



# *Familia, Fé y Comunidad*

Giving and Volunteering among Hispanics in Silicon Valley

Community Foundation Silicon Valley & HISPANIC FOUNDATION OF SILICON VALLEY

# CREDITS

## Advisory Committee

**Teresa Alvarado**  
Pacific Gas & Electric Company

**Leo Chávez**  
Community Foundation Silicon Valley

**Gustavo De La Torre**  
Santa Clara Valley Water District

**George Durán**  
Stanford University School of Medicine

**Martha Kanter**  
Foothill-DeAnza Community College District

**Mario Paz**  
Catholic Charities of Santa Clara County

**Perla Rodríguez**  
Univision KDTV 14 & Telefutura KFSF 66

**Sandra Soto**  
Office of Congresswoman Zoe Lofgren

**José Villareal**  
Team San José

## Authors

**Angie Aguirre**  
Hispanic Foundation of Silicon Valley

**Linda Min**  
Community Foundation Silicon Valley

## Research Team

**Clara Schmidt**  
John Gardner Fellow in Philanthropy,  
Stanford University

**Steven Fine**  
Community Foundation Silicon Valley

## Editor

**Michelle McGurk**  
Community Foundation Silicon Valley

## Spanish-Language Editor

**Ivonne Montes de Oca**  
The Pinnacle Company

## Survey Research

Field Research Corporation

## Funded by

The David and Lucile Packard Foundation

The James Irvine Foundation

For additional copies of this report, call the  
**Community Foundation Silicon Valley** or **HISPANIC FOUNDATION OF SILICON VALLEY**



Many People. One Foundation.

## Community Foundation Silicon Valley

*San José office:*  
60 South Market St., Suite 1000  
San José, CA 95113

*Palo Alto office:*  
1804 Embarcadero Rd., Suite 200  
Palo Alto, CA 94303

**Ph: 408-278-2200**

[www.cfsv.org](http://www.cfsv.org)



*Engaging leadership  
and bridging resources  
to invest in a  
thriving Hispanic community.*

## HISPANIC FOUNDATION OF SILICON VALLEY

60 South Market St., Suite 1000  
San José, CA 95113

P.O. Box 720591  
San José, CA 95172  
Ph: 408-881-0560

**Ph: 408-881-0560**

[www.hispanicfoundation-sv.org](http://www.hispanicfoundation-sv.org)

Silicon Valley's rich cultural diversity is one of the characteristics that makes our community a wonderful place to live and work. In fact, 75% of local residents rate the region as excellent or good in supporting racial and cultural diversity.

Over the past decade, Community Foundation Silicon Valley has studied the giving patterns and volunteerism of Silicon Valley residents. But little in-depth research had been done examining the giving habits of one of our most populous ethnic groups. So the Community Foundation and the Hispanic Foundation of Silicon Valley have joined forces to produce this first-of-its-kind study analyzing the philanthropic tendencies of the Silicon Valley Hispanic community.

This report serves as a glimpse into the reasons, methods, and manners in which Hispanics in Silicon Valley give back to the community. From the concept of *la familia* and corresponding definitions of community, to deep-rooted traditions of contributing both time and money, Silicon Valley's Hispanic residents are incredibly generous. Our research shows that, contrary to common misconceptions, Hispanics in Silicon Valley donate more money to charitable causes (proportionate to their income) and donate more time to helping others than other groups.

Yet despite this rich heritage of giving, there are significant barriers that keep Hispanics in our community from participating in formal philanthropic capacities, such as serving on boards or taking leadership roles in local nonprofits. There is a sense of disconnect from formal charitable organizations and a need to create relationships and establish personal ties.

We believe that by working together, these hurdles can be overcome. To accomplish this, our report includes data-supported strategies to help make Silicon Valley a place where all are able to do their part in the common cause of bettering our community. Our goal is that this report will provide a starting point, that it will spark conversation, and that it will encourage all of us to take action.

Sincerely,

**Peter Hero**  
*President*  
Community Foundation  
Silicon Valley

**Teresa Alvarado**  
*President of the Board*  
Hispanic Foundation  
of Silicon Valley

philanthropy

*la familia*

# HIGHLIGHTS

## ***Familia, Fé, Comunidad. Family, Faith, Community.***

As we talked with Hispanics in Silicon Valley about giving and volunteering, and as we reviewed our survey data, these three words kept coming up. Again and again, those we talked with mentioned family ties, religious traditions, and their sense of community as driving factors in their own volunteerism and philanthropy.

## ***Community***

For Silicon Valley Hispanics, community is defined by people, rather than by geography or neighborhood. Family comes first, with 88% of Hispanics deriving a sense of community from family members, and 50% from friends. Many of those we interviewed said *la familia* is much more than family and friends; and that it includes neighbors and the broader Hispanic community as well. In fact, local Hispanics are more likely to derive a sense of community from their own ethnic group (53%) than either Caucasians (31%) or Asians (40%). This strong sense of cultural identity and cultural pride often influences how local Hispanic residents give, volunteer, and get involved.

## ***Giving***

The majority of local Hispanics don't see themselves as "philanthropists" or "donors," yet when asked about different ways in which they give or donate, the community is very generous. In fact, Silicon Valley Hispanics give on average 3.9% of their annual household income to charity, on par with Caucasians (3.8%) and double that of Asians (1.8%). Much of the Hispanic community's philanthropy is personal and informal – giving to help friends or relatives (82%), donating clothes or food to help those in need (76%), and giving money directly to homeless people (65%). Fewer than half said they donated money to a nonprofit. For many of those we talked with, giving is not about recognition or tax benefits, but helping others. They feel a strong sense of personal and moral responsibility to assist others in need.

## ***Volunteering***

Similar to our findings with giving, Hispanics in Silicon Valley give generously of their time to help others, but don't see themselves as "volunteers." When asked if they had volunteered in the past year, 38% of Hispanics said, "yes." When asked about specific volunteer activities, the number who had in fact volunteered doubled (75%). And for Hispanics who volunteered, the number of hours spent volunteering each month was highest among all ethnic groups (17 hours, vs. 14 hours for Caucasians and 9 hours for Asians). As with giving, Hispanic volunteerism focuses on *la familia*. It is personal, hands-on, and often not done through a formal organization.

volunteer  
donate

## *Obstacles & Opportunities*

Silicon Valley has a rich tradition of organizations serving needs in the Hispanic community, promoting Hispanic arts and culture, and encouraging Hispanic philanthropy. Yet for these organizations to thrive, and for the broader nonprofit and philanthropic sector to become more reflective of Silicon Valley's diverse community, it is critical to increase Hispanic involvement in more formal channels of giving and volunteering.

Economic achievement is a significant factor. Most Hispanics felt they were giving "all they could afford to give (73%)," and income levels for Hispanics we surveyed were significantly lower than for other groups (45% of households earned less than \$40,000 per year, compared with 17% of Caucasians and 14% of Asians). Additionally, 13% of Hispanics had completed some level of college, compared with 53% of Caucasians and 70% of Asians we surveyed.

Beyond these challenges, many we interviewed said they often feel disconnected from local organizations when they don't see themselves reflected in the nonprofits' board, leadership, or staff.

If personal connections are key to Hispanic giving and volunteering, then increasing the numbers of Hispanics involved in the leadership of local nonprofits is key to building connections with the Hispanic community. There is a vital need to increase the number of Hispanics serving on boards and as leadership-level staff at local nonprofits.

We conclude by identifying a number of strategies to do so, including six commitments the Hispanic Foundation of Silicon Valley plans to undertake as critical first steps toward the future.

### **They are:**

1. Create a giving circle for Hispanic donors and Hispanic causes.
2. Educate the community about Hispanic philanthropy and celebrate Hispanic philanthropy through the Hispanic Charity Ball.
3. Serve as a community resource and build expertise on Hispanic philanthropy.
4. Partner with other organizations to promote Hispanic philanthropy.
5. Develop leadership among local Hispanics to serve on nonprofit Boards.
6. Create a speaker's bureau to spread the word about needs in the Hispanic community and the benefits of giving and volunteering.

community  
involvement

# ABOUT THE STUDY

*FAMILIA, FE Y COMUNIDAD: GIVING AND VOLUNTEERING AMONG HISPANICS IN SILICON VALLEY* is based on three sources of information:

1. Data from the Community Foundation's *GIVING BACK, THE SILICON VALLEY WAY* telephone survey of 1,516 Silicon Valley residents age 18 and older. The survey was conducted in English and Spanish in Spring 2002.
2. Interviews with twelve key respondents and one focus group in the local Hispanic community.
3. Literature on patterns and trends of philanthropy among Hispanics in communities around the country.

