



2026-2028 Strategic Plan

November 2025



Who We Are

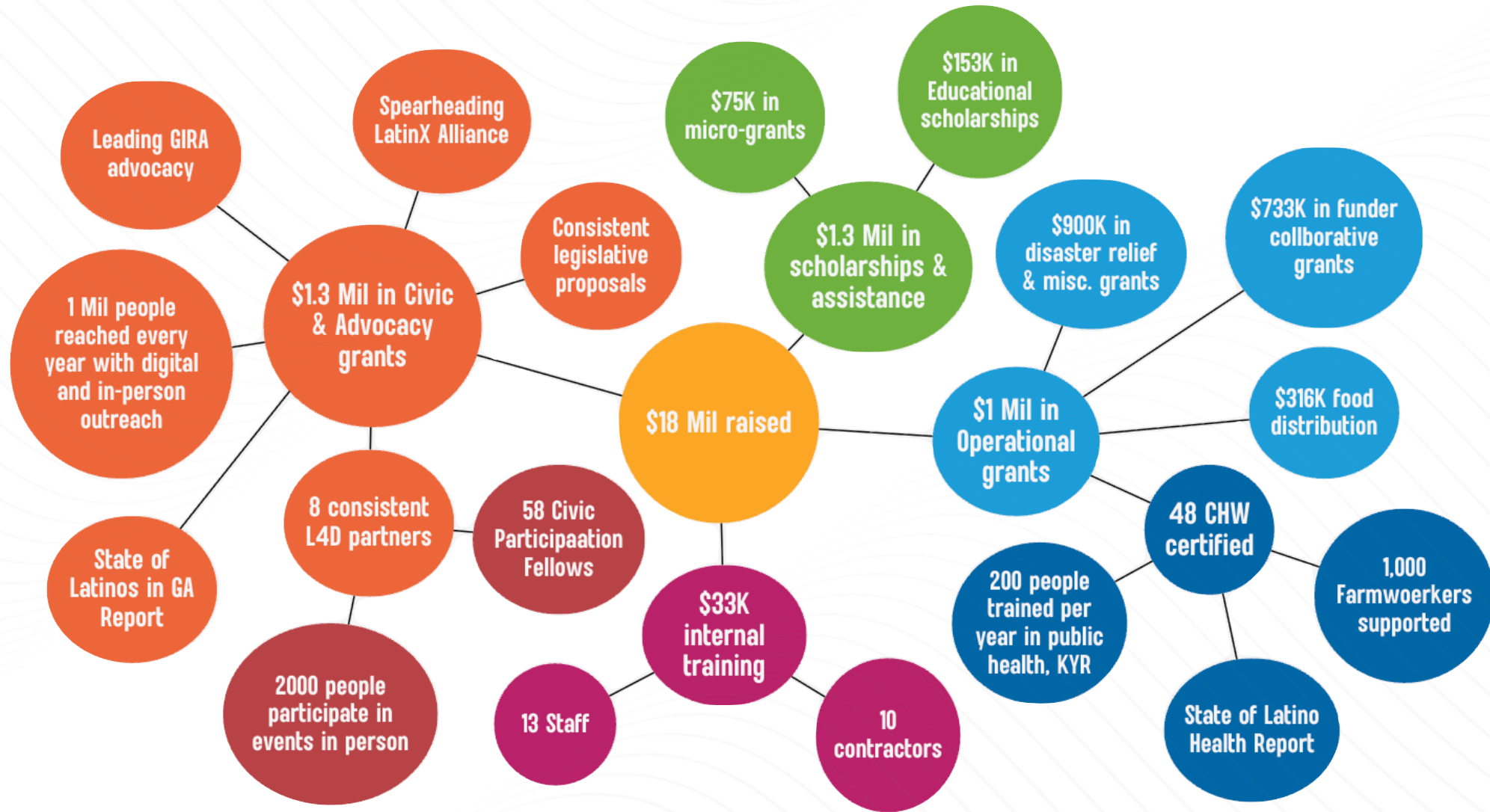
The Latino Community Fund (LCF Georgia) is a 501c3 membership organization of Latinx-led, Latinx-governed, and Latinx-serving community organizations. LCF Georgia is the only nonprofit organization in the state dedicated to providing funding to the Latino community and delivering critical capacity-building 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.



