

LATINO PHILANTHROPY: EXPANDING U.S. MODELS OF GIVING AND CIVIC PARTICIPATION

By Henry A. J. Ramos

Henry A. J. Ramos is principal of Mauer Kunst Consulting, a Berkeley, California-based consulting firm specializing in social investment advising to private foundations, corporations and nonprofit organizations across the United States.

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EXECUTIVE SUMMARY

Within Latin cultures, examples of informal charity and social giving through family and kin networks date back to the 1500s.¹ Still, organized philanthropy—as practiced in the United States—remains an emerging concept within these cultures because Latinos² come from nations where governments and churches, rather than private and nonprofit organizations, have traditionally played the central roles in mitigating social inequalities.

Within the United States, most Latino donors have chosen to give in informal ways—usually in small amounts—to:

- Religious organizations—especially to the Catholic Church but increasingly to evangelical Protestant orders;
- Family and extended family members in need; and
- Freestanding *mutualista* societies that provide general charitable services in Latino communities.

As more and more members of this nation’s Latino communities gain wealth and status, however, this picture is beginning to change. This report identifies important considerations and priorities for expanding Latino philanthropic engagement. Key findings include:

- The number of Latinos achieving professional career status is increasing and so is the number of Latinos who are participating in high-end, organized philanthropy. Currently, however, the number of Latinos engaged in organized philanthropy is relatively small when compared with the potential pool of such donors nationwide.
 - Although Latino donors prefer to support Latino constituencies in need and Latino community causes, they generally give as much—and sometimes more—to mainstream organizations.
 - Latino donors report a surprising dearth of effective, targeted outreach efforts by nonprofits in general, and by more established mainstream institutions especially, to solicit their involvement and financial support.
 - Increasing numbers of Latino donors are supporting community innovations designed to help both Latinos *and* the larger society, including, for example: emerging Latino-focused community grantmaking institutions; effective community-based citizenship
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promotion efforts; and mixed-use community development, childcare and arts projects.³ Such projects are helping to expand prospects for Latino leadership and engagement in organized philanthropy.

- Few Latino donors, no matter how forward looking, support endowment for Latino or mainstream causes. These donors prefer instead to address the more immediate needs of the Latino constituencies they care most about.
 - Latino donors appear most concerned about the needs of Latino children, youth and families—undeniably among this nation’s most needy populations.
 - Due to growing national concern over issues such as immigration and bilingualism, Latino donors are increasingly committed to supporting more self-help oriented philanthropic vehicles designed to protect the Latino interests that are currently subject to challenge.
 - Latino donors have shown a strong interest in supporting cultural arts activities, particularly those that celebrate and expose more broadly Latino art forms and traditions.
 - In contrast to reasons for giving for many mainstream philanthropists, tax and other institutional incentives are not the principal driving forces for giving within the Latino community. Familial and culturally based factors, such as a sense of responsibility to one’s relatives and kin, seem to drive these donors’ giving.
 - Like mainstream philanthropists, Latino donors seem to respond most favorably to appeals from respected leaders and peers in their community or profession for support of organizations or causes with which they have personal experience—either as a beneficiary or a volunteer.⁴
 - Large-scale Latino donors (who are typically few in number and relentlessly cultivated for financial support in their communities) believe strongly that special efforts are needed to train and prepare larger numbers of Latinos—both at the higher and the lower ends of the socioeconomic spectrum—to participate more extensively in giving to U.S. philanthropic institutions. Culturally appropriate education, outreach and incentive programs will be required to achieve this.
 - Finally, Latino donors believe strongly that if opportunities for Latino leadership and participation in organized philanthropy are to be increased, mainstream grantmaking institutions must do a better job of incorporating Latinos within their staffs, governing boards and advisory bodies.
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LATINO PHILANTHROPY: EXPANDING U.S. MODELS OF GIVING AND CIVIC PARTICIPATION

According to population projections, within the coming decade, Latinos—many of whom are immigrants from Latin America and the Caribbean—will comprise the nation’s largest minority group. Yet, Latinos are relative newcomers to organized philanthropy in the United States. Moreover, little research exists on their participation in the field, especially in terms of giving,⁵ and few mainstream institutions have focused resources and attention on Latino philanthropic concerns.⁶ As a result, much remains to be understood about Latino philanthropy.⁷

Encouraging Latinos to participate in philanthropy is important for several reasons. First, national experience dating back to the work of Jane Addams and her Chicago settlement houses suggests that, when immigrant constituencies engage in philanthropic processes, sociopolitical

People perceive Latinos as poor and ungenerous, but actually we are extremely generous and capable. The key is tapping into our hearts and our allegiances, which are typically community- and culture-driven.—Mexican-American CEO, Los Angeles, California

incorporation and empowerment follow.⁸ Recent research by University of Minnesota scholar William A. Díaz underscores this point and shows the importance of philanthropic engagement to Latino civic advancement. According to Díaz, “[O]rganizational membership [in nonprofit groups] has a strong impact on political participation, especially among Puerto Ricans and Mexican Americans.”⁹ Thus, increased participation in organized philanthropy can help to accelerate Latino engagement and influence in mainstream civic life. In addition, once tapped and properly developed and nurtured, the leadership, ideas, energy, perspectives and community problem-solving capacities resident in Latino communities may benefit non-Latino groups as well. Finally, according to current population projections, increasing numbers of philanthropic institutions, nationwide—community foundations, United Ways, symphonies, museums and other civic anchor organizations (many of which still lack meaningful engagement with Latino constituencies)—will result in additional imperatives for these institutions to cultivate Latino donors to sustain their fund development requirements. Given these factors, it is an important moment to explore program and related investment opportunities designed to increase Latino

philanthropic engagement as donors and volunteer supporters of community nonprofit institutions. Still, tapping the resources, as well as the interests, of Latino groups, remains a challenge due to:

- Substantial overall impoverishment among U.S. Latino households;
- Lack of historical acculturation to U.S. models of philanthropy among emergent U.S. Latino immigrant constituencies;
- Significant underrepresentation of Latinos (including Latino professionals and individuals of means) in positions of leadership within the philanthropic community; and
- Fear among some established leaders and groups that Latino population growth and multiculturalism are problematic developments for American society.

This report is designed to highlight these and other challenges in the field and to identify promising strategies to overcome those challenges, by answering the following four questions:

- What are the giving preferences, motivations and interests of Latino donors?
- Do these donors tend to support or discourage the establishment of Latino community endowment funds?
- Which organizational approaches—private/family foundations, United Way-style federations, community foundation funds, etc.—are most favored by these donors as vehicles to develop and control their charitable assets? And,
- What fundraising strategies and messages are most effective in, and unique to, the Latino donor community?

These questions focused the interviews and supporting research conducted for this report.

LATINO WEALTH IN CONTEMPORARY U.S. SOCIETY: AN OVERVIEW

By definition, participation in organized philanthropy is an indicator of wealth and social mobility. According to Francie Ostrower, a philanthropic scholar based at Harvard University:

Philanthropy is...a mark of privilege and high social status. It is a part of elite standing, which is perceived as one of the very defining characteristics of being upper class.¹⁰

To be sure, Latino wealth in U.S. society significantly informs Latino giving. But, because Latino groups originating from Latin America and the Caribbean lack a strong philanthropic tradition in their countries of origin, and because so relatively few U.S. Latinos control real wealth, Latino giving capacity—particularly in the context of more high-end, organized philanthropy—has been historically limited to a very few individuals and families.

The 30 million Latinos who reside in the United States comprise roughly 11 percent of the nation's population.¹¹ Overall, the Latino component of American society faces severe socioeconomic disadvantages, which preclude more active engagement of Latinos as philanthropic donors and volunteers. For example, the poverty rate among U.S. Latinos is currently about three times the rate for non-Hispanic Americans, making it the highest in the nation.¹² (In fact,

more than 40 percent of Latino children currently live in poverty.¹³) In addition, Latino youth have the highest high-school dropout rates in the country, and fewer than 51 percent of Latino adults have a high-school education.¹⁴ Given these statistics, it is not surprising that, at just more than 7 percent, unemployment among Latinos is nearly one-and-a-half-times the national average, and that in all but one of the six states with the heaviest concentrations of Latinos, Latinos have the lowest per capita income of all ethnic groups.¹⁵

Somewhat paradoxically, Latinos are one of the nation's most dynamic consumer and small-business communities. Their annual estimated after-tax buying power totals some \$350 billion,¹⁶ and Latinos have one of the fastest small-business startup rates of any population segment in the country.¹⁷ Moreover, according to *Money* magazine, the buying power of Hispanic Americans increased by more than 60 percent during the first half of the 1990s and is expected to increase again by more than 90 percent over the next five years—compared with a mere 13 percent increase for Americans overall.¹⁸ In addition, according to the U.S. Census Bureau, Latino business startups—nearly 90 percent of which are sole proprietorships—exceeded the national average by nearly three times during the 1987 to 1992 timeframe—the Bureau's most recent measuring period.¹⁹ During that period, Latino-owned businesses enjoyed a near 135 percent increase in receipts, which is about twice the national average of 67 percent that other businesses experienced over the same period.²⁰

I benefited from the generosity of others over the years. I grew up poor and was given opportunities along the way. I have maintained a strong desire to give back and to create similar opportunities for others with disadvantages.—Mexican-American attorney, Houston, Texas

Largely as a result of these gains, Latino household income is increasing by more than 5 percent annually at a time when household income for other groups in the nation remains relatively flat.²¹ This increase in expendable income is repositioning Latinos socially and economically by accelerating their upward mobility and their investment—as well as their giving. One of the clearest indicators of this change in economic status is the increasing rate of Latino homeownership, which is a classic baseline indicator of financial stability in the United States. Documentation of this phenomenon comes from a recent report from Harvard University, where scholars noted an increase of nearly 20 percent in homeownership by Latinos from 1993 to 1996. Experts predict similar increases for years to come.²²

Another important indicator of Latino financial and giving capacity is reflected in the growing phenomenon of cash remittances sent by Latino citizens and residents of the United States to assist needy family members and kin in their countries of origin. According to the Center for U.S.-Mexican Studies of the University of California, San Diego, U.S. Latino remittances to Mexico alone each year now total more than \$3 billion, a figure that exceeds the aggregate value of Mexico's annual farm exports and nearly equals that nation's annual revenues from tourism.²³ Data on remittances to immigrants' countries of origin are comparable for other segments of the U.S. Latino population.²⁴

Given these statistics, it is easy to envision a time, in the foreseeable future, when substantially larger numbers of Latino businesspersons, professionals and homeowners will have the wherewithal to engage in expanded philanthropic giving and volunteer activities. Still, whether, and to what degree, Latinos become engaged in philanthropy will depend largely on the effectiveness of efforts by current philanthropic leaders and institutions in promoting expanded Latino participation and advancement. Moreover, even under the best of circumstances, the value-added of expanded Latino philanthropic engagement may be offset substantially by the continuing, significant Latino community needs that stem from persistent poverty and socioeconomic disadvantage. In short, the potential benefit of increasing Latino wealth relative to Latino giving and volunteering in America is subject to important caveats and contingencies, ranging from the impacts of continuing Latino poverty and undereducation to the level of will and commitment among established philanthropic leaders to advance Latino community interests. Only the future will determine where Latinos and philanthropy will meet on this continuum of relationships; history suggests the need for greater initiative and responsiveness by U.S. philanthropic institutions to address needs at both ends of the spectrum.

