



**CULTIVATING LATINO
PHILANTHROPY:
ONE CHICA AT A TIME**

Patricia Mejia

NALCAB, Director of Training and Leadership

National Conference

Westin LAX, Los Angeles, CA

OVERVIEW

- Touch on philanthropy research that was done in 2004
- Personal Example: Circle of Chica Giving for Change



WHAT'S OUT THERE

- Center for Philanthropy and Civil Society
 - Pathways for Change: Philanthropy Among African American, Asia American and Latino Donors in New York, September 2004
 - Why study giving in communities of color?
 - Growing in size
 - Communities of Color have increasing assets – educational attainment, occupation, and home ownership
 - Giving sustains traditional values



THE STUDY

- Interviewed 166 individuals
 - Reasons: Motivation for giving, decision making process, and how to build relationships with donors
 - Had to have given at least \$200 per year
 - Group gave a median of \$5,000 per household
 - Connected one-on-one interviews
 - Age range 23 to 94; Latinos ½ M and ½ F
 - Latinos - ½ Foreign Born; well educated, relatively high income; salaries range from \$100,000 to \$149,000



RESULTS

- African Americans gave more to church discussed how that led to economic mobility
- Latinos gave to community based organizations
- IMPORTANT
 - Generational Difference = born before or after the Civil Rights legislation in the 1960's
 - Older people giving tend to focus on racial or ethnic
 - Younger people tend to have broader, less racially, focused giving to non-profits that provide educational training with strong operational methods



RESULTS

- Younger Latinos gave to educational programs believing that was the best hope for making structural change; “Creates paths”
- Younger Latinos preferred this giving to political contributions
- Giving tended to be above national standards
- Median giving for older Latinos \$5k; 94% giving at least \$1k
- Median giving for younger Latinos \$4k; 83% giving at least \$1k



CIRCLE OF CHICAS GIVING FOR CHANGE



Simple Idea, Very Powerful!



SETTING

- Close “amigas”
- Who are they?
- Dinner at my home (casual/informal)
- Reconnect, share about each
- Lay out the plan (formal)
 - Folder
 - Illustrate the message
 - Pledge Form
 - Bank forms



APPEAL

○ Dear Amigas,

Thank you for being here. I am glad we have this opportunity to learn from each other, continue to build relationships, and build something together that will change the lives of many. Each of us already doing work...Circle of Chicas allows us to come together to continue making the way for young girls with our collective wealth – by creating Habit of Love.



“HABIT OF LOVE”

POWER OF COLLECTIVE WEALTH

- Start small, make it real and tangible
- Example:

1st Yr = 15 Chicas x \$10=\$150 x 12 months = \$1,800

2nd Yr = 15 Chicas x \$10=\$150 x 12 months = \$1,800

10th Year Grand Total = \$18,000

Increasing By Just Five Dollars

10th Year Grand Total = \$32,400



LESSONS LEARNED

- Make it easy
 - Direct Deposit
- Make an Annual event
 - Make it about things other than the money
 - Reconnect; talk about our lives and the year
 - Make the Ask!
- Make a Simple Pledge form



THINGS TO CONSIDER

- Small study but what does it mean for the future of giving
- Philanthropy starts young; translate from volunteering to giving
- Donors give to organizations they have personal connections with (maybe even having participated in themselves)
- Donors want to be connected (board, volunteer)
- Donors demand professionalism, transparency and accountability
 - Not enough to make an appeal for money need a clear picture he or she fits into the organization



THINGS TO CONSIDER

- Donors want the ease of giving
 - Email invitations to events
 - Email appeals
 - Online giving
- Learn from successful examples:
 - Hispanic Development Fund at the Greater Kansas City Community Foundation
 - Latino Funds Collaborative

