



2021 IMPACT REPORT

A Year of Empowerment



“ When you succeed,
don't forget the responsibility of
making somebody else
succeed with you. ”

—Antonia Novello, **UNITED STATES GENERAL SURGEON**





Table of Contents

- OUR MISSION, VISION AND OUR WORK..... 1
- A MESSAGE FROM OUR FOUNDER AND EXECUTIVE PRESIDENT 2
- OUR IMPACT 3
- 2021 HIGHLIGHTS..... 3
- 2021 LDC FAST FACTS..... 4
- 2021 LDC U.S. LATINO GDP REPORT 6
- 2021 LATINO REPRESENTATION IN MEDIA REPORT..... 8
- 2021 PERCEPTION ABOUT LATINOS IN AMERICA REPORT 10
- 2021 LDC CORONAVIRUS REPORT: LATINOS STEPPING UP 13
- 2021 LDC-BAIN: CLOSING THE CAPITAL GAP REPORT 14
- 2021 LDC-HITEC LATINOS IN TECHNOLOGY REPORT 16
- LDC YOUTH INITIATIVE: LATINO ED HELP 18
- THE SOURCE DATABASE 20
- LATINO DONOR COLLABORATIVE PARTNERS..... 22
- BOARD OF DIRECTORS 23
- ADVISORY NETWORK..... 24

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EXECUTIVE PRESIDENT



Patricia Pinckney
MARKETING CONSULTANT

“A hallmark of the Latino Community is to help one another.”



—Ellen Ochoa, **FIRST U.S. LATINA TO GO TO SPACE**



MISSION

To reframe and advance an accurate perception, portrayal, and understanding of the important contributions American Latinos make to American society.



VISION

For American Latinos to be recognized as well-regarded and valued patriotic Americans in all facets of American life.



OUR WORK

The Latino Donor Collaborative works to inform, benchmark and advance on the realities, inequities and issues facing the Latino community. The LDC works to equip our industries and communities with the latest and most essential data to deploy high-impact initiatives and solutions. Our work contributes to the empowerment of Americans by creating data that informs a fact-based understanding of our country and specifically Latinos in the 21st century. The LDC reports are committed to changing the Latino community's narrative based on facts.

Dear Friends,

As we reflect on 2021, the word that comes to mind to describe Latinos is resilience. To be resilient means to have the capacity to recover quickly from adversity and difficulties. Latinos are masters at being resilient.

In 2021 Latinos continued to thrive and to grow. Last year the **Latino Donor Collaborative** released a record of eight reports. Each report showed the great impact of Latinos to our country. Despite the lack of opportunities, Latinos not only contributed to growth, but in many instances, Latinos were responsible for the growth.

When the LDC first began operating over a decade ago, one of our goals was to shed light on the important contributions that American Latinos make to society. In one of our first reports, we presented the first ever Latino GDP Report, a study that highlighted the great contributions of American Latinos to the economy. A decade later, our Latino GDP Report was even more impactful. The data shows that in less than 10 years the U.S. Latino GDP has grown from \$1.7 trillion to \$2.7 trillion, making it one of the three fastest growing economies in the world. This is just one example of the many contributions that Latinos make every day.

From conducting vital research on the state of Latinos in the U.S. to hosting critical conversations imperative to our country's success, we are not only taking a seat at the table (various ones) but we are equipping leaders and influential voices across sectors with the pertinent and actionable data they need to drive the advancement of key industries, our Latino community, and our nation.

It is an honor to share the LDC's achievements with you. We want to personally thank community members, donors, volunteers, our dedicated staff, Board of Directors, and the Advisory Network for their unwavering support. The impact of the Latino Donor Collaborative is only possible because of dedicated members such as yourself. Everything we achieved in 2021 reflected the trust our members have in us.



Our Impact

2021 was a transformational year that proved to be a defining year for the Latino cohort in the United States. The power and influence that Latinos had in ensuring that the country moved forward was unmatched. In the face of a global pandemic that ravaged every community in the country, Latinos made a difference. From farmworkers, street vendors, business owners, to doctors and front-line personnel, Latinos persevered by stepping up and fighting against adversity. Latinos kept the country running.

The Latino Donor Collaborative has been at the forefront of ensuring that Latinos are given the recognition and respect by presenting fact-based data. Over the past decade, the Latino Donor Collaborative has been positioned as one of the most distinguished and important organizations on researching Latino contributions and opportunities. Since its inception, the LDC's results have grown to create real impact on how decision-makers enact better decisions to acknowledge the importance of American Latinos in the United States.

This impact report is an opportunity to witness how your unwavering support for the Latino Donor Collaborative has contributed to the much-needed change in reshaping the Latino opportunity narrative by presenting fact-based evidence.

