Dear <Insert Name of Company Contact>

I am writing today to connect with you on something near and dear to me – closing the economic opportunity gap and the racial wealth divide for Latinos in Central Texas.

Even before the COVID-19 pandemic hit our region, 60% of Latinos were considered to be living in liquid asset poverty, or the inability to weather a financial crisis for three months or more. Well, here we are, 12 months later and the pandemic is not over yet. Many Latinos have had to work in public most of the pandemic – paving the way for our region’s recovery but also putting their health and safety at odds with their economic security. As the hardest hit racial demographic in Central Texas, representing over 50% of the deaths and hospitalizations due to COVID-19, Latinos will need much assistance in achieving economic stability and prosperity.

Furthermore, a recent study shows less than half of Hispanic children entering school in Austin are kindergarten-ready, a grim statistic given Latinos make up the majority of school-aged children throughout our region – 55%. This early experience matters and can translate into a lack of economic security throughout a lifetime, **which is profound when we consider Latino households in Austin earn on average** [**$28,102 less than their white neighbors.**](https://www.statesman.com/story/opinion/columns/your-voice/2020/10/01/opinion-community-wonrsquot-thrive-without-investing-in-latinos/114198714/)

This means many of our Latino neighbors, friends, and family members are one paycheck or health crisis away from financial ruin – a very real circumstance many Latino families are currently having to grapple with as they weather the economic downturn associated with COVID-19. **For Central Texas businesses, this translates into missed opportunities because we know diversity and prosperity are good for business.**

I am proud to be a part of an organization that gives a voice to these issues and is working collaboratively to make a difference. [The Hispanic Impact Fund](https://www.austincf.org/What-We-Do/Hispanic-Impact-Fund) at Austin Community Foundation understands that when we invest in the economic security and advancement of Hispanics in Central Texas, our entire region will thrive. The model is simple but impactful. As one of Austin Community Foundation’s signature programs, the Hispanic Impact Fund is a collective giving initiative that invests in data-driven, community-led grantmaking to address three main barriers to economic security: early childhood education, health & wellness, and job skills & entrepreneurship.

[***Somos Austin***](http://www.somosaustin.org/)is the economic vehicle of the Hispanic Impact Fund—an opportunity for the community to gather, celebrate and share stories about the power of access to economic opportunity. Like all things over the last year, our plans are dynamic.Still, we know one thing for sure: whether it be through an in-person or a digital event, we are as committed to our mission as ever to ensure the economic security and advancement of Latinos in Central Texas.

That is why **I am writing today to ask you to** [**join me as a sponsor**](https://www.austincf.org/community-impact/hispanic-impact-fund/somos-austin/donate/) **for Somos Austin 2021.** Only together will we be able to move the needle forward and create a more just and equitable Central Texas. Since 2017, Hispanic Impact Fund investors have awarded [$655,000 to local nonprofit programs](https://www.austincf.org/resources/hispanic-impact-fund-awards-225000-to-12-nonprofit-organizations/) focused on advancing the health, education, and economic wellbeing of Hispanic Central Texans, so all of our families and communities can thrive

Enclosed is more information on how <Insert Company> can become involved in the work of the Hispanic Impact Fund. I hope we can speak further about these recovery efforts for our community. I have also cc’d Estevan Delgado, Program Manager for the Hispanic Impact Fund if you have any questions.

Thank you,

<Insert your name here>

Somos Austin 2021 Host Committee