



2023-2025 Strategic Plan

October 2022



Who We Are

The Latino Community Fund (LCF Georgia) is a 501c3 membership organization of Latinx-led, Latinx-governed, and Latinx-serving community organizations. LCF Georgia is the only nonprofit organization in the state dedicated to providing funding to the Latino community and delivering critical capacity-building services to strengthen its member organizations. LCF Georgia is the most trusted resource for meeting the complex needs of Georgia's Latino and immigrant community.

Grassroots organizations and community leaders are best equipped to understand and fully serve their communities. But these groups often lack access to the resources, networks, and expertise necessary to meet these many needs. In 2015, a group of committed community members discussed the creation of a giving circle with 100% of gifts granted to grassroots, Latinx-led organizations in Georgia.

This initial idea led to the creation of LCF Georgia. Incorporated in 2017, LCF Georgia provides funding and targeted direct assistance to Georgia's Latino community and to the charitable organizations that protect and build (those) Latino communities. We follow a successful and proven Latino membership organization model like those established in the states of California, New York, Washington and Colorado.



Our History

2017-2018

- LCF Georgia incorporates
- Launch of first Latinx Giving Circle (10 people)
- Publication of Latino Organizations are Critical to GA
- Invested \$35K in Puerto Rico recovery and \$5K in scholarships
- 15 organizations join the network
- 990 revenue: \$108,000

2018-2019

- Launch Latinos for Democracy, the only nonpartisan coalition for Latinx voter mobilization
- Establish DOTD-GA to invest in immigrant leadership and organizing.
- Educational/TA support to 150 people
- \$280K in grants and scholarships
- 28 members
- 990 revenue: \$689,653

2019-2020

- Co-Chair GLCCC for census
- Release GA Latino Entrepreneurship Report
- Launch resource map for families in Spanish with 380 entries of programs/services
- Support with TA for 260 individuals
- \$350K in grants and scholarships
- 31 members
- 990 revenue: \$840,530

2020-2021

- Organize K-12 Advocacy table
- Lead COVID-19 Latino relief efforts in Georgia. 152,000 receive food, 600 families receive financial assistance, 2500 COVID I tests, 1,000+ monthly visits to unique site in Spanish
- 390 professionals receive TA and education
- \$2M+ in grants and scholarships
- 39 members
- 990 revenue: \$4,163,606

2021-2022

- Formalize Health & Wellbeing Program with 13,000+ COVID vaccines given and 800 individuals screened
- 300 families receive school supplies, 280 families receive emergency assistance
- Three (3) publications: Trabajando Juntos, Impact of COVID-19, Low-barrier playbook
- \$1 Mil in grants and scholarships
- 990 revenue: 3,394,386

Our Vision & Mission

Vision

Be the most trusted connector between funders, nonprofits, individuals, and businesses working with and within the Latinx community in Georgia.

Mission

We are a catalyst for investment, collaborative work, and positive narrative for the Latinx/Hispanic Community in Georgia.

Our Equity Statement

Racial Equity Statement

We believe and recognize the intersectionality of our experiences and embrace all diversity including race, ethnicity, documentation status, language, gender, literacy level, ability, identity, belief system, and self-expression. We recognize that systems affect everyone differently and commit to educating ourselves and developing dialogue, programs, services, policies and processes centering on those most vulnerable in our diverse community as a way to uphold the values of equity, justice and inclusion

How We Do Our Work

We commit to equity, diversity, and inclusion by ensuring our initiatives are developed with cultural awareness and address many aspects of life. When making decisions, we utilize a lens of equity to focus on building and strengthening the Latino community by including partners, allies, and team members from the community. Our programs and efforts are designed for the most vulnerable or those with limited access, so our activities can be accessible to most people.

We build on the legacy of those that first sought to secure our civil and human rights. We recognize and uplift the work done by these leaders and seek to invest and trust in a new generation of community leaders. Our ongoing commitment to equity, diversity and inclusion requires our investment in dialogue and solidarity with others to create a country where we can collectively thrive and attain our aspirations.



Our Values

01

Integrity

We maintain the highest standard of ethical and moral behavior in our conduct. Our actions are consistent with what we say, and we honor our commitments to the community and each other. We are honest, accountable, and transparent with each other and our stakeholders. We value and practice sound ethical character and behavior.