2017-2024 Impact



Our Vision & Mission

Vision

A respected, visible, vibrant, self-sufficient, healthy, and civically-engaged Latino community in Georgia

Mission

We invest in and strengthen our Latino community – its people, organizations, and leaders – so that together, we accelerate positive change for all in Georgia

Our Equity Statement

Racial Equity Statement

We believe that embracing racial equity in all aspects of our work embodies our values, policies, and practices as a Latino community-based organization. By prioritizing racial equity, we continue to build, strengthen, and advocate for the Latino communities we serve.

Our commitment is to dismantle systemic racism and identifying oppressive practices and policies which marginalize the lives of those from non-dominant cultures and backgrounds.

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 Latino community in Georgia.

**Latino-serving organizations
in Georgia**

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.



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.



Facilitate 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
- Advance Knowledge of our Community

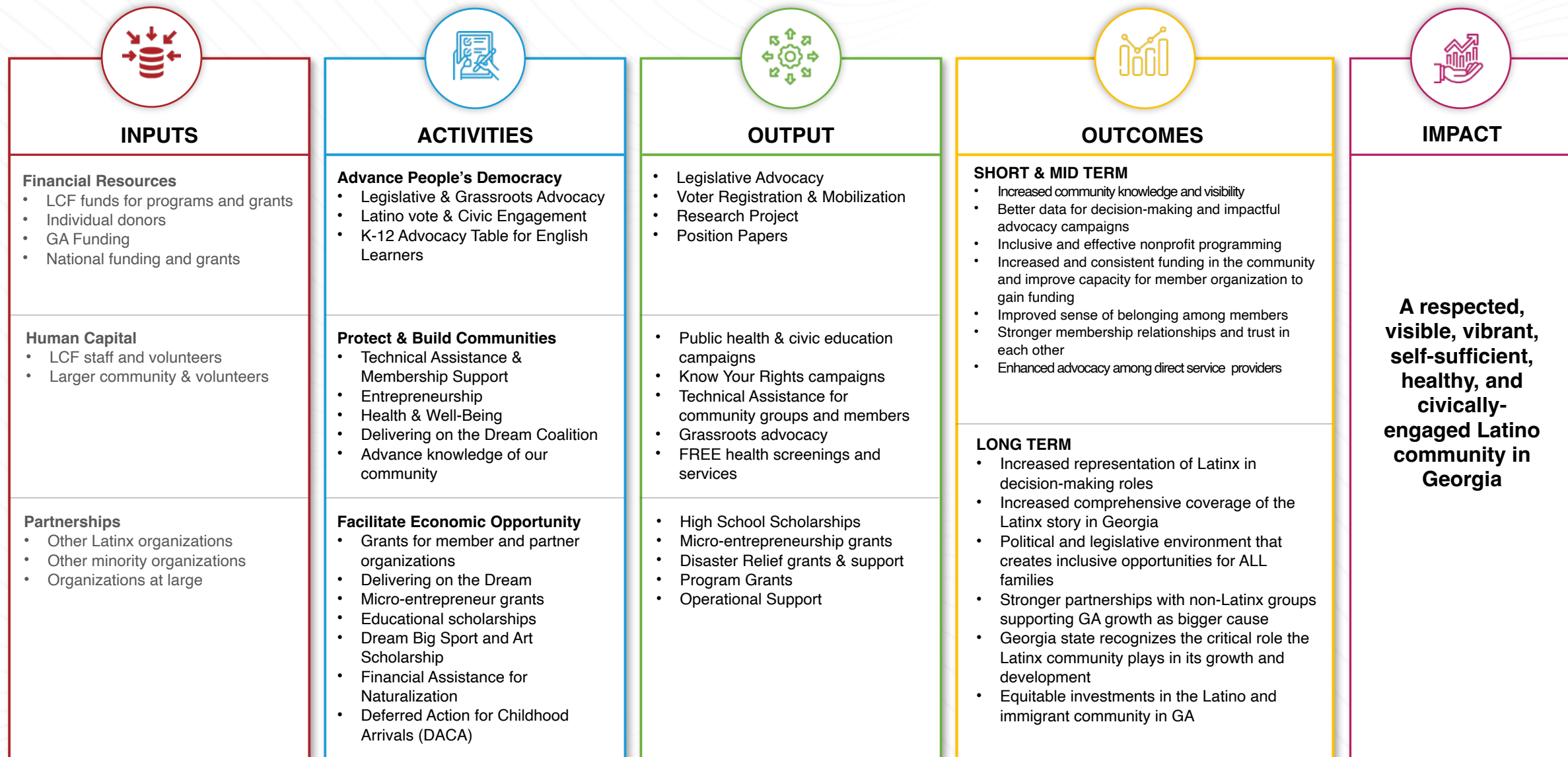
- Technical Assistance, Membership support & Nonprofit Education
- Health and Well-Being Program

