

## LATINO AMERICANS

### HIGHLIGHTS

#### Edwin Claudio

- Hispanics Latinos are the second largest minority group and the fastest growing subgroup in the United States;
- Many in the Hispanic-American community have strong ties to their country of origin—60 percent are from Mexico, 15 percent from Puerto Rico, 5 percent from Cuba and the remaining are divided among other Spanish-speaking countries; and
- Hispanic-American families pass on to their children a sense of allegiance to religious and national traditions.

#### Michael Cortes

- Three key traditions exist in Latino giving—family, church and mutual assistance associations.

#### Leobardo F. Estrada

- Communities with a significant population of Latinos have leadership circles;
- As part of fulfilling their leadership role, wealthy Latinos make charitable contributions; however, those contributions tend to be haphazard and informal;
- Latinos may follow American mainstream investment strategies, but have not yet established organized giving mechanisms;
- Latinos have a long history of working within families, labor unions, mutual aid societies and advocacy groups where most giving is confidential and informal;
- Currently, few Latino-owned businesses engaged in philanthropic activities; and
- Many affluent Latinos give to organizations where they either hold a leadership position or know the leaders.

#### Gustavo Gruber

- Nonprofits should consider the Hispanic population in individual terms, each with a common language and different ancestry—that is, Chicanos, Cuban, Mexican, Latinos, Puerto Rican or Spanish American.

#### Ramon Murguia

- The largest subgroup of Latinos in the United States is from Mexico;
- Latino philanthropy includes a tradition of voluntary associations, like *mutualista* societies that emerge to provide individualized support for Latinos experiencing social or economic difficulties;
- A traditional giving relationship exists with the Catholic church; and
- Traditionally, Latinos support relatives abroad or other family members before contributing to nonreligious institutions.

### **Henry A.J. Ramos**

- Minority funds are a manifestation of a trend toward community-based self-help and institution building;
- The Latino community of the United States consists of persons from Mexico, Puerto Rico, Cuba and Central and South America and is one of the largest and fastest growing ethnic groups;
- Latinos have historically given generously to churches, families and individuals in need, but such giving is highly informal, due in part to the bilingual or bicultural composition of, and low levels of wealth in, Hispanic communities; and
- Until recently, Latinos have not given through community foundations or other mainstream funding vehicles.

### **Ana Gloria Rivas-Vázquez**

- Hispanic giving occurs in informal networks, among family, friends and the church, where personal connections are critical and other factors, such as a charitable tax deduction, are less important;
- Hispanics give, but not in traditional U.S. models of philanthropy;
- Many Hispanics are not fully aware of the concept of endowments, but some contribute as a result of being asked or do not contribute because it is understood to be geared to only very wealthy people;
- Personal connection to an organization is a key factor in giving;
- Hispanics tend to give primarily to causes relating to children, arts and culture and education; and
- A strong sense of cultural heritage has a real impact on Hispanic giving—that is, the desire to preserve traditions, a sense of family responsibility, remittances to country of origin and a preference for giving to groups that assist their ethnic communities.

### **Ricardo Rodriguez**

- Common characteristics of Hispanics of all origins and professional backgrounds are a general spirit of generosity and openness toward giving;
- In the Hispanic community, several institutions and values influence giving, including generational factors, national origin, length of time in the United States, social class standing and religious affiliation (usually Catholic);
- The concept of philanthropy is not well understood understanding among the Latino leadership;
- Many Hispanics consider gifts personal and relate giving to being “a good Christian,” religious giving is a primary factor in giving; and
- General values and traditions of the Hispanic community that impact on giving include personalism, family, trust, service, obligation, one’s word and dignity.

## ABSTRACTS

Ascencio, Fernando Lozano. *Bringing it Back Home: Remittances to Mexico from Migrant Workers in the United States*. Monograph Series 37. San Diego: University of California at San Diego, Center for U.S.-Mexican Studies, 1993.

This monograph examines the size of remittances sent from the United States to Mexico between 1980-1990 through formal (transfers from banks) and informal (such as pocket transfers) channels. Ascencio estimates migrant workers' monetary transfers using data on permanent and temporary migrant populations and economic information on migrant workers in both Mexico and the United States. The analysis indicates that approximately \$3.2 billion in remittances flowed from the United States to Mexico during the review period, of which 75 percent were transferred through formal channels and 25 percent were conveyed more informally. Ascencio concludes that, although many reasons exist for remittances, for the most part, money flowed disproportionately to the regions of Mexico from which migrant workers derive and where they have family and/or cultural ties.