02

Trust

We seek to consistently build trust in every interaction by conducting ourselves in a professional and honest manner—one conversation, one action, one follow-through at a time.

03

Inclusion

We build capabilities and knowledge that supports the inclusion, autonomy and representation of individuals and organizations in decision-making on the creation of programs, policies and investments in the Latino/immigrant community

04

Collaboration

We foster collaboration and leverage collective genius and impact. We partner and collaborate with individuals and organizations to accomplish our mission and in doing so, we work together for the greater good to better the Latino Community as a whole.

Who We Serve

We support the Latino community in Georgia. We are both a philanthropic intermediary and a direct service provider working with and within Georgia's diverse communities for the benefit of the Latino community. We serve two distinct groups: direct beneficiaries (individuals) and member organizations.

**Latino community
in Georgia**

As a federated model, we serve as an intermediary between Latinx nonprofit organizations, funders, government and others interested in investing in and supporting the Hispanic community in Georgia.

**Latino-serving organizations
in Georgia**

Our Geographic Focus

LCF Georgia will serve Latino-serving organizations and the Latino community in Georgia. Increased focus will be given to metro-Atlanta, Whitfield County and South Georgia as they hold the largest percentage of Latinos and the largest need for services, respectively.

Greater metro-Atlanta area

We focus on collaborating with and supporting member organizations that are currently in and serving these communities.

Dalton – Capital of Whitfield County

Largest percentage of Latinos of any city in Georgia and home to the oldest Latinx population.

Two member organizations are based in the area and are poised to accelerate positive change.

South Georgia

Primarily rural communities experiencing increasingly large numbers of Latinos.

Limited infrastructure and currently not being served by other organizations.

LCF Georgia intervenes with direct services to fill the gap.

Our Pillars



Advance People's Democracy

We advance people's democracy through Advocacy, Civic Participation, and Coalition Building. We encourage, promote and work to ensure that every individual participates in the democratic processes that exist in this country, by voting, mobilizing, organizing, volunteering and keeping elected and appointed officials accountable. We advance knowledge of our community by research & data



Protect and Build Community

We work with our members and partners, allies, community leaders and volunteers to create a more equitable and just Georgia for everyone that lives, loves, and works here regardless of where they were born, what they look like, or what language they speak.



Expand Economic Opportunity

We facilitate economic opportunities for the Latino community in Georgia through financial assistance, scholarships and grantmaking for both community organizations and individuals. We raise funds from foundations, corporations, and individuals to fund these efforts.

What We Do

- Legislative & Grassroots advocacy
- Latino vote & Civic engagement
- K-12 Advocacy table for English learners
- Research projects & data aggregation

- Technical Assistance, Membership support & Nonprofit Education
- Health and Well-Being Program

- Grants for Member and Partner Organizations
- Educational Scholarships
- Entrepreneurship seed funding
- Disaster Relief



What Makes Us Unique

- We are the only organization in Georgia that supports other Latino-serving and Latino-led organizations and the greater Latino community by advancing democracy, protecting and building community and facilitating economic opportunity for all.
- We have a unique ability to build, lead and manage partnerships and coalitions. We are backed by a solid track record of successful interventions in this field.
- We have deep understanding of our community's needs and fears with the ability to respond to those needs in a culturally sensitive manner by an experienced, bicultural and bilingual staff and leadership.
- We are trusted within our community due to a track record of authentic engagement and proven social impact.
- We have connections and partnerships with grassroots service providers.