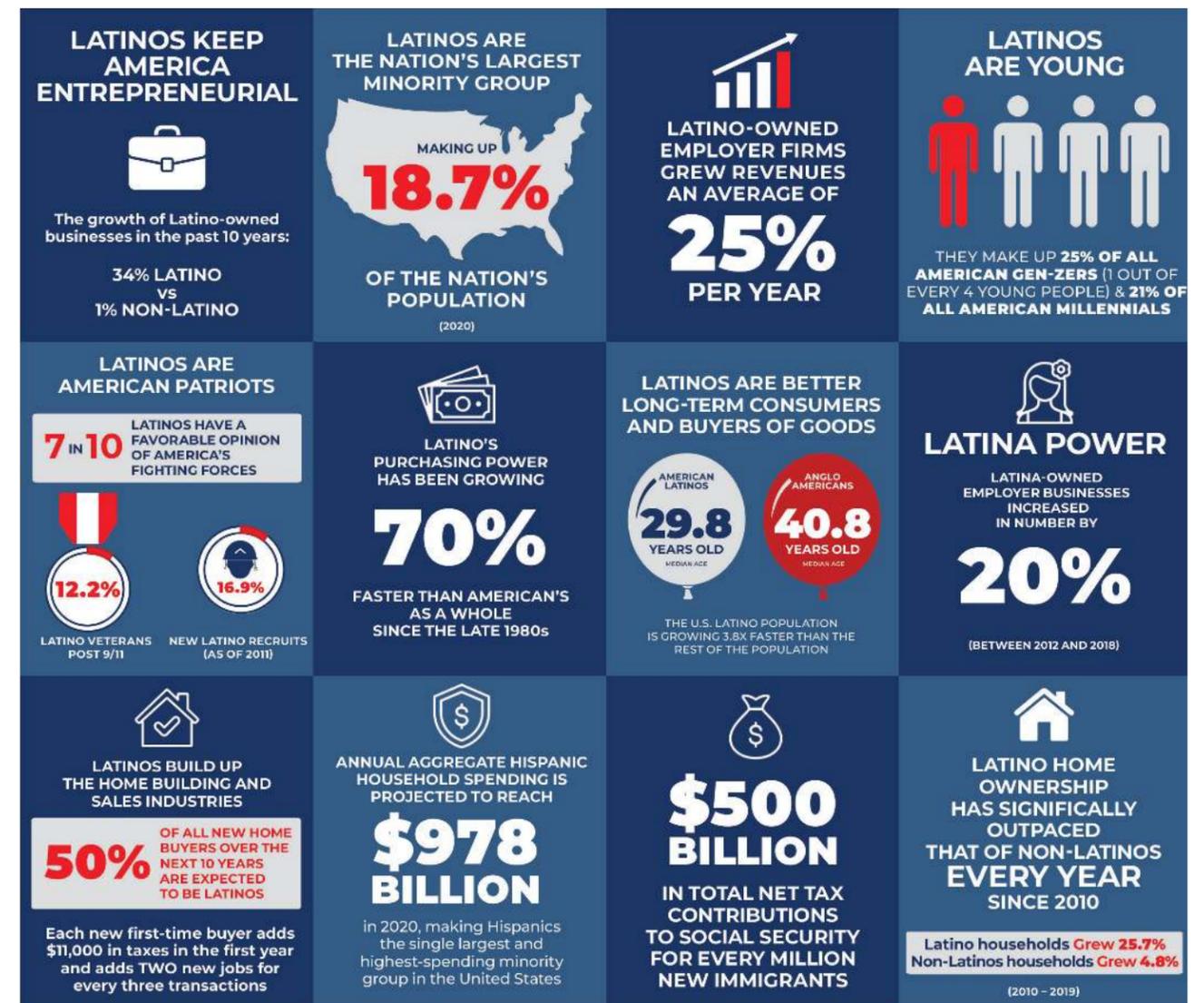
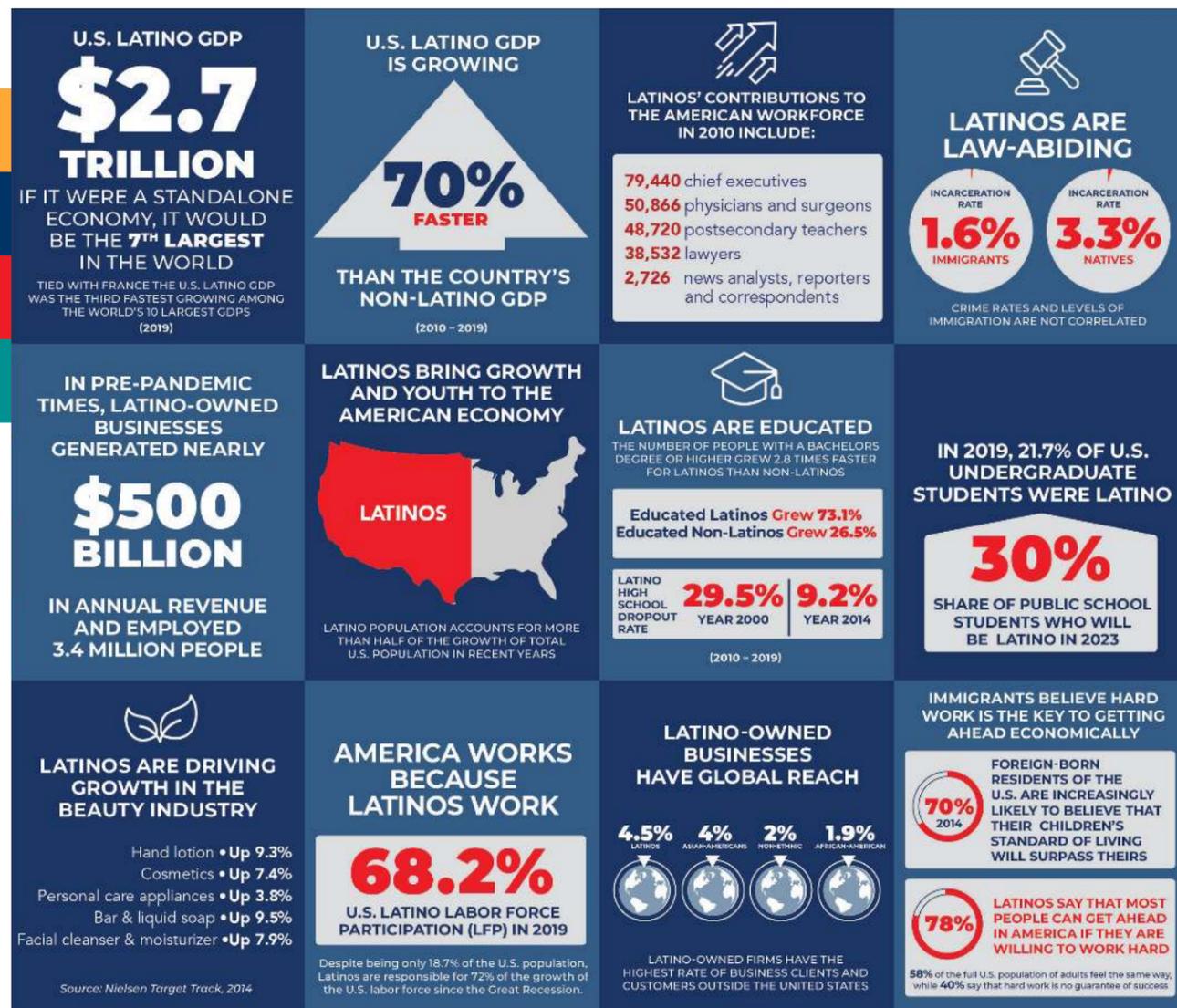
2021 Highlights