Hispanics are generous by nature, but they do not give in a vacuum. They need to be targeted and approached. The message is key. It must be someone credible and culturally competent from the Latino community's perspective, who understands and can appeal to the Latino community's strong notion of family and extended family ties.—Mexican-American investment executive, Los Angeles, California

U.S. LATINOS AND ORGANIZED PHILANTHROPY

By almost every measure, Latinos are substantially underrepresented in organized philanthropy. According to recent data from the Foundation Center, in 1995, private foundations awarded more than \$12 billion in grants for charitable causes.²⁵ Latino groups and projects received only 1.8 percent of those grants, which reflects a mere 0.1 increase in Latino-targeted giving since 1989.²⁶ During the 1991 to 1992 period, the total amount of funds granted by foundations specifically to benefit Latino communities and nonprofits constituted just more than 1.4 percent of all grants awarded;²⁷ in 1980 just 1 percent of foundation giving targeted Latinos.²⁸

These statistics show that, even while foundation giving targeted to Latino causes nearly doubled during the 15-year period between 1980 and 1995, private philanthropic attention to Latino concerns has lagged substantially behind Latino population growth and socioeconomic needs. The problem is not only one related to aggregate giving; it also has to do with the relatively limited number of funders engaged in Latino grantmaking. For example, until recently, roughly 75 percent of all foundation dollars awarded to Latino groups and causes has been given by just seven major funders, with half of the total coming from a single source—the Ford Foundation.²⁹

Other areas of participation and engagement in organized philanthropy also reflect widespread institutional inattention to Latino interests. For example, Latinos account for less than 4 percent of foundation staff and only about 1 percent of foundation trustees and philanthropic development professionals.³⁰ Furthermore, the number of Latino foundation investment professionals and money managers is so inconsequential that official data on these appointments do not exist.

Until recently, these factors have discouraged U.S. Latino philanthropic giving and participation, by minimizing Latino exposure to, experience in and comfort with organized philanthropy. But the combination of public sector retrenchments and unprecedented gains in the stock market of recent years has generated a growth in charitable giving—both in terms of importance and volume—and has led increasing numbers of Latino leaders and groups to organized philanthropy. More and more of these leaders and groups are now pursuing aggressively and advocating for expanded Latino foundation giving, drawing on the clear need to increase Latino representation in philanthropy as a source of inspiration and persuasion, and many have met with success in the field.

The problem is that there exists a large disconnect between Latinos and organized philanthropy. What's needed are education campaigns that increase the visibility and proximity of the field among Latinos. In this connection, we need stronger partnerships between mainstream, philanthropic institutions and Latino nonprofit leaders, in order to facilitate the outreach and culturally relevant education that is needed.—Mexican-American foundation trustee, Phoenix, AZ

Ironically, it is the fact that Latinos have been disengaged from this country's philanthropic processes that has inspired the important corrective efforts of recent years and resulted in a slow increase in Latino participation and influence in the field.

Latino participation in the area of nonprofit organizational development is especially noteworthy. Although Latino nonprofits still represent less than 1 percent of the nation's more than 1 million tax-exempt agencies, they are developing at a rate of more than 300 per year, which is double their growth rate from 1985 to 1989.³¹

Another key area of Latino advancement in the independent sector is professional appointments. Over the past decade, increasing numbers of private grantmaking institutions have added Latinos to their program staffs, which has, in turn, helped fuel the growth and influence of Hispanics in Philanthropy (HIP), the nation's leading professional association of Latino trustees and foundation executives. During the 10-year period between 1988 and 1998, HIP's membership grew from fewer than 100 individuals to more than 400. Today, HIP's membership includes some of philanthropy's leading executives from private, community and corporate foundations and the various nonprofit anchor organizations that serve Latino constituencies across the United States.³²

It is too frequently said that “Hispanics don’t give” as a summary dismissal for why many nonprofit organizations in the United States have not been as successful as they would like in raising funds from this increasingly expanding and affluent group. But this myth ignores a cultural framework where giving has different meaning and expression than it does in Anglo culture, and it belies the fact that few nonprofits have developed effective strategies designed to reach Latino donors.—Ana Gloria Rivas-Vázquez³³

Latino participation in the area of program innovation has also increased substantially, and in recent years, Latino nonprofit groups have become one of the sector’s most dynamic and active participants. Latino nonprofits have become increasingly effective leaders and social innovators in such areas as citizenship, voting rights advocacy, community organizing and neighborhood revitalization. New models of service delivery, community development and civic education and engagement—some developed in the United States and others imported from Latin America and the Caribbean—are being advanced by these groups. Examples of leading Latino nonprofits include:

- The Los Angeles-based New Economics for Women and the Mexican Heritage Corporation of San Jose, California, which are creating additional family- and community-integrated housing and arts facilities that incorporate on-site youth, senior and neighborhood services;
- Chicanos por la Causa in Phoenix and the South Texas Housing and Economic Development Corporation in San Antonio, which are developing successful new income-generating enterprises and associated job training initiatives in heavily disadvantaged urban corridors; and
- The National Association of Latino Elected and Appointed Officials (NALEO), and CARECEN (formerly the Central American Resource Center), which are operating both at the national and regional levels to revolutionize the fields of naturalization, voter education and literacy, through effective use of informal networks called *Talleres* and popular education strategies.

Finally, one of the most significant aspects of Latino evolution within the independent sector is the increase in efforts of Latino community institutions to stabilize their finances and maximize their options by developing endowments and capital campaigns, as well as community-controlled fund development strategies and grantmaking pools. For instance, at the national level, groups such as the National Council of La Raza (NCLR) have been exploring options to expand their community base of annual support contributions through direct mail campaigns. Over the years, increasing amounts of NCLR’s efforts have focused on foundation-supported community regrating activities.³⁴ Another example is the Mexican-American Legal Defense and Educational Fund (MALDEF), which recently completed a six-year, \$7.5 million capital campaign to support the purchase and renovation of the organization’s Los Angeles-based headquarters building (which it will operate partially for revenue generation by providing office space for other nonprofit groups).³⁵

A big part of the task is expanding education in the community about philanthropy's role as a social and political advancement mechanism for our people.—Puerto Rican cultural/civic leader, New York City

Similar efforts are underway at local and regional levels. For instance, in Chicago the Mexican Fine Arts Museum is currently completing a \$7 million capital campaign to fund a new wing, offices and an expanded museum shop.³⁶ In Phoenix, Chicanos por la Causa has grown a \$6 million endowment fund to help reduce agency core overhead fundraising pressures.³⁷ In New York City, the Puerto Rican Legal Defense and Educational Fund (PRLDEF) is exploring opportunities to train and place more Latino fund development professionals in the nonprofit legal advocacy organizations that serve Spanish-speaking constituencies, in an effort to bolster their community fundraising prospects.³⁸ And in recent years, at least seven communities across the United States have seen the emergence of new Latino community funds whose purpose is to increase Latino philanthropic engagement and organizational capacity building.³⁹ With combined assets of about \$4.5 million and annual grants of nearly \$1 million, these new funding vehicles reflect growing grassroots resolve within the Latino community to expand and shape its participation in organized philanthropy.⁴⁰

Although all of these efforts still depend on more established mainstream giving institutions for most of their support, they are attempting to attract additional Latino financial contributions to their respective causes. These efforts represent a growing appreciation of the Latino community's philanthropic and social interests and of its increasing capacity and preparedness to give. In response, institutional leaders within Latino communities—like nonprofit executives in general—are seeking ways, and offering new strategies, to tap this emerging community energy. Leaders and institutions are engaging in unprecedented campaigns to secure Latino involvement as independent-sector donors and benefactors, through new programmatic and institutional enticements. In effect, the body of philanthropic initiatives taking shape in Latino communities across the nation reflects this increasingly broader band of Latino giving models and opportunities.

Family-driven, church-based giving is what largely defines Hispanic philanthropy; typically this giving is highly informal and personalized. Hispanic donors' biggest concern is that a charitable gift will take from family members. This is a huge disincentive to Hispanic charity.—Cuban-American tax attorney, Miami, Florida

LATINO GIVING MODELS

When it comes to philanthropic traditions, practices within the Latino community are somewhat of a mystery to mainstream observers. What little is known suggests a significant lack of acculturation to organized philanthropic giving and volunteer initiatives within the Latino com-

munity. This lack of involvement has been reinforced by the exclusion of Latinos from the nation's organized philanthropic processes and by a dissatisfaction with mainstream philanthropy. Poverty has also played a role, but the absence of private philanthropic initiatives in the Latin American and Caribbean nations from which most U.S. Latinos come is a significant factor in determining giving practices in this population.

Latino immigrants to the United States come from nations where, until very recently, government agencies and churches, rather than foundations and community-driven nonprofits, assumed primary responsibility for meeting social and community needs.⁴¹ According to analysts, more informal and family-focused charitable activities have been a part of the Latin American culture for more than 500 years, even before Europeans reached the shores of the New World.⁴² Still, the dominant role of state and church institutions in Latin American social welfare is undeniable, and that dominance has been the largest impediment to Latino familiarity and comfort with U.S. philanthropic models. The long-term legacy of this institutional history has dramatically affected Latino community experiences in the United States. Indeed, even today, the motivations, values and practices of private philanthropies and their donors are often viewed with suspicion in nations throughout Latin America.⁴³

Several of the wealthy and influential donors interviewed for this report acknowledged the continuing negative impacts of this legacy on U.S. Latino philanthropy. For instance, a San Antonio-based Mexican-American donor commented:

[C]ulturally, there is no real tradition of Hispanic community giving with the exception of church giving. We still need to develop an acculturation to the field of organized philanthropy.

This remark was elucidated further by a Chicago-based Mexican-American interviewee who made the following observation:

Many Latinos—especially newer immigrants—do not give because they either do not relate to the organization seeking funds, or because they believe government or the church should provide the needed service or intervention.

In recent years, new attitudes about philanthropy and the nonprofit sector have emerged among Latinos who reside in this country, and significant new giving impulses have come with these new attitudes. In fact, Latino giving now reflects an increasingly wider spectrum of vehicles and practices and includes the full range of conventional social investment options in the United States. Following are brief descriptions of the key models and strategies that Latino donors are now employing to expand their philanthropic engagement.