Claudio, Edwin. "Hispanic Americans and Philanthropy." *The Journal* (Autumn 1989): 14-16. Alexandria, VA: National Society of Fund Raising Executives.

This article examines demographic trends among Hispanic Americans, including experiences with philanthropy. Claudio argues that rapid growth in the Hispanic population over the next decade will translate into one of the most attractive donor market segments in the United States.

Cortes, Michael. "A Statistical Profile of Latino Nonprofit Organizations." In *Nuevos Senderos: Reflections on Hispanica and Philanthropy*, edited by Diana Campoamor, William A. Diaz, and Henry A.J. Ramos. Berkeley, CA: Hispanics in Philanthropy, Houston; Arte Publico Press, Apr. 1999.

This paper examines the Latino nonprofit sector from the perspective of funding needs, program activities, responsiveness to tax exemptions and historical evolution.

———. "Philanthropy and Latino Nonprofits: A Research Agenda." In *Hispanics and the Nonprofit Sector*, edited by Herman Gallegos and Michael O'Neill, 139-150. New York: The Foundation Center, 1991.

This article outlines research needs with regard to philanthropy and the Latino nonprofit sector. Cortes asserts that resources for research are insufficient and that too little of the existing research focuses on information designed to bolster the policy and program capacities of Latino groups. In addition, Cortes poses the following questions: What distinguishes the work of Latino nonprofits? What have grantmakers learned from funding Latino nonprofits? And, what type of fundraising and technical assistance do Latino nonprofits most need?

———. "Three Strategic Questions About Latino Philanthropy." In *Cultures of Giving II: How Heritage, Gender, Wealth and Values Influence Philanthropy*, edited by

Warren Ilchman and Charles Hamilton. *New Directions for Philanthropic Fundraising* (1995). San Francisco: Jossey-Bass Publishers.

This article explores the philanthropic behavior of Latinos in the United States through an examination of population trends, history and the limited research that exists in this area. Cortes considers a number of questions, including: Which community traditions might predispose Latinos to give more? Does mainstream society and its core institutions discourage Latino giving? And, what new institutional politics and/or community practices might foster and facilitate expanded Latino giving? Cortes also identifies three key centers of Latino giving—family, church and mutual assistance associations.

Estrada, Leobardo F. "Hispanic Evolution." *Foundation News* (May-June 1990): 34-36. Washington, DC: Council on Foundations.

This demographic profile of Hispanics in the United States, gives particular emphasis to financial, geographic and subgroup distribution. Estrada asserts that, Latinos of means seem to follow mainstream American investment strategies, but have not established organized and effective giving mechanisms.

Failde, Augusto, and William S. Doyle. *Latino Success: Insights from 100 of America's Most Powerful Latino Business Professionals*. New York: Simon & Schuster, 1996.

This book profiles the experiences of highly successful Latino men and women who have made major contributions to the U.S. economy and culture. Failde and Doyle provide an overview of the demographic distribution of Latinos in the United States with a particular focus on their involvement and presence in the business community. Although many differences exist among Hispanic populations, commonalities in community experience and values are identified, including: pride in collective heritage and language; ambition for expanded community influence and success in U.S. life; and interest in achieving the American Dream. Common attributes and priorities that define the Latino community include family, pride, courage, passion, loyalty, helping others and adaptability.

Gallegos, Herman E., and O'Neill, Michael, eds. *Hispanics and the Nonprofit Sector*. New York: The Foundation Center, 1991.

This exploration of the role of Latino nonprofit organizations in the Hispanic community and the larger society includes analyses by 11 scholars, practitioners and funders on such topics as the history of Mexican-American and Puerto Rican nonprofits; the role of the Ford Foundation in promoting Hispanic participation in the independent sector; the work and origins of Hispanic advocacy organizations, the role of religion in Hispanic nonprofit work; the nature and impact of Hispanic values; leadership and management styles on the nonprofit sector; Hispanic community fundraising and research needs; and the future role of Hispanic nonprofits.