LDC 2021 Fast Facts

“ I had to work extra hard. It’s not easy for Latinos to get education, but I’m trying to make a difference. I dreamt of being at the top, and I’m not going to give up. ”

—Abigail Rodriguez, MSW AND MBA



2021 Latino GDP Report

The data presented in the 2021 U.S. Latino GDP report is a comprehensive analysis of the economic contributions that American Latinos make to the overall economy of the United States.

The LDC U.S. Latino GDP Report seeks to provide a factual view of the large and rapidly growing economic contribution of Latinos living in the United States. The GDP is a broad measure of economic activity, representing the value of all finished goods and services produced within a geographic area in a given year. GDP growth is a near-universally accepted summary statistic for the performance of an economy.

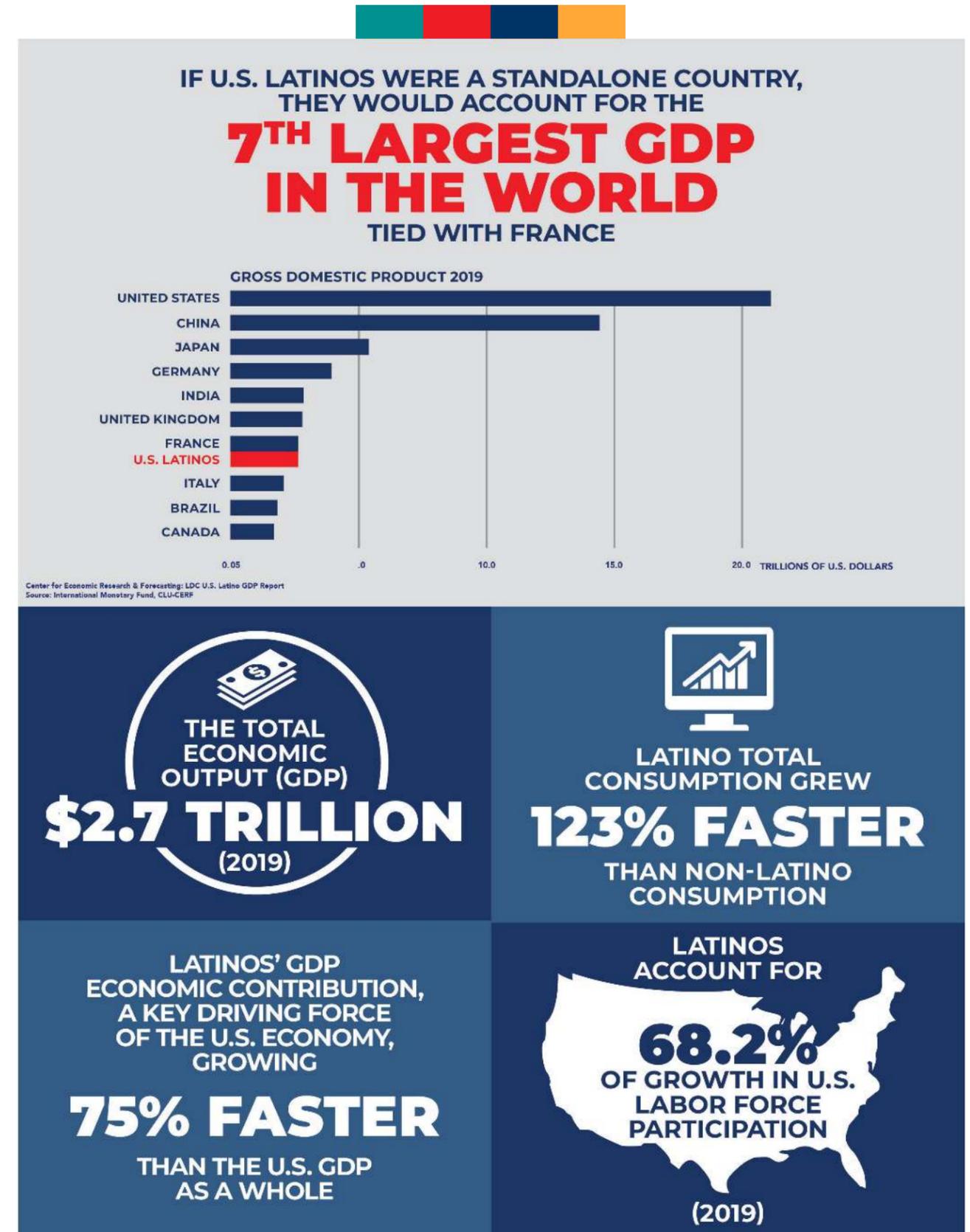
The findings on this report were stunning, it showed that if U.S. Latinos were its own country, their combined GDP would be equal to France as the 7th largest economy in the world. The U.S. Latino GDP has grown to \$2.7 trillion and is now larger than the GDPs of Mexico, Canada, Brazil and Italy.