What We Aspire to Achieve

Programmatic Capabilities

- 01 Improve the quality and effectiveness of culturally competent health and social services
- 02 Increase Latinx representation in private, nonprofit and public sectors at every level
- 03 Lead and develop individuals and organizations to strengthen their capacity to serve the Latino community needs across Georgia
- 04 Grow sustainable access to services for Latinx communities outside metro-Atlanta



Organizational Capabilities

- 05 Expand financial capacity for investments
- 06 Invest in the effectiveness and future sustainability of the organization through capacity and infrastructure building to position for long-term growth
- 07 Strengthen the brand and expand awareness
- 08 Expand and deepen LCF Georgia's impact in the nonprofit landscape / sector
- 09 Develop and implement a talent management strategy to attract, grow and retain the right human capital

Our Impact Promise

We commit to investing in Latino organizations, leaders and people so that together we can accelerate positive and equitable change to advance diverse communities in Georgia



In Georgia

- Increase diverse representation of Latino community in decision-making spaces
- Foster a political and legislative environment that creates opportunities for Latino people and immigrants
- Have Georgia fully value the important contributions of Latino multicultural and multilingual individuals in its growth and development



In the Latino Community

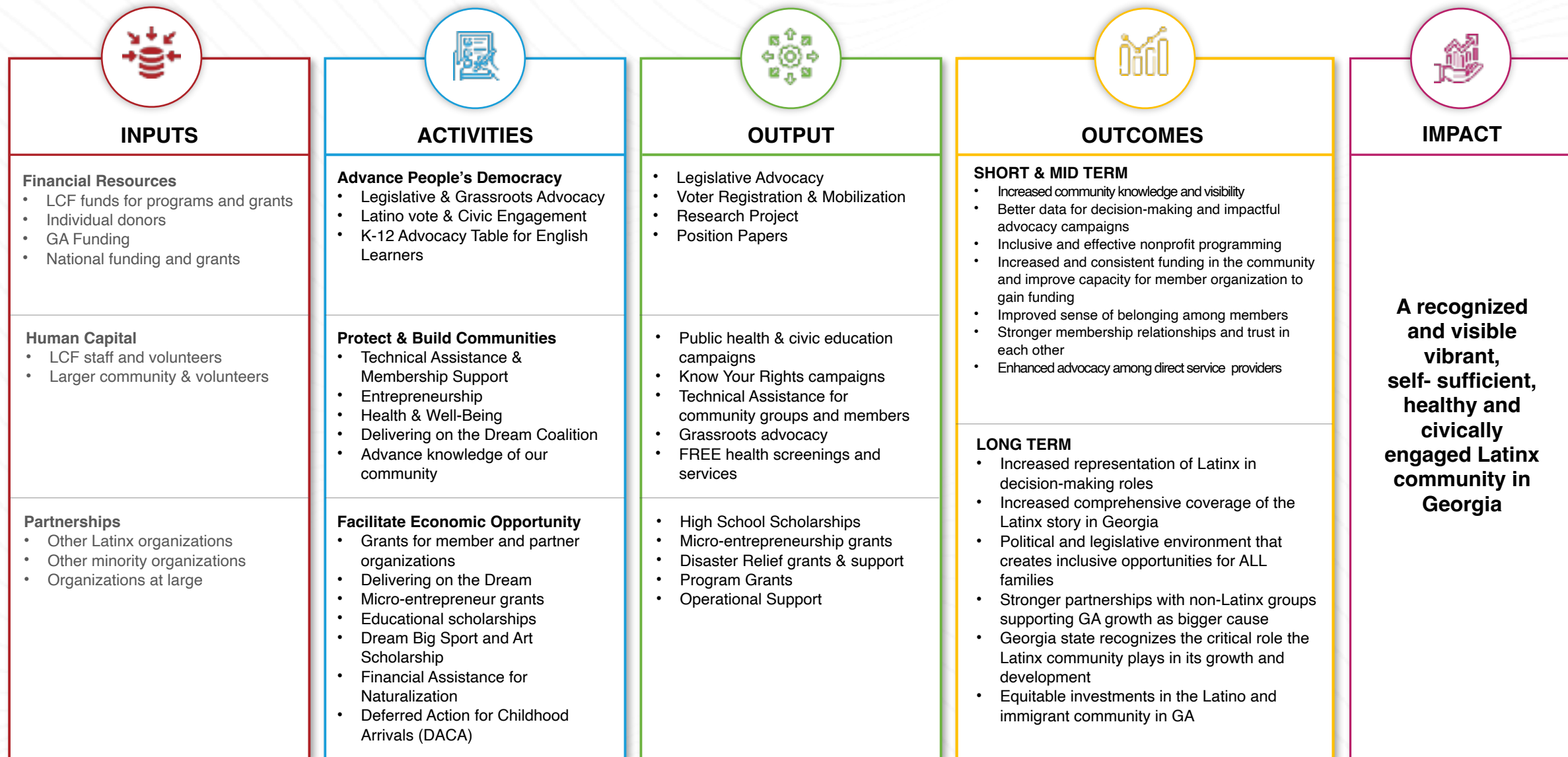
- Increase/strengthen collaboration across sectors and leaders
- Increase diverse representation in organizations and leadership positions
- Define and consistently tell our stories and inclusive narratives
- Build and expand a new generation of leaders
- Ensure an equitable distribution and investment of funds in our growing community