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

What Makes Us Unique

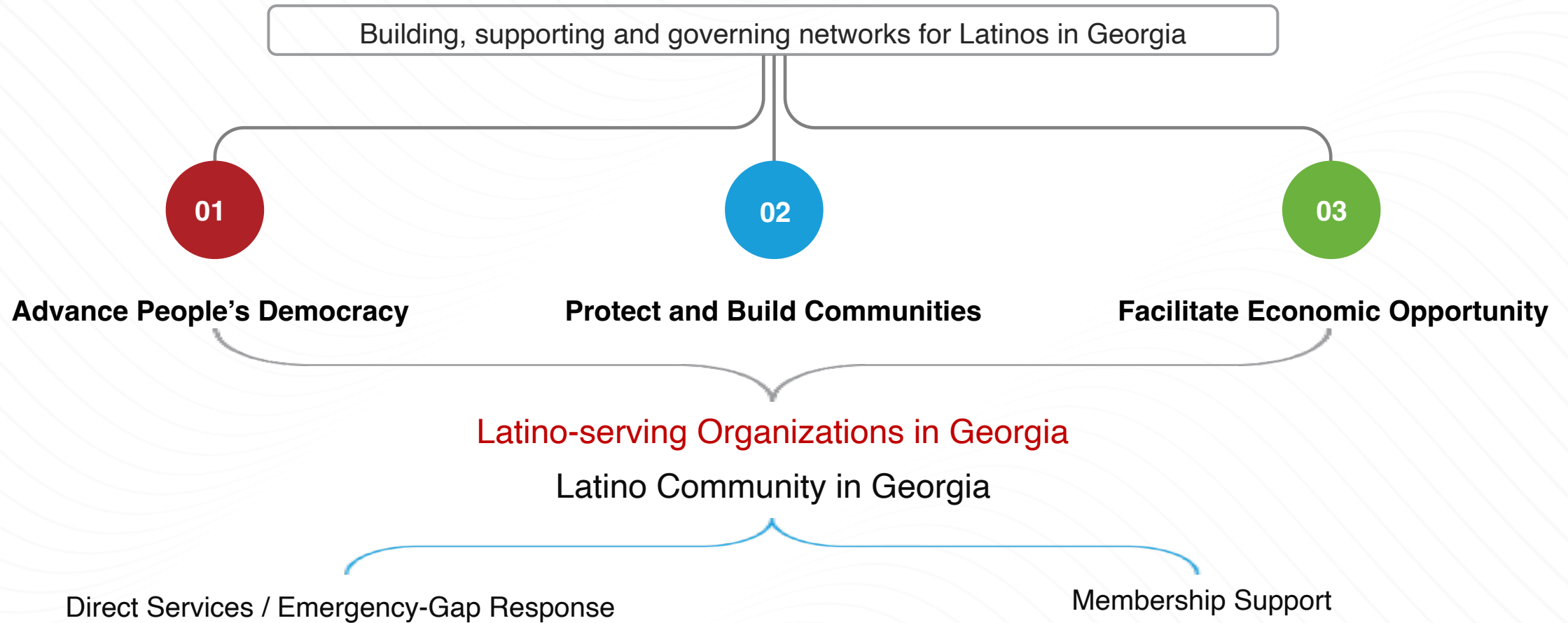
- We are the only organization in Georgia dedicated to invest and support Latino-serving, Latino-led organizations and the greater Latino community with financial commitments, capacity building, narrative change, programs, services and advocacy efforts.
- We have a unique ability to build, lead and manage 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 with a successful history record of authentic engagement and proven social impact.
- We have connections and partnerships with grassroots groups, service providers, academic institutions and policy makers.