Informal Giving to Family

Much—and perhaps most—Latino giving is still directed informally to family members and kin through cash remittances and gifts that are typically not reported as charitable donations for tax purposes.⁴⁴ This type of giving is particularly responsive to natural or economic crises that directly affect the donors' families, communities or countries of origin, but is also highly respon-

sive to the needs of significantly impoverished and otherwise disadvantaged groups, both in the United States and abroad. For example, in 1985, the volume of donations from Latinos in this country to victims of the Mexico City earthquake was impressive. At that time, a nationwide telethon sponsored by the Spanish International Network (now Univision) raised more than \$15 million—almost exclusively from U.S. Latino individuals and families—for quake victims.⁴⁵ Seven years later, in 1992, Latinos from the Miami-Dade County, Florida, area responded similarly, by helping those whose homes and lives were devastated by Hurricane Andrew.⁴⁶

Giving to Religious Institutions

The most significant portion of Latino institutional giving is targeted to religious groups.⁴⁷ Moreover, because better than 70 percent of U.S. Latinos—more than 20 million individuals—are Catholic,⁴⁸ the Catholic Church has been the traditional beneficiary of most of the donations this community makes to churches. In recent years, however, Protestant evangelical orders have experienced significant increases both in Latino followers and in the volume of their philanthropy.⁴⁹ For example, World Vision, which is one of the nation's leading Christian charities dedicated to assisting developing-country ministries in Latin America, Africa and other parts of the globe, now receives some 30 percent of all its contributions from U.S. Latino donors.⁵⁰

Our family gives generously to many established groups, primarily involved in civil rights advocacy and education, but we also give a good deal of more informal, off-line cash assistance to needy family members and friends, to help them through crises and emergencies.—Cuban-American philanthropist, San Francisco, California

Giving to Support Nonprofit Institutions and Causes

Within the Latino community, giving to secular community institutions is only now emerging as a more salient aspect of organized philanthropy. According to a 1992 analysis of Gallup Poll data conducted by Independent Sector:

- Although 72 percent of all U.S. households made financial contributions to charities, only 53 percent of Latino households made such contributions;⁵¹ and
- Affluent Latinos give only about half as much to charity as affluent whites and African Americans.⁵²

More recent data reveals, however, that Latino giving is on the rise. For example, according to a 1996 *Chronicle of Philanthropy* report, after accounting for inflation, the average sum that Latino households donated to charity increased by 22 percent between 1993 and 1995.⁵³ Anecdotal evidence suggests that these gifts range mostly from small- (less than \$100) to medium- (less than \$1,000) sized cash contributions and are directed to both Latino nonprofits and to mainstream groups that serve Latinos.⁵⁴

Various secular institutions, including Latino community nonprofits, are now having increasing success tapping into the Latino community for contributions. As a result, many Latino nonprofits, such as the New York-based *El Museo del Barrio*, are focusing on increasing contributions from the Latino community through membership programs and special events. In 1997, these targeted outreach efforts and appeals, which build heavily on Latino family and cultural events, helped *El Museo* increase its membership by more than 15 percent and its individual donations by nearly 70 percent.⁵⁵ Among *El Museo's* more successful efforts was a single fundraising event that grossed more than \$300,000 in support donations. Among other nonprofits that are succeeding in raising funds from the Latino community are:

- **The Hispanic Federation:** This New York-based grantmaking and coordinating umbrella for more than 65 Latino social services and advocacy groups nets more than \$700,000 from its annual fundraising dinner (now considered one of the top-ten annual fundraising events in New York City);⁵⁶ and
- **The Hispanic Community Foundation:** This San Francisco-based foundation sponsors an annual Hispanic heritage month luncheon that generates more than \$100,000 to support its Latino-focused community grantmaking and nonprofit technical assistance efforts.⁵⁷

Giving to Mainstream Nonprofits

Latino giving to mainstream nonprofit groups has increased substantially nationwide. Such giving is an important aspect of Latino community advancement in the United States. According to UCLA's Leo Estrada:

“[M]any Latinos identify their volunteerism as a critical turning point in their philanthropic development, since it provides opportunities to meet and get to know [mainstream] corporate, political, and community leaders [and to] learn from [these individuals] about styles of leadership and giving.”⁵⁸

Estrada also notes that Latino engagement in mainstream philanthropy serves to expand the community's influence on mainstream philanthropic priorities.⁵⁹

In fact, a significant number of the wealthy and influential Latinos interviewed for this report say that they are equally likely to give to both mainstream and Latino organizations. Among these individuals, giving and volunteering included major commitments of time and money to organizations ranging from the American Heart Association and the March of Dimes to the Houston Museum of Fine Arts and the Florida Symphony. In addition, many of these individuals provide generous support to their college alma maters—two with major gifts, one totaling \$250,000 to the University of Notre Dame and the other totaling \$500,000 to St. Mary's College of San Antonio, Texas.

Typically, Latino celebrities are significant donors to and promoters of mainstream causes. For example, Cuban-born singer-songwriter Gloria Estefan and her husband, Emilio, have given more than \$2 million to the Miami-Dade County United Way alone and made additional donations to charitable institutions ranging from the American Red Cross (for HIV/AIDS

education) to the University of Miami (for medical research).⁶⁰ In addition, Mexican-American actor Edward James Olmos has given support to numerous mainstream charities, including the Juvenile Diabetes Foundation, the Miami Children's Hospital and the AIDS Awareness Foundation.⁶¹

Significantly, mainstream giving appears to be on the rise among middle- and working-class Latinos in this country as well:

- A 1996 nationwide, independent survey showed that Latinos polled donated as frequently to United Way campaigns as did white Americans;⁶² and
- A 1994 analysis of ethnic giving patterns in the Bay Area, conducted by the University of San Francisco, revealed that, although Latinos and other immigrants refrain from supporting mainstream causes during their early years in the United States, giving increases with longer residency, to the point that as time goes on giving resembles substantially that of white Americans.⁶³

Giving through Community Foundations

In many parts of the country, community foundations have courted Latino donors aggressively and with increasing success. Because of this, the giving capacities of community foundations—both on behalf of Latino and non-Latino beneficiaries—are being enhanced substantially:

- The Dade Community Foundation (DCF) in Miami, Florida, is one of the most effective and innovative institutions in the field. DCF has developed highly attractive donor solicitation materials, in Spanish, and nearly one-fourth of DCF's board is now comprised of Latinos. In 1997, the Spanish-language solicitation materials developed by DCF encouraged donations from some 100 Latino individuals and families whose giving augmented the foundation's more than \$50 million in assets with contributions to its general and restricted funds;⁶⁴
- The El Paso Community Foundation has recently raised more than \$8 million—mostly in unrestricted funds—from some 50 Latino families. Those funds will be employed to support its largely Hispanic-focused grantmaking programs;⁶⁵ and
- The Arizona Community Foundation recently received a \$6 million endowment bequest—its largest ever—from Florita Evans, a successful Puerto Rican businesswoman and long-time resident of Phoenix.⁶⁶

Community Fund Giving

Several community foundations have supported the development of affiliated grantmaking funds targeted expressly to Latino donors and grants recipients. The Hispanic Development Fund is the seminal example of this type of fund. The fund was established in 1984 by the Greater Kansas City Community Foundation, with major support from Hallmark, Inc. Today, it controls assets of more than \$1.7 million and serves as a vehicle for expanding Latino representation on the community foundation board and as a catalyst for increasing Latino community-

targeted giving in Kansas City and its surrounding communities.⁶⁷ Another example is *El Fondo de Nuestra Comunidad (El Fondo)* whose development the Minnesota-based Saint Paul Foundation recently supported as part of a diversity initiative to increase the foundation's engagement with Latinos and other historically underrepresented constituencies. *El Fondo's* assets now exceed \$1 million. A small but rapidly increasing portion of those assets now come from Latino donors.⁶⁸ The Lorraine Community Foundation of Ohio sponsors the Hispanic Fund, which is developing a community endowment (with assets that exceed \$275,000) to support Latino community-focused grantmaking.⁶⁹ Finally, the Ventura County Community Foundation of California has recently introduced *Destino 2000: The Hispanic Legacy Fund*, a community grantmaking pool with more than \$175,000 in assets that stem primarily from Latino community contributors.⁷⁰

In addition to community foundation-supported funds, several other types of Latino fund organizations have emerged in recent years. These include:

- The New York-based Hispanic Federation (referenced earlier), a freestanding funding and technical assistance collaborative of more than 65 Latino social services and advocacy groups in New York City;
- The San Francisco-based Hispanic Community Foundation (referenced earlier), a United Way of the San Francisco Bay Area-affiliated grantmaking and technical assistance agency; and
- The Los Angeles-based United Latino Fund, an independent workplace giving vehicle that solicits community donations to support Latino community-focused grants and technical assistance.⁷¹

Private and Family Foundation Giving

A few successful Latinos have begun to establish independent private and family foundations. Three were identified by a recent study conducted with support from Hispanics in Philanthropy:⁷² Two of these foundations have been sponsored by entertainers—singer-recording artist Vikki Carr and television talk show host Geraldo Rivera; the third has been supported by former NFL football player-turned-businessman Danny Villanueva, Sr. Each of these donors is helping to expand educational scholarship opportunities for Latino high school and/or college students.

Since 1979, Puerto Rican-born PGA golfer Chi Chi Rodriguez has also supported educational assistance programs for at-risk youth through the Chi Chi Rodriguez Youth Foundation. With an annual budget of more than \$2 million, this foundation provides support for more than 450 youth, ages 7 to 15, who are involved in academic enrichment, community service and golf training programs.⁷³ Lastly, in 1997, successful Latino businessman Augie K. Fabela, Sr. and his wife, Elssy, established the Elssy Fabela Foundation. Located in Aurora, Illinois—just outside of Chicago—with assets of \$5 million, this operating foundation is committed to improving long-term educational and employment outcomes for Latino and other low-income youth.⁷⁴

LATINO DONORS: MOTIVATIONS, PREFERENCES AND INTERESTS

The Latinos interviewed for this report expressed a surprisingly consistent view of their motivations, preferences and interests in giving. Almost to a person, the chief motivation for, and interest in, engaging in philanthropy was a sense of personal responsibility—a desire to give back to the Latino communities from which they came, and, in the process, to help accelerate Latino community rights and opportunities within U.S. society. Typically, these sentiments combine with a strong interest in addressing the immediate needs of Latino and other disadvantaged communities by supporting effective organizations and interventions that include Latinos in their governance and management in significant ways. Following are discussions of the main priorities and focus of giving by Latino donors.