## *Survey Data*

In 2002, Community Foundation Silicon Valley published its second report on giving and volunteerism in Silicon Valley. *GIVING BACK, THE SILICON VALLEY WAY* was based on a telephone survey with a random sample of 1,516 adults age 18 and older living in Silicon Valley. For survey purposes, Silicon Valley was defined as Santa Clara County and parts of Alameda, San Mateo and Santa Cruz counties.

The telephone interviews were conducted in March and April of 2002 by Field Research Corporation and were completed in English and Spanish depending on the respondent's preference. The original sample size of 1,516 had a margin of error of plus or minus 2.6 percentage points at the 95% level of confidence. Subgroups examined in this report are subject to a larger sampling error due to the smaller sample size.

Survey respondents were asked if they identified themselves as "Latino/Hispanic." In this study, we use the term "Hispanic" and define it as people of Spanish or Latin American origins comprising many nationalities including Mexican, Puerto Rican, Cuban and people from Central and South America. The Hispanic community in Silicon Valley is itself quite diverse, from residents whose families have lived in the region since the days of the *Californios* to recent immigrants from El Salvador, Mexico, Guatemala, and other regions. While survey respondents were asked to provide their country of origin, sample sizes are too small to extrapolate accurate data for these subgroups. Of the survey sample, 20% (or 305 adults) self-identified as "Latino/Hispanic." The quantitative data cited in this report comes from this subgroup of respondents.

Additionally, 50% (or 758) were Caucasian; 26% (or 394) were Asian/Pacific Islander; 3% (or 45) were African-American; and 1% (or 15) identified as "other" or declined to state their ethnicity. Response rates for ethnic subgroups track with 2000 Census data. Comparative data is provided for Caucasian and Asian subgroups. The small size of Silicon Valley's African-American population made it impossible to provide an accurate picture of African-American response rates in a survey of this size.

survey  
sample



To complement the survey data, we interviewed a select group of Hispanics active in both traditional and nontraditional forms of philanthropy. They represent diverse sectors of society, including the nonprofit, philanthropic, civic, business, and religious sectors. We also conducted a focus group with members of *El Comité César Chávez*, a grass-roots neighborhood group in the Mayfair community in East San José (see complete list of respondents in Appendix).

Because little, if any, information exists on Hispanic philanthropy in Silicon Valley, most of the literature reviewed in this study is national in scope. In recent years, there has been a growing interest in giving and volunteerism among Hispanics as awareness of this relatively untapped segment of the population has been increasing. This report draws on studies conducted by the Council on Foundations and The Independent Sector, as well as other studies.

Based on 2000 Census data, the overall ethnic makeup of our survey respondents are in general representative of the Silicon Valley region.

Profile of Respondents by Ethnicity			
	Hispanic	Caucasian	Asian
<b>Silicon Valley<sup>1</sup></b>	<b>24%</b>	<b>44%</b>	<b>26%</b>
<b>Survey Respondents</b>	<b>20%</b>	<b>50%</b>	<b>26%</b>
<b>Age</b>	50% are younger than 35 38% are 35-54 11% are 55 or older	20% are younger than 35 44% are 35-54 35% are 55 or older	53% are younger than 35 33% are 35-54 13% are 55 or older
<b>Place of Birth</b>	52% were born outside of the United States	11% were born outside of the United States	74% were born outside of the United States
<b>Annual Household Income</b>	45% (of households) make \$40K or less 14% make \$40-\$60K 19% make \$60-\$100K 11% make over \$100K	17% (of households) make \$40K or less 12% make \$40-\$60K 28% make \$60-\$100K 32% make over \$100K	14% (of households) make \$40K or less 15% make \$40-\$60K 28% make \$60-\$100K 30% make over \$100K
<b>Education</b>	29% high school is highest level of education 7% college is highest level of education 6% have at least a master's degree	14% high school is highest level of education 24% college is highest level of education 29% have at least a master's degree	9% high school is highest level of education 35% college is highest level of education 35% have at least a master's degree
<b>Children</b>	64% have at least one child under the age of 18 in their household	29% have at least one child under the age of 18 in their household	39% have at least one child under the age of 18 in their household
<b>Length of Residency in Silicon Valley</b>	75% have lived in Silicon Valley for more than 5 years	82% have lived in Silicon Valley for more than 5 years	79% have lived in Silicon Valley for more than 5 years
<b>Homeownership</b>	35% own their own home	66% own their own home	49% own their own home

As we looked at the responses to questions about giving and volunteering, we suspected that there were factors that could be influencing these behaviors. We were interested in seeing if there were significant differences in responses depending on respondents'

age, income, educational attainment, and birthplace (U.S. born vs. non-U.S. born). We were also interested in how Hispanics in total responded to questions compared with their Asian and Caucasian counterparts.

<sup>1</sup> Source: Joint Venture's 2004 Index of Silicon Valley: Measuring Progress Towards the Goals of Silicon Valley 2010.

# DEFINITIONS

## *Giving*

Based on previous national research, we were interested in learning if Silicon Valley Hispanics were more likely to give in a “formal” or “informal” manner.



In this study, we define “formal giving” as:

- giving money directly to a nonprofit group or charity in the form of cash, check, or credit card payment;
- giving stock to a nonprofit group or charity;
- authorizing a payroll deduction at work for charity;
- purchasing tickets to an event that benefited a charitable cause;
- donating a car in exchange for a tax deduction;
- or naming a nonprofit group or charity in a will, estate plan, or living trust.



“Informal giving” is defined as monetary or in-kind donations such as:

- giving clothes, toys, food, furniture, or other items directly to a nonprofit group or charity;
- giving money directly to a homeless person or other needy person on the street;
- or giving money to needy friends or relatives (other than one’s immediate family) in the United States and abroad.

## *Volunteering*

We also explored patterns around “formal” and “informal” volunteering. Not all of the activities listed in the survey could be clearly categorized as “formal” or “informal,” thus some generalizations had to be made.



“Formal” volunteerism can be defined in the context of this study as:

- serving on a committee, as an officer, or on the board of a nonprofit group or charity;
- tutoring or counseling children, not including your own, or helping teachers in the classroom;
- or contributing professional services to a nonprofit.



“Informal” volunteerism is seen as activities such as:

- building, fixing, or repairing something for someone without being paid;
- visiting or helping take care of someone other than a member of your immediate family who is poor, ill, or has a disability;
- or cooking for bake sales or charity events; and other such voluntary activities.

charity

giving



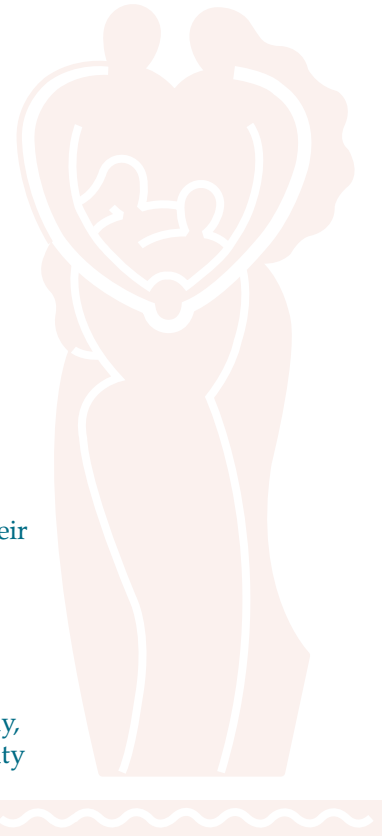
# LA FAMILIA: HOW HISPANICS DEFINE THEIR COMMUNITY

*For U.S. Hispanics, the entire cosmos – including the earth below and the heavens above – is an intrinsically relational reality where... each member is necessarily related to every other member... To be an isolated, autonomous individual is, literally, to have no humanity, no identity, no self; it is to be no-thing, a no-body.*  
— Roberto Goizueta, Theologian<sup>2</sup>

*I*n Hispanic culture, community is not defined by neighborhood or geography, but by people.

