LATINO POWER FUND

AQUÍ ESTAMOS: A Moment of Reckoning
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The last five years have made it 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, 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 38,000 Latinos lost their lives—eight 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 grassroot organizations. Despite receiving less than 1.1% of all philanthropic contributions, these Latino-led 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.
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 $20 million in over 150 Latino-led organizations working to build civic, political, and economic power for Latino communities. Our investments have also prioritized underserved regions like the Central Coast, Central Valley, and the Inland Empire. There has been a historic underinvestment in Latino-led grassroot 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, LCF has invested in Latino-led grassroot 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 grassroot organizations has led to increased civic leadership and engagement by our youth and families.
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 Latino communities. Yet, they are modest, temporary, and narrowly focused on immediate short-term relief.

This small wave of funding is short lived. Latino-led grassroot 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 are where we start to heal and rebuild.

Meeting this need comes at a critical moment. Latino-led grassroot 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 grassroot, Latino-led organizations.

LCF has already 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 know about and 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.

The Latino Power Fund – a $50 million initiative – is an investment into the lifeline of Latino communities: Latino-led grassroot organizations committed to progressive, social change.
The Goals of the Latino Power Fund are five-fold:

1. Strengthen Latino-led grassroot organizations with steady core operations grants from LCF;

2. Leverage and secure equitable public investments (e.g.: American Rescue Plan, Infrastructure) 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 and narrative for social, systemic, and policy solutions shaped by and for Black and Brown communities.

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 grassroot organizations by at least 40%, and deliver these investments through a trust-based philanthropy approach;

- Invest $10 million through grantmaking and 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 vision and experiences of the people as well as relevant research and polling that connects and drives action among civic leaders and decision-makers.

- Increase 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, summits, community conversations, and other power-building gatherings that amplify the voices and work of grassroot leaders;

- Launch statewide, high-visibility campaigns that mobilize and energize Latino youth voters and increase active participation in other major civic events.
Why a Latino Power Fund? Why Now?

A Latino Power Fund will be the impetus for a just, equitable California where Latino-led grassroot 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, a historic midterm election that can redefine politics in California for the decade ahead, and the subsequent presidential election. The outcomes of these events will shape the trajectory of California for generations to come. Investing in Latino-led grassroot organizations is the lynchpin to securing wins at every level.
AN EYE TOWARDS SUCCESS:
The Roadmap to Building Power

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

LCF has a long history of philanthropic investment in the Bay Area and is committed to continue building on this history. In upcoming elections, the Bay Area will face important political and policy challenges that require LCF to continue playing a leading role in supporting Latino-led organizations in the region. From a mayor’s race in Oakland to increasing concerns over rising sea levels in places like East Palo Alto, investing in the Latino-led civic and nonprofit sector in the Bay Area will be critically important to ensure the voices of the people are heard.

LCF will also leverage the Fund to target efforts 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 comprise 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 trusted 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 the lessons learned from setting a new standard for trust-based philanthropy.

**LCF is committed to sharing lessons as we deepen our impact.** A more detailed work plan for this work is outlined in the Appendix.
Establishing a Learning Community

Funding partners joining LCF on this journey will be encouraged to join our Latino Power Fund Learning Community. Convened at least once a year, this inner circle of passionate funders dedicated to movement building will be critical to the success of the Fund. Learning and reflecting alongside LCF leadership, our community partners and grassroots leaders, the Latino Power Fund Learning Community will center joy and authentic relationship-building and commit to share lessons from the field that will guide the Fund’s strategy.
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.

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We are incredibly grateful for the bold and visionary leaders that have joined LCF on this journey! Especially thankful for allies and partners that committed and came alongside us in the first year of launching the Latino Power Fund.

**FUNDING PARTNERS**

Akonadi Foundation  
Annenberg Foundation  
Blue Shield of California Foundation  
The California Endowment  
California Health Care Foundation  
Chan Zuckerberg Initiative  
Chavez Family Foundation  
Cisco  
Crankstart  
Hellman Foundation  
James Irvine Foundation  
JPMorgan Chase & Co.  
Kapor Center  
Kat Taylor  
The Libra Foundation  
Marin Community Foundation  
The David and Lucile Packard Foundation  
Michele Siqueiros  
The San Francisco Foundation  
Sierra Health Foundation  
Sobrato Philanthropies  
Weingart Foundation  
Xochi and Michael Birch  
Zwift
ABOUT LATINO COMMUNITY FOUNDATION
LCF exists to unleash the civic and economic power of Latinos in California.

