



# ACTIVATING THE POWER OF THE LATINO COMMUNITY: ENGAGING THE LATINO COMMUNITY THROUGH VOLUNTEERISM AND PHILANTHROPY

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## 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 to 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.

## INTERVIEW QUESTIONS

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

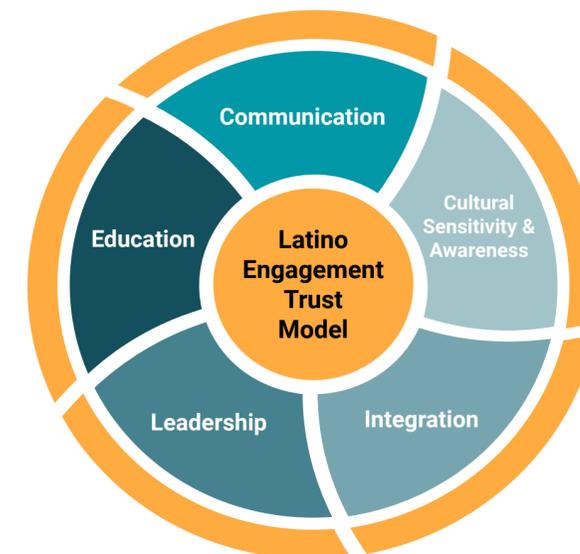
## EXPERT INTERVIEWS



## DATA AND ANALYSIS

<b>TRENDS</b>	<b>TOOLS, RESOURCES, SUPPORT</b>
<ul style="list-style-type: none"> <li>- The Latino community has a long tradition of giving to faith-based organizations and family where they have demonstrated extreme generosity</li> <li>- The Latino Community has always had a spirit of collectivism</li> <li>- Lack of Latino nonprofit leaders</li> <li>- Employment and education play influential roles</li> </ul>	<ul style="list-style-type: none"> <li>- Invest in Latino Leaders</li> <li>- Integrate Latinos in the decision making process</li> <li>- Mentorship is critical in supporting the Latino community</li> <li>- Engage Latinos early and create inclusive spaces</li> <li>- Educate the Latino Community on different ways to give</li> <li>- Create spaces for the Latino community to share their story authentically</li> </ul>
<b>GAPS &amp; OPPORTUNITIES</b>	<b>CREATE A SUSTAINABLE PATHWAY</b>
<ul style="list-style-type: none"> <li>- Nonprofits need to invest in prospect research</li> <li>- Do not work in isolation, but rather invest in partnerships</li> <li>- Nonprofits need to ensure their staff, board, and leadership reflects the community they serve</li> <li>- Collect better data around Latino volunteerism and philanthropy</li> </ul>	<ul style="list-style-type: none"> <li>- Giving Circles</li> <li>- Establish a network among nonprofits</li> <li>- Create inclusive learning spaces</li> <li>- Diversify your portfolio</li> <li>- Demystify the field of philanthropy</li> <li>- Work to deconstruct the systemic barriers that have prevented the Latino Community from engaging in philanthropy</li> </ul>

## RESULTS



## RECOMMENDATIONS

1. **Constructive Dialogue:** Engage in discourse to address the institutional racism and discrimination against marginalized communities that prevent engagement
2. **Prioritize Diversity:** Increase diversity of foundation leadership, especially among trustees and executives, who greatly influence institutional direction, policy and program rules.
3. **Data Collection:** Standardize and collect better data to help inform organizations' mission and strategy.
4. **Build a Network:** Create a network of organizations whose mission, priorities, and values align. Allyship will be essential in creating this network.
5. **Storytelling:** Elevate and raise the visibility of the diverse stories of the Latino community. It's important to consider how these stories are told and who gets to tell them.
6. **Cultivate Leaders:** Support the next generation of Latino leaders who will lead with experience, compassion, and courage in empowering the Latino community

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