“What is consistent when I talk to our clients is that everyone is looking for growth. The analysis the LDC U.S. Latino GDP Report did pointing out the fast growth and scale represents a great opportunity for our clients to tap into that consumer base.”

—Jimmy Etheredge, **CEO NORTH AMERICA, ACCENTURE**

The growth of the Latino GDP has been magnificent and impressive. In less than 10 years the U.S. Latino GDP has grown from \$1.7 trillion to \$2.7 trillion, making it one of the three fastest growing economies in the world. In fact, over the past two years, the U.S. Latino GDP growth has doubled the growth of the U.S. economy as a whole.

The Latino GDP is not only an engine of economic growth but also a broad foundation of support for the larger U.S. economy. The report was developed by Dr. Matthew Fienup, Chief Economist of the Center for Economic Research at the California Lutheran University, and Dr. David Hayes-Bautista, Chief Demographer at the Center for the Study of Latino Health and Culture at the David Geffen School of Medicine at UCLA.



2021 Latino Representation in Media Report

Latinos are known to be the largest minority in America, as well as the largest driver of demographic and economic growth. However, the 2021 Media Report presented by the Latino Donor Collaborative drastically shows that Latinos are vastly underrepresented in mainstream media content.

The report found that Latinos are the only major cohort that under-index in media representation. Accounting for nearly 20% of the total population, the U.S. Latino population is larger than the African American and Asian American populations combined. Yet, they are only represented by 5.5% of on screen representation, yielding a -71% representation ratio.

A person is more than twice as likely to be an identical twin than for a show to have a U.S. Latino lead actor.

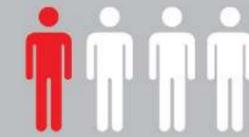
“ If I could go back and give myself advice, I would say, ‘You deserve to be here because you are a good actor. You know it. Now, let everybody else know.’ ”

—Daniella De Jesús, **ACTRESS (ORANGE IS THE NEW BLACK) AND WRITER**

In addition to highlighting the vast underrepresentation of U.S. Latinos in mainstream media, the report also showcases how much the entertainment sector is missing in revenue growth. The U.S. Latino audience presents a lucrative business opportunity across the media landscape because of its size, its youth, its growth rate, and its economic power.

3 out of 4 U.S. Latinos are positively influenced to watch programming, subscribe to content, and purchase tickets for content that has U.S. Latino leads, cast, and producers. U.S. Latinos purchase nearly 27% of movie tickets.