Our survey asked respondents how much they identified with a particular geographic area or group of people as their “community.” For Silicon Valley Hispanics, family (88%), members of their ethnic group (53%), and friends (50%) all rated highest. This connection can be captured by the concept of *la familia*. Loosely translated to “family,” the notion of *la familia* in the Hispanic culture extends beyond one’s immediate family and includes one’s extended family, friends, neighbors and members of the Hispanic community at large.

*La familia is something that has no translation, you can translate it to family, but I think la familia is the way you live, the way you work, the way you act... Who is the family? Close relatives, then the neighbors, then the community. I think that is the basis for what we decide and what we do.*  
—Carlos Avitia, Retired, Union Shop Steward, Felton Aluminum Co.



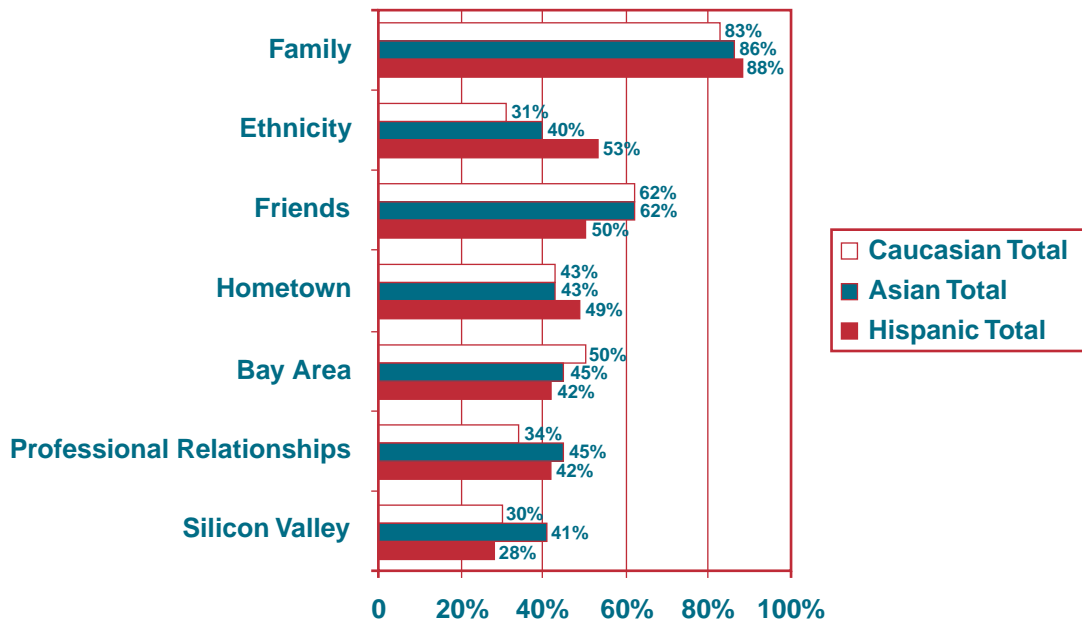
Local Hispanics are most likely to identify with their own ethnic group as their “community” than Asians and Caucasians. Fifty-three percent of Hispanics identify a “great deal” with their ethnicity while only 31% of Caucasians and 40% of Asians do the same. Furthermore, unlike their Asian counterparts whose ethnic identification declines with length of residence, the longer Hispanics resided in Silicon Valley, the stronger their community identification with ethnicity. In this data sample, community identification with ethnicity increases nine percentage points among Hispanics who have lived in the area for more than five years. The figure for Hispanics born outside of the United States (60%) is significantly higher than that of U.S.-born Hispanics (44%).

In addition to residency time, ethnic identification among Hispanics increases with income and education.

- Forty-seven percent of Hispanics with household incomes lower than \$60,000 per year identify a “great deal” with their ethnic group. For Hispanics with incomes over \$60,000, this identification increases to 57%.
- Sixty-six percent of Hispanics with a college education identify greatly with ethnicity – 26% higher than Hispanics without a college education (40%).

<sup>2</sup> Roberto Goizueta, *Caminemos con Jesus* (New York: Orbis-Books, 1995) 50.

## How People Define Their “Communities”



Percentage of People Who Identify a "Great Deal" With This Category

This strong identification with their ethnicity and culture impacts how Hispanics give back to their communities. Most of the respondents stated that the causes they choose to support are relevant to the Hispanic community.

*My dollars go to arts organizations like Teatro Vision and Mexican Heritage, the kind of organizations that represent the cultural perspective of our communities and that need our help.*

—Hon. Blanca Alvarado, Santa Clara County Board of Supervisors, 2<sup>nd</sup> District

*I decide the moment that I become conscious of the need. If I am aware of a problem that not only affects me but the entire community, the Hispanic community, I become involved.*

—Focus Group Participant, El Comité César Chávez

*I do tend to help organizations that help Latinos because they are my peers, my countrymen, or I know the organization... I feel more comfortable with organizations that help Latinos because I see the need there.*

—Consuelo Avitia, Supervisor of the Records Division, Office of the Clerk, City of San José

*I get involved in things that I really feel are key to the needs of the Latino community- things that will help them live healthier lives and be more productive and progressive citizens.*

—Olivia Soza-Mendiola, Chief Executive Officer, Mexican American Community Services Agency, Inc.

# HISPANIC GIVING

*Even though I give checks and I give time, I just don't consider myself a philanthropist. ...I don't think of our Latino donors when using the term, even though I guess they are. But I have a different perception of them. I see them as members of my community. I see them as **compañeros and compañeras**.*  
—Jaime Alvarado, Executive Director, Mayfair Improvement Initiative

Silicon Valley Hispanics give generously, but don't identify themselves as "donors" or "philanthropists." Our survey found that, proportional to their income, charitable giving by Hispanics in Silicon Valley is on par with Caucasians, and double that of Asians. Local Hispanics on average give 3.9% of their annual household income while Asians give 1.8% and Caucasians give 3.8%.<sup>2</sup>

But in Silicon Valley, Hispanics have significantly lower household incomes. Among our survey respondents, Hispanics had an average household income lower than Asians and Caucasians by about \$40,000 (Hispanics \$57,000; Caucasians \$97,000; Asians \$95,000). This may account for why many local Hispanics do not identify themselves as "donors" or "philanthropists."

In fact, when survey respondents were asked whether they or members of their immediate family had donated money or property for charitable purposes, only 56% of Hispanics said yes. But 90% of Hispanics had actually donated money or property when asked if they had engaged in a list of specific activities involving charitable giving. Compared to other racial groups, Silicon Valley Hispanics are least likely to say they gave to charity. (Asians 79%; Caucasians 85%)

Additionally, many of our respondents said that philanthropy was a word they identified with the wealthy.

*I consider myself a committed individual in the community; a philanthropist is more associated with people of high net worth.*  
—Steve Montoya, Partner, Azul Venture Partners


















*I don't personally consider myself a philanthropist because I don't give very much. I think that I give very little. I associate a philanthropist with someone who gives a lot of money.*  
—Father José Antonio Rubio, Catholic Priest, Director of Ecumenical and Interreligious Affairs, Diocese of San José

<sup>2</sup> The survey asked respondents for a dollar value of how much their household gave to charity in the previous year and for household income levels. Percentages were calculated using these two figures.

# Hispanic Philanthropy is Personal

*I come from a large, close family. People around me have always taken care of their family members first, their church second, and then the community.*  
 — Victor M. Arrañaga, Jr., Manager, Government Affairs, Applied Materials, Inc.

According to a national Independent Sector study on Hispanic philanthropy,<sup>3</sup> more informal and family-focused charitable activities have been part of the Latin American culture for more than 500 years and continue to influence the ways Hispanics give in the United States. The same trend applies in Silicon Valley. Hispanic giving occurs primarily through informal channels and can be characterized as relationship-based, community-centered, and family-oriented. As shown in the chart below, Silicon Valley Hispanics give more directly to their personal networks as opposed to organized charity. The one exception is the high level of giving to churches.

