



**2020 – 2021 Programming &
Grantmaking Updates for
Institutional Partners**

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OVERVIEW

The Hispanic Impact Fund is a signature program of the Austin Community Foundation. We are a community collective of corporate and individual philanthropists dedicated to bridging the racial wealth divide for Latino individuals and families across Central Texas.

The Hispanic Impact Fund believes in a data-informed and community-led approach. **Before the pandemic, it was reported that 58% percent of Latinos lived in liquid asset poverty**, or the inability to cover basic expenses for three months if they experienced a sudden job loss, a medical emergency or another financial crisis leading to a loss of stable income.

WHY WE NEED TO TAKE ACTION



Hispanics & Latinos in Austin earn \$28,102 less than their white neighbors (median household income).



Despite high employment rates, Latinos are historically confined to low-paying jobs with minimal incomes, reducing the economic growth potential of our region.



35% of Hispanic children in Travis County live below the federal poverty line, compared to 6% of their white peers.



1 in 4 working-age Hispanic adults have no primary healthcare provider.

Taking all of these realities into account, the Hispanic Impact Fund is committed to fulfilling its mission by providing greater access to early childhood education, health & wellness, and job skills & entrepreneurship programming within our Latinx communities. These strategic impact areas are proven to provide economic opportunity, stability, and prosperity with the investment of our collective dollars.

Since 2017, the Fund has awarded \$655,000 to 17 Latino-serving organizations throughout the region making our collective vision a reality for over 4,000 Hispanic Central Texans.

COVID-19 RAPID RESPONSE GRANTMAKING

Based on the numbers alone, we knew that the pandemic was going to hit our Latino community hardest. Still, nothing prepared us for the stories and phone calls we started to receive from our Latino-serving non-profit partners when the City of Austin cancelled SXSW and issued the initial “stay at home” orders in response to COVID-19.

Many Latinos who work hourly-wage jobs in construction and hospitality or own and operate small businesses in Central Texas are disproportionately at risk of having to reduce hours, cut employees or close permanently — increasing the financial stress on these already economically burdened individuals still recovering from The Great Recession of 2008. Also, many nonprofit leaders reported families needed immediate cash assistance to put food on the table, pay rent and mortgages, and to take care of other essential utilities as needed.

Thanks to the generous investments from Hispanic Impact Fund donors, the Fund was able to

act swiftly **within the first weeks of the pandemic in Austin** to support the economic stability of Hispanic Central Texans, including undocumented populations who were unlikely to be ineligible for federal stimulus assistance.

- / On April 15, 2020, the Fund released **\$70,000 in rapid-response, general-operating grants to nine local nonprofit partners** poised to respond to the immediate healthcare, financial, and food needs of Latino families.
- / Additionally, the Fund understood the current need for flexible capital in ensuring our nonprofit partners could both meet the current and evolving needs of their clients while also being able to weather the COVID-19 crisis as an organization. As such, at the time of the announcement, **all ongoing grants through the Fund were also converted to general operating support – a first for the Fund.**

2020 RAPID RESPONSE GRANT PARTNERS



THE COVID-19 NONPROFIT RESPONSE IN CENTRAL TEXAS

On Friday, June 26, 2020, the Hispanic Impact Fund hosted a facilitated discussion with Latina leaders in the community to discuss the historic nonprofit response to COVID-19 in support of the Latinx community in Central Texas. Panelists included Dr. Rosamaria Murillo, CEO of El Buen Samaritano; Cristina Garza, Executive Director of AVANCE Austin; and Barbra Boeta, Executive Director of Economic Growth Business Incubator (EGBI). The conversation was moderated by Monica Muñoz Andry of the Hispanic impact Fund Steering Committee and UFCU. Over 70 individuals attended our first-ever webinar live and since the event have had 125 replays online.

You can watch the full webinar online on the Foundation's YouTube channel at https://youtu.be/k01piA_V2hg



SOMOS AUSTIN 2020 DIGITAL CAMPAIGN

SOMOS AUSTIN 2020

Somos Austin is the economic vehicle of the Hispanic Impact Fund. Most years, Somos is our time to gather in-person to celebrate and invest in Austin's vibrant Latino community. This year we knew we needed to pivot our plans quickly to the digital space and welcome even more corporations and individuals to our giving collective so we could meet the magnification of need for Latinos in our Central Texas community.

