



Latinx Giving: A Wealth of Opportunities

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Borderlands. Installation view with *There-bound* (2021) by Enrique Martínez Celaya, in the Virginia Steele Scott Galleries of American Art at The Huntington.

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How Does This Relate to Gift Planning?



DEFINITIONS &
DEMOGRAPHICS



DATA &
RESEARCH



INSIGHT ON
GIVING



CASE STUDY &
DISCUSSION

Definitions: Dynamic, Evolving, and Nuanced

Hispanic - first used by US Census in 1980 (after decades of lobbying) to describe persons in the US who were born in (or descended from) Spanish-speaking countries or territories (e.g., Mexico, Puerto Rico, Colombia, Spain; excluding Brazil).

Latino (male or plural) or Latina (female) - Someone who lives in the U.S. and who comes from, or whose family comes from, Latin America. (There are 33 countries in Latin America and the Caribbean today, according to the United Nations.) (Includes Brazil, not Spain.)

Latinx and Latine - gender-neutral/inclusive terms referring to someone living in the U.S. who was born in or has ancestors from Latin America. (Latine is championed by some for its better adherence to Spanish grammar.)



Wealth of Opportunities

Demographics

- **Fastest growing segment in the country**— nearly 20% (~62.5M) of the US population.
- Expected to be **nearly 30% of US population by 2050**.
- If US Latinos were a standalone economy, they would represent the **5th largest GDP in the world**.

Capacity

- **Start more businesses per capita** than any other US racial or ethnic group.
- **Economic mobility is on an upward trajectory** (e.g., 81% increase in affluent Latinos in the last 5 years vs. 53% for general population).

Potential

- Like other donors of color, **often overlooked as potential donors, despite philanthropic capacity**, history of generosity, and community-oriented values.

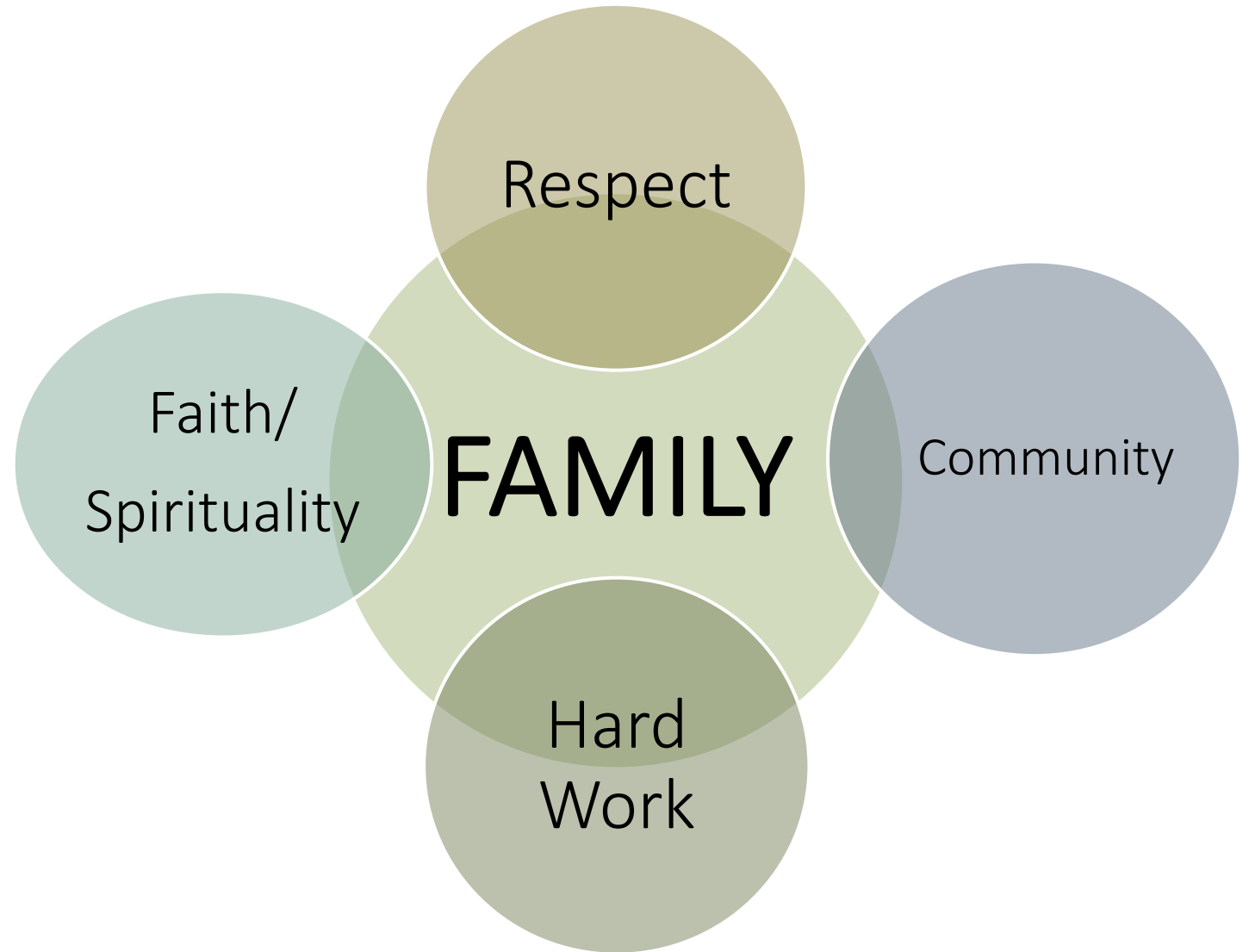
We Contain Multitudes

- This ethnicity is increasingly multiracial (20M+ identified with more than one race in 2020 census).
- Most (4 in 5) are US citizens.
- More likely to identify as LGBTQ+ vs. other ethnicities due to the population's relative youth (e.g., more than one in five Gen Zers are LGBTQ+).
- Youngest of all US racial/ethnic groups and the most likely to have children in their households.



Cultural Values

- **Individual differences intersect with other aspects of identity**, (e.g., age, countries and territories of origin, language, socio-economic factors, gender, sexuality, and more).
- 4x more likely than the affluent general population to list planning to **financially assist aging parents** as their most important financial goal.



What are
other cultural
values?

Key Reasons for Giving

Trust/personal connection

Direct, local, and immediate impact

Mission/cause

Sources: Diverse Viewpoints: Exploring Wealth in the Hispanic/Latino Community, Merrill.

Everyday Donors of Color: Diverse Philanthropy During Times of Change, Lilly Family School of Philanthropy.

Principal Channels for Giving



GIVING DIRECTLY

(\$100B IN REMITTANCES)



GIVING CIRCLES



CROWDFUNDING
& SOCIAL MEDIA

But Wait, There's More!



PRIVATE
FOUNDATIONS



DONOR-ADVISED
FUNDS



PLANNED
GIVING
VEHICLES

How Best to Engage this Community?

Authenticity vs. pandering



Integrity... trust is everything



Understanding cultural nuances and complexity



Investing in relationships for the long-term

What are some effective strategies and approaches that you or your institution/org have used with the Latinx community?

What are some mistakes, challenges, or lessons learned?

What ideas or insight will inform your work?

Inspired Giving

“We both feel that we have an obligation to give back to the community. As a national trust executive for City National Bank, I see how donations through estates can have tremendous impact. We know The Huntington will use the funds wisely and for a greater purpose.”

-- Alma Banuelos, Huntington board member

<https://www.huntington.org/donors/alma-and-mark-banuelos>



Bibliography & Resources

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Thank you!