Gonzalez, Sylvia Alicia. *Hispanic American Voluntary Organizations*. Westport, CT: Greenwood Press, 1985.

This book examines the histories, purposes, goals and organizational structures of Hispanic volunteer associations in the United States. Gonzalez focuses on the three major Hispanic groups—Mexicans, Puerto Ricans and Cubans—tracing their distinctive cultural, social and economic development through the growth of independent sector institutions.

Gruber, Gustavo. "Hispanic Donors: Who They Are and How to Reach Them." *NSFRE Journal* (Fall 1991): 29-34.

This article examines the giving behaviors of Hispanics and their market potential for nonprofit fundraising. Gruber gives a number of reasons why mainstream nonprofits do not fully capitalize on Hispanic donors, including the failure of many organizations to recognize the important distinctions of this fragmented community and the unwillingness, or inability, of nonprofit officials to adapt culturally relevant and responsive donor cultivation strategies. He argues that the Hispanic community is a heterogeneous group composed of individuals from more than 20 countries who share a language and religion, but that many distinctions exist in the population, including distinctions in geographical origin, relationship to the United States and economic status. Gruber asserts that nonprofits should consider Hispanic subgroups individually, each with a common language, but distinct ancestry (i.e., Chicanos, Cuban, Mexican, Latinos, Puerto Rican or Spanish American). The article concludes with a detailed review of the distinctive demographic (geographic, occupation, income) and cultural (family patterns, religion and language) factors associated with fundraising in the Hispanic community.

Klein, Mary. "Gauging Hispanic Fundraising." *Corporate Philanthropy Report* 10, no. 3 (Feb. 1995): 1-12.

This article examines issues related to Hispanic-American fundraising and nonprofit needs. Klein asserts that corporations and foundations have generally neglected giving to nonprofit organizations that serve Hispanic populations because of: the vast diversity of the Hispanic population; the lack of a distinct civil trajectory for Latinos as compared with the African-American experience in this country; and the relative novelty of Hispanic nonprofit sector activities compared with other minority groups. Klein suggests that giving to Hispanic groups should take into greater account training and education needs for fundraising and strategies designed to expand Latino community access to philanthropic decisionmakers. Corporations and foundations must better recognize the demographic and consumer make up of Hispanics groups and their vast, untapped potential (economic, social and human resources) to contribute more fully to U.S. civil society.

Murguia, Ramon. *Latino Funds in the United States of America: A Review of Models for Philanthropic Resources*. Paper presented at the *Hispanics in Philanthropy Conference*, Oct. 1-3, 1995.

The paper explores models of Latino community funds that have evolved in the United States. Mrugua profiles leading examples of these funds, their organization and their resources.

Nuiry, Octavio Emilio. "Give and Take." *Hispanic* (Apr. 1992): 18-24.

This article outlines reasons why Hispanics have not been taken seriously by the U.S. philanthropic community. Nuiry examines the grantmaking and hiring practices of America's major philanthropic foundations, citing leading national foundations (Ford, Rockefeller and MacArthur) as key in supporting Hispanic organizations without adequate consultation from the community. Noting the views of a number of Hispanic scholars and practitioners, Nuiry concludes that the philanthropic community would benefit greatly from fuller inclusion of Hispanics in a broad range of philanthropic activities.

Ramos, Henry A.J. *Foundation Strategies Targeted to Latinos in the U.S.* Paper presented at Hispanics in Philanthropy, 1990.

This paper describes strategies for making private philanthropy more responsive to Latino community needs. Ramos provides examples of successful foundation initiatives targeted to Latino groups and interests. By examining foundation staffing patterns, allocations processes and community needs assessment, strategies, outreach efforts and Latino nonprofit development innovations, Ramos develops recommendations designed to promote and enhance foundation support of Latino's in the independent sector.

Ramos, Henry A.J., and Gabriel Kasper. "Latinos and Community Funds: A Comparative Overview and Assessment of Latino Philanthropic Self-Help Initiatives." In *Nuevos Senderos: Reflections on Hispanics and Philanthropy*, edited by Diana Campoamor, William A. Diaz, and Henry A.J. Ramos. Berkeley, CA: Hispanics in Philanthropy, Houston; Arte Publico Press, Apr. 1999.

