ACTIVATING THE POWER OF THE LATINO COMMUNITY:
Engaging the Latino Community through Volunteerism & Philanthropy

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Class 622-02: Nonprofit Data Analysis
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INTRODUCTION
THE LATINO COMMUNITY IN THE U.S.

Latino Population Growth
According to the Pew Research Center

Population Growth in Millions

<table>
<thead>
<tr>
<th>Year</th>
<th>Population Growth in Millions</th>
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<tbody>
<tr>
<td>1980</td>
<td>14.8</td>
</tr>
<tr>
<td>2017</td>
<td>60</td>
</tr>
<tr>
<td>2065</td>
<td>107</td>
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</tbody>
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RESEARCH QUESTIONS

How can historical context of the Latino community help inform how nonprofits organization engage with Latinos in the United States?

What are the challenges, motivations, gaps, opportunities, and support that the Latino community needs in order to engage in philanthropy?

How can nonprofits activate the power of the Latino community as volunteers to engage them more deeply in philanthropy?
METHODS AND APPROACHES

**Literature Review**
An examination of literature around the subject of Latino philanthropy and volunteerism was collected. Literature includes academic journals, nonprofit articles, and data about the Latino community in the United States.

**Expert Interviews**
10 expert interviews were conducted with nonprofit executive directors, program directors, fundraisers, and foundation professionals. Each interview participant engages and serves the Latino community.
# Expert Interview Questions

<table>
<thead>
<tr>
<th>Question</th>
<th>Number</th>
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<tbody>
<tr>
<td>Throughout nonprofit sector career, how have you engaged the Latino community in volunteering, philanthropic, and/or fundraising space?</td>
<td>1</td>
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<tr>
<td>What are the common trends that you see the Latino community engaging in philanthropy or fundraising?</td>
<td>4</td>
</tr>
<tr>
<td>What would be a sustainable pathway for the Latino community to engage in fundraising or philanthropy?</td>
<td>7</td>
</tr>
<tr>
<td>What does an engaged Latino community look like to you in a nonprofit?</td>
<td>2</td>
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<tr>
<td>Are there any challenges or barrier for the Latino community to engage in the nonprofit sector as volunteers, donors, or philanthropists?</td>
<td>5</td>
</tr>
<tr>
<td>What are some gaps and opportunities for the Latino community to engage in fundraising or philanthropy?</td>
<td>8</td>
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<tr>
<td>In your work and observations, how have you leveraged the Latino community to become donors or philanthropists?</td>
<td>3</td>
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<tr>
<td>What tools, resources, or support do you believe the Latino community needs to engage as donors or philanthropists?</td>
<td>6</td>
</tr>
<tr>
<td>In your opinion, what does the future of philanthropy look like for the Latino community?</td>
<td>9</td>
</tr>
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</table>
DATA ANALYSIS:
LITERATURE REVIEW + EXPERT INTERVIEWS

<table>
<thead>
<tr>
<th>TRENDS</th>
<th>GAPS &amp; OPPORTUNITIES</th>
<th>TOOLS, RESOURCES, SUPPORT</th>
<th>CREATE A SUSTAINABLE PATHWAY</th>
</tr>
</thead>
</table>
| - The Latino community has a long tradition of giving to faith-based organizations and family where they have demonstrated extreme generosity  
- The Latino Community has always had a spirit of collectivism  
- Lack of Latino nonprofit leaders  
- Employment and education play influential roles | - Nonprofits need to invest in prospect research  
- Do not work in isolation, but rather invest in partnerships  
- Nonprofits need to ensure their staff, board, and leadership reflects the community they serve  
- Collect better data around Latino volunteerism and philanthropy | - Invest in Latino Leaders  
- Integrate Latinos in the decision making process  
- Mentorship is critical in supporting the Latino community  
- Engage Latinos early and create inclusive spaces  
- Educate the Latino Community on different ways to give  
- Create spaces for the Latino community to share their story authentically | - Giving Circles  
- Establish a network among nonprofits  
- Create inclusive learning spaces  
- Diversify your portfolio  
- Demystify the field of philanthropy  
- Work to deconstruct the systemic barriers that have prevented the Latino Community from engaging in philanthropy |
“Philanthropy is the essence of the Latino Community”

-Amalia Brindis Delgado, Hispanics in Philanthropy
RECOMMENDATIONS

We need to harness the collective power and money of the Latino Community

Prioritize Diversity  Data Collection

Constructive Dialogue  Build A Network

Storytelling  Cultivate Leaders

“Nothing About Us Without Us”

“We have an opportunity to reclaim philanthropy for the Latino community”

-Adriana Saldivar, Latino Community Foundation
REFERENCES


ACTIVATING THE POWER OF THE LATINO COMMUNITY:
ENGAGING THE LATINO COMMUNITY THROUGH VOLUNTEERISM AND PHILANTHROPY
Cristina Chavez, MNA - Master of Nonprofit Administration - Capstone Project

SUMMARY
There is an extreme lack of diversity in philanthropy, as institutions have not prioritized engaging minority communities. As a minority population, the Latino community does in fact hold an extreme amount of power, mobilization, and wealth. According the Pew Research Center, the Latino population is projected to grow to over 107 million, making up 24% of the United States population by 2065. As the Latino population in the U.S. continues to grow, this presents an opportunity for the nonprofit sector to better understand and to deepen engagement with the Latino community through volunteerism and activate philanthropy.

PURPOSE
This research seeks to explore the gaps, opportunities, trends, and support the Latino community needs to engage in volunteerism and philanthropy. These insights will better inform how nonprofit organizations can diversify the volunteer and philanthropic pipeline by activating the power of the Latino community.

RESEARCH QUESTIONS
1. How can historical context of the Latino community help inform how nonprofits organization engage with Latinos in the United States?
2. What are the challenges, motivations, gaps, opportunities, and support that the Latino community needs in order to engage in philanthropy?
3. How can nonprofits activate the power of the Latino community as volunteers to engage them more deeply in philanthropy?

METHODS
- LITERATURE REVIEW: An examination of literature around the subject of Latino philanthropy and volunteerism was collected. Literature includes academic journals, nonprofit articles, and data about the Latino community in the United States.
- EXPERT INTERVIEWS: 10 expert interviews were conducted with nonprofit executive directors, program directors, fundraisers, and foundation professionals. Each interview participant engages and serves the Latino community.

REFERENCES
THANK YOU