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.

DATA AND ANALYSIS

TRENDS
- 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.

GAPS & OPPORTUNITIES
- Nonprofits need to invest in prospect research.
- Do not work in isolation, but rather work in partnerships.
- Nonprofits need to ensure their staff, board, and leadership reflects the community they serve.
- Collect better data around Latino volunteerism and philanthropy.

CREATE A SUSTAINABLE PATHWAY
- Giving Circles
- Establish a network among nonprofits
- Create inclusive learning spaces
- Diversify the field of philanthropy
- Work to destigmatize the systemic barriers that have prevented the Latino Community from engaging in philanthropy.
- Invest in Latino Leaders
- Integrate Latinos in the decision making process.
- Mentorship and critical support for Latino leaders.

TOOLS, RESOURCES, SUPPORT
- Invest in Latino Leaders
- Integrate Latinos in the decision making process.
- Mentorship and critical support for Latino leaders.
- Create inclusive learning spaces.
- Diversify the field of philanthropy.

REFERENCES