Top 5 Ways of Giving — Informal 		Formal 
Hispanics	Caucasians	Asians
1. Giving money to friends/relatives in and/or outside the U.S. (82%) 	1. Donating clothes, food, and items (92%) 	1. Donating clothes, food and items (81%) 
2. Donating clothes, food, and items (76%) 	2. Donating money to a nonprofit (80%) 	2. Giving money to friends/relatives in and/or outside the U.S (80%) 
3. Giving money to a homeless individual (65%) 	3. Purchasing tickets to benefit a nonprofit (55%) 	3. Purchasing tickets to benefit a nonprofit (67%) 
4. Donating money to a nonprofit (46%) 	4. Sponsor a person for a walk, race, etc. to benefit charity (54%) 	4. Giving money to a homeless individual (40%) 
5. Purchasing tickets benefiting a nonprofit/charity (46%) 	5. Giving money to a homeless individual (51%) 	5. Donating money to a nonprofit (37%) 

giving

<sup>3</sup> William A. Diaz et al., *Facts and Findings: Hispanic Giving and Volunteering*. Ed. Susan J. Wiener, Giving and Volunteering in the United States 1996 Edition, Vol. 3, No. 3 (Washington D.C.: Independent Sector) 3.

As income and education among Hispanics increase, survey results show that a shift occurs. Hispanics with higher levels of income and education become more involved in formal forms of philanthropy, such as writing checks to support nonprofit organizations. According to national studies, education is critical in helping people see the importance of causes not directly connected to them. “The implication was clear that the uneducated or undereducated will direct their philanthropy toward family or close community and rarely toward such national causes, such as the United Way or the American Cancer Society;”<sup>4</sup> according to Anya Peterson Royce and Ricardo Rodriguez.

Based on responses found in our survey, the shift from informal to more formal forms of philanthropy also occurs among Hispanics born in the United States. For example, 38% of Hispanics born outside of the United States versus 54% of Hispanics born in the United States had donated money to a nonprofit, and likewise 39% of Hispanics born outside of the United States versus 53% of Hispanics born in the U.S. had purchased tickets benefiting a nonprofit.

Age also seemed to be a factor as Hispanics who were older were more likely to give via formal means versus their younger counterparts. Only 34% of Hispanics under the age of 35 versus 60% of Hispanics over 35 had given money to a nonprofit, and 36% of Hispanics younger than 35 versus 53% of Hispanics 35 or older had purchased tickets benefiting a nonprofit.

## *Factors that Influence the Value of Contributions*

***The first thing that comes to mind when people ask us for money, regardless of how much it is: are we going to be able to pay our bills? For people who are that close to being first generation...there is that feeling - am I giving away resources that I can give to my family?***

—Sonya C. Arriola, Compensation Consultant, AON Consulting/Radford Surveys

When asked how respondents decided the amount to give to nonprofits and charities, the most frequently cited response for all ethnic groups was that “it seemed like a reasonable amount to give.” (Hispanic 77%; Asian 80%; Caucasian 83%) Silicon Valley Hispanics were significantly more likely to give because “it was all they could afford to give” (73%), compared with 62% of Asians and 64% of Caucasians. In Silicon Valley, Hispanic households have the lowest annual incomes, and the lowest educational attainment.

***I can say that the community wants to give, but its members are not working, so how can we ask them to come to the group to donate time or even to donate \$10. How can anyone donate money when they are not working?***

—Focus Group Participant, El Comité César Chávez

<sup>4</sup> Anya Peterson Royce and Ricardo Rodriguez, “From personal charity to organized giving: Hispanic institutions and values of stewardship and philanthropy”, *Hispanic Philanthropy: Exploring the Factors that Influence Giving and Asking*, Eds. Lilya Wagner and Allan Figueroa Deck, New Directions for Philanthropic Fundraising, Number 24, Eds. Dwight F. Burlingame, Timothy L. Seiler, and Eugene R. Temple (San Francisco: Jossey-Bass, 1999) 27.

As mentioned previously, Hispanics tend to give proportionally more of their income even in lower income brackets and volunteer at higher rates. However, many Hispanics in Silicon Valley are struggling to provide basic needs for themselves and their families. According to several of the respondents, when one is trying to make ends meet it is difficult to think about meeting the needs of the broader community.

***I see the biggest barrier for Hispanic involvement, even informally, is the lack of time and the lack of money to contribute to those organizations they know are doing good work for their community. That doesn't mean they don't care.***

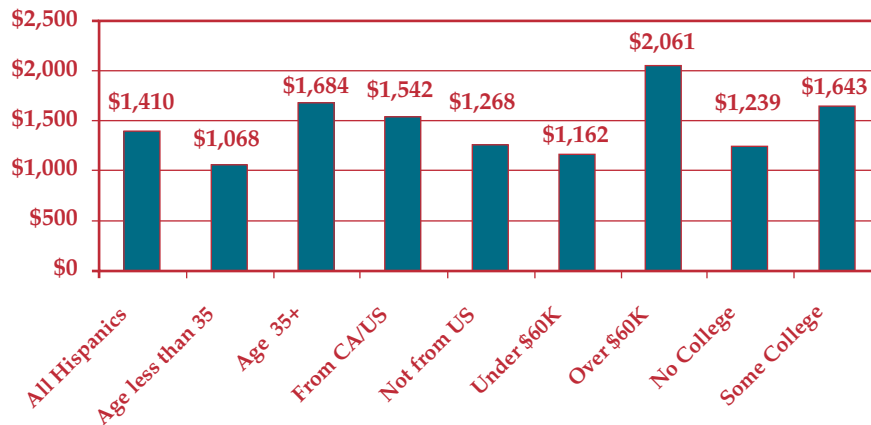
*—Consuelo Avitia, Supervisor of the Records Division,  
Office of the Clerk, City of San José*

On average, Silicon Valley Hispanic households give \$1,410 to charitable causes annually compared to Asian households who give \$1,365 and Caucasian households who give \$3,055.

Silicon Valley Hispanics with incomes above \$60,000 per year give \$899 more than those with incomes below \$60,000. However, Hispanics in the higher income bracket give proportionally less than those in the lower income bracket (1.9% vs. 5% of household income).

Hispanics with some college education donate on average \$404 more than Hispanics who have no college education, but similarly, give proportionally less of their household income to charitable causes. Hispanics with no college education give an average of \$1,239 per year to charitable causes, or approximately 4.5% of their average total income. Hispanics with some college education give an average of \$1,643 per year to charitable causes, only 1.9% of their average total income.

### Hispanics' Annual Contributions to Charitable Causes (Total Dollar Amounts)



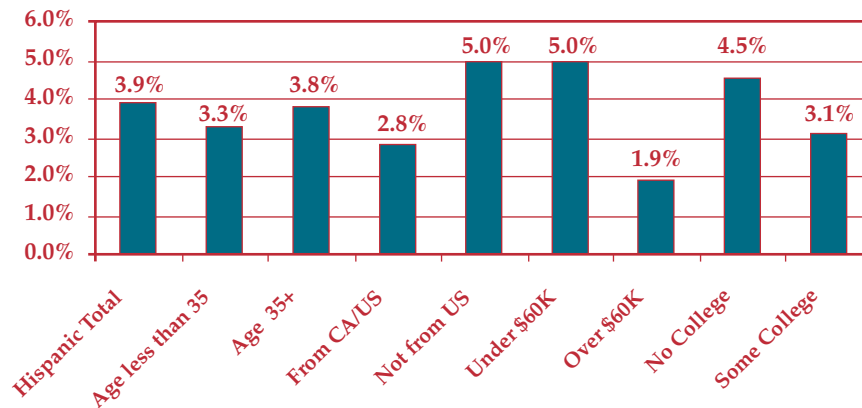
#### Hispanic Subgroups\*

*[\*Respondents may fit into more than one category.]*

charity



## Hispanics' Annual Contributions to Charitable Causes (Percentage of Total Household Income)



**Hispanic Subgroups\***  
[\*Respondents may fit into more than one category.]

## Recipients of Hispanic Philanthropy

***Giving to church goes hand and hand with being Latino. I think people grow up going to church and your grandmother gives you two dollars to put in the collection.***