Community Self-Help and Empowerment

The desire to facilitate Latino equality and acculturation within U.S. society runs deep among the Latino donors interviewed for this report. Recent policy developments and new laws in states such as California reinforce this sentiment. These new laws diminish substantially public support for Latinos in areas ranging from bilingual education and affirmative action to welfare and immigrant rights.⁷⁵ One California-based Mexican-American businessman interviewed expressed growing concern that recent anti-Hispanic political trends could have detrimental impacts on notions of community and civic participation among Latinos. Another California-based Mexican-American expressed similar concerns over these trends, offering the following assessment of the historical and contemporary factors that inform them:

It is important to think of the historical context: the experiences of the Germans, the Irish and the Italians in America, for example.... All took time to assimilate and to develop philanthropic traditions in this country. We need time, too. What makes us different, however, is our ambivalence about assimilation as it has been traditionally defined in America. We refuse to sacrifice our [Latino] culture and this is what makes us so increasingly threatening to the majority society.

Still, across the nation Latino awareness of the potential role of philanthropy in mitigating anti-Latino sentiments is growing. One Puerto Rican donor who was asked for his view on this subject put it this way:

It is extremely important for Latinos to be more engaged as donors and volunteers in organized philanthropy. [Philanthropy] is a way for us to gain expanded credibility and access relative to mainstream leaders and institutions, and to increase their sensitivity to our particular experiences and needs in that process.

From the standpoint of a Cuban-American interviewee, Latino participation in philanthropy serves as “an increasingly important bridge to the mainstream, enabling mainstream leaders to see us increasingly as societal givers rather than mere takers.”

Because of increasing sensitivity to anti-Latino sentiment, support for more self-help oriented philanthropic vehicles that are designed to protect the Latino interests most subject to

I generally do not support endowment campaigns. Instead I strongly prefer, as most Hispanics in my experience do as well, to support and address more immediate needs through my philanthropic dollars. I focus almost exclusively on family and youth issues.—Cuban-American attorney, Miami, Florida

challenge in the current political environment is on the rise among Latino donors in this country. More than ever, donors are focusing giving on advocacy and institutional capacity building that supports the Latino community. According to one Chicago-based interviewee of Cuban-American heritage: “[O]wnership is very critical. In this respect, community funds are a promising emerging vehicle for developing more Latino community-controlled philanthropy.”

These views were echoed by another Chicago interviewee of Mexican descent, who commented:

Alexis de Tocqueville’s notion of civil society and volunteerism is the major element of U.S. society that we as Latinos need most to embrace, to participate and thrive in America. We need to own and control, and therefore more aggressively to support, our community institutions.

A Puerto Rican interviewee based in New York added to these views, stating that Latinos:

...need a new entity that can bridge relational gaps between the Latino community and the mainstream independent sector, such as a national Latino foundation or fund development network. Such an entity could help to promote Latino giving and advocacy while diminishing our dependency on non-Latino donors and institutions.

Youth and Education

Consistent with the strong emphasis on family—and children in particular—within Latino culture, donors interviewed for this article expressed particular concern over youth development and education issues. Meeting the educational needs of Latino children and youth was, by far, the predominant focal point of these donors. Almost every donor interviewed reported support for youth development or education activities targeted to Latino and other disadvantaged youth as *the* major component of his or her overall giving portfolio. In addition to supporting Latino family traditions, the emphasis these donors place on youth education underscores their hope for a future where Latino life prospects and opportunities are on a more even par with those of mainstream Americans.

One Cuban-American interviewee based in Miami who has supported a youth educational scholarship fund in her husband’s memory explained her focus on education as follows:

Although I am Latina, I tend to think of philanthropy as it is typically thought of in the Jewish tradition: it is an acculturation and instinct to give, passed on from generation to generation, for the betterment of one’s own community and the larger society.

These sentiments and observations are consistent with other recent national and regional assessments of Latino giving, which also show a particular salience of youth and educational investment as a Latino community priority. When Ana Gloria Rivas-Vázquez surveyed 75 Hispanic individuals between 1994 and 1997, she found that nearly 70 percent of those donors support education as a primary social investment.⁷⁶ (According to one of Rivas-Vázquez’s interviewees, a Mexican-American businessman based in Texas, his top three giving priorities were “education, education, and education [because education allows people, whatever their socioeconomic disadvantages,] to succeed in accordance with their potential.”) A 1994 study of San Francisco Bay Area donors to the Hispanic Community Foundation, conducted by Dr. Armando Valdez, also showed educational giving to be the primary preference of the Latinos surveyed.⁷⁷

Culture and the Arts

Latino donors are especially interested in supporting cultural and arts organizations that celebrate and expose Latino art forms and traditions to a broader audience. In general, these donors resonate to this type of artistic giving for two reasons. First, they enjoy and take great pride in Latino culture, and want it to be more accessible within their own communities. Second, they believe that exposing a broader audience to Latino arts is an important strategic investment in expanded mainstream appreciation of Latino culture and societal contribution. One Chicago-based Mexican-American donor had the following to say about her artistic giving preferences: “I have been especially drawn to institutions that expand my own and others’ appreciation of Latino culture, and that create a larger sense of Latino community value and pride.” A Miami-based Cuban-American interviewee who supports emerging Latino artists adds: “Latinos are very grounded in artistic tradition and cultural pride, and this is a powerful factor in relation to our community’s development and priorities.” The fact that more than one quarter of the wealthy and influential Latinos interviewed for this report support and/or serve as trustees of leading cultural arts organizations—both Latino and mainstream—in their communities is evidence of the importance these donors place on giving in this area.

Preferences for how and to what organizations Latinos give are summarized below. In the main, interviewees reported a preference for supporting Latino causes, mainly through direct cash contributions and volunteer service at the board of directors level. One Puerto Rican investment executive based in New York summed up this inclination as follows: “I get especially excited when my philanthropy enables me to get back to my Hispanic roots and when I can feel my support makes a tangible difference in my community.” Still, most Latino interviewees reported that they were as likely to support mainstream organizations that address Latino issues and needs as they were to support Latino nonprofit agencies. In fact, many felt that participation in mainstream organizations was their most appropriate focus, because those organizations afforded them unique opportunities to influence mainstream thinking on behalf of Latino community interests. A Los Angeles-based Mexican-American interviewee expressed this perspective as follows:

The opportunities I have to engage in leading mainstream philanthropic institutions as a major donor and trustee are not about just writing a check or volunteering time. They are much broader and necessarily more strategic. These opportunities are about gaining access and influence on behalf of Latinos. They are about responsibility to my family and my [ethnic] community.

Typically, the donors interviewed for this report were inclined to respond most favorably to individual giving and volunteering appeals by community leaders—both Latino and non-Latino—whom they knew, trusted and respected. In addition, they appear more amenable to appeals for support that come from organizations with which they have had some past favorable experience or current positive involvement. Finally, most donors expressed a preference for giving to address immediate needs, including: direct assistance to family members and friends; civic, educational and advocacy programs targeted especially to Latino youth; and community cultural events and celebrations. Donors were far less inclined to support agency overhead expenses, equipment purchases, research or analogous nonprofit investments. Moreover, with few exceptions, they were disinclined to support capital and endowment campaigns or planned giving appeals, out of concern over diminishing their capacity to address more immediate community needs in the current hostile environment that confronts many Latinos, nationwide.

A Cuban-American financial advisor interviewed for this report explained the above-referenced inclinations as follows:

Hispanics have some important distinctions to consider related to their philanthropic giving. They are bilingual and bicultural in their orientation, and they often prefer to communicate in Spanish on more intimate matters, such as would pertain to the use and investment of their money. They have very specific family and religious giving preferences. They exhibit a strong desire to work with other Hispanics when they get involved in business and civic activities. And they like to feel that the institutions they support are responsive and sensitive to current Hispanic concerns.

Comments from several other interviewees elucidate further Latino donors' discomfort with endowments and planned giving. For example, a Mexican-American businessman from Los Angeles described his concerns about endowments as follows:

I am increasingly skeptical about supporting endowments. More immediate gains and impacts are what I am interested in. The rate of change in modern society is such that it requires maximum flexibility in response. Endowments are not responsive to such volatility in circumstance. I suspect that many nonprofits that seek endowment support today will lose their relevance over time.

A Puerto Rican educator and philanthropist based in St. Paul, Minnesota, echoed these sentiments, stating that “[e]ndowments are problematic for donors generally and for Latinos in particular; they require lots of long-term focus at a time when community needs clearly have to be addressed right now.”

Still, several interviewees acknowledged that ensuring greater stabilization and independence among anchor Latino nonprofit groups is desirable and that Latino support of endowments

and planned giving could help to ensure such stability. One of the great challenges in this area is the lack of familiarity and expertise relative to endowment-building within the Latino community—a fact that is acknowledged by even the most supportive advocates of expanded endowment giving by Latinos. A Chicago-based interviewee of Mexican descent who supports expanded Latino endowment giving explained this challenge further:

I have learned the value of long-term investment through my service on a Latino agency board that has successfully raised millions of dollars for a capital campaign. I would like to see us develop an endowment fund. But an endowment campaign would be a very difficult sell in our community, largely because of concern about persistent poverty and the more immediate needs associated with it, and because of our community's overall lack of familiarity with long-term financial planning and investment approaches.

These varied observations are highly consistent with recent study findings by Ana Gloria Rivas-Vázquez, including the following:⁷⁸

It is in the interest of major U.S. institutions to work with Latinos to facilitate rather than resist our engagement and participation in civic life, including organized philanthropy.—Mexican-American banking executive, Chicago, Illinois

- One of the most important characteristics of Latino philanthropy is the personal nature of giving. Whether it relates to who is asking, who is receiving or who is involved in the organization that is soliciting, people matter most;
- Latino donors are especially interested in causes and organizations related to family (especially youth) and education;
- Latinos generally feel a special connection to causes or organizations that provide for their own ethnic communities; and
- Latinos are often uncomfortable with many concepts that are intrinsic to institutionalized philanthropy in the United States, including endowments and planned giving.

One of the more interesting aspects of Latino donor motivation and behavior in the United States is the disinclination to heed conventional tax and other institutional incentives as baseline points of entry for giving. Although these incentives often drive mainstream giving decisions in this country, to a large extent, Latino donors are relatively unmoved by such incentives. According to a Miami-based interviewee who runs her own private dental practice, Latino giving has something more to do with a sense of benevolence than with raw self-interest: “I am not interested in tax breaks and incentives. I give because my heart tells me to give; there is no institutional incentive *per se* that drives me to do so.” A Houston-based attorney echoed those sentiments: “I give ostensibly to advance my personal financial interests, but the real motivation is social impact and personal satisfaction, not business interest or tax benefit.”

