A YEAR THAT REVEALED THE BEST IN US

LATINO COMMUNITY FUND GEORGIA
Collective Strength and Investment

2020 impact report
THIS IS US

See staff and board list on page 16
2020 was a year that defined us in many ways.

It brought to the forefront the vast inequities many black, brown, LGBTQ, immigrant, and differently-abled communities face daily. The pandemic evolved into a humanitarian crisis that exacerbated these inequities in ways none of us could have ever imagined. Access to food, technology, COVID-19 testing, or critical access to information via phone became an issue affecting several communities.

2020 brought out the best in us and encouraged us to continue to advocate for change in our communities, our neighborhoods, our state, and our country. This year provided more clarity about the barriers and obstacles we must overcome and the systems we must dismantle. It uncovered opportunities to create new tools that will support our most vulnerable.

In this spirit of collaboration and determination, the LCF Georgia seized the opportunity that 2020 presented to us to be that change maker in Georgia, our state. From the board of directors to its volunteers, every one of us understood that our mission became doing all we could to provide relief to the thousands of families facing eviction, hunger, illness, death, despair, and fear.

The LCF Georgia team and community members worked parallel to provide direct relief paired with our civil and human rights critical education. We recognized that policies are directly responsible for the realities we live at home, at work, with loved ones. Our monumental efforts to get everybody counted at the decennial census to the massive mobilization during general and Senate runoff elections is a testament to our team and member organizations’ commitment to show-up.

I am deeply honored to have served as Chair of the Board during such a significant period in our lives. I am thankful for the support of my fellow board members, joining in food distribution efforts, fundraising for rental support, text banking, and education.

Our hands-on commitment to do the work has defined our organization as a community of diverse leaders unafraid of owning our responsibility and getting the job done.

Maria (Mayte) Peck
COVID-19 Relief & Mitigation Fund

**TOTAL FINANCIAL INVESTMENT**

$1,792,929 total invested in food securing, rental and utility assistance, and personal protective equipment

- $854,350 GRANTS
- $702,000 DIRECT ASSISTANCE
- $164,079 FOOD PURCHASED WHOLESALE AND DISTRIBUTED
- $72,500 PPE PURCHASED WHOLESALE AND DISTRIBUTED

**TOTAL COMMUNITY IMPACT**

- 152,200 INDIVIDUALS received food assistance
- 71,160 INDIVIDUALS individuals benefited from rental assistance (14,232 families)
- 30,000 INDIVIDUALS benefited from utilities assistance (7,600 families)
- 8,200 INDIVIDUALS received diapers, toiletries, and general supplies (566 individuals received medical bill assistance)
- 30,500 INDIVIDUALS received masks and other PPE

Priority for relief was given to individuals directly impacted by COVID-19 that met at least 3 out of 5 criteria as part of a screening process that centered on the most vulnerable community members:

- English Learners
- Unable to secure other types of relief due to documentation status
- With dependents
- With limited or no source of income
- Without access to reliable transportation

Additionally, we designed an intentional effort to dedicate resources to workers in the agricultural, carpet manufacturing and poultry sectors, all industries that never stopped their production.

**Grant Recipients**

We are grateful for your partnership that made this work possible:

- ABAC Foundation (Migrant program)
- Caminar Latino
- Coalition of Latino Leaders of Dalton
- Community Estrella
- Dignidad Inmigrante
- El Refugio
- Freedom University
- GA Familias Unidas
- GALEO LCDF
- Iglesia Remanso de Paz
- Immaculate Conception Church
- Latin American Chamber of Commerce of Georgia
- Lifting Latinx Voices (Feminist Health Center)
- Los Niños Primero
- Los Vecinos de Buford Highway
- Mision Catolica St. John Paul II
- Romanos Unidos
- Sandy Springs Mission
- Savannah Undocumented Youth Alliance
- Ser Familia
- U-Lead Athens
- Unidos Latino Association
- We Love BuHi, Inc
- Women Watch Afrika

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2020 Impact Report
Decennial Census

127,876 people touched through canvassing and texts
12,000 families received flyers with food distribution efforts during the summer
23,000 unique visits to our “Yo Cuento en Georgia” website visits to learn and receive information in Spanish
Spanish-speaking Georgians to the census questionnaire
122,000+ clicks to the census questionnaire from social media outreach trilingual campaign

The centerpiece of our outreach campaign, the “Me Toca a Mi, Te Toca a Ti” video created, produced and executed by local Georgia diverse Latinx artists, received national attention as the 2nd place winner by Open Innovation Labs rewarding the most creative, impactful, and informative videos about the 2020 Census.

Thank you, Latinos for Democracy grantees and partners!