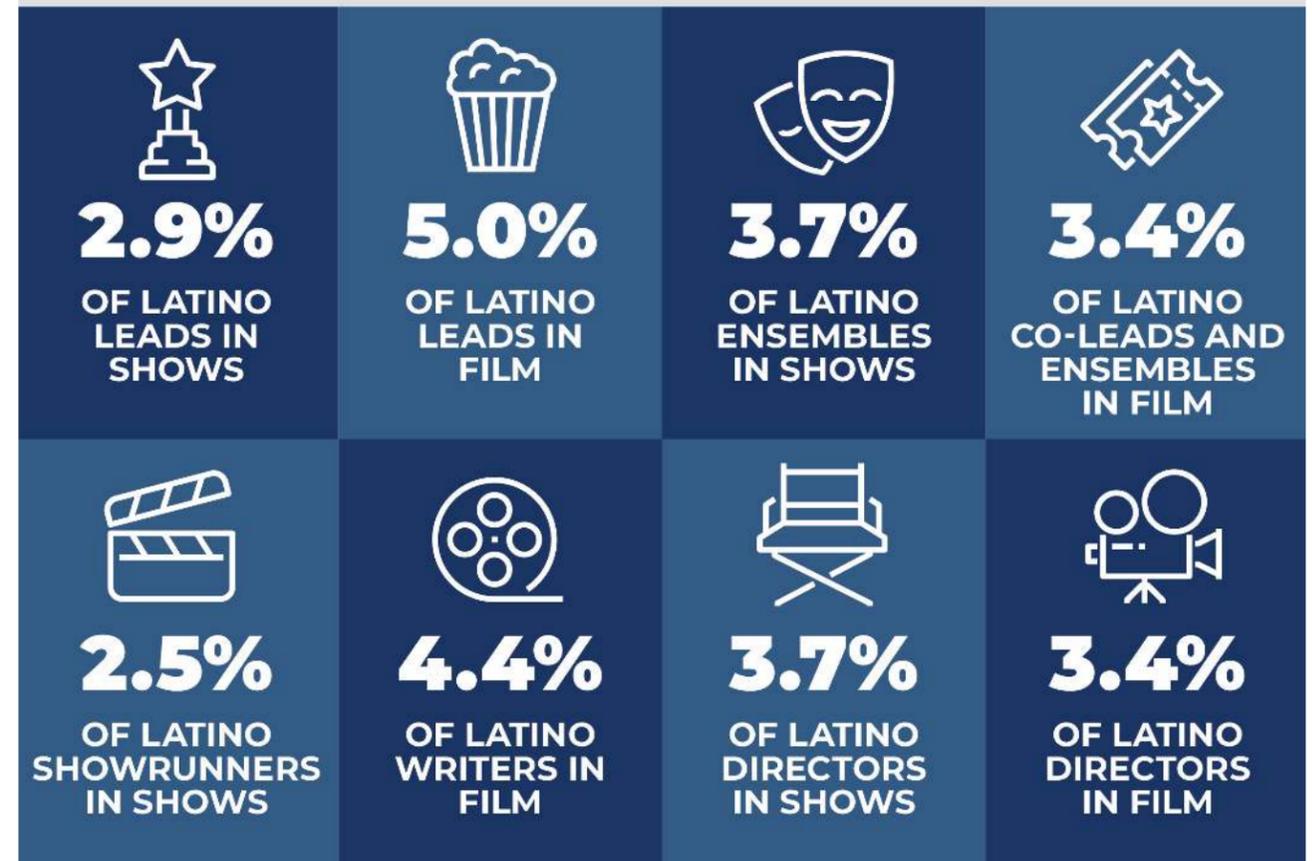
The report demonstrates that if the entertainment industry were to invest in more Latino leads, the revenue growth would be greater than it has ever been. The 2021 Media Report clearly shows that U.S. Latinos continue to make immense contributions at all levels.



18.7%
OF THE U.S.
POPULATION

LATINOS ARE THE LARGEST MINORITY IN AMERICA AND THE MOTOR OF THE DEMOGRAPHIC GROWTH, YET THEY ARE VASTLY UNDERREPRESENTED IN MAINSTREAM CONTENT

Uncovering the Opportunity of Latino Representation in Films and Shows



2021 Perception of U.S. Latinos in America Report

The Latino Donor Collaborative presented its 2021 report on **Perceptions of U.S. Latinos in America**. The report was based on current research by BSP Research, and it showed a much-improved fundamental shift in perceptions away from being “Takers” to being viewed as “Contributors.” Latinos are viewed as people that contribute to jobs, are business owners, and as people that contribute to the overall growth of the economy.

Americans believe that Latinos possess positive traits like religious and family values as well as a strong work ethic. Non-Latinos listed Latino Business Leaders as trusted sources of information about the Hispanic community. Unfortunately, media coverage of Latino entrepreneurs and business leaders is not prominent in network or social media.

“When investors design and apply policies, practices or rules that result in a disproportionate impact on communities of color, like Latinos, we are inadvertently promoting prejudiced and biased systems.”

—Rodrigo Garcia, CFO/CIO, ILLINOIS STATE TREASURER’S OFFICE

The research contrasted the fundamental shift in perception about U.S. Latinos from 2012 to 2021. For example, in 2012, 70% of the respondents viewed U.S. Latinos as “Takers” in terms of taking from the economy, particularly in cost of education and healthcare. However, in 2021, 83% of respondents viewed Latinos as “Contributors.”

Based on the progress made since 2012, this latest report provides hope that facts and data, partnered with continuous sharing, conversation, and education in broad based platforms, will positively drive the country forward into a deeper understanding of the many contributions that Latinos make to this country.