Theory of Change



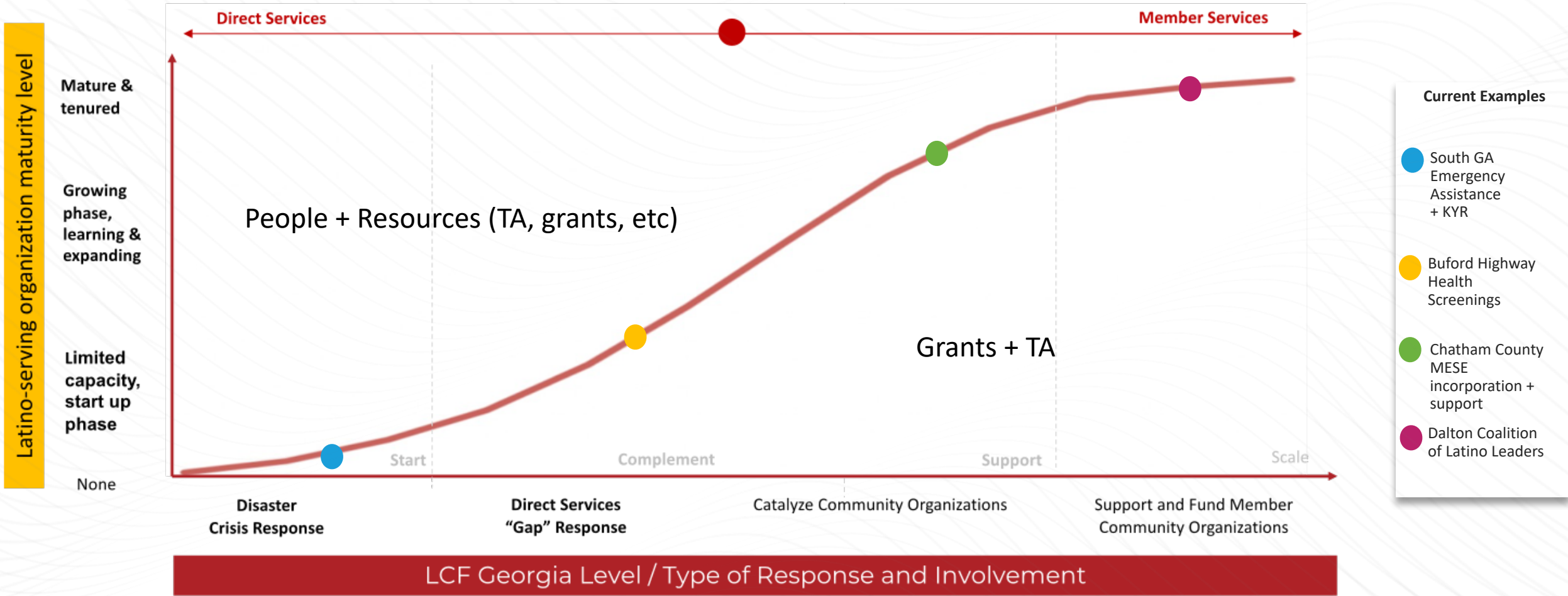
Our Strategy Framework

BUILD, LEAD, MANAGE



LISTEN, LEARN, LEAD

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.



Who We Aspire to Be

To be the most trusted and valued authority on Latino priorities in Georgia—advancing credible data-informed advocacy, partnerships, and driving transformation for all.



Strategic Goals

To realize our aspiration of becoming the most trusted and valued authority on Latino priorities in Georgia, we will invest in four foundational areas in 2026-2028:

01 Program Excellence & Impact

- **Goal 1:** Deliver high-impact, data-informed programs that respond to community needs and elevate Latino priorities and organizational credibility.

02 Strategic Communication & Influence

- **Goal 2:** Strengthen stakeholder engagement through compelling, consistent, and values-driven communication.

03 Leadership & Organizational Capacity

- **Goal 3:** Cultivate a high-performing, mission-driven team and board that lead with expertise, cultural fluency, and accountability to deliver transformative results.

04 Financial Strength & Resilience

- **Goal 4:** Secure long-term financial resilience through diversified revenue, strategic growth, and operational excellence.