Georgia Association of Latino Electors Officials (GALEO), Coalition of Latino Leaders in Dalton (CLLA), Dignidad Inmigrante (DIA), GAFamilies Unidos, Hispanic Organization Promoting Education (HOPE), Los Vecinos de Buford Highway, Unidos Latino Association of Rockdale and Newton counties.

General & Senate Runoff Elections

Trilingual Digital Campaign
1,087,691 texts to voters
500,000 bilingual mailers
93,450 clicks from trilingual social media campaign to register to vote, request absentee ballots, verify polling locations and tutorials on how to use the new voting machines
21,933 voters received at their homes information in top Metro and Hall, Whitfield and Forsyth Counties
17,000 phone calls
9,000 potentially purged Latinx voters were contacted to review registrations

K-12 English Learners Advocacy Table

Issued the first state-wide language policy analysis for the top 12 school districts with high density of English Learners, a population that has grown over 60% in less than a decade with over 140,000 students in K-12.

Findings, summarized in our “Statistics On Learning”, a table issued 2-page report included a a high school completion rate 17 percentage points lower than the state average with non English Learners graduating on average at 83% vs 66% for English Learners.

Statewide, English Learners transition to college at a rate 14 percentage points lower than state averages (43% compared to 68%).

The report can be downloaded at GeorgiaEnglishLearners.com

K-12 EL Table members: Athena’s Warehouse, Center for Pan Asian Community Services (CPACS), Friends of Refugees, Georgia Association of Latino Administrators and Superintendents (GALAS), Georgia Association of Latino Electors Officials (GALEO), Next Generation Men & Women, Southern Poverty Law Center (SPLC), The Latin American Association (The LAA), U-Lead Athens, Vecinos of Buford Highway, Women Watch Afrika (WWA)

Building a Shared Advocacy Agenda

With the support and feedback our membership during our first membership meeting in 2020, we issued position papers on 4 key issues overwhelmingly affecting the Latinx community in Georgia.

• The Latino Community Fund Believes Expanding Opportunities for Drivers’ Licenses Creates Safer Roads and Better Communities.
• The Latino Community Fund Support Expanding Access to In-State Tuition for All Qualifying Students is Fiscally Responsible
• The Latino Community Fund Believes a Multilingual Georgia is Key to Simulating International Economic Development in the State
• The Latino Community Fund Fully Supports Expanding Entrepreneur Opportunities for All Georgians

We are grateful to Representative Pedro Marin and Senator Elena Parent who facilitated the distribution of a copy of each one of these documents on the seats of each representative and senator in Georgia.
55-67% come from a low-income background

15-46% identify as members of the LGBTQ community

8-17% identify as Afro-Latinx

Up to 15% identify as indigenous

WHO ARE THE ATTENDEES TO OUR WORKSHOPS?

Percentages vary depending on the various workshops attended.

COMMUNITY EDUCATION, OUTREACH, & TESTING

FOOD SECURITY
12,000 families fed
7 counties
10 organizations

COVID-19 TESTING
Organized and promoted FREE COVID-19 testing sites centered on immigrant needs
4,541 people tested in Buford Highway, Gainesville, Warner Robbins, Sandy Springs / Dunwoody efforts
1,878 unique visits on COVID testing finder in Spanish we updated every week

COMMUNITY EDUCATION
Housing, tenants, healthcare, workers rights and what to expect when looking for emergency medical attention in a hospital.
17 workshops and educational sessions
3,584 video views
106,617 reach
2,972 engagements
6 PSA’s on COVID mitigation & care
42,968 views
163,482 reach
872 shares

P-EBT OUTREACH
103,000 Spanish speaking parents reached
36,600 clicks to learn step by step how to fill out the form and submit information

Entrepreneurship 101
25 graduates from a virtual program based on the UGA SBDC curriculum.

WHO ARE OUR 2020 PROGRAM GRADUATES?

At A Glance

84% come from a low income background
4% identify as members of the LGBTQ community
16% identify as Afro-Latinx
24% identified as having diverse documentation status (DACA, or other)
23% had parents who owned businesses while they themselves did not own one*
15% owned a business
Median age 22

100% of graduates said they would recommend the workshop to others

had a better understanding of entrepreneurship because of the workshop

Over 399 sessions from nonprofit professionals logged into our workshops and TA sessions including our 7th Annual Latino Summit “Equity Beyond COVID-19”
**2020 LCF Georgia**

**Program Grant Investments, COVID Relief and Economic Opportunity**

**2020 Finances at a Glance**

- **Fundraising**
  - 1% of total expenses
  - $33,034.31
- **Administration**
  - 3% of total expenses
  - $99,054.97
- **Programs**
  - 96% of total expenses
  - $3,168,928.61