In **2012, 70%** of responders viewed U.S. Latinos as **“Takers”**

In **2021, 83%** of responders viewed U.S. Latinos as **“Contributors”**

FROM TAKERS TO CONTRIBUTORS	FROM UNDOCUMENTED TO CITIZENS	BUT LATINO INVISIBILITY IN MEDIA STILL PERPETUATES NEGATIVE STEREOTYPES
<p>The fundamental shift in the perception of U.S. Latinos:</p> <ul style="list-style-type: none"> In 2012, 70% of respondents viewed U.S. Latinos as “Takers” in terms of taking from our economy, particularly in costs of education and healthcare. In 2021, 83% of respondents viewed U.S. Latinos as “Contributors” to our economy, especially in terms of purchasing power. 	<p>Perception of Latinos in terms of citizenship has shifted:</p> <ul style="list-style-type: none"> In 2012, the common perception was that over half of all U.S. Latinos were undocumented. Today, it appears that perception has lowered to 33%, even though, the actual data shows only 13% of Latinos in our country are undocumented. 	<ul style="list-style-type: none"> Consistent in both 2012 and 2021 is the influential role media plays in shaping public perceptions of U.S. Latinos News about border issues and immigration has continued to overwhelm coverage of U.S. Latino success stories or positive news stories The 2021 LDC Latinos in Media Report shows Latinos get only 2.4% of lead roles in film and shows, which makes our stories still almost invisible
OVERWHELMING FAVORABLY FOR LEGAL STATUS	FROM NEGATIVE TO POSITIVE	A NATIONAL SURVEY BY BSP RESEARCH
<p>Another reflection of a more positive perception of all U.S. Latinos in 2021 is that 75% of all Americans support having legal status for all currently undocumented Latinos.</p> <p>The number one answer offer by Non-Latinos regarding what would be most helpful to U.S. Latinos is “less discrimination.”</p>	<p>The shift in attitude is dramatic</p> <p>In 2012 the perception was:</p> <ul style="list-style-type: none"> Most Latinos were not U.S. citizens Latinos were not Americans and didn’t share many American values Latinos were not contributing to our country economic success <p>In 2021 the perception was:</p> <ul style="list-style-type: none"> The majority of Latinos are U.S. citizens Nearly 7 out of 10 believe U.S. Latinos share their family values, religious values, and the American Dream 70% believe U.S. Latinos are making a major contribution to our economy 	<p>A PARTNERSHIP EFFORT OF</p>



The Latino Community Stepping Up for America

The 2021 **Latino Donor Collaborative report: The Latino Community Stepping Up for America** highlights the many contributions of Latinos during the coronavirus pandemic. Using the Census Bureau's data from the 2018 American Community Survey (ACS), this report quantifies workers employed in the essential industries and highlights the crucial role that Latino workers have played during the pandemic, and the vital contributions that Latino workers will continue to make during the country's recovery.

The COVID-19 pandemic has shaken America to its core, and only a massive, unified effort will uplift the economy. One foreseeable roadblock to recovery is a historical oversight of one of America's greatest strengths—the U.S. Latino cohort. Latinos demonstrate a unique pattern of resilience somewhat underutilized by decision makers who could galvanize this community to create even more economic growth for all. This opportunity loss arises from a lack of understanding of Latinos' tremendous contributions to the economy and many other fundamental aspects of American life.

“What does it mean to me to be Latinx during these pandemic times? It allows me to serve as an expert for the Latinx community that I am part of. It gives me a way to connect by providing information on what we have seen in the hospital systems and providing information in all the areas of the pandemic.”

—Dr. Paulina Rebolledo, **INFECTIOUS DISEASE PHYSICIAN, EMORY GRADY HOSPITAL**

U.S. Latinos have served on the frontlines as essential workers—from the fields in the Central Valley to the corridors of our hospitals in Los Angeles and they have stepped up for all Americans.

The report found almost half (48%) of all essential workers are immigrants. That finding is important because the study found that Latinos are three times as likely as whites to become infected with COVID-19 and nearly twice as likely to die from it. Latino essential workers are more than three times as likely than non-Latino essential workers to be uninsured (25% versus 8%).

Closing the Capital Gap Report

The Latino Donor Collaborative along with Bain and Co., released the 2021 **Closing the Capital Gap: Fueling the Promise of Latino Owned Businesses Report**.

The study highlights the research on Latino-owned Businesses, which are the fastest growing segment of the small business ecosystem in our country. The report focuses on how U.S. Latino-owned businesses are one of the most overlooked, highest-return opportunities for investors, and how their success could help shape the U.S. economy's growth for decades to come.

A core construct of capitalism is that capital will flow to wherever the growth is. Despite the amazing growth from U.S. Latino-owned businesses, the report shows that capital has not been flowing back to them. The study found that Latino-owned businesses made up less than 1% of the \$487 billion invested across the top 500 largest VC and PE deals in 2020.

“Wealth is the missing ingredient in the Latino community, if we could add more wealth, people would consume more and grow the economy. How do we get more wealth? Invest in Latino businesses.”

—Jerry Porras, **PROFESSOR EMERITUS, STANFORD UNIVERSITY BUSINESS SCHOOL**

The impact of the lack of funding is not only limiting the ability of Latino-owned businesses to grow, but it is also limiting the entire economic growth of the United States. For instance, this report illustrates that if Latino-owned businesses were to achieve a similar distribution of capital as non-Latino-owned businesses, the U.S. economy would increase by an additional \$1.4 trillion dollars.

LATINO-OWNED BUSINESSES IN THE U.S. HAVE SOME OF THE HIGHEST POTENTIAL, AND MOST OVERLOOKED OPPORTUNITIES FOR INVESTORS



Latinos in Technology Report

The Latino Donor Collaborative released the 2021 Latinos in Technology Report. A study that spotlights how Latinos are driving digital consumption in the United States.