Coupled with this disinclination to follow conventional social investment strategies, the behaviors of Latino donors also appear to be influenced by the still relative dearth of Latino tax experts, money managers, financial planners and development professionals, nationwide. According to several interviewees, the absence of culturally relevant financial advisory capacity within the Latino community makes it more difficult to help Latino donors understand and adopt those aspects of U.S. tax law that are of benefit to them. A leading Mexican-American nonprofit executive and philanthropist based in Los Angeles acknowledged this problem (and others related to Latino disadvantages in the world of organized philanthropy):

[T]hose of us Latinos who have been involved in philanthropy over the years have been inventing as we go along. We are in uncharted territory. We have had to do everything without role models or technical assistance. This makes our task especially challenging.

A Cuban-American interviewee from Miami summed up the situation as follows:

Hispanics who have succeeded typically feel a strong pull “to give back”; however, they are often inhibited to do so by being largely limited to church giving and by lacking readily available professional advice and counsel with which they are comfortable. As a result, they often make unfortunate mistakes and/or they miss opportunities related to the tax and family benefits of giving.

Finally, according to one of the nation’s few expert Hispanic tax and financial advisors—a Miami-based Cuban American—“[W]ell-trained and culturally sensitive Hispanic tax and financial advisors are too few in number to meet the large and growing challenge of finding ways to expand Latino philanthropic engagement.”

This problem is exacerbated by the equally disturbing dearth of Latino development and fundraising professionals—fewer than 1 percent of all professional development officers in the U.S. independent sector are Latinos. One Latina leader from Los Angeles lamented the absence of Latino professional investment and development experts, at a time when her family business and circumstances suggest such services would be useful: “[O]ur family wealth has grown to the point where we definitely require professional assistance,” she reported. “We are simply too uninformed and busy managing our business to figure out our estate and giving options all on our own!”

More often than not, seasoned Latino donors and trustees become advisors and counselors to emerging Latino donors and staff in the field. But meeting the needs and expectations of others is a complicated proposition: Seasoned Latino donors and trustees are still few in number and are often pressed with (often unrealistic) expectations of accessibility and responsibility to other Latinos. The wealthy and influential Latinos interviewed expressed regret that their numbers remain so few across the nation. In these individuals’ judgment, the continued absence of Latinos as philanthropic trustees, financial advisors, development professionals and donors creates a situation that does not benefit Latino or independent sector interests. Both mainstream and Latino community leaders continually call upon these individuals to represent Latino interests on their community’s most significant boards, task forces, special committees and other organizations.

I have learned from experience that the best way to encourage giving from Latinos or others is not to get in people's faces to pressure them for donations but rather to get them involved as volunteers in philanthropic organizations doing work they care deeply about. Generally, this eventually leads them to contribute not only their time but also their money.—Cuban-American CPA, Miami, Florida

In addition, these individuals bear the brunt of community financial appeals from all sides. By these leaders' own estimation, placing such broad responsibilities on the still thin cadre of upwardly mobile Latinos in this country is slowing the larger development of U.S. Latino philanthropy. These individuals view the situation as a significant structural disincentive to expanded Latino community giving and engagement in the field, because it precludes the expansion of philanthropic role models and opportunities for the Latino youth, immigrants and other community constituencies in whose hands the future of Latino community leadership and responsibility rests.

According to a Los Angeles-based Mexican-American entrepreneur:

More and more Latinos are capable of serving on nonprofit boards and giving, but there are still so relatively few of us that those who exist are overwhelmed by the demands and expectations placed upon them. We need to expand the pie. Leadership development is what is needed most.

These sentiments were echoed by a Puerto Rican cultural and civic leader who generously supports numerous philanthropic causes:

We desperately need to expand the pool of donors and leading influentials from the Puerto Rican/Hispanic community; there remain far too few individuals from our communities with the capacity to give philanthropically, and the few who do exist are inundated by everyone's needs and requests for support.

LESSONS AND IMPLICATIONS FOR THE FIELD

Important lessons and implications for organized philanthropy that underscore the growing potential and dynamic of U.S. Latino giving and volunteering have emerged from this article. They remind us of the Latino community's many continuing socioeconomic challenges and needs as it seeks to vest and advance in American civil society on terms and conditions that respect Latino cultural and linguistic traditions. In these critical respects, Latino philanthropy seeks to expand traditional U.S. models of giving and civic participation. With its emphasis on family and personal relationships, informal as well as formal exchanges of social capital and new forms of community investment and innovation, Latino philanthropy seeks increasingly to sensitize the mainstream field to the need for important reforms and accommodations as a precondition of more optimal multicultural engagement.

The essential action agenda informed by the more than 50 leading donors and experts interviewed for this article is summarized below.

Recognize that Latinos Have Established Giving Traditions and Are Increasingly Worthy Fundraising Targets

Many philanthropic executives and fund development experts fail to appreciate that Latinos, although often poor or of moderate income, are extremely philanthropic. Church giving, as well as remittances sent to countries of origin by recent Latino immigrants, support family networks, schools and social services agencies in their homelands. Such remittances total billions of dollars each year.

*Seventy-five years from now Latinos will be by far the largest minority in the United States. Without incorporation into the mainstream, American democracy will fail. We need training and educational opportunities to gain the qualifications and comfort to participate as leaders. Philanthropy has a large role to play here. It is in the national interest that we invest to address Latino community needs or Latinos will merely constitute a growing burden rather than an asset to society.—
Mexican-American attorney, San Antonio, Texas*

Emergency fund appeals in response to natural disasters, as well as Latino community support needs related to social justice, youth education and the cultural arts, are increasingly well-supported by Latino donors. Moreover, the number of Latinos of real means and successful Latino professionals with substantial incomes is increasing rapidly, as is their philanthropic savvy and generosity. During coming decades, Latinos are certain to emerge as the most significant new donor population in many U.S. cities and regions. One of the more important chapters in the U.S. philanthropic experience will result from the field's success or failure in tapping this growing donor market.

Approach Latinos in Ways that Are Sensitive to Their Culture

Latino donors typically respond most favorably—although not exclusively—to appeals that promote Latino community institutions and advancement. Consistent with this observation, they also tend to resonate most to appeals that are mindful of and responsive to Latino community cultural values and giving priorities. Personal relationships and demonstrated respect for Latino traditions and future aspirations, rather than impersonal concepts and institutional incentives, are the best motivators for Latino giving. Public celebrations and small group events informed by Latino music, dance, food and venues are often more effective ways to cultivate Latino donor interest than more conventional business meetings conducted behind closed doors in downtown offices. In some cases, materials that are presented in English and in Spanish and that incorporate Latino art forms are more successful in Latino fund development because they show an appreciation for the strong bilingual/bicultural traditions of the Latino community.⁷⁹

Ensure that Credible Latino Leaders Help to Make the “Ask” and that They Can Demonstrate the Institution’s Leadership on Latino Issues

Because relationships and culture are such important factors in Latino community life, Latino donors are often most responsive when approached to give by a trusted and respected Latino peer or community leader. In any case, the person approaching the donor must be credible. To succeed in obtaining support from the Latino community, the person making the “ask”:

- Must be a seasoned professional with philanthropic and community experience; and
- Must show cultural respect for the donor, the donor’s family and the community interests that are closest to the donor’s heart.

Generally, early in the solicitation process Latino donors want to know what the soliciting institution has done, and is continuing to do, to address Latino interests. Key areas of concern to Latino donors generally include Latino participation in organizational governance and staffing, policies and programming and community-targeted outreach.

Provide Flexibility in How Donations Can Be Made

On balance, Latino donors are not as comfortable with endowments as non-Latino donors—nor are they as familiar with organized philanthropic strategies and practices. Thus, flexible support opportunities that build on such approaches as phased-giving and other alternatives to lump-sum requests are more successful within this community. Many of the wealthy and successful individuals who are emerging from the Latino community are still building their financial base in the form of new businesses and investments. Often, private investment commitments, combined with the unusual pressures these donors face as a consequence of being among only a relatively few successful Latinos in the community, inhibit large-scale giving liquidity at any given moment in time. The more successful recipients of donations from Latinos demonstrate a willingness to craft mutually beneficial and responsive pledge formulas.

Develop Latino-Focused Public Information and Education Campaigns on Philanthropic Giving

Many of the individuals interviewed for this report believe that, over time, broader development and dissemination of culturally sensitive public information and education materials targeted specifically to current and prospective Latino donors will increase the number of philanthropic leaders and practitioners within the Latino community. Targeted informational products and appeals—especially if they draw on bilingual/bicultural subject matter and themes—should increase appreciation of the nature, significance and possibilities of Latino philanthropy at the grassroots level. Moreover, with appropriate institutional subsidies, Spanish-language media and public relations firms could be retained to help develop and test more effective Latino community-targeted donor education and cultivation strategies.

Use of the Spanish language media could be an especially powerful vehicle for encouraging Latino involvement in U.S. philanthropy. For instance, a series of national telethons (such as the

1985 post-Mexico City earthquake relief fundraiser on Univision), and/or a comparable national appeal via commercial Spanish language radio and newsprint networks, would be likely to generate substantial revenues for community grantmaking and social investment.

At another level, professionally facilitated educational seminars, training and networking activities targeted to wealthy and high-income Latinos might help to explain and reinforce the long-term value of participation in organized philanthropy. Involvement in these activities by both Latino and non-Latino trustees and executives of leading foundation and philanthropic institutions might also foster important new relationships that result in increased Latino giving in the field.

Encourage Latino Giving through Matching Grants Programs

Matching grants programs that are targeted to Latino community business institutions, associations, professionals and community members are a promising strategy for encouraging and increasing Latino engagement in philanthropy. Such programs could target a designated fundraising goal for a given Latino organization, cause or network of nonprofit groups on a one-to-one or one-to-two match basis. With proper planning, institutional coordination and promotion, such a collaborative, cross-sectoral strategy could generate substantial new funds while also broadening participating institutions' and Latino donors' exposure to one another.

Support New Knowledge and Capacity in the Latino Development Field

Community foundations, United Ways, community nonprofit agencies, universities and comparable philanthropic entities would benefit from dedicated funding that is designed to increase their knowledge of, and capacities to tap, new Latino funding streams. Funding of this sort could take various forms. For example, support for Latino donor-related market studies, building on culturally sensitive community surveys and polling, focus groups and experimentation with direct mail solicitation, may help selected community groups and organizations to identify more effective ways to approach prospective new sources of institutional capital in the Latino community. Such efforts might also help practitioners to gauge better the relative value and utility of tailored Spanish-language marketing materials and fund development tools.

Another possibility would be to help cover or subsidize new staff development and training costs, targeting talented young Latino/Latina development professionals for continuing education in the field and/or one- to two-year special placements at selected grantseeking institutions. Such support would enable institutional support recipients to pursue experimental outreach and intervention efforts that would otherwise be financially or logistically out of reach. These types of projects might also give emerging Latino development professionals challenging and meaningful hands-on agency and community experience early in their careers. Ideally, these projects would increase the likelihood of aspiring Latino development experts remaining in the independent sector, and, thereby, add a level of Latino development professionalism and representation in the field.