Strategic Goals

01

Program Excellence & Impact

Deliver high-impact, data-informed programs that respond to community needs and elevate Latino priorities and organizational credibility

Objectives:

1. Optimize program delivery (efficiencies)
2. Integrate data management strategy and plan
3. Pursue best practice credentials for program staff
4. Secure ongoing data analysis and security audits
5. Strengthen SOP on data collection and management
6. Leverage data to inform policy and strategy
7. Collaborate with grantee organizations and other strategic partners to advance Latino serving organizations
8. Advance policies and investments to promote economic development and mobility for Latino individuals, families and small businesses
9. Lead and develop individuals and organizations to strengthen their capacity to serve the Latino community needs across Georgia

Strategic Goals

02

Strategic Communication & Influence

Strengthen stakeholder engagement through compelling, consistent, and values-driven communication

Objectives:

1. Strengthen our strategic communications about the impact of LCF Georgia investments in community through membership development and financial investments (grants & scholarships)
2. Strengthen the delivery of a clear, concise, data-informed, and partner-aligned Latino agenda
3. Promote our publications, research and position papers establishing our thought-leadership position
4. Increase targeted outreach to influential leaders/decision-makers in the policy, business, nonprofit and philanthropy sectors
5. Strengthen brand and expand awareness of our mission and role in the community
6. Strengthen and actively cultivate relationships with media to influence and shape the narrative of LCF Georgia's role and the Latino community

Strategic Goals

03

Leadership & Organizational Capacity

Cultivate a high-performing, mission-driven team and board that lead with expertise, cultural fluency, and accountability to deliver transformative results

Objectives:

1. Secure resources for the implementation of the Executive Director and Board Officers succession plan
2. Ensure ongoing board education on governance, fiscal responsibility, and financial investment
3. Prioritize staff development and accountability for all positions through investments and evaluation
4. Establish bi-annual reviews of all policies, processes and best practice for operations and governance processes for appropriate updates and evolution

 Key priorities are noted on the next few slides

Strategic Goals

04

Financial Strength & Resilience

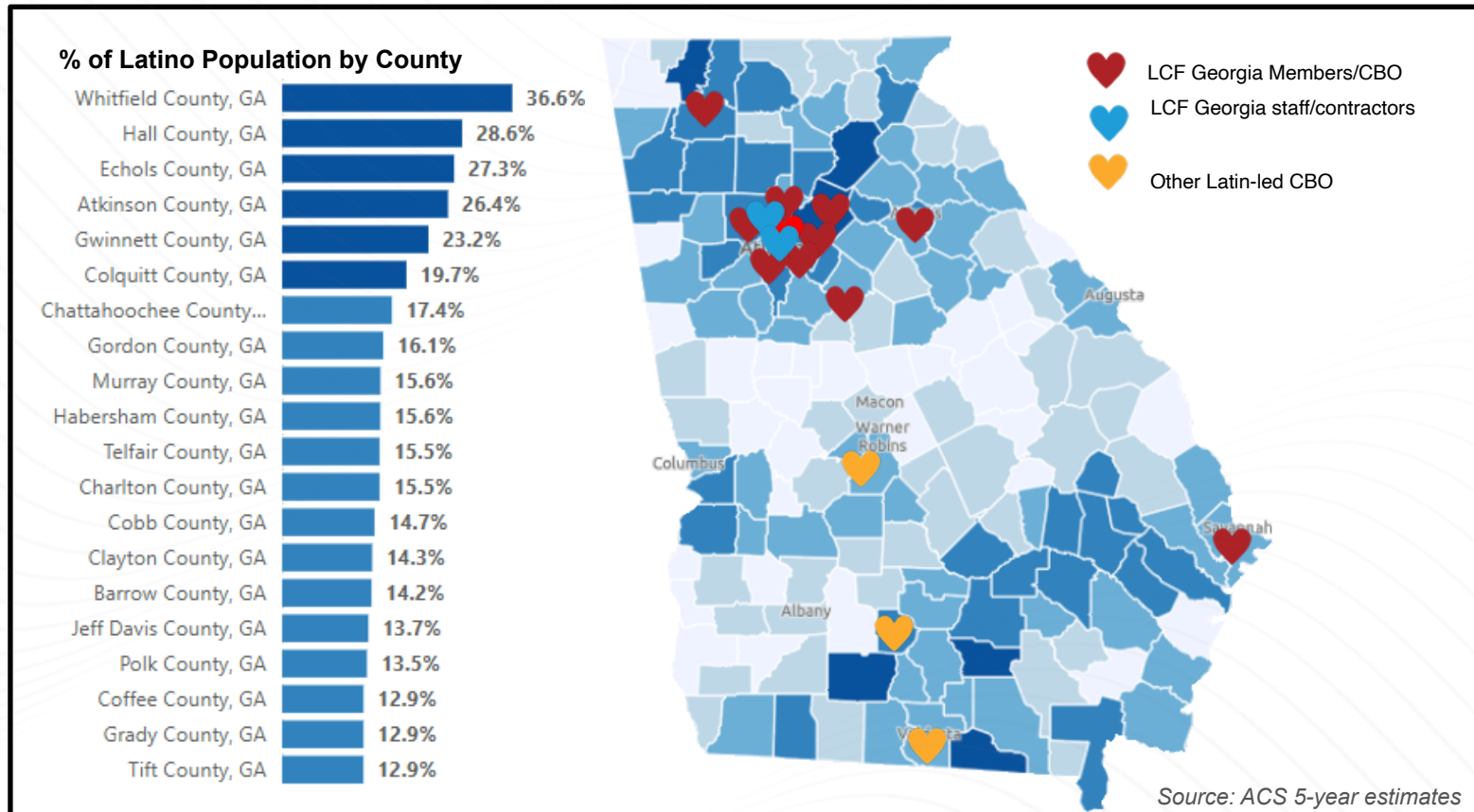
Secure long-term financial resilience through diversified revenue, strategic growth, and operational excellence