—Chris Arriola, Attorney

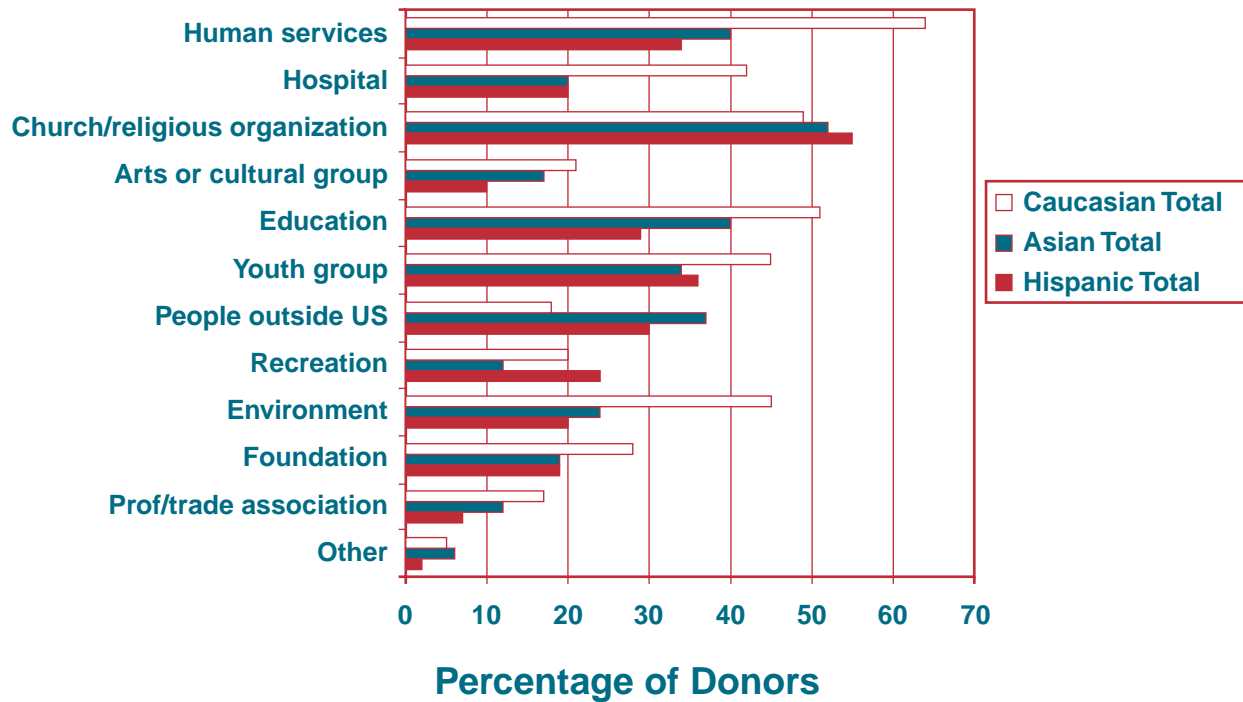
Hispanic donors, like all donors, support a diverse array of organizations as demonstrated by the table below. However, Hispanic donors in Silicon Valley give in higher proportions to churches/religious organizations than other racial groups (55% give to church/religious organizations, compared to 52% of Asian donors and 47% of Caucasian donors). Hispanic support for religious organizations locally corresponds with previous findings from national studies. A national study conducted by the Independent Sector found that 41.3% of Hispanic households contributed to religious organizations, which was 23.6 percentage points greater than the second highest type of charity, human services, to which Hispanic households gave.<sup>5</sup>

Locally, Hispanic donors' favorite causes after religion are youth organizations (36% of Hispanics who give to nonprofits, support youth organizations), followed by human or social services organizations (34%). By comparison, Caucasians who give to nonprofits are most likely to support human services (64%), education (51%) and churches/religious organizations (49%). Similarly, Asians support churches/religious organizations (52%), human services (40%) and education (40%).

religion

<sup>5</sup> William A. Diaz et al., *Facts and Findings: Hispanic Giving and Volunteering*. Ed. Susan J. Wiener, Giving and Volunteering in the United States 1996 Edition, Vol. 3, No. 3 (Washington D.C.: Independent Sector) 3.

## Types of Nonprofits that Silicon Valley Residents Support



When asked what portion of their donations were directed locally, 50% of Hispanic donors reported that less than a quarter of their donations stayed within Silicon Valley. This is comparable to Asians (52%), but much higher than Caucasians (34%).

As expected, local Hispanics who were born outside the U.S. are more likely to donate outside of Silicon Valley. A larger percentage of donations are directed within Silicon Valley among Hispanics who:

- have annual household incomes over \$60,000 (44% of those with incomes over \$60,000 make more than half of their contributions to Silicon Valley organizations, vs. 26% with incomes below \$60,000),
- are college-educated (40% make more than half of their contributions to Silicon Valley organizations, vs. 24% of those who did not attend college),
- and were born in the United States (43% of Hispanics born in the U.S. make more than half of their contributions to Silicon Valley organizations, vs. 18% for those born outside the U.S.).

nonprofit

# HISPANIC VOLUNTEERING

*My mother did laundry for other people and for her family too. I feel that I am philanthropic because others taught me how to give in such a simple way. It was my family, my cousin, a friend who taught me how to give.*  
 —Focus Group Participant, El Comité César Chávez

As with charitable giving, when it comes to volunteering, Silicon Valley Hispanics' actions tell a different story than basic survey questions suggest. According to our survey, in general, there are more volunteers in Silicon Valley giving their time to the community than is being self-reported. Hispanics, however, are the least likely of all ethnic groups to say that they volunteer, and when asked about specific volunteer activities and hours spent in performing volunteer tasks, are giving the most time.

When asked if they had volunteered in the past year, 38% of local Hispanics said, "yes," compared to 43% of Asians and 55% of Caucasians. However, when we provided a list of specific volunteer activities and asked if they had participated in any of them, the number saying "yes" increased dramatically to 75%. This is equal to that of Asians and only 9% behind Caucasians.

According to our survey, certain Hispanic subgroups are more likely to self-identify as volunteers:

- Hispanics who have lived in the Silicon Valley for more than five years (42% self-identify as volunteers vs. 25% of their counterparts);
- Hispanics born in this state or country (48% self-identify as volunteers vs. 28% of their counterparts);
- and 43% of Hispanics over 35 (43% self-identify as volunteers vs. 31% of their counterparts).

Likewise, using the responses to the list of specific volunteers activities as an indicator, certain Hispanic subgroups seem more likely to actually volunteer:

- Hispanics with higher household incomes (80% earning over \$60,000 have volunteered in the last year vs. 74% of those earning less than \$60K);
- Hispanics with higher levels of educational attainment (85% with at least some college education have volunteered in the last year vs. 68% with no college education);
- and Hispanics who are born in the United States (86% have volunteered in the last year vs. 55% of their counterparts).

When looking at time spent volunteering, Hispanic volunteers spend more time on average volunteering than Asians or Caucasians. Certain subgroups among Hispanics distinguish themselves as providing the most volunteer hours. For example, Hispanics under 35 (20 hours vs. 15 hours), with incomes below \$60,000 per year (19 hours vs. 15 hours), or without a college education (18 hours vs. 15 hours) are volunteering more hours per month.