According to the report, 98% of all Latinos own a smartphone. 89% of U.S. Latinos own at least one computer, and 66% own at least one smart TV. Moreover, 78% of all U.S. Latino households subscribe to a streaming service. In fact, the study shows that U.S. Latinos are known as Super Streamers.

The study shows that U.S. Latinos over-index in digital usage. U.S. Latinos use more high technology devices including TV, Digital Streaming Devices, and tablets. Yet, U.S. Latinos only represent 3% of the high-tech work in Silicon Valley.

“Get behind other people’s success. Your life was built on other people’s dreams, so let’s not let them down.”

—Dionicia Nava, **STUDENT AT CALIFORNIA STATE UNIVERSITY, LOS ANGELES**

A key takeaway from this report is that the workforce in the technology sector will become increasingly dependent on U.S. Latinos. Therefore, it is important to attract students to technology careers.



NEW MAINSTREAM LATINOS LEADING TECH USAGE AND BUILDING THE FUTURE OF AMERICA

From Consumers to Makers

HISPANICS OVER-INDEX IN DIGITAL USAGE



U.S. Consumption of digital streaming devices
66% vs. Latinos – 77%



U.S. usage of tablets
54% vs. Latinos – 67%



U.S. Latinos spend
18% more time listening to podcasts than the general market

HISPANICS' OWNERSHIP OF DIGITAL DEVICES



98% own a smartphone



89% own at least one computer



66% own at least one smart TV

HISPANICS OVER-INDEX IN DIGITAL CONTENT CONSUMPTION TOO



Latinos who have Netflix
81% vs. General Market – 77%



Latinos who have Disney+
52% vs. Latinos – 42%



At the onset of COVID-19
Hispanics increased time watching movies or shows
70% vs. Non-Hispanics – 55%

KEY TO CONTINUE SILICON VALLEY GROWTH: LATINOS, FROM CONSUMERS TO MAKERS



Silicon Valley population:
28% Latinos



Silicon Valley K-12 students:
39% Latinos



Silicon Valley hi-tech workforce:
9% Latinos



LDC Youth Initiative: Latino Ed Help

In 2020, as the pandemic ravaged through the world, we saw its effects in some of the most vulnerable communities across the country and especially here, in Los Angeles, that is why our immediate response was to roll up our sleeves and help. Understanding the importance of ensuring that children had a way to stay connected and on top of school, we mobilized our efforts and partnerships. Thanks to our sponsors and other local partnerships we were able to successfully have available tools for children. Our focus was on ensuring that Latino youth knew that people in the community cared for them.

Research shows that the Latino cohort is the largest growing cohort in the U.S. Latinos make up 18.7% of the total U.S. population. Moreover, Latinos make up 25% of Generation Z and a staggering 30% of Generation Alpha. Nevertheless, research also corroborates that the Latino community is often underrepresented. Our vision has always been to invest in our community, that is why in 2021 we launched the **Latino Ed Help** initiative. A website aimed to help young students with tools for college, as well as to help parents with tools that range from mental health to financial help.

“The donations from the LDC helped us allow kids to further their own self-realization and consciousness of passions by funneling expertise across a diverse array of subjects. Furthermore, the donations feed kids' curiosity, and wonder for the world.”

—DR. GUADALUPE MIRELES-TOUMAYAN

Our team worked tirelessly to create a new website designed to help our young Latinas and Latinos. At the Latino Donor Collaborative, we understand the importance of investing in our future generation. That is why the website is an important step in offering help to our community.

In 2022, our commitment is to continue to strengthen the partnership with local schools and business partners, so that we may offer more tools that will ensure the success of our young Latinos. In addition, with the help of new partnerships there are plans to expand on the website by investing in more services that can range from financial education, entrepreneurship, and media representation.

SPECIAL THANKS TO OUR 2021 INTERNS:

Alexa de la Peña

Gabriela Perez

Judith Chavez-Cardenas

Adayan Munsuarrieta

Guadalupe Lazaro

Simran Moolchandaney



Featured Latino Talent found on The Source Database

The Source Database

The core of the Latino Donor Collaborative's mission is to present factual evidence of the many contributions that American Latinos make to society. Since 2018, the LDC has been recording U.S. Latino talent actively working in mainstream media. In 2021, the LDC took an important step to create impact in the Latino community by launching The Source Database. A one-of-a-kind database with a list of 2,500+ talented Latinos that have at least one recent participation in new and returning shows.

Oftentimes, the talking point from executives is that they lack data to make proper investments in the U.S. Latino cohort. For that reason, through The Source Database, the LDC aims to provide executives and decision makers with up-to-date data to make more informed decisions when casting for their projects. Similarly, one of the biggest issues in the industry is that Latino roles are absent in the media because of the lack of Latinos in the entertainment industry, however the LDC has been able to record more than two thousand Latino talent in just three years. This number is expected to rise as new talent is discovered every year. The Source Database also offers a 300+ list of talented Latino writers, directors and showrunners, nonetheless the representation of Latinos in all platforms remains minimal and repetitive.