Objectives:

1. Develop revenue diversification plan with 3-year goals for each funding sector (foundation, government, individuals, events and corporations)
2. Secure board leadership and engagement to expand fundraising capacity and access to larger giving networks/circles and sources
3. Expand internal fundraising capacity in the organization through training and targeted investments
4. Strengthen program & cost efficiencies for accurate financial budgeting and planning
5. Ensure there is transparency in decision making and planning for strategic direction of the organization and its programs
6. Advance movement towards long-term endowment readiness

Latino Community in Georgia - Population

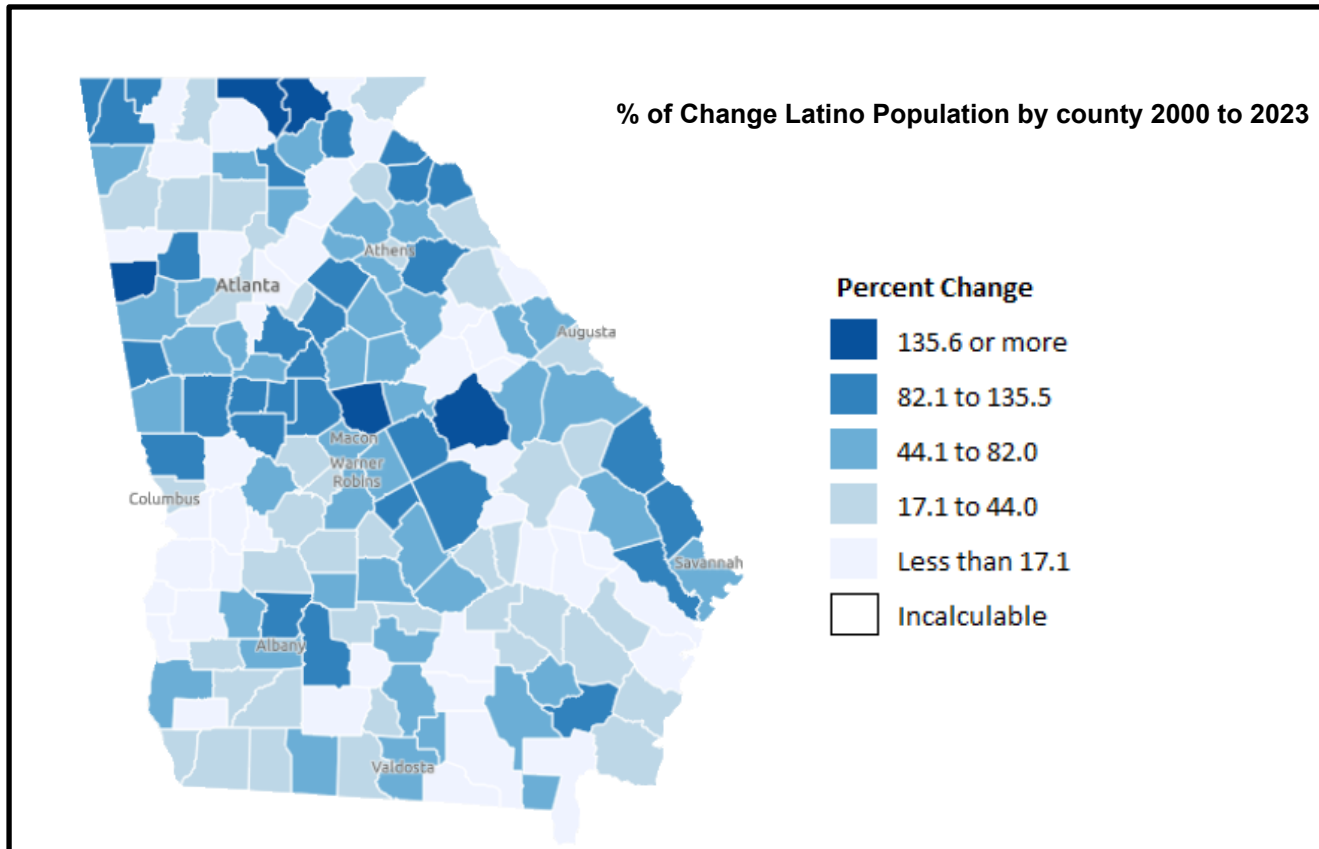
Georgia continues to have one of the fastest-growing Latino populations in the country. According to the 2023 American Community Survey, the Latino population in Georgia has grown to approximately 1.15 million, accounting for 10.8% of the state's total population. This marks a continued increase from previous decades, building on the 31% growth reported in the 2010–2020 period. While much of this growth remains concentrated in the 29-county Atlanta metropolitan area, significant increases are also being observed in counties beyond the metro region. Projections suggest that by 2030, one in five residents in the broader Atlanta area could identify as Latino, highlighting the community's expanding footprint across the state.



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.