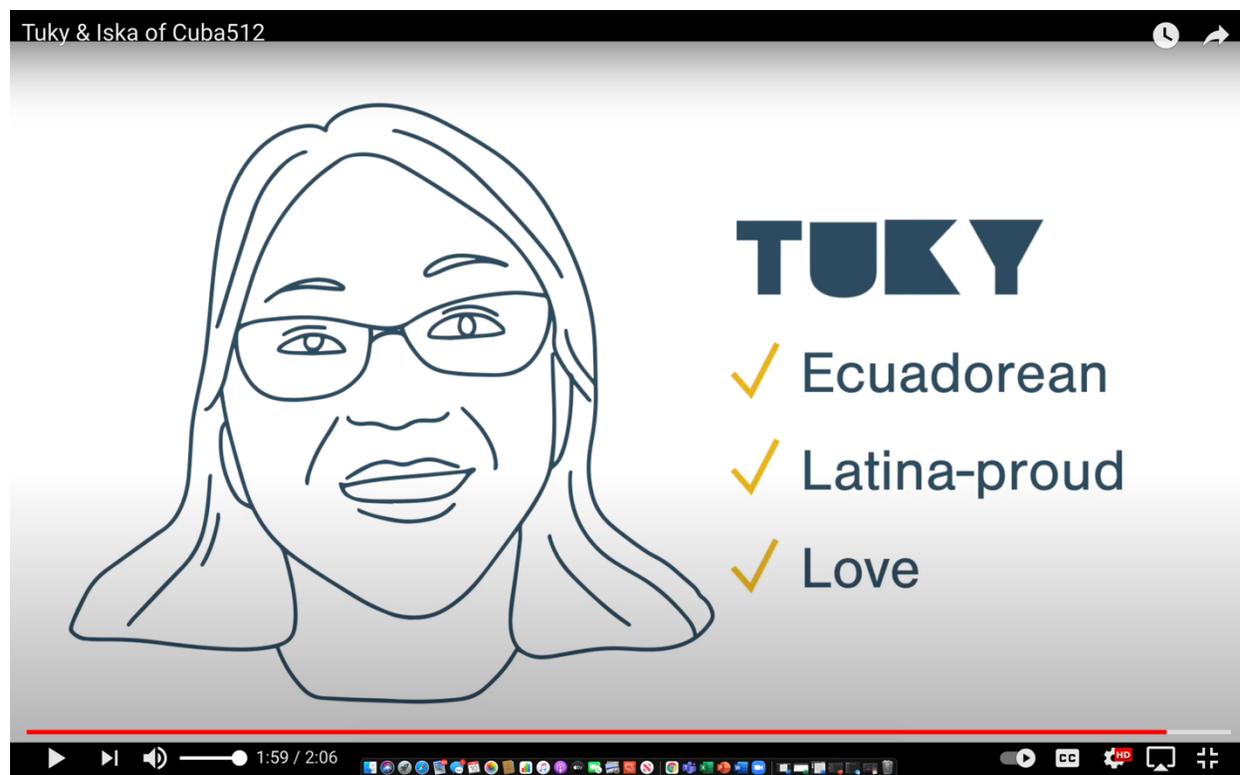
Normally, Somos Austin centers around *The Latino Monologues*, a collection of Latinx stories and narratives that showcase what is possible and how dreams become reality when opportunities become the norm. Former monologists include Cristina Tzintzún Ramirez, Founder and Former Executive Director of Jolt Action; Denise Hernandez, Founder of Chingona Fest Texas; Dr. Nora Comstock, Founder of Las Comadres De Las Americas, Dr. Victor Saenz of Project MALES at The University of Texas at Austin, and Miguel Romano, President of Foundations at Ascension Seton.

While we were unable to host *The Latino Monologues* this year, the Fund designed, branded, and executed a digital awareness campaign that centered around and uplifted the people and experiences of the COVID-19 pandemic. The campaign featured three main videos, highlighting stories of community members on the frontlines of the pandemic. The message was simple but clear: while our Latino neighbors are essential, they are not expendable. The humanity in these stories spread quickly throughout our networks, allowing us to mount the largest and most successful fundraising Somos campaign cycle to date - \$225,000. You can watch the three main videos of our Somos Austin Digital Awareness Campaign below.