## Average Time Volunteering Per Month

Hispanics	Caucasians	Asians
17 hours	14 hours	9 hours

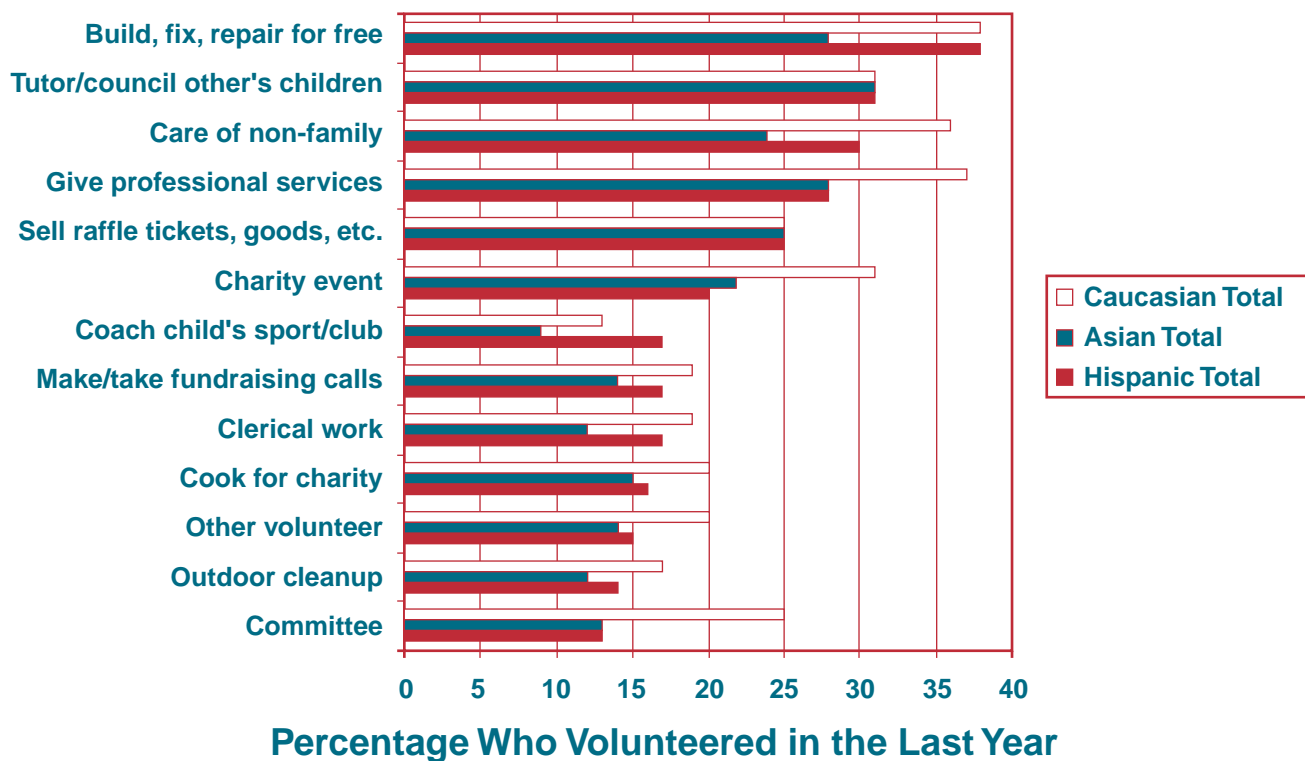
volunteer

## Hispanics Volunteer Through La Familia

Like Hispanic giving, volunteerism among Silicon Valley Hispanics focuses on *la familia*. Local Hispanics give time to help other people and often work through their personal networks; these activities tend to also be more informal in nature. The three most common volunteer activities all have a personal, hands-on connection:

1. Build, fix, repair things for free (38%)
2. Tutor or counsel others' children (31%)
3. Take care of someone outside the immediate family (30%)

### How Silicon Valley Residents Volunteer in the Community



# MOTIVATIONS FOR HISPANIC GIVING AND VOLUNTEERISM

***Philanthropy is really a norm in the Latino community and it is something we (Latinos) don't even look at as philanthropic. We look at it as our responsibility to our community..... It's something that's embedded in our culture.***

—Olivia Soza-Mendiola, Chief Executive Officer, MACSA

Several factors shape how local Hispanics give and volunteer. Some respondents indicated they are motivated to give because of a passion they have about a particular issue, which often was shaped by their personal experiences. Others cited as a motivating factor a strong sense of responsibility to give back to their community especially when they themselves have been the beneficiaries.

***This is a great community that's given to us as individuals and to our family, and I believe in giving back. And that's what motivates me to give back to this great community.***

—Carmen Castellano, Castellano Family Foundation

According to a report published by the Council on Foundations, Hispanics' strong desire to give back to the community often outweighs other motives such as tax benefits and other institutional incentives.<sup>6</sup>

Personal interviews and phone surveys suggest that for Hispanic donors in Silicon Valley, it is imperative they have a personal connection to the need to which they are contributing and to the person soliciting their time or money. They look at the cultural competency of the solicitor and of the organization's leadership as well as the services provided.

***I, personally, give to organizations that capture my values and to individuals who I have close relationships with, such as relatives, neighbors, friends, etc. This is also my experience in the Hispanic community – people give on the basis of one-to-one relationships, whether they are political campaigns, churches, scholarships, or a relative in need.***

— Victor M. Arrañaga, Jr., Manager, Government Affairs, Applied Materials, Inc.

<sup>6</sup> Henry A. J Ramos, "Latino Philanthropy: Expanding U.S. Models of Giving and Civic Participation," *Cultures of Caring: Philanthropy in Diverse American Communities*. (Washington D.C.: Council on Foundations, June 1999) 167.

Hispanic philanthropy requires “being intimate about giving so that people feel a personal connection to the cause or to the person soliciting funds,” according to Royce and Rodriguez. They go on to state that “who is involved is almost as important as what the cause is.”<sup>7</sup>

Local Hispanic donors stressed the need for those raising funds for local nonprofits – both volunteers and staff – to understand that Hispanics often need a personal connection prior to giving time and money.

Consistent with the finding that local Hispanics give most frequently to churches, Hispanics say religious beliefs and traditions influence the way they give and volunteer. Many Hispanics are influenced by religious teachings that emphasize the importance of service and of helping others in need.

***I give my time to the Church because my faith teaches that one must give first in order to receive. I believe that God has blessed me for my services because I give my time to this community and to the Church.***  
—Focus Group Participant, El Comité César Chávez

Such traditions often emphasize that giving should be done, not for recognition, but with discretion. Respondents said such teachings influenced them to give quietly and privately. One referred to a Biblical passage, when describing Hispanic giving patterns, “but when you give alms, do not let your left hand know what your right hand is doing, so that your alms may be done in secret; and your Father who sees in secret will reward you.”<sup>8</sup>

An often-cited motivator for giving and volunteering among respondents was the philanthropic role models in their own families. Although many came from families that struggled financially, family members were generous in helping their communities. This legacy of giving is often continued from one generation to the next.

***I came into social services because my parents... took on a philanthropic role in our community in Gilroy, as migrant workers. They used to do a tremendous amount of giving and supporting of people, everything from housing new immigrants... to providing food and clothing to other families.***  
—Olivia Soza-Mendiola, Chief Executive Officer, MACSA

***My children are already involved in philanthropy because I and I were doing it. So that's a real key element. We need to show through example in order to raise that next generation of volunteers and givers. They have to see us doing it. I think that because I saw my dad doing it, it was very natural to me.***  
—Carmen Castellano, Castellano Family Foundation

***I was highly influenced by my mother. We would gather clothes to give away, drive into the middle of Tijuana and give away the clothes to whoever came up to us. It changed my perspective.***  
—Steve Montoya, Partner, Azul Venture Partners

<sup>7</sup> Anya Peterson Royce and Ricardo Rodriguez, “From personal charity to organized giving: Hispanic institutions and values of stewardship and philanthropy”, *Hispanic Philanthropy: Exploring The Factors That Influence Giving and Asking*, Eds. Lilya Wagner and Allan Figueroa Deck, New Directions for Philanthropic Fundraising, Number 24, Eds. Dwight F. Burlingame, Timothy L. Seiler, and Eugene R. Temple (San Francisco: Jossey-Bass, 1997) 15.

<sup>8</sup> Matthew 6:3-4, New American Bible.



## OBSTACLES TO HISPANIC INVOLVEMENT IN FORMAL PHILANTHROPY

*This is a new language for us. It's not something our mother and father did, so they can't say, "well my mom and dad used to sit on such and such board, and this is where my interests are, so I am going to go get involved there.*

*—Olivia Soza-Mendiola, Chief Executive Officer, MACSA*

Although local Hispanics give and volunteer generously, much of this work is done informally. For immigrants, building formal philanthropic involvement historically has been connected to involvement in civic leadership and traditional business and political power structures. Towards this end, we wanted to know what obstacles Hispanics faced in being more engaged in formal philanthropy and how the Hispanic community could build on its rich history of giving and volunteering through informal channels, such as housing a family in need or caring for a neighbor's child.