Expand Latino Representation and Leadership in Mainstream Philanthropy

In recent years, as Latino representation within philanthropic institutions has increased, so too has the participation of Latino nonprofits as grant recipients and institutional resources. With this expanded representation in the field, emerging Latino community leaders, donors and young professionals have begun for the first time to have foundation doors opened to them that were previously closed. They have begun in turn to play a growing role as influencers, advisors and consultants. They have begun to learn the vocabulary of organized philanthropy. They have come to understand the field's standard practices, mores and decision-making processes. Finally, they have come to develop important new relationships with leading decisionmakers in organized philanthropy, and through those relationships have begun—for the first time—to be considered for openings on boards, staffs and allocation committees. Accelerating this trend can only reinforce broader efforts to expand Latino community giving and volunteering, by modeling new behavior in the field, and by opening up additional venues and opportunities for Latino initiatives. Acceleration of Latino acculturation within organized philanthropy requires that mainstream philanthropic institutions increase the number of Latinos who serve as trustees, executives and staff to their organizations.

CONCLUSIONS

Until recently, most observers of U.S. philanthropy have overlooked giving within the Latino community as an area of inquiry. In large part, this is because prior to the 1980s, Latinos lacked the wherewithal to make significant donations to community nonprofits. Historically, the Latino population has been characterized by poverty and social marginalization, and, as the 1990s come to a close, U.S. Latinos continue to face severe socioeconomic and political challenges. Some of these challenges are rooted in a history of second-class citizenship in North America. Others are a result of the continuing stream of immigrants from poor and underdeveloped countries in Latin American and the Caribbean. Still, an important story related to Latino evolution in American society is emerging. That story has to do with the rapid ascendance of a new, robust, entrepreneurial and professional class of Latinos who have been educated and socialized in the United States, are committed to incorporating Latinos into mainstream institutions and have increasing amounts of expendable capital.

Every year, more and more Latinos acquire wealth and standing within U.S. culture. In time, it is likely that upwardly mobile Latinos will constitute one of the nation's most important sources of new philanthropic capital.

Interestingly, as U.S. Latinos acquire new wealth and influence, their giving status and practices are mirroring the direction of many entrepreneurs and residents of California's Silicon Valley—as reflected in a new survey of giving and volunteerism conducted by the Community Foundation of Silicon Valley.⁸⁰ According to that report, notwithstanding its status as one of the nation's highest per capita income communities and as a community where giving is substantial, Silicon Valley is a region that has not yet reached its potential in charitable giving

and volunteerism. In Silicon Valley, charitable giving averages less than \$1,000 per year for fully one-third of households in which earnings exceed \$100,000 per year. Moreover, only half of these households report that they plan to increase charitable giving in the future; and although nearly two-thirds of survey respondents have engaged in estate planning, a mere 11 percent have named a charity as a beneficiary in their wills.

Like the Silicon Valley venture capitalists, computer engineers and research technicians behind these numbers, Latino donors have yet to realize their full giving potential. A reasonable explanation is that both of these communities—although culturally and for the most part geographically disparate—are still developing. Both are building their philanthropic capacities and comfort zones. As one Mexican-American businesswoman interviewed for this article said, “[I]t takes time to make money, and it then it takes time to figure out what to do with it once you start to get it.”

Nearly every one of the wealthy and influential Latinos interviewed for this report believes that Latino philanthropy will come of age in time. Whether this occurs in the short term, or comes only after protracted intercultural tension and conflict, remains to be seen. If, however, organized philanthropy and Latino leaders and institutions are given the opportunity to begin working together toward clear and discernible strategic goals, constructive change will occur sooner rather than later. It is hoped that this article will play an important role in promoting that outcome.

ENDNOTES

1. See, e.g., R. Rodriguez and S. Quern, *Latino Philanthropy in Chicago (A Project of the Donors Forum of Chicago and the Chicago Community Trust)*, Chicago, IL: The Alford Group, June 1997 (hereinafter, *Latino Philanthropy in Chicago*), p. 5.
 2. Throughout this report the term “Latino” is used interchangeably with the term “Hispanic,” to identify interviewees and other U.S. residents of Spanish-speaking origin.
 3. Subsequent discussion in this report highlights specific examples of such work. See also D. Campoamor et al., *The Funders Collaborative for Strong Latino Communities Second Draft Prospectus*, Berkeley, CA: Hispanics in Philanthropy, Oct. 24, 1997.
 4. See, e.g., F. Ostrower, *Why the Wealthy Give: The Culture of Elite Philanthropy*, Princeton: Princeton University Press, 1995, pp. 28-33 (hereinafter, *Why the Wealthy Give...*). According to Ostrower, commenting on the motivations and behavior of wealthy, white philanthropic elites:

