



**Raise**<sup>®</sup>  
2022

# Boost Latinx-Focused Philanthropy and Charitable Efforts

Lety Martinez



¡Ra-ja-ja-ja!

vevo



# Lety ¿Quién?

My name is Leticia Martinez (Lety), I'm 100% Mexican born and raised in San Luis Potosí, México. We are a family of 4, my mom is from Aguascalientes and my dad from San Luis Potosí.



# Why did I get into Philanthropy?



# Key Takeaways

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1. How to engage with Latinos in the US?
2. Learn how to find the "common ground" between US and LATAM.
3. Best practices and examples.
4. Some fun-fundraising ideas!

# What if ...?

Conversation cards

# Examples:

- What if you discovered you had a superpower?
- What if you could prevent one historical event from happening?  
Which event would you stop?
- What if there are no borders?
- What if you fundraise \$1B today?
- What if you woke up and you were speaking a new language?  
Which language would it be and why?



Exchange papers and  
write an answer...

Now... let's have some  
fun!





# Latinos and Philanthropy

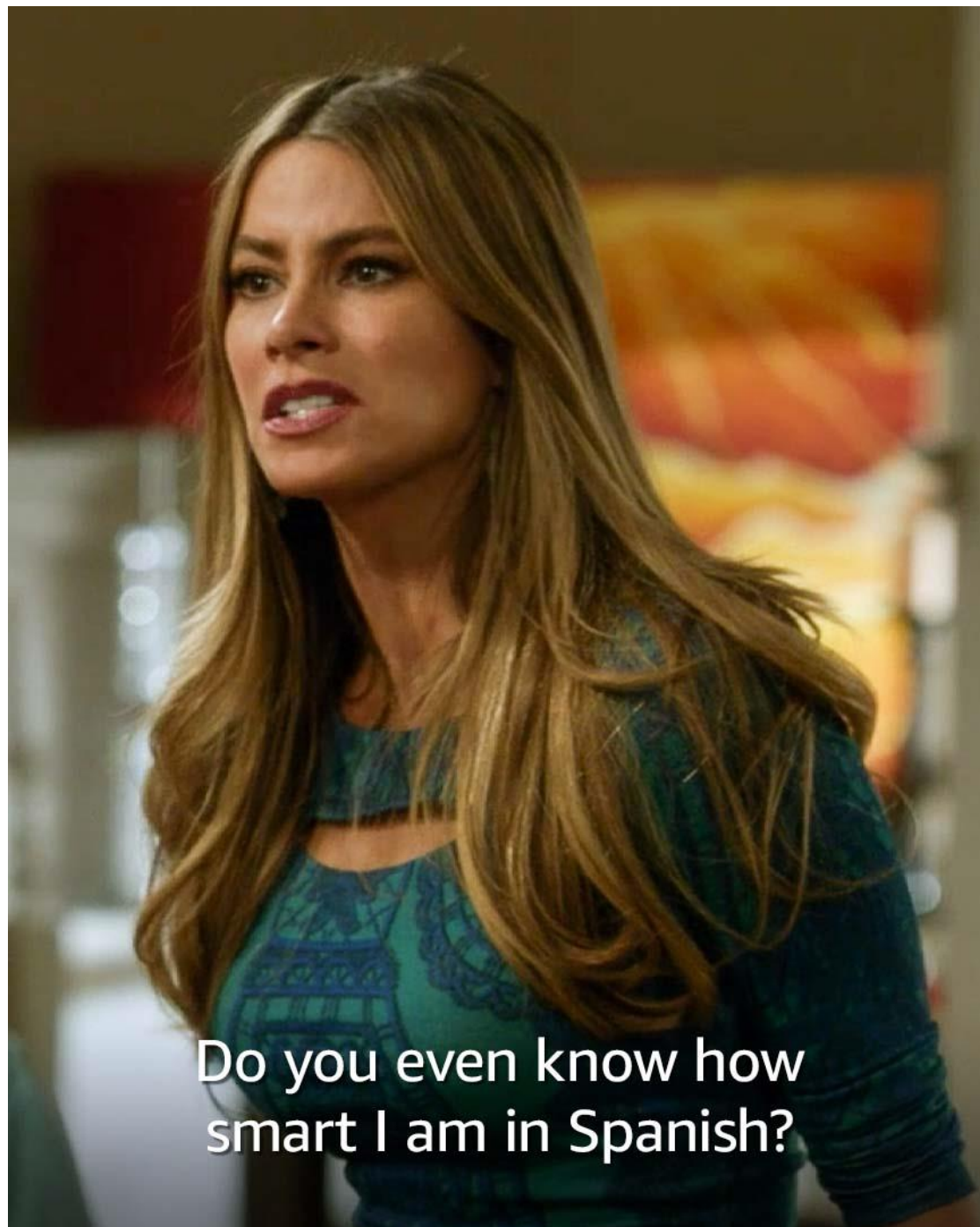
Are you Latino?