Giving to charity and giving through family networks date back to the 1500s in Latin American cultures, but studies have shown that for many Hispanics, philanthropy as practiced in the United States is a relatively unknown concept.<sup>9</sup> The lack of awareness of U.S. philanthropic practices can, to a large degree, be explained by the absence of similar philanthropic models in Latin America. In Latin America, the government and the church are the dominant institutions responsible for the social welfare of society, rather than private and nonprofit organizations.<sup>10</sup>

Throughout history, Hispanics have utilized organized mechanisms for giving and volunteering. For instance, *mutualistas*, or mutual aid societies, that provide monetary assistance and advocacy on behalf of Hispanics, date back to the late-1800s. Voluntary associations, like mutual aid societies, were transported to the United States with Hispanic migration. Some voluntary associations evolved into full-fledged Latino nonprofits as early as the late nineteenth century or early twentieth century.<sup>11</sup>

volunteerism

<sup>9</sup> Diana S. Newman et al., *Opening Doors: Pathways to Diverse Donors* (San Francisco, Jossey-Bass, 2002) 50.

<sup>10</sup> Newman 50.

<sup>11</sup> Michael Cortés, "Do Hispanic nonprofits foster Hispanic philanthropy?", *Hispanic Philanthropy: Exploring The Factors That Influence Giving and Asking*, Eds. Lilya Wagner and Allan Figueroa Deck, *New Directions for Philanthropic Fundraising*, Number 24, Eds. Dwight F. Burlingame, Timothy L. Seiler, and Eugene R. Temple (San Francisco: Jossey-Bass, 1997) 34.

The political activism of the 1960s led to the growth of Hispanic nonprofits, such as the National Council of La Raza nationally and, locally, agencies such as the Mexican American Community Service Agency. In the last decade, Hispanic grantmaking institutions, such as the Hispanic Foundation of Silicon Valley, have been established across the United States with the goals of promoting philanthropy in the Hispanic community and increasing philanthropic support of Hispanic nonprofits and causes.

Still, our survey and interviews show that even with the evolving establishment of formal Hispanic philanthropic institutions, most Hispanic individuals express a preference for giving informally. *La familia* remains the focal point.

Here in Silicon Valley, respondents confirmed that a major impediment to increasing Hispanic involvement in formal philanthropy is the lack of familiarity with philanthropy as practiced in the United States.

***What is a foundation? I don't believe that as a community we are familiar with the word foundation. Therefore, those of us who have been here a short time, and who feel like giving, we do it through the Church, or wherever there is a direct need.***

*—Focus Group Participant, El Comité César Chávez*

***There is a lack of trust in organizations that they (Hispanics) may not understand.***

*—Steve Montoya, Partner, Azul Venture Partners*

The philanthropic sector's scarcity of Hispanics serving in leadership positions, either on Boards of Directors, or as senior staff members, also impedes the growth of Hispanic involvement in formal philanthropy. As our research shows, local Hispanics have a very strong connection with their ethnicity, and it often shapes how they give and volunteer. When Hispanics do not see themselves reflected in the organizations or causes, this discourages their involvement.

***The biggest barrier to Hispanic involvement in formal philanthropy and nonprofits is that they are not asked or recruited to participate on boards by individuals or executive staff who manage these entities. The philanthropic world has not created ways to bridge the gap in reaching out to Hispanics and do not experience this as a management/organizational priority.***

*—Victor M. Arrañaga, Jr., Manager, Government Affairs, Applied Materials, Inc.*



Many of the respondents stated that when deciding to donate or volunteer, they look to see if the organization or cause soliciting their contribution represents the Hispanic community and whether it demonstrates a genuine understanding of the culture, traditions, language, and need. One important way in which several of the respondents assess the cultural competency of an organization is whether or not the organization has Hispanics in key leadership roles.

***It's rampant throughout this valley that you don't find a lot of Latinos or diversity among nonprofits. When I would get a letter of solicitation, and this is before we had a foundation, I would always look at their masthead that lists the board and their staff, if I did not see diversity, I was not going to support them.***  
—Carmen Castellano, Castellano Family Foundation

***If you walk into a business, or if you walk into a nonprofit, you need to see yourself there. You need to identify that this is a place that sees you as important and what a better way of seeing yourself as important than being one of their employees.***  
—Olivia Soza-Mendiola, Chief Executive Officer, MACSA

Another barrier to Hispanic involvement in organized formal philanthropy is *confianza*, or trust, in nonprofit organizations and foundations. According to Royce and Rodriguez, Hispanics are apprehensive of organizations outside their personal networks.<sup>12</sup> How extensive these networks are may vary from person to person. Several of the respondents articulated that they are indeed suspicious of organizations with which they do not have a personal connection, either through a trusted supporter, staff person, or a board member.

***Sometimes, even though you hear all these organizations needing money, you still feel apprehensive of giving. You say, "How sure am I that my money is going to go to those in need they are mentioning?" We think the money is going to get stuck in some people's pockets and not get to the needy.***  
—Consuelo Avitia, Supervisor of the Records Division, Office of the Clerk, City of San José

***Trust doesn't exist when people don't know anything about the organization. Perhaps if people knew about the organization, it would be different. People trust churches.***  
—Focus Group Participant, El Comité César Chávez

<sup>12</sup> Anya Peterson Royce and Ricardo Rodriguez, "From personal charity to organized giving: Hispanic institutions and values of stewardship and philanthropy", *Hispanic Philanthropy: Exploring the Factors that Influence Giving and Asking*, Eds. Lilya Wagner and Allan Figueroa Deck, New Directions for Philanthropic Fundraising, Number 24, Eds. Dwight F. Burlingame, Timothy L. Seiler, and Eugene R. Temple (San Francisco: Jossey-Bass, 1999) 15.

# STRATEGIES TO PROMOTE AND ENHANCE PHILANTHROPY IN THE HISPANIC COMMUNITY







There remains a challenge in Silicon Valley to strengthen ties and enable Hispanics to participate more fully in formal philanthropy. Work needs to be done at nonprofits and foundations, and also within the Hispanic community, to ensure that all have a place at the table and an opportunity to contribute their time, energies, and resources to the common goal of making our region a better place. While daunting, much can be accomplished through the commitment of organizations like the Hispanic Foundation of Silicon Valley, Community Foundation Silicon Valley, and other foundations and nonprofits to creating a more inclusive community.

## *Recommendations for Nonprofits & Foundations*

- ☒ Foundations and Nonprofits can establish and uphold organizational values that promote Hispanic diversity at multiple levels of their organizations. A commitment to these core values should be followed by adopting organizational goals to have a staff, board, volunteer, and donor pool that reflects the rich diversity of the region, as well as to promote the value of diversity in their promotional literature and websites.
- ☒ Assess board composition and leadership structures and work to reflect the local Hispanic community. For example, nonprofits and foundations can partner with leadership development organizations on a Board Service Recruitment Project to diversify their boards.
- ☒ Foundations and nonprofits can exercise a more intimate and hands-on approach to their grant-making processes and donor-development strategies, encouraging their staffs to make personal connections and build relationships with the Hispanic community.
- ☒ Nonprofits that serve Hispanics should embrace community-building and provide culturally appropriate services. These strategies will allow the nonprofit to build meaningful, sustaining relationships with the Hispanic community and increase the Hispanic community's economic, political and social development. True community-building fully uses the capacities, skills, and assets of lower-income people and their neighborhoods. It allows nonprofits to engage their clients and core constituents as partners and build strong alliances that both enable the nonprofit to operate more effectively and clients to become more self-sufficient.

volunteer

## *Giving Strategies for the Hispanic Community*

-  Use your talents to strengthen Silicon Valley's vast array of community-service and cultural organizations by volunteering at a local nonprofit that is doing work about which you are passionate.
-  Help establish a giving program at your business or place of work that encourages your colleagues to support Hispanic or other nonprofit organizations or causes. For example, organize a back-to-school drive to obtain school supplies for low-income students at a local school. Or establish an employee group that researches the needs of the community and holds volunteer events to address those needs.
-  Organize a volunteer project with your family and neighbors to address a need in your community. For example, help an elderly neighbor make improvements to their home.
-  Talk to your financial advisor about the various instruments of giving, such as leaving a gift in your will to a Hispanic-serving nonprofit that will carry on your family legacy or designating a charity as the beneficiary of an insurance policy.
-  Partner with the Hispanic Foundation of Silicon Valley or another charitable organization to establish a legacy of giving and volunteering that supports the needs of the local Hispanic community.
-  Encourage others to give back to the Hispanic community by sharing your personal stories of service and the many ways it has touched your life.