[C]ontributions of money are accompanied by social relationships and organizational involvements....A characteristic route by which donors join nonprofit boards, for instance, is through their social relationships....[D]onations of money, social ties, and organizational involvements feed into one another.”
 5. During preparation of this report, exhaustive literature searches revealed only five published works focused primarily on Latino donors. These seminal works include the follow-
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- ing: A.G. Rivas-Vázquez, “New Pools of Latino Wealth: A Case Study of Donors and Potential Donors in U.S. Hispanic/Latino Communities” (hereafter cited as New Pools...) in *Nuevos Senderos: Reflections on Hispanics and Philanthropy* (hereafter *Nuevos Senderos*). D. Campoamor et al., eds., forthcoming, Houston: Arte Público Press, University of Houston, 1998; R. Rodriguez and S. Quern, *Latino Philanthropy in Chicago (A Project of the Donors Forum of Chicago and the Chicago Community Trust)*, Chicago, IL: The Alford Group, June 1997 (hereinafter, *Latino Philanthropy in Chicago*); A. Valdez, *A Survey of Donors to the Hispanic Community Fund of the Bay Area*, Los Altos, CA: Valdez Associates, June 1994 (hereinafter, *Survey of Donors*); L. F. Estrada, “Hispanic Evolution,” *Foundation News*, May/June 1990, pp. 34-36; and E. Claudio, “Hispanic Americans and Philanthropy,” *NSFRE Journal*, Autumn 1989, Alexandria, VA: National Society of Fundraising Executives, pp. 14-16.
6. Hispanics in Philanthropy, for example, the nation’s leading association of philanthropic trustees and executives interested in Latino issues, reports that annually in the U.S. private philanthropic institutions currently direct less than 2 percent of all grant dollars awarded to organizations principally addressing Latino constituencies and concerns. See D. Campoamor et al., *The Funders’ Collaborative for Strong Latino Communities* (hereafter, *HIP Collaborative*), a HIP project prospectus, Berkeley, CA: Hispanics in Philanthropy, Mar. 1998, p.4.
 7. It is important to note that Latinos are not a monolithic community within the United States. Although Latinos from different countries share the same language, word meanings and usage differ from country-to-country, as do traditions and philosophies of life. Moreover, immigration patterns, education and income—all of which have a direct effect on philanthropic engagement—are also varied. Giving traditions among Cuban- and Mexican-American communities are emphasized here because the greatest proportion of Latinos are of those two ethnic backgrounds. As a recent article on Hispanic philanthropy that appeared in the *New York Times* notes, videotaped educational materials produced by a nonprofit in Houston that featured a narrator with a Puerto Rican accent and “an urban East Coast sensibility” was not well received within that city’s largely Mexican-American population. Sandy M. Fernández, “Hispanics Erase Myths with Money,” *New York Times*, Nov. 18, 1998, p. D16.
 8. See, e.g., A. F. Scott, “Jane Addams: Urban Crusader,” in J. A. Garraty, ed., *Historical Viewpoints* (Vol. 2), New York: Harper & Row, 1975, pp. 152-167.
 9. See William A. Díaz, “Latino Participation in America: Associational and Political Roles,” *Hispanic Journal of Behavioral Sciences* 18:2, Newbury Park, CA: Sage Publications, May 1996, pp. 154-174.
 10. Id., p. 36.
 11. See, e.g., G. Espinoza, “Five Stocks with Latin Heat” (hereinafter “Latin Heat”), *Money*, Dec. 1997, p. 142.
 12. See, e.g., C. Goldberg, “Hispanic Households Struggle as Poorest of the Poor in U.S.,” *New York Times*, Jan. 30, 1998, p. A1; U.S. Census Bureau, *Statistical Abstract of the United States: 1995* (15th Edition), Washington, D.C., 1995; and Hispanics in Philanthropy, *HIP Collaborative*, supra, p. 12.
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13. Id. (*HIP Collaborative*), supra, p. 12.
 14. Id., pp. 11-12 (citing U.S. Department of Education independent, commissioned study, *No More Excuses: The Final Report of the Hispanic Dropout Project*, 1998), and M. Cortes, "Philanthropy and Latino Nonprofits: A Research Agenda," *Hispanics and the Nonprofit Sector*, New York: Foundation Center, 1991, p. 143.
 15. See, U.S. Bureau of Labor Statistics, *Employment Status of the Civilian Population by Race, Sex, Age, and Hispanic Origin*, Washington, DC, 1997.
 16. See, e.g., "Latin Heat," *Money*, supra, p. 142.
 17. Id. See also "U.S. Census Bureau: The Official Statistics, Number of Hispanic Businesses Up 76 Percent in Five Years, Census Bureau Reports," *United States Department of Commerce News*, Washington, DC: Economic and Statistics Administration, July 10, 1996.
 18. Id. (U.S. Census Bureau data.)
 19. Id.
 20. Id.
 21. "Latin Heat," supra, p. 142.
 22. Id.
 23. See F. Lozano-Ascencio, *Bringing It Back Home: Remittances to Mexico from Migrant Workers in the United States*, Monograph Series No. 37, San Diego: Center for U.S.-Mexican Studies, University of California, 1993, p. xi.
 24. Id. According to Lozano-Ascencio, for example, "remittances equaled 61 percent of the total value of the exports of the Dominican Republic and 13 percent of its gross domestic product (GDP) in 1988....In El Salvador, remittances equalled 98 percent...of total exports...and 15 percent...of GDP...for 1989...."
 25. See *HIP Collaborative*, supra n. 4, p. 4. "Chart 1: Foundation Grants to U.S. Minority Communities" (citing the Foundation Center, New York, 1997).
 26. Id., p. iv.
 27. M. Cortes, "Philanthropy and Latino Nonprofits: A Research Agenda," supra, pp. 144-145.
 28. Id.
 29. Id.
 30. See R. Rodriguez and S. Quern, *Latino Philanthropy in Chicago*, supra, p. 10.
 31. See D. Campoamor, et al., *HIP Collaborative*, supra, p. 15.
 32. See H. Ramos, *Foundation Strategies Targeted to Latinos in the U.S.*, Hispanics in Philanthropy Working Paper, San Francisco, CA. 1990, p. 3., n.1; and D. Campoamor, et al., *HIP 1997 Annual Report*, Berkeley, CA, 1997, p.1.
 33. From A. G. Rivas-Vázquez, "New Pools..." supra.
 34. Telephone interview with Lisa Navarette, NCLR executive staff, Aug. 31, 1998.
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35. Interview with Antonia Hernandez, MALDEF president and general counsel. Feb. 20, 1998, Los Angeles, CA.
 36. Interview with Maria Socorro Pesquerira, Mexican Fine Arts Museum development director, June 9, 1998, Chicago, IL. See also, D. de la Fuente, "Mexican Art Museum Joins Big Leagues," *Chicago Sun-Times*, Aug. 31, 1997, p. 9.
 37. Telephone interview with Pete Garcia, Chicanos por la Causa president and CEO, May 27, 1998.
 38. Telephone interview with Jane DiGiacomo, PRLDEF development director, Aug. 21, 1998.
 39. See H. Ramos and G. Kasper, "Latinos and Community Funds: A Comparative Overview and Assessment of Latino Community Philanthropic Self-Help Initiatives," in *Nuevos Senderos*, supra. The article comprehensively reviews the development and recent activities of Latino community funds in New York, Los Angeles, San Francisco, Kansas City, St. Paul, and Lorraine, OH. In addition, it should be noted that a seventh fund referenced in the text herein, but not included in the Ramos/Kasper article, has recently been developed in Ventura, CA.
 40. These estimates are based on research incorporated in the article referenced in the previous note and data provided by executive staff of the Ventura County Community Foundation of Ventura, CA, relative to emergent Latino fund activity taking shape there.
 41. See, e.g., R. M. Fernández-Rodríguez et al., "Women, Fundraising, and the Third Sector in Mexico" and E. Luna, "The Social Involvement of Corporate Foundations in Argentina," in *Nuevos Senderos...*, supra.
 42. See, e.g., Latino Philanthropy, supra, p. 5, citing studies, respectively, by M. Murray ("Philanthropy in Mexico," *Filanthropia*, Mar. 1996) and A. Peterson Royce (undisclosed citation).
 43. See, e.g., E. Luna, "The Social Involvement of Corporate Foundations in Argentina," in *Nuevos Senderos...*, supra.
 44. See, e.g., A. G. Rivas-Vázquez, "New Pools..." supra, pp. 1-2; R. Murguía, "Latino Funds in the United States of America: A Review of Models for Philanthropic Resources," *Hispanics in Philanthropy* (Working Paper: hereinafter *Working Paper*), Oct. 1995, p. 6; and L. Estrada "Hispanic Evolution," supra, p. 35.
 45. Id. (Murguía, *Working Paper*).
 46. See, e.g., R. Shack et al., *A Guide to Giving*, Miami: Dade Community Foundation, 1998, p. 25.
 47. See, e.g., "Market Research: News You Can Use," United Way of America Research Services (citing survey findings on African-American, Hispanic and white philanthropy commissioned from Hughes Research Corp.: hereinafter "Market Research..."), Fairfax, VA, July 22, 1996, p. 1. It should be noted that Latinos share this preference for institutional giving to religious organizations with both black and white Americans.
 48. See National Conference of Catholic Bishops/United States Catholic Conference (NCCB/USCC), *Reconciled Through Christ*, Washington, DC: NCCB/USCC Office of Publishing &
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- Promotion Services (No.5-025), 1997, <http://www.nccbuscc.org/oppes/multicultural/hispanic.html>.
49. See J. Blair, "New Christian Culture Emerges as Churches Appeal to Latinos," *Christian Science Monitor*, Aug. 28, 1997, <http://www.csmonitor.com/durable/1997/08/28/us/us.5.html>.
50. Interview with Danny Villanueva, Jr., CEO, *Los Angeles Galaxy* and trustee, World Vision USA, Apr. 30, 1998, Los Angeles, CA.
51. See V.A. Hodgkinson and M.A. Weitzman, *Giving and Volunteering in the United States: Findings from a National Survey*, Washington, DC: Independent Sector, 1992.
52. Id.
53. See M. Dunjerski, "Tapping the Wealth of Hispanics," *The Chronicle of Philanthropy*, Washington, DC, Oct. 31, 1996, p. 33.
54. This observation is based on the author's more than ten years of study and discussion in the field of Latino philanthropy.
55. Telephone interview with Lili Santiago Silva, El Museo del Barrio, director of development for individual giving, Aug. 3, 1998.
56. Interview with Luis Miranda, Jr., senior consultant, Hispanic Federation, July 27, 1998, New York City.
57. H. Ramos and G. Kasper, *Final Report to the Kellogg Foundation-Supported Latino Funds Project* (unpublished confidential report, hereinafter *Final Report*), July 31, 1998, Berkeley, CA.: Mauer Kunst Consulting.
58. See L. F. Estrada, "Hispanic Evolution," *supra*, p. 36.
59. Id.
60. See, e.g., "Dona Gloria Estefan un cuarto de millón de dólares" ("Gloria Estefan Gives a Quarter of a Million Dollars"), *Diversión*, Mar. 10, 1997.
61. See, e.g., California State University, San Marcos Web site 1998, http://www.csusm.edu/public_affairs/olmos.html.
62. See "Market Research..." report, *supra*, p. 1. According to the report, 24 percent of Latinos polled had given to a United Way campaign during the previous 12-month period, compared with 26 percent of white Americans. At a rate of giving of 30 percent, only African-American survey participants gave more frequently. And, the United Way's influence extends far beyond what statistics would suggest. For many Latinos, giving through the United Way is an introduction to participation in organized philanthropy, the nonprofit sector, corporate community involvement and volunteering. The United Way has played a pivotal role making Latinos more comfortable with philanthropic models that run counter to their social structures and giving impulses. (The Miami-Dade County United Way, which operates in a community that is more than 50 percent Latino, has had tremendous success working with this community because it encourages donors to make their contributions to specific agencies through the United Way.)
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63. See H. Hall, Berkeley, CA., "Members of Minority Groups Found to be Suspicious of Mainstream Charities," *The Chronicle of Philanthropy*, July 26, 1994, p. 21 (citing study by sociologist Bradford Smith, titled, "Ethnic Philanthropy," Center for Nonprofit Organization Management, College of Professional Studies, University of San Francisco, San Francisco, CA).
 64. *Dade Community Foundation 1997 Annual Report*, Miami: Dade Community Foundation, 1998.
 65. See C. Chavez, *Rivers of Compassion: Bridging the Philanthropic Divide*, Kellogg Foundation Working Paper, Nov. 1994, p. 2.
 66. Id. Also, interview with Steven Mittenthal, president and CEO, The Arizona Community Foundation.
 67. H. Ramos and G. Kasper, *Final Report*, supra.
 68. Id.
 69. Id.
 70. Id.
 71. Id. To encourage the development of emerging Latino community-based giving institutions, in 1997 the W. K. Kellogg Foundation provided a grant in the amount of \$100,000 to support six Latino funds across the United States to explore the feasibility of establishing a national network, and new community-focused outreach and fund development strategies. All of the Latino funds highlighted here, except the *Destino 2000* Fund, based in Ventura, CA, are participating in this work.
 72. See Murguía, *Working Paper*, supra, p. 7.
 73. See The Chi Chi Rodriguez Youth Foundation, Inc. Web site at: <http://www.chichi.org/html/expansion.html>.
 74. Elssy Fabela Foundation Fact Sheet, August 19, 1997 and interview with Sal Valadez, Elssy Fabela Foundation, executive director, June 6, 1998, Aurora, IL.
 75. Recent California voter initiatives underscoring these concerns have all passed overwhelmingly during the past two years, including proposition 187 (which has proscribed state welfare and social services benefits for Latino and other immigrants), proposition 226 (which has eliminated state support for bilingual education programs targeted to Latino and other non-English speaking public school students) and proposition 209 (which has eliminated state affirmative action programs targeted to Latinos and other minority groups).
 76. See A.G. Rivas-Vázquez, "New Pools..." from *Nuevos Senderos*, supra.
 77. See A. Valdez, *Survey of Donors*, supra, p. 7.
 78. See A.G. Rivas-Vázquez, "New Pools..." from *Nuevos Senderos*, supra.
 79. Some of the basic nuances of doing business with Latinos involve face-to-face contact and, as a direct result, a greater investment of time. Although this may fly in the face of obtaining the quick results that many nonprofit solicitors seek, it must be taken into consideration in both crafting approaches and anticipating results.
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80. See Community Foundation of Silicon Valley, *Giving Back: The Silicon Valley Way (The Culture of Giving and Volunteerism in Silicon Valley)* [Community Discussion Draft], July 26, 1998, San Jose, CA.

METHODOLOGY AND INFORMATION SOURCES

This report examines the philanthropic giving motivations, preferences and interests of more than 35 wealthy and influential U.S. Latinos interviewed during 1998 as part of a Council on Foundations inclusiveness project. Supported by the Ford, David and Lucile Packard and W. K. Kellogg foundations, the project stems from a growing interest by mainstream philanthropic leaders to better comprehend the U.S. Latino community's giving traditions and potential.

This report draws especially on three primary information sources:

- 1) Targeted interviews with leading Latino philanthropists, business persons and civic leaders, as well as selected experts on philanthropic issues in the United States;
- 2) Recent literature on Latinos in the independent sector, as well as general philanthropic issues; and
- 3) Information exchanged between Council on Foundations staff and consultants during the various planning sessions convened over the course of the project.

Of these information sources, the most important was the in-person and telephone interviews. These interviews targeted 37 wealthy and influential Latino individuals and 17 philanthropic experts (about one-third non-Hispanic) across the nation. (A list of individuals interviewed and their professional affiliations follows.) Interviews loosely followed a standard question set (see Attachment 2) and were conducted in 30- to 90-minute sessions between January and August 1998.

Interviewees (most of whom were already known to the author or referred by trusted professional colleagues at the outset of the project) were drawn from the five regions and metropolitan areas of the United States with the most substantial population of Latinos:

- The Far West, including Los Angeles and San Francisco, as well as Phoenix, Arizona;
- Texas, including Dallas, Houston and San Antonio;
- The Midwest, including Chicago, Kansas City, Missouri, and St. Paul, Minnesota;
- New York City; and
- Miami, Florida.