# Un poquito de historia...

- Latino community stems from the varied traditions and experiences of the peoples who claim heritage from the countries of Mexico, Central and South America and the Caribbean.
- Informal charity among Latinos dates to colonial Latin America when informal family and kin networks provided the major source of charity.
- It was during this period as well that the Roman Catholic Church assumed its role as the region's principal source and recipient of charity. E.g. Catholic Hospitals, orphanages, etc. (wealthy Latinos often funded expansive building projects like churches and chapels).



# Latinos in the United States



Do you even know how  
smart I am in Spanish?



# Más historia... (and there's a reason)

- The Mexican Revolution (1910) sent thousands of Mexicans fleeing into the United States where many were confronted with exploitative economic and political conditions. In response to these challenges, Mexican immigrants and Mexican-Americans developed a host of organizations dedicated to both providing direct services (health care, legal assistance, etc.) and to protecting members' civil rights.
- Chicano Movement.
- More examples?



***Porque soy mexicano.***

- Latinos are also projected to maintain the highest labor force participation rates among racial or ethnic groups, and by 2020, it is projected that the Latino gross domestic product (GDP), at \$1.7 trillion, will account for almost a quarter of the US GDP.

- Many in the philanthropic sector have acknowledged that the Latinx community is a driving economic, political, and cultural force in the United States.
- But significant population increases and growth in philanthropic giving have not yet translated into more charitable investments for the Latinx community.

But...  
Why?



## At a Glance



Youngest of all groups and most likely to have children in their households



Strong commitment to children's causes



Much more likely to say they give spontaneously, when something pulls at their heart strings



Give larger percentage of income to church than donors overall



Not asked for donations as frequently as others, and not as likely to give through traditional direct response channels; most interested in hearing more from nonprofits

Spontaneity is the hallmark of Hispanic giving. By every measure, Hispanic donors say they are more likely to make their giving decisions “in the moment” based on what pulls on their heartstrings, rather than plan their donations in advance.

In addition, Hispanic donors appear to be underserved by core direct marketing channels. Hispanic donors are also the youngest of all donor sub-groups, and the only one that is majority male.

Hispanic donors with children at home donate significantly more (average \$930/year) than their childless counterparts (average \$618/year).

# Tips on how to approach the Latinx Community:

- Try to speak Spanish... at least try (un poquito). We really appreciate if you do. Latinos give to people who look and speak like them (traditions). Pero... We also like English appeals :)



Have you heard the word  
“CONVIVIR”?



- In other words, it means to: live with, live together with, live in company with, spend time with. Related words are “convivencia” and “convivio.”
- A “convivio” is a get-together, party or time of fellowship.

# Fundraising between Latinos is "Relation Oriented"

As you live with each other and spend time together you learn about each other's hopes, fears, dreams and struggles, but you also begin to share common hopes, fears, dreams and struggles.

- Get ready for questions about your family, updates about your kids or pets... and if you become closer maybe you'll get invited to a quinceañera or a bautizo!
- One of my dearest board members used to say, “I close donations ‘conviviendo’ and with a glass of tequila”.