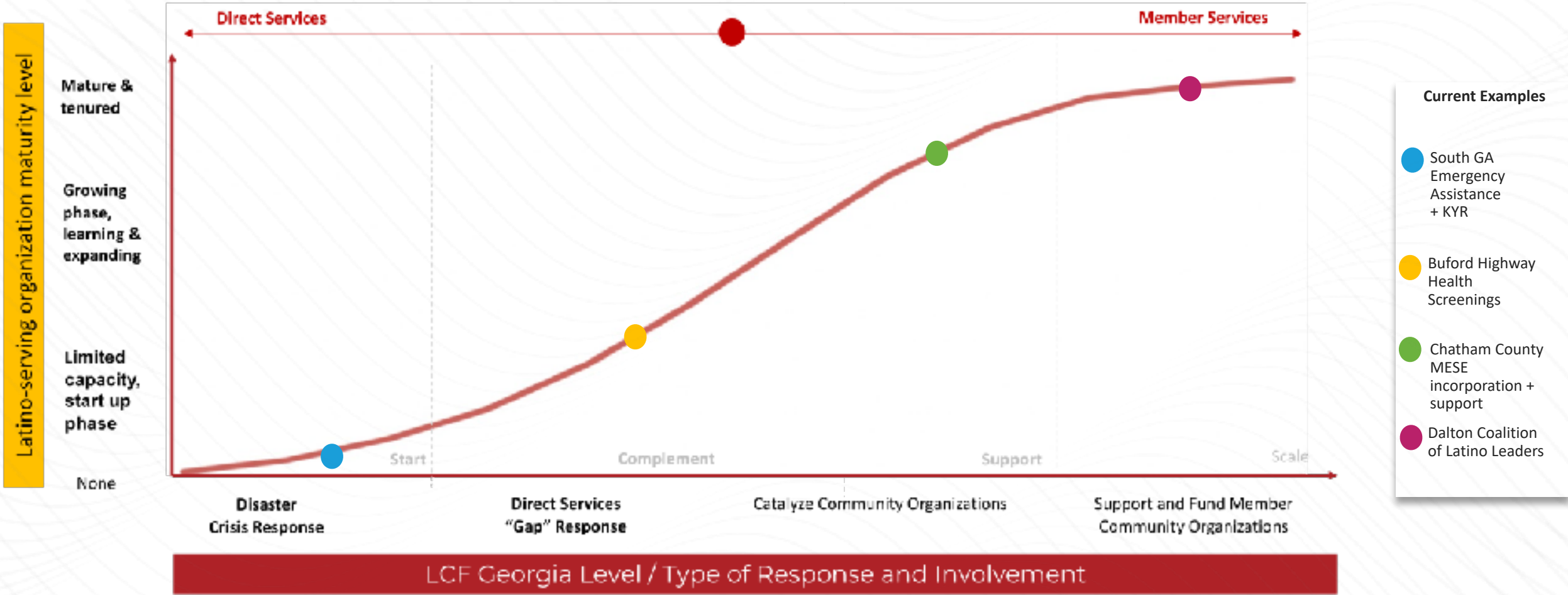
In People and Organizations

- Build and strengthen a sense of belonging
- Increase civic participation and voice
- Strengthen mutual and intentional collaboration and support
- Equip individuals and organizations with tools to accelerate their ability to create an impact for themselves and their communities

Theory of Change



Our Model for Providing Service



To achieve long-term social impact, LCF Georgia provides a range of direct and member support services depending on the local communities in which it is engaged. The goal is to build a strong ecosystem by fostering and guiding an active network of organizations serving the Latino communities in Georgia.