strategies



*Hispanic Foundation of Silicon Valley  
Commits To:*

- ✿ Create a giving circle for Hispanic donors and for others who support Hispanic causes, allowing them to learn from each other and get involved with local organizations and issues affecting Hispanics. In a giving circle, each member of the circle donates money into a pool, then the group determines how the pool will support charitable causes. Giving circles allow donors to leverage their expertise and funds to work collaboratively to address social challenges.
- ✿ Continue to educate the public on the value of Hispanic philanthropy as well as its patterns and trends so that Hispanic philanthropy can be honored, celebrated, and accessed. The Hispanic Foundation of Silicon Valley will uphold this tradition by continuing to host and promote its annual Hispanic Charity Ball.
- ✿ Serve as a community resource by developing tools to educate the public about Hispanic philanthropy, provide opportunities for people to support Hispanic nonprofits and causes, and educate Hispanics on various mechanisms of giving and volunteering. For example, a media campaign could highlight prominent Hispanic philanthropists/leaders and how their contributions are improving the quality of life in Silicon Valley.
- ✿ Partner with other organizations to conduct on-going assessments on the needs and strengths of Hispanics in Silicon Valley in order to facilitate more strategic investment in the Hispanic community.
- ✿ Develop a pool of Hispanics who will have the leadership skills and commitment to serve on local nonprofit Boards.
- ✿ Create a Hispanic Foundation of Silicon Valley Speaker's Bureau to educate targeted audiences, such as business professionals, on the needs of the Hispanic community, the benefits of philanthropy, and opportunities to give and volunteer.



# APPENDIX: INTERVIEWEES

## **HON. BLANCA ALVARADO**

### **Member, Board of Supervisors, Santa Clara County**

Hon. Alvarado has served on the Santa Clara County Board of Supervisors from 1995 to present. Previously, she was elected in 1980 to the San José City Council. She is a supporter of arts organizations including Teatro Vision and Mexican Heritage Plaza.

## **JAIME ALVARADO**

### **Executive Director, Mayfair Improvement Initiative**

Mr. Alvarado guides the Mayfair Improvement Initiative in its effort to fortify a neighborhood of rich cultural heritage in San José. Previously, he served as assistant director of the Initiative. Prior to joining the Mayfair Improvement Initiative, Jaime worked as a Journeyman Electrician as a member of the International Brotherhood of Electrical Workers (IBEW) Local 332 for nearly 20 years. Jaime also served for three years as the Executive Director of MACLA/San José Center for Latino Arts. Since joining the Mayfair Improvement Initiative, Jaime has volunteered as a member of the board of directors of the Partnership for Immigrant Leadership and Action (PILA, formerly known as the Northern California Citizenship Project). A life-long resident of Mayfair, Jaime holds a BA in economics from University of California at Santa Cruz.

## **VICTOR ARRAÑAGA, JR.**

### **Manager, Government Affairs, Applied Materials**

Mr. Arrañaga expands Applied Materials' government relationships and forges key alliances and partnerships with government agencies. He has over 30 years of experience in government relations, working for top companies including SBC, Saldaña Construction Inc., Merex AG, and Perea & Hinkley Inc. He serves as a member of the San José Silicon Valley Chamber of Commerce, COMPAC board of trustees, the Silicon Valley Manufacturing Group's government relations committee, and is the chairman of the San José Sports Authority. Mr. Arrañaga graduated from San José State University with a BA in political science.

## **CHRISTOPHER ARRIOLA**

### **Office of the District Attorney, San José**

Mr. Arriola is a trial attorney in the Career Criminal Unit of the Office of the District Attorney in San José. Previously, he tried felony cases as a member of the District Attorney's Office and worked on its newly established Community Prosecution Unit. He began his career working for the Los Angeles County District Attorney's Office. Mr. Arriola is president-elect of the Santa Clara County Bar Association. He serves as judicial chair of California La Raza Lawyers Association and was previously president of the organization. He has also served as chair of the Governor's Advisory Panel on Racial Profiling and in 2003 was named as one of the *Top 20 Lawyers Under 40* in the State of California by the *Daily Journal* legal newspaper.

**SONYA COTERO ARRIOLA**  
**Compensation Consultant,**  
**AON Consulting/Radford Surveys**

Mrs. Cotero Arriola conducts international prevailing wage surveys in the high-technology industry. She is currently a board member of the Movimiento de Arte Y Cultura Latino Americana and a trustee of the Branson School, a private, independent high school in Ross, California. Previously, she served on the board of the Harvard Club of San Francisco and was president of the Stanford Chicano/Latino Alumni Association, where she was recently named Stanford's Chicano/Latino *Alumni of the Year*.

**CARLOS AVITIA**  
**Retired**

Mr. Avitia recently retired after 29 years with Felton Aluminum Company. He was a union shop steward during that time, and was a board member of the Latin American Council for Latino Advancement, the South Bay AFL-CIO Labor Council, the International Molders Union and the Services, Immigrant Rights & Education Network. He currently serves as a volunteer at the Mexican Heritage Plaza and the Hispanic Charity Ball, where he and his wife Consuelo chaired the *La Familia* committee in 2004.

**CONSUELO AVITIA**  
**Supervisor, Records Division**  
**Clerk's office, City of San José**

Mrs. Avitia serves as a supervisor in the Clerk's Office of the City of San José. In addition, she has served as chair of the Santa Clara County Commission on the Status of Women, and in numerous capacities at the Hispanic Association of City Employees including president, vice president and advisor. Additionally, she volunteers for the Hispanic Charity Ball where she and her husband Carlos chaired the *La Familia* committee in 2004.

**ALCARIO CASTELLANO**  
**Castellano Family Foundation**

Mr. Castellano is co-founder of the Castellano Family Foundation. The Foundation is dedicated to the cultivation and enrichment of Latino family values through support of organizations promoting the arts, Latino culture, Latino leadership and the educational pursuits of Latino students. Mr. Castellano previously served on the board of directors of the Hispanic Foundation of Silicon Valley.

**CARMEN CASTELLANO**  
**Castellano Family Foundation**

Mrs. Castellano is the president of the Castellano Family Foundation. She serves on the board of directors of Los Lupeños de San José, the Chicana/Latina Foundation, the Latino Community Foundation, and the Women of Silicon Valley Fund. In 2002, Mr. and Mrs. Castellano were honored as recipients of the *Portraits of Success Award* for their exemplary leadership in the Latino community. In 2004, they received an *ABBY* award from the Arts Council Silicon Valley for their community leadership in support of the arts.

**EL COMITÉ CÉSAR CHÁVEZ**

El Comité César Chávez, an immigrant-led grassroots group, was launched in the Mayfair neighborhood of East San José in 2001 with support from the Mayfair Improvement Initiative and staffing from the Services, Immigrant Rights & Education Network (SIREN). Since that time, El Comité/SIREN have engaged neighborhood residents in an effort to provide long-term leadership development opportunities, educate families about their rights, government programs and benefits, and organized families so that issues impacting the Mayfair neighborhood are effectively addressed at the city, county and state levels.

**OLIVIA SOZA-MENDIOLA**  
**Chief Executive Officer,**  
**Mexican American Community Services Agency, Inc.**

Mrs. Soza-Mendiola has worked at the Mexican American Community Services Agency for 19 years, where she began as a program specialist tutoring children after school, and is currently the agency's chief executive officer. She is the recipient of numerous accolades including the *Unity in Diversity Award* from the County of Santa Clara in 1999, *Inspirational Leader Award* from the Latina Coalition in 1998 and the *Si Se Puede Award* from the Latina Coalition in 1993.

**STEVE MONTOYA**  
**Partner, Azul Venture Partners**

Mr. Montoya has over 27 years of experience in computer and telecommunication system design and development, and has worked for companies including Hewlett-Packard and StrataCom, and was a co-founder of Nayna Networks. He is currently building Azul Venture Partners, a new private equity fund focused on mid-market Hispanic companies. Steve holds a BSEE from University of California at Davis, an MSEE from University of California at Berkeley, and an MBA from Pepperdine University.

**JOSE ANTONIO RUBIO**  
**Catholic Priest, Director of Ecumenical**  
**and Inter-Religious Affairs, Diocese of San José**

Fr. Rubio served on the board of directors of the San José Symphony Orchestra and is actively involved with the Opera San José, the Movimiento de Arte Y Cultura Latino Americana, Biblioteca Latinoamericana, and Symphony Silicon Valley.