and tactics that will:**

- Increase investments into Latino-led grassroots organizations by at least 40%, and deliver these investments through a trust-based philanthropy approach;
- Invest \$10 million into the Latino Nonprofit Accelerator to strengthen regional networks of organizers, movement builders, and youth leaders rooted in the principles of community ownership and racial justice;
- Sustain a California Latino Agenda informed by the hopes, challenges, and experiences of the people, relevant research and polling that connects and drives action among civic leaders and decision-makers, increases transparency and accountability for policymakers accountable for budget decisions and implementation of equitable policies;
- Convene, inspire, and equip cross-sector Latino leaders through candidate debates, policy summits, *community conversaciones*, and other power-building gatherings that amplify the voices and work of grassroots leaders;
- Launch statewide, high-visibility campaigns that mobilize and energize Latino youth voters and increases active participation in redistricting and other major civic events.

**“If we want to build strong multi-racial movements in California to achieve transformative change, then we have got to be able to come together as equal partners. I am so proud of this Latino Power Fund. I’m looking forward to working together with Latino leaders in partnership with the Black Freedom Fund to achieve the transformative change we need in California.”**

– Anthony Thigpen,  
Founder and President,  
California Calls

**With its growing impact, LCF is committed to sharing lessons as we deepen our impact.**

## Why a Latino Power Fund? Why Now?

***A Latino Power Fund will be the impetus for a just, equitable California where Latino-led grassroots organizations have the resources needed to achieve the political and civic wins our state requires for a representative democracy and an inclusive economy.***

Latinos eligible to vote in California represent the largest Latino voting bloc in the country, with over 8 million eligible voters. 44% of these voters are under 35 years old. In the next five years, Latinos will have the opportunity to reshape a new normal for our communities. The pressing context? The end to the Covid-19 pandemic, a civically woke generation demanding racial justice, an opportunity to rebuild a just and equitable economy, the 2021 Redistricting Process, a historic recall election that can redefine politics in California for the decade ahead, and the subsequent consequential midterm and presidential elections. The outcomes of these events will shape the trajectory of California for generations to come. Investing in Latino-led grassroots organizations is the lynchpin to securing wins at every level.

## AN EYE TOWARDS SUCCESS

LCF will tap into its deep history of investing in the Bay Area, and extend our footprint in the Central Valley and Southern California.

LCF will leverage the fund to increase investments in often overlooked counties of California, including rural counties of the San Joaquin Valley to the growing regions of the Inland Empire and Orange County. In addition to the Bay Area and Southern California, LCF will follow Latinos to areas where they compose 50% or more of the population. This will include San Bernardino, Riverside, and San Joaquin Valley counties, which received the lowest per capita giving from foundations at \$16, compared to San Francisco at \$678.

LCF has demonstrated its ability to achieve results at scale. The Foundation will leverage its relationships with Latino-led grassroots organizations across the state, its proven models of building people power through the Nonprofit Accelerator and Latino Giving Circle Network, and lessons from setting a new standard for trust-based philanthropy.

LCF is committed to sharing lessons as we deepen our impact.

## Fund Administration

The Latino Community Foundation, with the oversight of LCF's Board of Trustees, will provide administrative and fiscal management of the Latino Power Fund. Contributions to the Fund will be strategically invested to enable resource allocation for both immediate use, as well as sustained long term infrastructure support towards the Latino Power Fund's goals. Board oversight of the Latino Power Fund will ensure transparency and accountability towards these aims.

The Fund has received preliminary seed funding and will continue to raise support from foundations, corporations, and individual donors towards a five-year, \$50 million goal.



Pictured: LCF Staff

**“Latino Community Foundation leads with love, and love is justice.”**

- Matt Cervantes  
 Director of Health Programs,  
 Sierra Health Foundation

## ABOUT LATINO COMMUNITY FOUNDATION

We unleash the civic and economic power of Latinos in California through love, culture, and power.

### Building A Movement Of Latino Philanthropists

LCF leads the largest network of Latino philanthropists in the country. Driven by a sense of justice and generosity, the Latino Giving Circle Network has invested \$1,700,000 in Latino leaders working to create opportunities for youth and families to fulfill their highest potential. LCF has unlocked the power of this growing network, made up of 500 philanthropists in 20 Giving Circles throughout California.

### Accelerating Latino Nonprofits & Entrepreneurs

LCF believes in the power of our nonprofits and entrepreneurs. Through the groundbreaking Latino NonProfit Accelerator, a fundraising and marketing incubator, LCF provides mentorship, strengthens infrastructure, and builds courage to help leaders reach their biggest dreams. The Latino Entrepreneurship Fund will unleash small businesses through support in marketing, communications, business planning, and fundraising.

### Increasing Civic & Political Power

LCF works to amplify the voice and power of Latinos in California. LCF is committed to strengthening our democracy by increasing Latino political participation and advancing a progressive agenda towards equity. LCF invests in youth and civic participation, leads voter mobilization campaigns, ensured Latinos are counted in the census, and creates opportunities for Latinos to inform local and state policy.

*Learn more at [www.latinocf.org](http://www.latinocf.org)*

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*Photography by Bryan Patrick*