This article examines Latino community funds and their impact on mainstream philanthropy and Latino communities. Ramos and Kasper review the evolution of Latino funds, comparing the philanthropic experiences and activities of African-American, Asian Pacific-American and women's funds, considering the strengths and weaknesses of Latino funds and exploring what role, if any, organized philanthropy should play in facilitating their development. They conclude that Latino funds warrant expanded support from organized philanthropic institutions, notwithstanding lingering questions that need still to be addressed to maximize the institutional strength, sophistication and community benefit of these funds.

Rivas-Vázquez, Ana Gloria. "New Pools of Latino Wealth: A Case Study of Donors and Potential Donors in U.S. Hispanic/Latino Communities." In *Nuevos Senderos: Reflections on Hispanics and Philanthropy*, edited by Diana Campoamor, William A. Diaz, and Henry A.J. Ramos. Berkeley, CA: Hispanics in Philanthropy, Houston; Arte Publico Press, Apr. 1999.

In this exploration of traditions in Hispanic giving and the impacts of these traditions on current giving practices, Vázquez suggests reforms in mainstream/Anglo philanthropic leadership and practice that would expand the reach and impacts of Hispanic philanthropy. The article is based on comprehensive personal interviews

with more than 75 leading Hispanic donors in five locations with significant Hispanic communities including; South Florida, Chicago, New York/New Jersey, California and Texas.

Rodriguez, Ricardo and Anya Peterson Royce. *From Personal Charity to Organized Giving: Hispanic Institutions and Values of Stewardship and Philanthropy*. Indianapolis: Indiana University Center on Philanthropy, 1997 (work in progress).

Utilizing a series of interviews with clergy, educators, professional fundraisers, philanthropists, business executives and others, plus a literature review, Rodriguez and Royce examine the role of charity and philanthropy in the lives of Hispanic Americans of Puerto Rican, Cuban and Mexican origin. The article identifies common characteristics of Hispanic donors of all origins and professional backgrounds, including a general spirit of generosity and openness toward giving. Rodriguez and Royce highlight institutions and values that influence Hispanic giving, exploring generational factors, national origin, length of time in the United States, social class standing and religious affiliation as key variables that affect levels of philanthropic engagement among the different groups reviewed. Examples of personal and organized giving, fundraising strategies and professional networking in the Hispanic community are also provided and recommendations for enhancing mainstream efforts in Latino-focused fundraising and donor development/outreach programs are included.

Rodriguez, Ricardo, and Susie Quern. "Latino Philanthropy in Chicago." Report on a project of the Donors Forum of Chicago and the Chicago Community Trust, Chicago, 1997.

This report explores the current state and potential of Latino philanthropy in Chicago. Utilizing interviews of a cross-section of corporate, nonprofit and philanthropic leaders, Rodriguez and Quern profile Latino giving in the Chicago area. They report that the potential to expand Latino giving in Chicago is great, but that to realize this potential mainstream philanthropic institutions must increase the participation of Latinos in planning, implementation and support activities in the field. The authors suggest that their findings are generally consistent with established mainstream philanthropic principles and practices. Similar to other ethnic groups, Latino cultural factors influence Latino giving. Of particular significance is the continuing lack of experience and involvement among many Latino leaders relative to organized mainstream philanthropy beyond giving and volunteering targeted to religious institutions. The authors note, however, that giving is an age-old practice for Latinos. They conclude that Latinos need to be more substantively and fully incorporated into the U.S. philanthropic community to build on and enhance their robust capacity and interest to give.

Valdez, Armando. "Survey of Latino Nonprofit Organizations in the San Francisco Bay Area." A survey commissioned by the Hispanic Community Fund of the Bay Area, Jan. 1992.

This survey examines the structure and character of 215 Latino nonprofit

organizations in the San Francisco Bay Area that focus on the social, cultural and economic needs of the Latino community. Valdez assesses the status and capacity of these nonprofit organizations to meet the needs of Latinos in the region, focusing on eight areas of organizational activity and interest: opinion leader perceptions of issues; organizational background; governance structure; finances; staffing; organizational function and capacity; organizational characteristics; and organizational needs.

## RELATED WORKS

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