Our Strategic Priorities

2023-2025 AREAS OF FOCUS

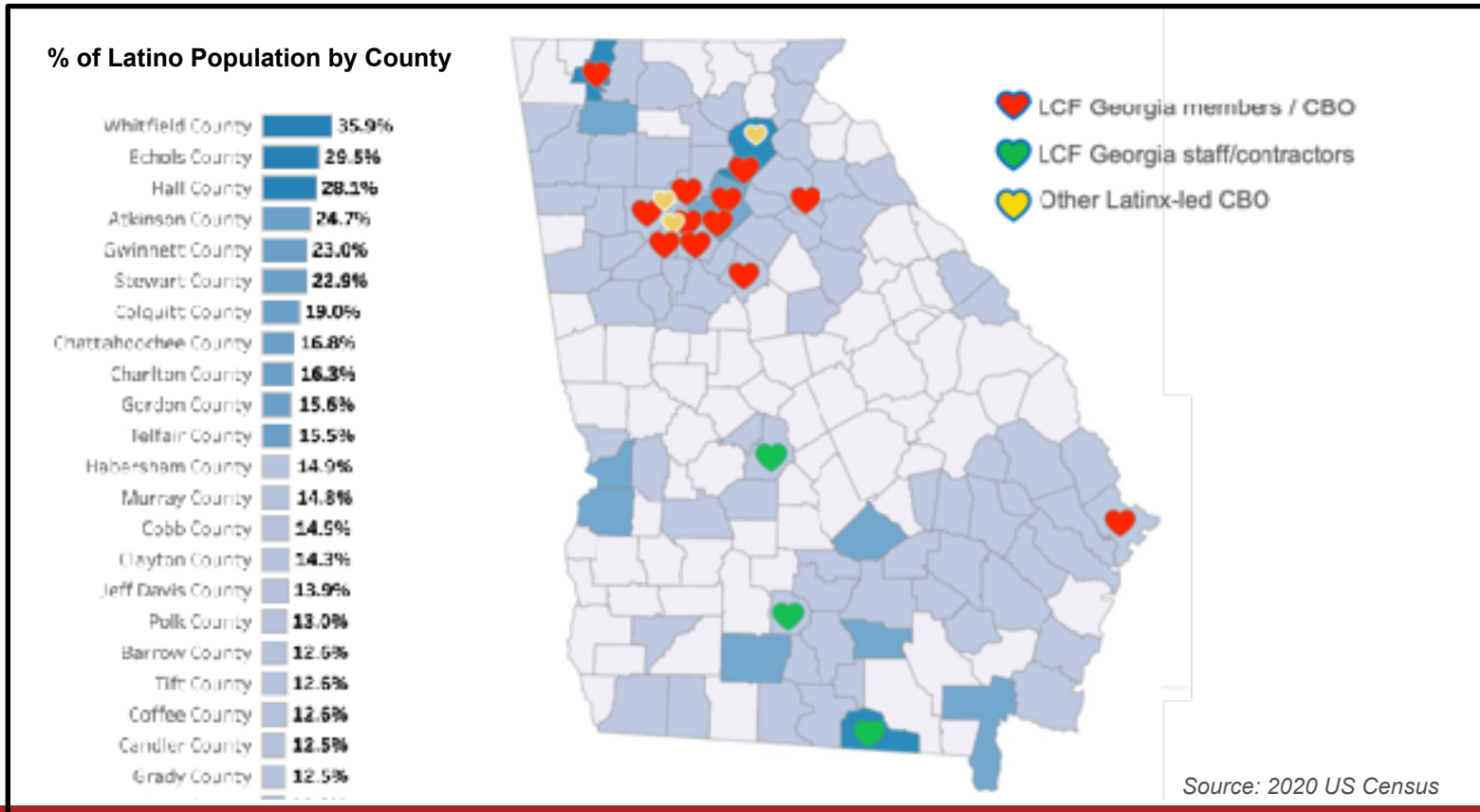
ORGANIZATIONAL INFRASTRUCTURE AND HUMAN CAPITAL	FINANCIAL HEALTH	LATINO VOICE AND INFLUENCE EXPANSION	DATA INFRASTRUCTURE	MEMBER ORGANIZATION CAPACITY BUILDING
GOALS				
Strengthen organizational infrastructure and capabilities to ensure sustainability and continuity of LCF Georgia operations	Ensure ongoing financial health by attracting the right type of funding and effectively managing to maximize impact	Increase Latino influence in people’s democracy, community building and economic opportunity	Strengthen data infrastructure, collection, processing, analysis and usage to inform policy, strategy and program development	Continue to build capacity within member organizations to drive a larger number of organizations to self-sufficiency for greater impact
KPIs				
<ul style="list-style-type: none"> • Succession plan for Executive Director and Board approved and in place • Professional development plan • Talent strategy and plan approved and in place 	<ul style="list-style-type: none"> • 15% increase in revenues generated from events and government funding • 10% increase annually in revenues • 70% of existing funders retained annually • Brand awareness by professionals and potential funders increases by 25% 	<ul style="list-style-type: none"> • 15% increase in positive Latino stories in print and mainstream • 25% increase in advocacy funding for member organizations • 50% of member organizations sign written agreements annually for shared agenda / priorities 	<ul style="list-style-type: none"> • Hire consultant to do assessment • Implement recommendations of consultant, including data management platform • Implement SOPs across all programs,, including training of staff • Actively use the data to inform all activities 	<ul style="list-style-type: none"> • 10%+ increase financial support to members organizations annually • \$100K+ secured funding to member organizations through TA annually • Member organizations assessed and plotted along the S-curve model to prioritize investment