Of the 37 wealthy and influential Latinos interviewed, 21 were Mexican Americans, 8 were mainland Puerto Ricans and 8 were Cuban Americans. These individuals were selected as interview subjects because they reflect the experiences of the nation's most established Latino subgroups. Among Latino groups, these populations have the longest experience in American

society and are the most populous Latino ethnic constituencies in the United States.* (Recent dramatic growth and expanding salience in important communities across the country suggest that other important Latino constituencies not included in this report warrant future analysis. These groups include especially Dominican Americans in and around New York City, and Central Americans in California and Washington, D.C.**)

The Latino donors interviewed come from a wide range of professional backgrounds and affiliations:

- Nearly one-third—11 individuals—were private business owners and entrepreneurs;
- About 20 percent—seven individuals—were attorneys in private practice, most specializing in business or tax law;
- Two were chief executives of Hispanic-focused giving institutions;
- Four were professional educators;
- Three were corporate or media executives;
- Three were financial services executives;
- Two were senior medical professionals;
- Two were large national nonprofit agency principals;
- Three were retired or unemployed; and
- Nearly all had significant private, nonprofit and/or public board experience.

Twenty-one of the Latino donors interviewed were men and 16 were women. Nearly 60 percent—22 of the 37—had earned college and/or graduate-level degrees. Interestingly, despite their financial success and professional and educational achievements, only three of the donors interviewed came from wealthy family backgrounds. Most, in fact, said they came from poor or working-class families. Thus, nearly every interviewee was a self-made man or woman.

Interviewees were selected on the basis of their financial capacity—as private individuals—to direct at least \$10,000 per year in cash and/or in-kind support to U.S. Latino and/or other nonprofit organizations. With only a few exceptions who registered annual giving in the \$5,000

* Mexican Americans, roughly 19 million individuals, account for just more than 60 percent of the U.S. Latino population, now totaling an estimated 30 million persons overall. Puerto Ricans account for roughly 3 million individuals in total and constitute a little more than 10 percent of the U.S. Latino population. Cuban Americans, totaling about 1.5 million individuals, constitute about 5 percent of the U.S. Latino population. See D. Campoamor *et al.*, *HIP Collaborative*, supra, pp.7-9, and W. Diaz, *Latino Funds in the 21st Century: A Time of Need and Opportunity*, Hubert H. Humphrey School of Public Affairs, University of Minnesota, July 1998, pp. 3-4.

** Id. Dominicans and Central Americans—the newest of Latino immigrants in the United States—lack the public recognition of Mexican Americans, Puerto Ricans and Cuban Americans, but together make up an estimated 15 percent of the total U.S. Latino population. In fact, it is estimated that Dominicans now outnumber Puerto Ricans in New York; and Central American constituencies now comprise the fastest growing Latino populations in Los Angeles, San Francisco and Washington, DC.

to \$10,000 range, all of these individuals reported that their annual gifts exceeded the \$10,000 annual giving threshold established for this review by a substantial amount. At least 10 of the individuals interviewed had given more than \$100,000 during at least one of the past several years: five of these individuals from their own private wealth, the remaining five via institutional giving programs that they and/or their families control.

Assumptions

Three basic assumptions informed the methodology and content of this report:

- First, Latino individuals with more advanced experience in the philanthropic field are best positioned to make authoritative and instructive statements about the current status of U.S. Latinos as philanthropic participants;
- Second, community leaders of this sort are best able to identify areas of continuing need—and realistic strategies to address those needs—as they relate to Latino inclusion in organized philanthropic processes; and
- Third, the views of Latino donors who represent the nation’s leading three Latino subgroups, and the five major geographical areas where Latinos are most concentrated, would optimize this report’s value by emphasizing regional as well as national opportunities to expand Latino leadership and engagement in the field.

The first two assumptions were well-founded. Interviewees spoke articulately and passionately about the growing potential and needs of Latino philanthropic donors, the continuing barriers to expanded Latino participation in the field and the strategies that would help to diminish these barriers. The third assumption did not, however, play out as intended. In fact, interviewees across the various parts of the country shared far more commonalities than differences in donor experience and perspective than was anticipated, despite their distinct regional and ethnic backgrounds. In effect, interviewees showed no discernible regional distinctions relative to their philanthropic values, interests or perspectives.

Sample List of Key Questions Covered with Interviewees

- 1) What are your thoughts on philanthropy in general? How would you define it?
 - 2) What have been your philanthropic interests and engagements over the years? Do you participate or have you ever participated in the governance of any private grantmaking institution(s)? Are you or have you been a major donor to any community or nonprofit institution(s)?
 - 3) What is/has been the nature and extent of your involvement in this work? Do you primarily give money? Volunteer time? In-kind material donations? How much value (in dollar terms) would you estimate on average that you contribute to philanthropic/nonprofit interests during any given year?
 - 4) What kinds of organizations or causes have mainly attracted your interest/support over the years?
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- 5) What motivates you to be engaged in philanthropy and community giving/volunteering?
- 6) How would you assess the responsiveness of more established mainstream philanthropies and nonprofit institutions to Latino donors, and other community groups/interests? What could/should such institutions do better to expand Latino giving and participation in the field?
- 7) How would you characterize the status and impacts of Latino donors, executives and community institutions in the field? Would you say these constituencies confront greater issues or challenges in the independent sector than non-Latino constituencies? Do you believe that Latino donors, executives and community institutions exercise sufficient leadership and innovation in the field?
- 8) Do you feel any special responsibility to donate funds, time or other assistance to Latino community organizations or issues, or do you tend instead to favor more conventional, non-Latino groups and causes? In either case, why?
- 9) Do you have any experience with—or thoughts about the relative merits/importance of—Latino efforts to develop endowments for community nonprofit groups or institutions? What are your experiences/thoughts on this topic?
- 10) Do you receive any professional counseling or advice in making decisions about your philanthropic engagements or contributions? If so, where do you tend to obtain this support—attorneys? CPAs? other financial advisors? friends/colleagues? Do you feel satisfied that your giving decisions are as informed as you would like? If not, what types of information or services might assist you in making better decisions?

List of Interviewees

Latino Donors

Luis Alvarez
 President & CEO
 National Urban Fellows
 New York, New York

Dr. James Bonilla
 Assistant Professor
 Hamlin College
 Saint Peter, Minnesota

María C. Bechily
 CEO
 Maria Bechily Public Relations
 Chicago, Illinois

William and Adlefa Callejo
 Senior Partners
 Callejo & Callejo
 Dallas, Texas

Dr. Alicia Carrazana, DDS
 Miami, Florida

Miriam Lesnik Chávez
 Hillsborough, California

Dr. William A. Díaz
 Professor
 University of Minnesota
 Minneapolis, Minnesota

Guillermo Fernández-Quincoces, Esq.
Senior Partner
Gunster, Yoakley
Miami, Florida

Al Guilin
Trustee
Destino 2000: The Hispanic Legacy Fund
Ventura, California

Guadalupe Garcia
Vice President
Federal Reserve Bank of Chicago
Chicago, Illinois

Antonia Hernández
President and CEO
MALDEF
Los Angeles, California

Frank Herrera, Jr.
Principal
Law Office of Frank Herrera
San Antonio, Texas

Marifé Hernández
President and CEO
Cultural Communications Group
New York, New York

Belen Jaquez
Retired
Chicago, Illinois

Nancy Jordan
Trustee
Arizona Community Foundation
Phoenix, Arizona

Irma López
Trustee
Destino 2000: The Hispanic Legacy Fund
Ventura, California

Ray López
Trustee
Destino 2000: The Hispanic Legacy Fund
Ventura, California

Monica Lozano
Associate Publisher and Executive Editor
La Opinión
Los Angeles, California

Vidal G. Martínez, Esq.
Senior Partner
Hughes & Luce
Houston, Texas

Luis Miranda, Jr.
Senior Consultant
Hispanic Federation
New York, New York

Carlos Morales
Senior Vice President
Merrill Lynch
New York, New York

Albert Moreno
Chief Legal Counsel
Levi Strauss International
San Francisco, California

Henry Muñoz
Principal
Architectural Offices of Henry Muñoz
San Antonio, Texas

Sylvia Ortiz-Rebolla
Principal
Lázaro Cárdenas School
Chicago, Illinois

Maria Elena Prio, Esq.
Senior Partner
Gunster, Yoakley
Miami, Florida

Teresa Ramos, MD
Illinois Masonic Medical Center
Chicago, Illinois

Diane Sanchez
Trustee
East Bay Community Foundation
Oakland, California

Michael Solar
Partner
Solar & Fernandes, LLP
Houston, Texas

Sal Valadez
Executive Director
Elssy Fabela Foundation
Aurora, Illinois

Art Velásquez
President and CEO
Azteca Foods, Inc.
Chicago, Illinois

Ana Veciana-Suarez
Columnist
The Miami Herald
Miami, Florida

Octavio F. Verdeja, CPA
Principal
Verdeja & Gravier
Miami, Florida

Danny Villanueva, Jr.
President and General Manager
LA Galaxy
Los Angeles, California

Danny Villanueva, Sr.
President and CEO
Bastion Capital Group
Los Angeles, California

Reinaldo B. Winer
President and CEO
Estate & Charity Funding Network
Miami, Florida

Rosie Zamora
President and CEO
Telesurveys, Inc.
Houston, Texas

Philanthropic Experts

Julie Chávez
Vice President & Director, Community
Affairs
Bank of America
Chicago, Illinois

Juan Calixto
Director of Fund Development
Spanish Coalition for Jobs, Inc.
Chicago, Illinois

Edwin Claudio
President and CEO
PWNet
Chicago, Illinois

Margo De Ley
Senior Staff Associate
Chicago Community Trust
Chicago, Illinois

Jane DiGiacomo
Director of Development
PRLDEF
New York, New York

Angelo Falcon
Director
PRLDEF Institute for Puerto Rican Policy
New York, New York

Kent Friedman, Esq.
Partner
Mayor, Day, Caldwell & Keaton
Houston, Texas

Pete Garcia
President & CEO
Chicanos por la Causa
Phoenix, Arizona

Dr. Sandra Hernández
President and CEO
San Francisco Foundation
San Francisco, California

Kate McLean
President
Ventura County Community Foundation
Camarillo, California

Steve Mittenthal
President and CEO
Arizona Community Foundation
Phoenix, Arizona

David Pesqueira
Senior Program Officer
Robert R. McCormick Tribune Foundation
Chicago, Illinois

Maria Pesqueira
Development Director
Mexican Fine Arts Museum
Chicago, Illinois

Ricardo Rodríguez
Former Vice President
The Alford Group
San Antonio, Texas

Ruth Shack
President and CEO
Dade Community Foundation
Miami, Florida

Lili Santiago Silva
Development Director/Individual Giving
El Museo del Barrio
New York, New York

Catherine Sutor
Development Director
Liberty Hill Foundation
Santa Monica, California

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Notwithstanding these many contributions, responsibility for the contents of the article, including any inaccuracies, are mine alone.

Henry A. J. Ramos
Mauer Kunst Consulting
Berkeley, California
