



Center for
Nonprofits & Philanthropy
THE BUSH SCHOOL • TEXAS A&M UNIVERSITY

Cultivating Latinx Giving

Adapting to Turbulent Times Series

October 1, 2020

Moderated by Angela Seaworth, Ph.D., ACFRE
Sylvia Acosta, Ph.D., CEO of the YWCA of El Paso
Cris Zertuche Wong, VP Goldman Sachs and
Co-Chair H100 Latinx Giving Circle Texas Women's Foundation

Center for Nonprofits and Philanthropy



Our Mission: The CNP supports a vibrant nonprofit and philanthropic sector in Texas

Founded in 2017, the Center operates with the belief that that nonprofits are instrumental in creating opportunities for all. This happens through capable leadership, excellent governance, and engagement of stakeholders. We also recommit to the principles of *public service and democracy* and the value of *diversity of thought and expression* that have helped The Bush School since its inception.



Educational Opportunities

- Master of Public Service & Administration
- Executive Master of Public Service & Administration
- Certificate in Nonprofit Management
- Continuing & Professional Education Courses

Our Values

Nonprofits
Opportunity for all
Board
governance
Leadership



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Welcome Our Speakers



Sylvia Acosta, Ph.D., CEO of the YWCA of El Paso Del Norte Region

Sylvia currently leads one of the largest YWCAs in the nation. Previously she has worked in executive university positions in advancement in TX, NM, and CA, including leading a \$1 Billion campaign at University of California – Irvine. In those roles she focused on constituent development, major gifts, and external relations. Her dissertation focused on examining the philanthropic motivations, priorities, and relational connectedness of Mexican American, Spanish America, and Other Latino/Hispano university alumni.



Cristina Zertuche Wong, Vice President Goldman Sachs, and Co-Chair of H100 Latinx Giving Circle Texas Women's Foundation

Cris has been VP at Goldman Sachs for 10 years in the Merchant Banking Diversity. Prior to that she served as AVP of Internal Communications and Workforce Diversity for DFW International Airport. She is a founding member of The Hispanic 100, a Dallas-based Latina leadership network and is Co-Chair of Hispanic 100 Latina Giving Circle, a donor advised fund at the Texas Women's Foundation that provides grants to nonprofits whose primary constituents are Latinas.



Why Examine Latinx Giving?



- Largest minority in the nation with more than 50 million Latinos in the United States, with projections to be 106 million by 2050
- According to the newest U.S. Census, the Texas Hispanic population grew by 2 million since 2010 and is on target to be the largest representation in the state by 2021 (*Texas Tribune*, June, 25, 2020.)
- Many nonprofits neglect Hispanic donors, which accounts for lack of participation in conventional forms of philanthropy (Cortes 2003.)
- Hispanics are under-represented on nonprofit governing boards (Seaworth 2016.) Data found national average Hispanic board representation was 3.5% and Houston was 8%; yet, at the time of the study the Houston population was 44% Hispanic.



Why Examine Latinx Giving?



- Cultural traditions of informal mutual assistance are common in Latino/Hispano tradition; yet, professional fundraising has not yet translated that into engaging these constituents
- 63% of Spanish speaking households gave to charity in 2015 (Norris 2016)
- Blackbaud's 2015 *Diversity in Giving Study* found that Latino households primarily give to places of worship, children's charities, and health, but that the majority of giving is informal rather than directed to organized nonprofits.
- In 2015, \$68 Billion was sent to Latin America and the Caribbean (*Wall Street Journal*)
- From 2007-2009, giving to Latinos by Foundations has remained steady, with nearly \$206 million being directed to Latinos (The Foundation Center and Hispanics in Philanthropy.)



The Importance of Identity



We commonly hear Hispanic as the preferred descriptive term, and recently Latinx is popular. Help us understand the importance of identity when our nonprofits are working with clients, volunteers and donors.

Latina

Hispanic

Puerto Rican

Chicano

Mexican American

Cuban

Spanish American



Understanding Engagement & Giving



- How do we engage with our Latinx clients?
- How do we engage and cultivate prospects and donors?
- Do individuals of Latino/Hispano origin give as much as other constituency groups?
- How do we talk about philanthropy and, more specifically, giving in the community?
- What are top giving motivations in this community?
- How do we help our staff become better educated and more comfortable if they have not worked around individuals of Latino/Hispano origin?



Latinx Giving



- Do you see trends in giving such a preference for individual giving or for giving circles?
- Can you share some of what you have learned in the H100 Latinx Giving Circle?
- How do we present a relevant and interesting case to Latinx donors?
- What type of stewardship should we consider after the gift is made?
- Can you speak more about giving among Latinx business owners?
- How have you engaged corporate support for organizations that primarily serve Latinx constituents?



Group Discussions



We are going to go into breakout rooms now, and you'll have 10 minutes to discuss the following questions.

Questions

- Is your organization currently working with Latinx donors?
- How are you reaching out to this population?
- Can you share any ideas that have been particularly effective?
- Have you faced challenges in engaging Latinx individuals as donors or volunteers?

Roles

- Facilitator – Help move the conversation along in your group
- Scribe – Take notes of main points
- Timer – Track the 10-minutes
- Reporter - Share what your group discussed when we reconvene



Resources



- Hispanics in Philanthropy - <https://hiponline.org/>
- Donors of Color - <https://www.donorsofcolor.org/>
- League of United Latin American Citizens (LULAC) - <https://lulac.org/>
- Learning to Give Latino Philanthropy (lesson grades 6-12) - <https://www.learningtogive.org/resources/latino-philanthropy>
- Urban Wire – Four Strategies to Maximize Latinx-Focused Philanthropy and Charitable Efforts - <https://www.urban.org/urban-wire/four-strategies-maximize-latinx-focused-philanthropy-and-charitable-efforts>



Learn More About Our Center



Our Center's team is committed to strengthening the nonprofit sector, so please contact us to learn how we may help your organization or help you advance your nonprofit career.

For individual CNP staff contact information, please consult our directory under [Faculty & Staff](#).

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