How We Will Measure Success as an Organization

	With the Community	With Members	Within the Organization
Voice/ Visibility	<ul style="list-style-type: none"> • Increase by 3% Latino turnout in every election • Track and improve comprehensive / positive Latino stories in mainstream media • Increase visibility and role in thought leadership articles/publications and other media 	<ul style="list-style-type: none"> • Document and strengthen coalition work and impact in the advocacy/civic participation and health space • Increase in the number of members focused on advocacy, civic participation, and health 	<ul style="list-style-type: none"> • Increase brand awareness through mainstream media and key circles / opportunities for visibility • Strengthen advocacy voice and capabilities through influence networks
Build / Protect	<ul style="list-style-type: none"> • Increase 15% per year: • Health screenings • Advocacy training • Fully implement a KYR navigation process • Expand consistent South GA presence to 10 counties 	<ul style="list-style-type: none"> • Increase capacity of member organizations in the following priority areas: <ul style="list-style-type: none"> ◦ Fundraising ◦ Project management + impact ◦ Advocacy engagement ◦ Talent management 	<ul style="list-style-type: none"> • Implement succession and leadership development and planning for board and key staff positions • Strengthen processes and infrastructure and data management
Economic Opportunity	<ul style="list-style-type: none"> • Secure matching funds for both Micro-Entrepreneur grants and Scholarships X 3 years 	<ul style="list-style-type: none"> • Consistently increase the amount of dollars granted annually (5% but accounting for big election years) 	<ul style="list-style-type: none"> • Increase 15% in revenues from government and event funding annually as a sustainability strategy for direct service programs