Convivir looks like:



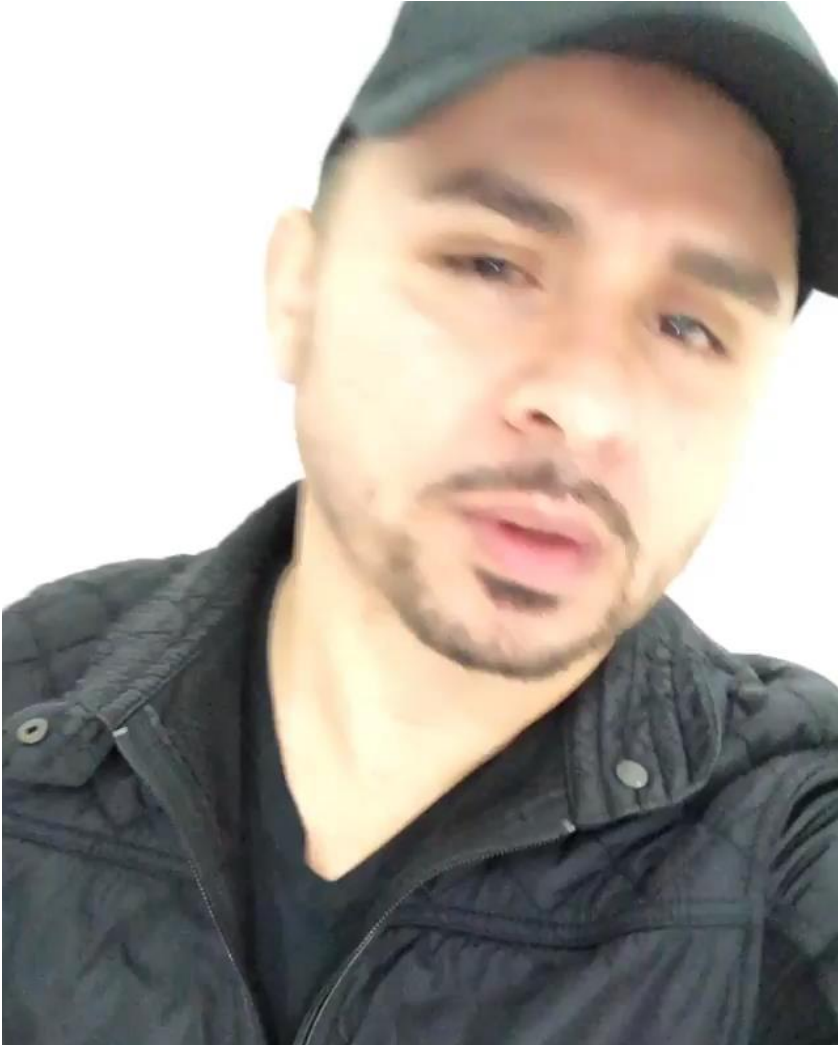


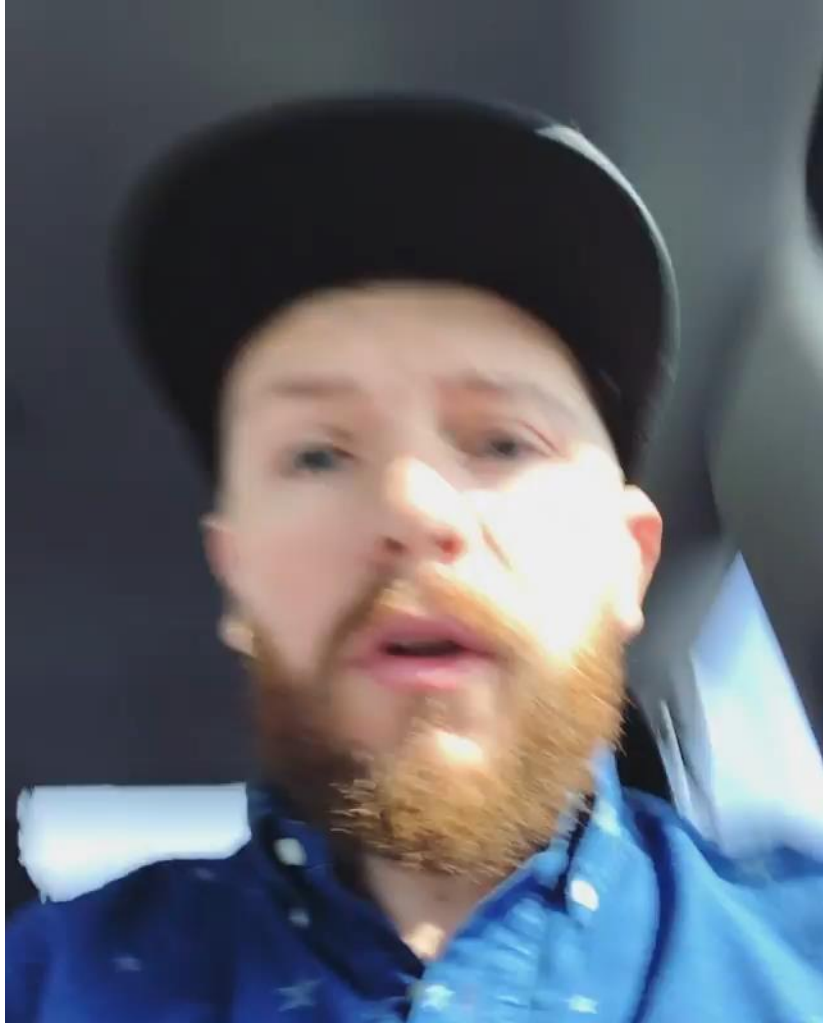
# El famoso “Common Ground”

# The need to find a "Common Ground"

- Find relevant causes that you two care about.
- Be creative on the ask!
- Get involved with the community and have fun!

We became viral!





And raised +\$20K  
in less than 24  
hours from +200  
to support the  
Tijuana migrant  
crisis in 2018.



- You'll be surprised! Everything comes back to TRUST.
- Starting with small donations can bring you to BIGGER donations.
- Those +200 donors, more than half in 2022 are still monthly donors of ICF Border Fund!

# How the campaign evolved?

- ICF and This is About Humanity, wanted to change the narrative of “Latinos don’t give”.
- We invited Fondo Unido (United Way Mexico) to the table to discuss about the border region.
- We all care about childhood! And we found the need of creating safe spaces for migrant children.
- We reached the goal in less than 3 weeks!
- We had Mexican Pesos and American USD together!

2 Countries (Mexico + US) = 1 Cause





# The International Community Foundation

# First time in 30 years! We have a Latina CEO!



Isn't it inspiring?

# The evolution of our Mission

## Before:

- The International Community Foundation is an international nonprofit organization, which seeks to inspire international charitable giving by U.S. donors, particularly those with an interest in Northwest Mexico, to strengthen civil society and promote sustainable communities.
- For over 25 years ICF has been the nonprofit foundation of choice for U.S. donors who are passionate about improving the quality of life for the communities they care about in Baja California peninsula, other regions of Mexico, and throughout Latin America.



We work across borders to connect people, ideas, and smarter investments in the transformative power of community.



# What makes us different?

- We work close (very close) to our donors.
- The services we provide (trust).
- We bring relationships to the table.
- We listen to the communities we serve.
- ¡Somos Latinas! Well, we are almost there...

# Conviviendo



“We may have our  
**DIFFERENCES,**  
but nothing’s more

**IMPORTANT  
THAN FAMILY.”**

– MIGUEL



Disney PIXAR  
**COCO**

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G R A C I A S

Now's my time to  
hear from you!

**Raise**<sup>®</sup>  
2022

The background of the image is a blue-tinted photograph of a city skyline, likely Chicago, with numerous skyscrapers and a body of water in the foreground filled with many small boats. The text 'Raise 2022' is overlaid in white on the right side of the image.

# Raise<sup>®</sup> 2022

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