[VIDEO 1](#) – Latinos are the future of Central Texas

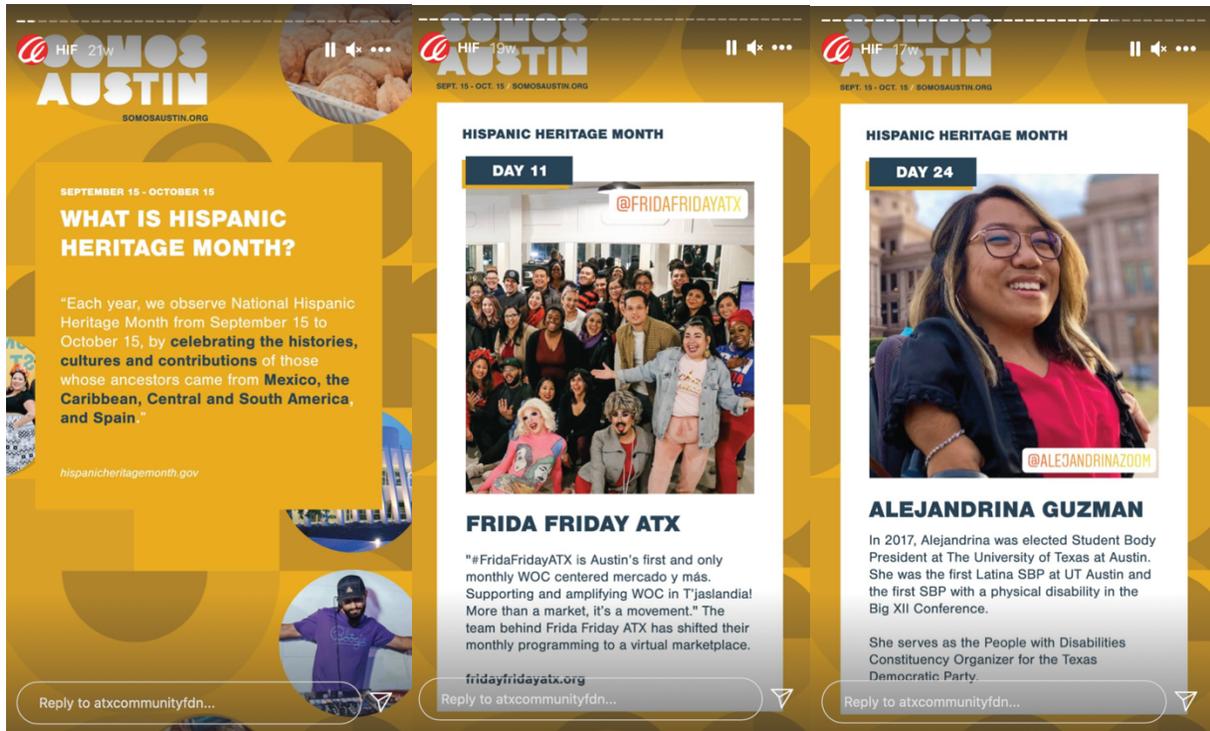
[VIDEO 2](#) – Tuky & Iska of Cuba512

[VIDEO 3](#) – Lidia & Boris



Our formal fundraising push ending with a Somos Austin 2020 take-over of all Austin Community Foundation social media accounts for Hispanic Heritage Month (September 15 –

October 15, 2020), as we continued to celebrate the stories of Latino life in Central Texas. You can find a full list of the 31 local businesses, artists, and leaders we recognized as part of this campaign on the [Austin Community Foundation's blog](#).