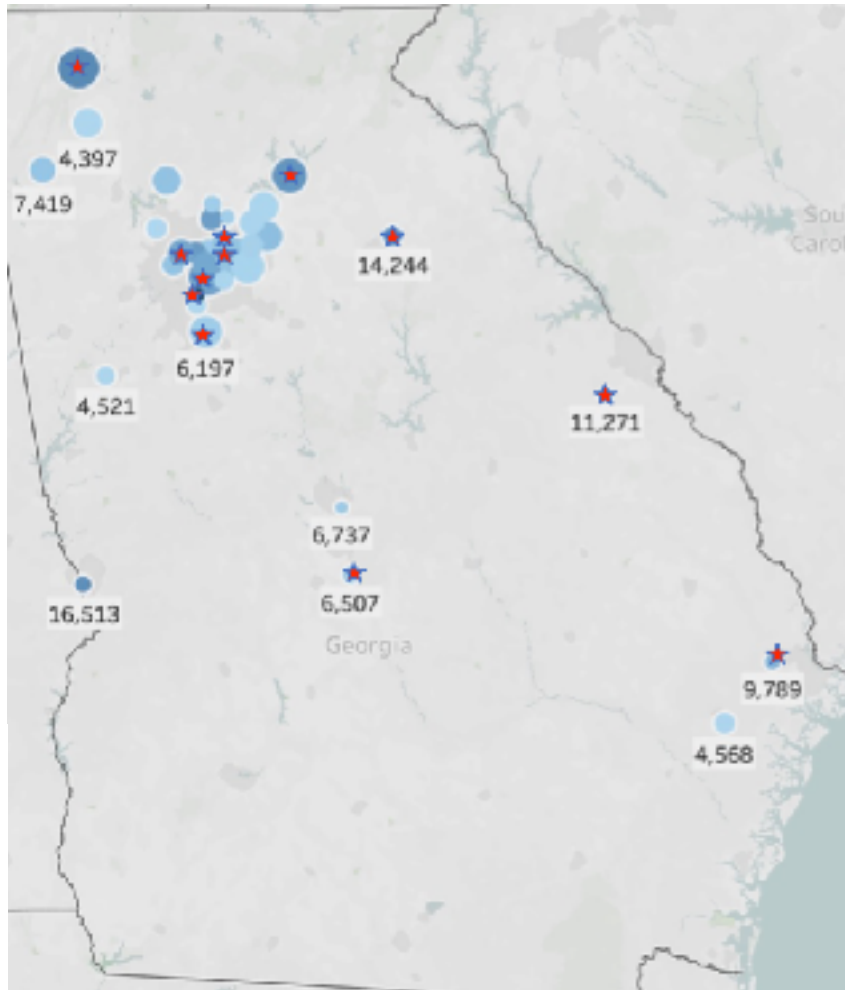
Latino Community in Georgia - Population

Georgia has one of the fastest growing Latino populations in the country. According to the 2020 Census, Georgia's Latino population has reached 1.1 million and now represents almost 11% of the total residents, a 31% increase from 2010. Much of the growth has occurred in the 29-county metropolitan statistical Atlanta area. By 2030, one in five people in the metro expanded area will be Latino. However, many counties outside the metro Atlanta area have also experienced dramatic growth.



The nonprofit sector has not kept up with the Latino population growth over the last decade and currently has very limited capacity to serve this burgeoning and diverse population. Younger and small Latino-led organizations have emerged in the last 10 years. They are geographically scattered to serve the community, yet they struggle to make their organizations visible, to coordinate with similar agencies, and to gain access to funding and other resources that the larger, more established agencies are positioned to receive.

Georgia cities with largest Latino population



CITY	Hispanic2020	% Hispanic
Atlanta city	29,988	6
Dalton city	17,500	50.8
Columbus city	16,513	8
Gainesville city	15,650	37
Sandy Springs city	14,740	13.6
Athens-Clarke County unified government (balance)	14,244	11.2
Roswell city	14,090	15.2
Chamblee city	13,114	43.5
Marietta city	12,528	20.5
Brookhaven city	12,210	22.1
Augusta-Richmond County consolidated government (balance)	11,271	5.6
Savannah city	9,789	6.6
Lawrenceville city	8,553	27.9
Canton city	8,078	24.5
Norcross city	7,933	46.1

Smyrna city	7,665	13.8
Peachtree Corners city	7,661	18.1

CITY	Hispanic2020	% Hispanic
Rome city	7,419	19.7
Macon-Bibb County	6,737	4.3
Dunwoody city	6,610	12.8
Warner Robins city	6,507	8.1
Forest Park city	6,197	31.1
Alpharetta city	6,120	9.3
Doraville city	5,947	56
Johns Creek city	5,790	7
Duluth city	5,384	16.9
Lilburn city	5,022	34.6
Sugar Hill city	4,732	18.9
Buford city	4,647	27.1
Tucker city	4,623	12.5
Hinesville city	4,568	13.1
Newnan city	4,521	10.6
Calhoun city	4,397	25.9
Kennesaw city	4,257	12.9
East Point city	4,044	10.5