Increasing Civic & Economic 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 and a just economy. LCF invests in youth and civic participation, leads voter mobilization campaigns, ensures Latinos are counted in the census, and creates opportunities for Latinos to inform local and state policy. LCF is leading efforts to increase economic mobility for Latino families by investing in Latino entrepreneurs, influencing policies that increase job opportunities for Latinos in high-salary, high demand sectors, and investing in organizations working to build a just, inclusive economy.

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 over $2 million 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 nearly 500 philanthropists in 20 Giving Circles throughout California.

Accelerating Latino Nonprofits & Entrepreneurs
LCF launched the first-ever Latino Nonprofit Accelerator, a groundbreaking initiative designed to support grassroots organizations level up their fundraising and branding game over the course of 16 months. Through world-class coaching and hands on technical support with fundraising, branding, and storytelling, LCF’s Nonprofit Accelerator participants have collectively secured over $10M in new funding and have doubled their confidence from having new websites/one-pagers, stronger concept proposals, and access to philanthropic mentors.

Participants have shared that the program allowed them to make critical internal shifts- from a scarcity mindset to one of abundance; from a sense of isolation to one of deep connection. Cohort participants credit LCF’s Accelerator for their ability to meet the moment, pivot as needed,
and sustain their work and vision during this unprecedented time. The Accelerator has led to a growing network of confident Latino leaders who are standing taller, being bolder, and joining forces to build the California of our dreams.

**LCF’s National Role and Impact**

LCF’s unwavering commitment to strengthening Latino grassroots organizations has transcended California’s borders. As a leader within the National Latino Funds Alliance, we have created a learning community where we share lessons from our work to build up grassroots organizations. Alongside sister organizations like the Hispanic Federation in New York, we have joined forces to act on issues impacting the greater Latino community, including humanitarian-centered immigration reform, building endowments for Latino-led organizations, and moving us closer to securing universal healthcare. LCF also helped launch Philanthropy Together, a national giving circle movement built across racial groups to amplify the power of grassroots giving. LCF’s impact has been featured in national publications like NPR, USA Today, the New York Times, and the Washington Post.

LCF stands on the vanguard of building trust-based philanthropy and plays a leadership role in influencing equitable investments in Latino-led grassroot organizations across the nation. Our signature Latino Giving Circle Network and Latino Non-Profit Accelerator models have been highlighted by the Center for Effective Philanthropy and the Justice Funders. We stand ready to scale our work across the country.

The Latino Power Fund will play an important role in scaling our impact. Strengthening our infrastructure, expanding our capacity for systemic and policy changes, and sustaining the future of the only Latino-led, Latino-focused foundation in one of the largest states in the country. Learn more at www.latinocf.org
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

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

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 Thigpenn, Founder and President, California Calls

Addressing root causes and building power for systemic conditions are necessary to move towards a more just society, and the Latino Power Fund is a critical player for this moment.

—Missy Narula, CEO, Crankstart
The Latino Power Fund is a vision for change, not charity, with a commitment to strengthen democracy and build a more representative electorate in California.

—Susan Hirsch, Executive Director, Hellman Foundation

It’s time to act with intention. We have an urgent opportunity to rebuild a more just, inclusive economy. Investments from the Latino Power Fund will prioritize community groups led by Latinos in under-resourced regions of the state, strengthening their civic and economic power.

—Nancy Lindborg, President + CEO, David and Lucile Packard Foundation

This collective investment in Latino-led, community driven organizations supports the civic leaders and builds sustainable power and influence to make equity and justice real in California.

—Chet P. Hewitt, President + CEO, Sierra Health Foundation and The Center for California
The team at LCF asks us what we need. And they truly listen—because they care so much. LCF continues to fight for us, opening doors with funders and recommending us for opportunities behind the scenes. Most importantly, I no longer feel alone in this work. I feel like I have a whole community behind me, rooting me on. That changes everything. Thank you LCF, for answering my prayers.”

– Luz Gallegos, TODEC, Accelerator Participant
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