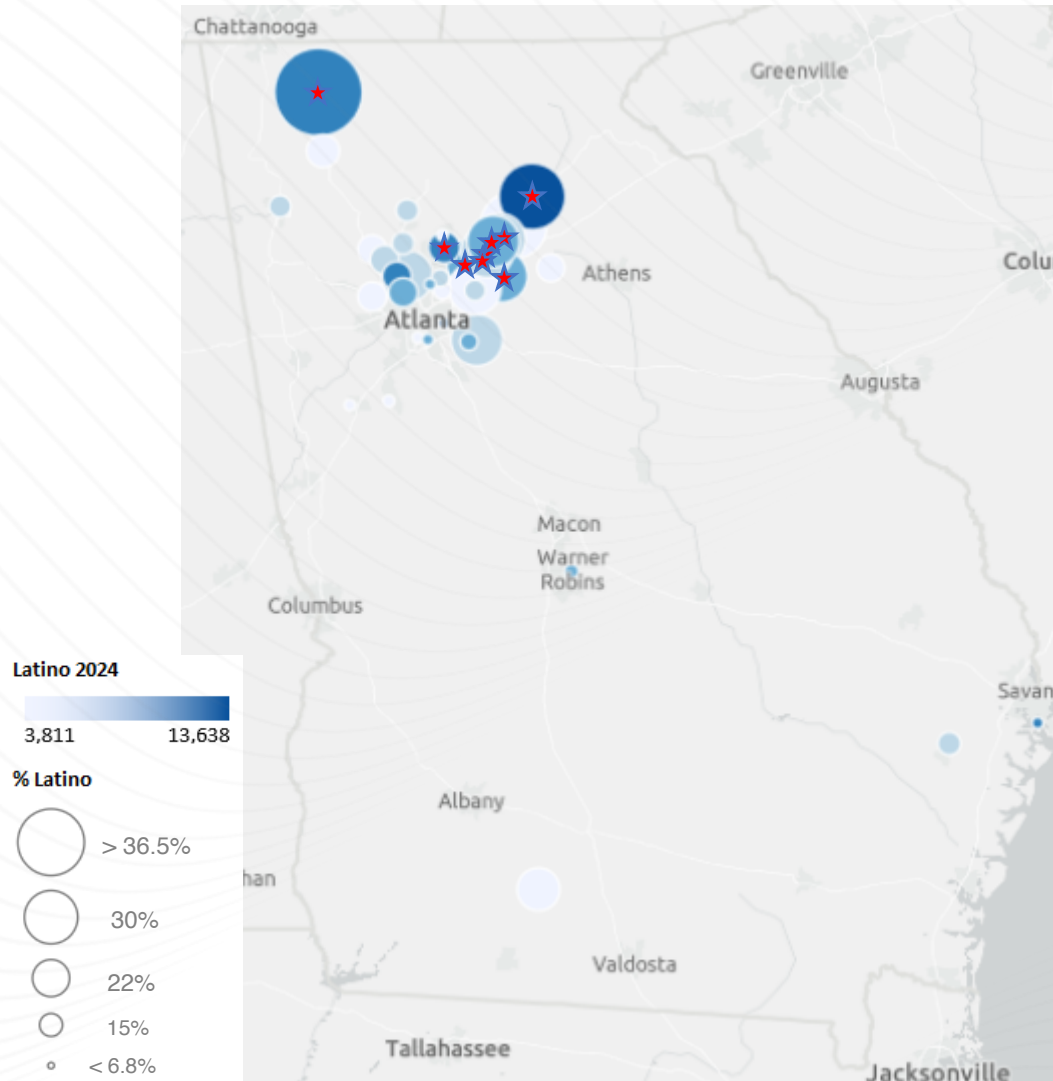
Latino Community in Georgia - Growth

Although many Latino Georgians have made notable progress in economic well-being, around 20% still live in poverty—over twice the rate for non-Hispanic whites—and approximately 30% remain uninsured.



The accelerated growth and expansion of the Latino population comes with additional challenges for the region as access to livable wages, health and housing for this community remain limited. Georgia has a dispersed population outside of the Atlanta metro area with critical pockets of Latinos residing in suburban and rural areas. A scarcity of resources put this community at a disadvantage that needs to be addressed.

Georgia cities with largest Latino population



City	Estimated 2024 Latino	Estimated 2024 %Latino
Atlanta City, GA	41,852	8.0%
Gainesville City, GA	13,637	28.6%
Dalton City, GA	12,783	36.6%
Savannah City, GA	11,919	8.0%
Alpharetta City, GA	10,478	15.6%
Marietta City, GA	9,251	14.7%
Sandy Springs City, GA	8,490	8.0%