2020 GRANT CYCLE & EQUITY COMMITMENT

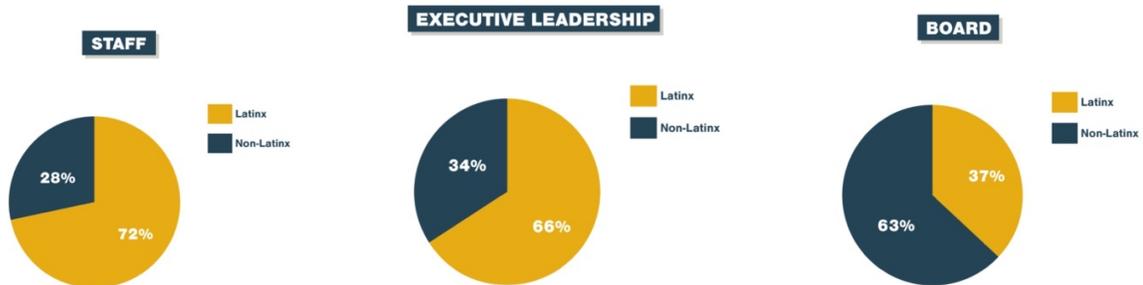
From the start we knew the impact of this pandemic — and subsequent economic crisis — would be felt across our Latino community. To date, Hispanics account for over 50% of the hospitalizations and deaths from COVID-19 in Central Texas. Yet, Latinos continue to provide many of the essential services that are paving the way for our region’s recovery. Supporting the nonprofits that serve Hispanic families and individuals in our community is vital to ensuring that the racial wealth divide facing Latinos doesn’t widen further in this crisis.

The resources we allocate now must align with our vision for the future: a fairer, more equitable Central Texas where everyone can thrive. Our response will only be effective if it includes the places and the people left out by our current systems. To get this right, our strategy must take into account the economic, social and health issues our communities were facing before the pandemic.

In combatting racial injustice — which has been spearheaded by our friends, neighbors, and family members across our Black and Latinx communities — the Hispanic Impact Fund was humbled to revisit our grantmaking process to ensure our 2020 grant cycle moved towards that more equitable vision for our work in Central Texas. This meant continuing our practice of unrestricted grant funding, taking into account an organization’s commitment to Latinx

inclusion and belonging at the staff, executive leadership, and board level, as well as funding all 12 organizations who made it to the final round of committee consideration.

Demographics of Funded Organizations



In 2020, the Hispanic Impact Fund grants committee was comprised of 42 individuals, 95% who identified as Latino, both from our investors and the community at-large. The committee and Foundation staff reviewed 81 applications submitted to the Fund before meeting with 18 semifinalist nonprofit organization via Zoom to learn about their great work and dedication to Latinx issues and causes. The 12 funded organizations represent a fraction of the amazing work led by Latino-serving and, largely, Latino-led nonprofits across Central Texas.

We are pleased to present the following 12 nonprofit partners for 2020. The Austin Community Foundation is proud to support their efforts to meet the evolving and urgent needs of our community during this critical time.

EARLY CHILDHOOD EDUCATION

- / Friends of the Children, \$45,000
- / Mariposa Family Learning Center, \$15,000
- / Partners in Parenting, \$5,000
- / Side by Side Kids, \$10,000

HEALTH AND WELLNESS

- / El Buen Samaritano, \$45,000
- / Latino Healthcare Forum, \$5,000
- / Samaritan Health Ministries, \$10,000
- / VELA, \$15,000

JOB SKILLS AND ENTREPRENEURSHIP

- / Catch the Next, \$5,000
- / Con Mi MADRE, \$45,000
- / E4 Youth, \$15,000
- / Grameen America, \$10,000

MEET THE GRANTEES

Meet the 2020 Hispanic Impact Fund grant partners

Dr. Johanna Moya Fábregas
Executive Director
Con Mi MADRE

Carl Settles
Founder/Executive Director
E4 Youth

Marcia Del Rios
Deputy Director
Partners in Parenting

Maria Hernandez
Founder/Executive Director
VELA

Monica Andry

Hispanic Impact Fund
AUSTIN COMMUNITY FOUNDATION

JANUARY 27, 2021

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On January 27, 2020, the Hispanic Impact Fund hosted a “Meet the Grantees” webinar to highlight the work of four of our most recent Latino-serving nonprofit grant partners in Central Texas. Panelists included Dr. Johanna Fábregas, Executive Director of Con Mi MADRE; Carl Settles, Executive Director & Founder of E4 Youth; Marcia Del Rios, Deputy Director of Partners in Parenting; and Maria Hernandez, Executive Director & Founder of VELA. Stephanie Bazan, Hispanic Impact Fund Steering Committee Member and Director of Communications at the Greater Austin Hispanic Chamber of Commerce moderated the panel. Over 50 investors and individuals from the community joined us live for this thoughtful discussion, and the recording remains online for continued viewing.

