STRATEGIES AND DEFINITIONS

We invest in direct services and systems-level change in the following impact areas:

- **Early Childhood Education** – Providing access to affordable, high-quality Pre-K and early childhood education starting at age 3 for Latino families.
- **Job Skills & Entrepreneurship** – Equipping Latinos with the skills needed to obtain high-demand, living-wage jobs with opportunities for advancement, and excel as entrepreneurs and business-owners.
- **Health and Wellness** – Increasing access to affordable, preventative, and culturally-competent mental and physical health care for Latino families.
- **Leadership Development** – Advancing Latino leadership and creating pipelines of youth, emerging, and established Latino talent, which are critical to building a thriving Central Texas.

GUIDING DEFINITIONS

- **Access** – Impact area is approached or addressed through either direct services provided to the end user or by advocating for systems-level change that will have broader, or more long-term, benefits for Latinos.
- **Culturally Competent** – The ability to understand, appreciate, and interact with people from cultures or belief systems different from one’s own. Suggests an ability by health care providers and organizations to understand and respond effectively to the cultural and linguistic needs brought by patients.
- **High-Quality Early Childhood Education** – Families have access to options that meet their needs, and all areas of a child’s development is fostered by responsive, nurturing, and engaging care—with educators who are well-qualified and well-paid—including culturally and linguistically responsive and developmentally appropriate for all children.
- **Low-Income** – Annual household earnings below 200% of the Federal Poverty Level. For a family of 4 in 2020, this is an annual income of $52,400. In Austin, the median Latino household earns almost $27,000 less than the median white household.
- **Quality Health Services** – Includes health services for individuals and populations that increase the likelihood of desired health outcomes and are consistent with evidence-based professional knowledge. Services should be effective, safe and people-centered.
- **Racial Wealth Divide** – Latinos in the Austin Metropolitan Area face deep economic inequality – the poverty rate for Latinos is more than quadruple (18.2%) that for whites (3.8%). Impact area addresses the large disparities in wealth for economic security and general well-being of Latino Central Texans.

A note on terminology: In the United States, there is a complex discussion between the terms Hispanic, Latino, and Latinx for individuals of Latin American descent. While many Latinos identify based on their country of origin, there is a need to measure our shared experience. According to the Pew Research Center, Hispanic was put into use by the United States (U.S.) government in the 1970s after Mexican Americans and other Spanish-speaking organizing groups demanded the federal government officially collect data on Spanish-speaking populations. The term Latino was first used by the federal government in the 1990s when many Latino groups cited that the term Hispanic embraced the Spanish colonialism of the Americas. With input from the community, the Hispanic Impact Fund has adopted both Latino and Hispanic, using them interchangeably.
## Scoring Rubric

<table>
<thead>
<tr>
<th>Application Question</th>
<th>Criteria</th>
<th>Maximum Score</th>
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<tbody>
<tr>
<td><strong>Representation</strong></td>
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<tr>
<td>Executive Staff Representation</td>
<td>Yes / No</td>
<td></td>
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</tbody>
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| % of staff identifies as Hispanic or Latino               | 75% or more – 10 pts  
60-74% – 8 pts  
50-59% – 5 pts  
20-49% – 3 pts  
10-19% – 1 pt  
Less than 10% – 0 pts                                     | 10             |
| % of board identifies as Hispanic or Latino               | 75% or more – 10 pts  
60-74% – 8 pts  
50-59% – 5 pts  
20-49% – 3 pts  
10-19% – 1 pt  
Less than 10% – 0 pts                                     | 10             |
| % of clients/patrons identify as Hispanic or Latino       | 80% or more – 10 pts  
60-79% – 8 pts  
40-59% – 5 pts  
25-39% – 3 pts  
Less than 25% – 0 pts                                     | 10             |
| **Narrative**                                             |                                                                          |               |
| Strategy Alignment                                        | **10 pts:** Proposal makes a compelling case that the organization’s mission and activities align with the goals laid out in the category’s Strategy Statement. |               |
|                                                            | **5 pts:** Proposal outlines work that may align with the Hispanic Impact Fund's strategies, though the organization’s mission may not be dedicated to the goals of the Hispanic Impact Fund's strategy statements. |               |
|                                                            | **0 pts:** Mission and services proposed do not align with Hispanic Impact Fund strategy. |               |
## 2023 GRANTS CYCLE
### Scoring Rubric

<table>
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| **Narrative (cont.)**                 | **10 pts:** Proposal has clear, detailed description of the services provided. Demonstrates the organization’s need for additional or continued funding for these services in order to meet demand/needs of the Latino community in Central Texas.  
**5 pts:** Proposal provides a description of the services proposed, though there may be a lack of clarity regarding the need and how organization’s work addresses needs of Latinos in Central Texas.  
**0 pts:** Does not clearly describe the work organization proposes to do. A significant amount of the work proposed does not align with the funding category or the funding strategies. | 10            |
| **Goals, Objectives & Outcomes**      | **10 pts:** Proposal clearly articulates what a vision for success looks like, including specific goals, plans or programs in place to ensure goals are met, and defines measurable results and/or impact.  
**5 pts:** Proposal shares vision and/or goals but has not identified clear objectives that can be observed and/or measured and what a successful outcome/impact would be.  
**0 pts:** Measures are missing or do not currently evaluate the mission-related goals, objectives and outcomes.                                                                                           | 10            |
| **Evaluation Criteria**               | **10 pts:** Measures are included, strongly stated and match goals, objectives and outcomes. Organization clearly states plan to measure success in addressing needs as they relate to their selected impact area.  
**5 pts:** Measures are included, but they are vaguely matched to goals, objectives and outcomes. Does not fully identify how they will measure success.  
**0 pts:** Measures are missing or do not currently evaluate the mission-related goals, objectives and outcomes.                                                                 | 10            |
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<tr>
<td>Cultural Competency &amp; History with Hispanic Population</td>
<td><strong>10 pts:</strong> Organization has more than two years’ experience with the Hispanic community, knowledge of Hispanic needs, and demonstrates existing relationships that indicate integration of community voice. Clearly articulates how service delivery will be tailored to the Hispanic community. Staff speak Spanish, and printed or digital materials are available in Spanish. Demonstrates that the services will be provided in communities convenient to Hispanic individuals and/or services are offered in spaces near public transit or remotely. Hours of service delivery are convenient. There is a specific outreach plan in place to ensure clients can participate in and/or co-create services.</td>
<td>10</td>
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<td><strong>5 pts:</strong> Organization is new (or initiative is new) and has less than two years’ experience with priority population. Still in the process of determining population’s needs and how service delivery can be tailored to those served. Proposal lacks specific details on how programming is accessible, responsive, convenient, and/or an outreach or communications plan with clients may not be in place.</td>
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<td><strong>0 pts:</strong> Does not demonstrate history working with or in the Hispanic community. Does not articulate how services are provided in a culturally competent manner.</td>
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