Smyrna City, GA	8,379	14.7%
Warner Robins City, GA	7,865	9.1%
Duluth City, GA	7,698	23.2%
Roswell City, GA	7,422	8.0%
Lawrenceville City, GA	7,401	23.2%
Sugar Hill City, GA	6,639	23.2%
Stonecrest City, GA	6,339	10.4%
Kennesaw City, GA	5,531	14.7%
Dunwoody City, GA	5,381	10.4%
Suwanee City, GA	5,354	23.2%
Snellville City, GA	5,186	23.2%
Woodstock City, GA	4,771	12.1%
Douglasville City, GA	4,728	11.7%

City	Estimated 2024 Latino	Estimated 2024 %Latino
Rome City, GA	4,646	12.0%
Canton City, GA	4,610	12.1%
Hinesville City, GA	4,540	12.4%
Norcross City, GA	4,388	23.2%
Buford City, GA	4,328	23.2%
Valdosta City, GA	3,812	6.8%
Lilburn City, GA	3,763	23.2%
Newnan City, GA	3,594	7.9%
Flowery Branch City, GA	3,513	28.6%
Peachtree City City, GA	3,363	8.3%
Chamblee City, GA	3,358	10.4%
Milton City, GA	3,339	8.0%
Acworth City, GA	3,316	14.7%
Calhoun City, GA	3,147	16.1%
East Point City, GA	3,080	8.0%
Winder City, GA	2,919	14.1%
Moultrie City, GA	2,913	19.7%
Powder Springs City, GA	2,877	14.7%