You can watch a full recording on the conversation on the Foundation’s YouTube channel at: <https://youtu.be/wSK4RrxzZkl>

SOMOS AUSTIN 2021 & STRATEGY REFINEMENT

Somos Austin 2020 was our most successful year yet, even as a digital event, and we are still monitoring our ability to gather in-person in 2021. However, the fight against COVID-19 and the associated economic downturn is not over. Our community still needs our support as we begin the long road to recovery. Yet, there is cause for celebration for what we have built together.

Our hope is that together we can plan for another historic year to raise and award the one-millionth dollar in funding in support of the Latino community in Central Texas.

This means planning and executing high caliber programming to attract and retain diverse donors from across the region. It also means listening to community members as a way to fully understand the evolving needs of Latinos in Central Texas.. This perspective, paired with updated data, will guide the refinement of the Fund’s strategy over the next several years.

To achieve this, the Hispanic Impact Fund has recently partnered with Marcela Andrés and her team at **designEDengagement, PBC**, an all Latinx consulting firm specializing in ecosystem change.. In addition to analyzing community need through the lens of lived experience and data, Andrés and her team will also tap into the expertise of our corporate and individual investors through a series of Strategy Labs. We hope to release to our refined strategies and data report the community in June 2021.

The work led by the Hispanic Impact Fund in 2020—and the work ahead this year—would not be possible without your generous support. We hope you will join us again for what we know will be a historic year of learning, growth, and community.



OUR COMMUNITY OF INVESTORS

2020 Presenting Sponsors (\$25k+)

- / Bank of America Private Bank
- / St. David's Foundation
- / Susie & Bob Morse



2020 Underwriters (\$10k)

- / Jim & Diane Cano
- / Google.org
- / JPMORGAN Chase & Co.
- / Regions
- / Siete Family Foods
- / T. Kahler Coaching, LLC



2020 Leaders (\$5k)

/ Gerardo Castillo
/ Lillian Díaz Gray
/ Cheryl & Walt Penn
/ Texas Capital Bank
/ Victoria DeFrancesco Soto & Neftali Garcia

2020 Influencers (\$2.5k)

/ Estella Galan Colmenero & Rudy Colmenero
/ Christina Corona
/ H-E-B
/ Ana & David Martin
/ Texas Gas Service
/ Tito's Handmade Vodka

2020 Mentors (\$1.2k)

/ Sandy & Augie Alcalá / Monica Muñoz Andry & Robert Andry / Austin Young Chamber / Jessica Balladares-Bennett / Stephanie Bazan & Matthew Abbott / Marcia Del Rios / Lisa and Matt Dow / Erica & Jarrod Ekwurzel / NI / Linda Medina-Lopez & Joe Lopez / Lyft / Carla Molina & Albert Garcia / Meagan and Bill Longley / Lupe & Joe Morin / Division of Diversity and Community Engagement, The University of Texas at Austin / Sergio & Louise Rodriguez / Yvette Ruiz & Ken Krumhansl / Erica & Victor Sáenz / Sheila Steiner Asher / Danielle & Fernando Treviño

2020 Supporters (\$600)

/ Jenny Achilles / Allison Bacon / Stephen Borrego / Nora Comstock / Mara Fouts / Lynda Frost / Charlee Garden / Christina Canales Gorczynski / Michele Guzmán / Claudia Legarreta / Tania Leskovar-Owens / Myra Leo / Rosie Mendoza / Silke Morin / Angela Navarro / Karlie Ramirez / Mila Rios McCutchen / Amalia Rodriguez-Mendoza / Verónica Rosas Fernández / Jessica Sager

Steering Committee

- / Yvette Ruiz, Co-Chair
- / Sergio Rodriguez, Co-Chair
- / Sandy Alcalá
- / Monica Andry
- / Stephanie Bazan, Grants Chair
- / Stephen Borrego
- / Ana Martin
- / Linda Medina-Lopez, Somos Austin Chair
- / Carla Molina
- / Lesley Pitts
- / Cristi Ramirez
- / Bryan Rubio
- / Suzanne Soares

Founders Circle

- / Cano Family Fund
- / Ruy Carrasco
- / EME Cates Family Foundation Fund
- / Susan Espinoza & Marc Piatkowski
- / Aynsley & Gerardo Interiano
- / Cheryl & Walt Penn
- / Carla Piñeyro Sublett
- / Lesley & John Pitts
- / Louise & Sergio Rodriguez
- / Suzanne Soares
- / T. Kahler Coaching, LLC

Founding Seed Investors