**Programmatic Expenses**

- **Protecting, Defending and Building Community**
  - $336,747.71
- **Advancing People’s Democracy**
  - $865,905.14
- **Grants, Financial Assistance and Economic Opportunity**
  - $1,966,275.76

- **COVID-19 Relief and Operations**
  - $854,350
- **Capacity Building and Delivering on the Dream**
  - $227,500
- **Civic Participation and Advocacy Grants**
  - $217,800
- **Educational Grants**
  - $14,250
- **Entrepreneurship Grants**
  - $12,400
BOARD OF DIRECTORS

Maria (Mayte) Vinces Peck
Principal, SheLends
Chair

Lillian Rodriguez-Lopez
Principal, The Dorado Group
Vice Chair

Omar Esposito
Chief Revenue Officer, Stackfolio
Treasurer

Daniela DeMaria
Vice President, 53 Bank
Secretary

Aida Perez-Flamm
Principal, Aida & Company
Past Chair

Henry A. Kelly
CEO, First Touch Logistics
At-large

Rudy Beserra
Consultant, Vensure
At-large

Eddy Elguezabal
Regional President, Univision 34 Atlanta
At-large

Antonio Molina
Attorney, Heidari Power Law Group & D'Aurio Law
At-large

Samantha Ramirez-Hererra
CEO, OffThaRecord
At-large

Frank Fernandez
CEO, Community Foundation for Greater Atlanta
At-large

Luis Avila
Vice President Cox Enterprises
At-large

Yolanda Robles
CEO CulturalLink
At-large

CORE STAFF

Gigi Pedraza
Executive Director

Genesis Castro
Program & Network Manager

Michelle Zuluaga
Civic Participation Manager

Sergio Mendez
Grant making Administration

Pedro Vitoria
Operations & Relief

Diana Lara
Civic Participation Education Lead

Andy Santamaria
Civic Participation Education Lead

ADVOCACY & CIVIC PARTICIPATION CONTRACTORS

Critical Point Consulting
Natalia Dutra
Ohio River South

SOUTH GEORGIA EDUCATORS

Angela Lerma
Jose Reyes
Lupita Quezada
Rosillo Hernandez
Ulyssa Soto

CIVIC PARTICIPATION FIELD WORKTEAM

Adalina Merello
Alan Merlo
Alan Robbins
Augustine Jimenez
Braulio Salvarey
Cory Geary
Daniela Ramirez
Diana Salvarey
Dominique Hogan
Elaine Gonzalez
Gabrielle Madure
Gabrielle Vazquez
Inna Ruiz
Jairo Garcia
Jenai Taylor
Jessica Gonzalez
Jordan Gaeta
Jose Luis Calderon
Joselin Leon
Juan Gomez
Karen Trejo
Katherine Rodriguez
Kevin Mendez
Leilani Leon
Leonardo Maduro
Lily Freyberger
Malorie Gomez
Maria Batres
Mark Lannaman
Mireya Arteaga
Mitra Jerald
Natalia Dutra
Rafael Gonzalez
Richard Myers
Ruben Leon
Shawn Uribe
Valencia Garza
William Freyberger
Yael Hernandez

2020 MEMBER ORGANIZATIONS

Altern, Inc
Aklla Sumaq
Asociación Cultural Hispanoamericana
Athena’s Warehouse
Aurora Theatre
Caminar Latino
Coalición de Latino Líderes de Dalton (CLILA)
Community Support for Families In Crisis Due to Deportation
Comunidad Estrella
Contigo ATL
Contrapunto Art Group
Cross Keys Foundation
Dignidad Inmigrante en Athens (DIA)
El Refugio
Fiesta de Libros
Freedom University
Georgia Familias Unidas
Generacion Latina
Georgia Association of Elected Officials (GALEO) and GALEO LCDF
Georgia Association of Latino Administrators and Superintendents (GALAS)
Georgia Hispanic Chamber of Commerce (GHCC)
Georgia Hispanic Construction Association (GHCA)
Georgia Latino Law Foundation (GLLF)
Georgia Undocumented Youth Alliance (GUYA)
Hispanic Business Center
Hispanic Organization Promoting Education (HoPe)
Latin American Chamber of Commerce (LACC Georgia)
Latino Community Fund
Latino LinQ
Levantando Voces Latinas (Feminist Women’s Center)
Little Latino Girls of Middle Georgia
Los Ninos Primero
Romanos Unidos
Sandy Springs Mission
Savannah Undocumented Youth Alliance (SUYA)
Scorzara Arts Academy
Ser Familia Inc.
ULead Athens
Unidos Latino Association of Rockdale/Newton County
Vecinos de Buford Highway