

## Mission

To influence and engage Latinos and others to be leaders and philanthropic investors to develop strong and vibrant Latino communities in Colorado.

## Our Inspiration

A decade ago, a set of visionary Latino families and allies sought to establish Colorado's first Latino foundation. Their dream was to create a culturally relevant philanthropic entity to tackle some of the most pressing issues facing the community. This vision was realized through the commitment of 14 families and several foundations who joined together to create an institution that has invested over \$3.5 million in Latino communities throughout Colorado. Today, the foundation has helped establish the groundwork for building strong Latino-led organizations and cultivating emerging leaders. Additionally, the foundation educates Latinos about philanthropy and fosters an environment where people see themselves as givers and investors of social change in their community.

For more information,  
please contact

**Carlos Martinez**, Executive Director  
cmartinez@rcfdenver.org  
303.398.7448

or

**Rachel Griego**, Project Director  
rgriego@rcfdenver.org  
303.398.7449



An Initiative of ROSE COMMUNITY FOUNDATION

600 South Cherry Street, Suite 1200, Denver , CO 80246  
latinocfc.org

*“We cannot seek achievement  
for ourselves and forget about  
progress and prosperity for  
our community”*

**Cesar Chavez**

## What is Generations of Giving

The Generations of Giving campaign is focused on empowering Latinos to build stronger communities by becoming more engaged in philanthropy, while strengthening the legacy they leave for future generations. This new campaign expands the work of the Latino Community Foundation of Colorado by generating \$150,000 a year from 100 individuals, families or donors.

## Our Latino Legacy

Generosity, family and commitment to community have always been embedded in our Latino culture, but unfortunately Latinos have not been recognized as philanthropists. We know our Latino families have always given generously to the community, creating the cornerstone to our rich history as givers through our churches, schools, family events and community activities, without the historic recognition that accompanies it.

We must continue to drive our own narrative on building wealth within our families and communities. The time has come to fully embrace a philanthropic mindset in our Latino communities, and capture the recognition of giving that builds a Latino legacy that we can establish for future generations.

## Your Gift

Your commitment to give extends beyond an annual dollar amount; it translates to a significant impact into areas where the Latino community needs it most. Your gift goes to Latino organizations who can deliver high-quality services around health, education, job/career paths and other areas.

Your gift is pooled with others and the Foundation leverages it so it grows into an even larger amount. The money pooled is directed into a strategy that is developed by staff, board and other community leaders who are thoughtful, have the pulse of the community and understand the opportunities needed for Latinos to succeed.

As a donor you become part of the Generations of Giving Circle and receive benefits such as:

- Invitation to the Donor reception at the Colorado Governor's Mansion
- Invitation to the Generations of Giving annual breakfast
- Commemorative Generations of Giving lapel pin

## Profile of a Philanthropist: Look in the Mirror

Think of the many people you have helped along the way such as family or friends. Maybe you served as a padrino in a wedding or quinceañera. You gave a monetary contribution as a family member began their journey to college or as they moved into a new phase of their lives. Or perhaps you purchased something for a school or sports fundraiser for a neighbor or family member or have given at your church or local non-profit. Guess what? That makes you a philanthropist.

Philanthropy is like the "Abuelita" of charity. The impact is bigger than just helping one person: it helps transform lives, families and communities. It is a person who seeks to promote the welfare of others, especially by the donation of money to good causes.

We tend to associate philanthropy with wealthy people, while in fact, many of us are already philanthropists. It is simply someone who gives in a coordinated way where the result has a life-lasting impact on a person or community - bigger than what you or I could do alone.

It is someone just like you.

## Your Legacy

You have worked hard to create a comfortable home and secure environment for your family, a true testament to the generations who have come before you. This came with sacrifices and a dream that your children and grandchildren would have better opportunities to prosper.

Participating in Generations of Giving allows you to extend that legacy beyond your immediate family to your community. Its always been there. Now is the time to capture that tradition and pass it down, etching your own legacy.

The time is now for you and your **familia** to leave a lasting impact on our community's future.

## How It Works

### Step 1 – Structure your gift



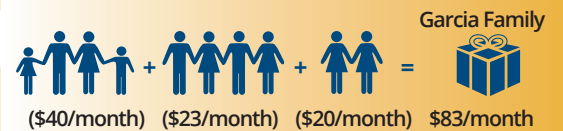
Garcia family pledges an amount of \$1,000 (or more) per year, over 3 years.

Pledge fulfilled through a monthly gift of \$83 or one annual gift.

### OR

Garcia family, along with extended family or friends, pledges an amount of \$1,000 (or more) per year, over 3 years under one family name. Choosing this structure allows you to combine gifts, making it easier for families to participate.

Pledge fulfilled by each family or friend committing an amount that totals \$83 per month or one annual gift.



### Step 2 - Complete pledge form

Online by visiting [latinocfc.org](http://latinocfc.org) or by calling 303.398.7405.

### Step 3 – Get engaged

Take advantage of your Generations of Giving Circle benefits.

# WATCH YOUR LEGACY GROW!