Cierra Ramirez
Actress



Steven Canals
Showrunner



Patricia Rigen
Director



Isabella Gomez
Actress



Mark Indelicato
Actor



Nitzia Chama
Actress



Moises Zamora
Showrunner/Writer

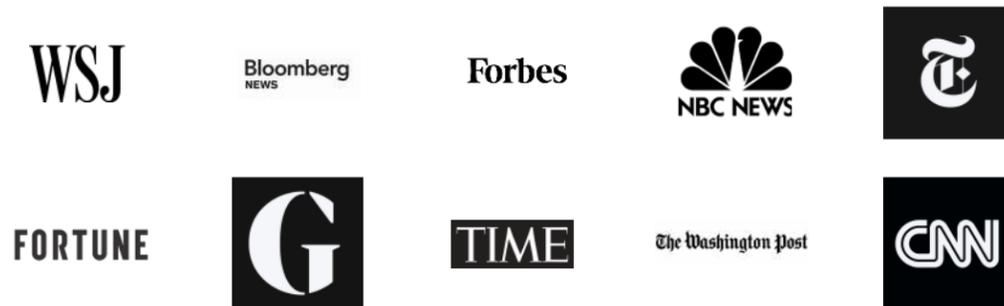


Roberto Aguirre-Sacasa
Showrunner

Some of our Partners:



Featured in



Board of Directors



Sol Trujillo
Chairman of the Board,
Latino Donor Collaborative



Ana Valdez
Executive President,
Latino Donor Collaborative



Al Cardenas
Senior Partner,
Squire Patton Boggs (US) LLP



Alex López Negrete
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The Boston Consulting Group



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Hispanic Scholarship Fund



Gary Acosta
Co-founder & CEO, NAHREP,
Co-Founder L'ATTITUDE,
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Guillermo Diaz Jr
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Hispanic IT Executive Council-
HITEC, Founder & CEO - Conectado



Henry A. Fernandez
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MSCI, Inc



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Performance Improvement
Practice, Bain & Company



Hernan Lopez
Co-Founder & Chairperson,
DANVAS



Jaqueline Guichelaar
Senior Vice President
and Group CIO, Cisco



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Executive Advisor Partner,
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Chairman of Benestar and Evans
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Linda Alvarado
President & CEO,
Alvarado Construction, Inc.



Marcos Torres
Managing Director, Media
Investment Banking Group RBC
Capital Markets, LLC



Martin Cabrera
CEO,
Cabrera Capital Markets, LLC



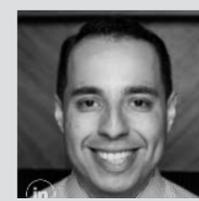
Oscar Munoz
Executive Chairman,
United Airlines



Patricia Salas Pineda
Former Group Vice President,
Hispanic Business Strategy/Toyota
Motor North America, Inc.



Patty Arvielo
President,
New American Funding



Pete Amaro
Co-Founder,
Luminary Media



Ralph de la Vega
Chairman,
De La Vega Group



Raúl Alarcón
Chairman & CEO,
Spanish Broadcasting Systems Inc.



Roel Campos
Partner,
Hughes Hubbard & Reed LLP

Advisory Network



Beatriz Acevedo
 Founding Partner,
 Mita, and SUMA Wealth,
 President, The Acevedo
 Foundation



Brenda Castillo
 President & CEO,
 National Hispanic Media
 Coalition



Bruce Barshop
 Chairman - Barshop Ventures



David Lizárraga
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 Don Bourn Companies, LLC



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 Former Director of Peace
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Gil Vasquez
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 Vasquez & Company, LLP



Gilberto Ocañas
 Senior Advisor,
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Gustavo Martinez
 Former Global Chairman & CEO,
 JW Thompson



Indhira Arrington
 Managing Director & Global Chief
 Diversity, Equity and Inclusion,
 Ares



James Cotto
 Sr. VP, Wealth Advisor,
 Morgan Stanley



Jason Riveiro
 Vice President of Global Service,
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Jeff Valdez
 President,
 Valdez Productions



Jorge Mettey
 Founder and President,
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Jose Ramon Gonzalez
 Chief Legal Officer & Corporate Secretary,
 Republic Holdings



Luis Maizel
 CEO,
 LM Capital Group



Luis Patiño
 Senior VP, General Manager,
 Univision Communications, Inc.



Manny Sanchez
 Partner,
 Sanchez Daniels & Hoffman,
 LLP



Ofelia Melendrez-Kumpf
 U.S. VP & General Manager,
 Western Region McDonald's



Patty Juarez
 Director commercial,
 Wells Fargo & Company



Robert Rodriguez
 Founder and Chairman,
 El Rey Network



Rodrigo Figueroa
 Director,
 Dykema



Santiago Ferrer
 Recruiting Partner,
 Boston Consulting Group



Sebastian Ontiveros
 National Director Multicultural
 Business Alliance &
 Strategy Group Senior Manager
 - Consumer Engagement,
 Toyota Motor North America



Victor Miramontes
 Founding Partner CitiView,
 Cisneros Miramontes & SAT
 Automotive Technologies



Tony Jimenez
 President & CEO,
 MicroTech



Victor Arias, Jr.
 Managing Director,
 Diversified Search

THANK YOU!

Thank you for being partners in our mission to change the Latino narrative and our country for the better.





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latinodonorcollaborative.org

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“ I feel very proud to be an essential worker. ”

—Maria Fajardo, FARM WORKER

