



**Multicultural Engagement
Texas CASA**

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The Story of the 3 Texans





The Real Texans



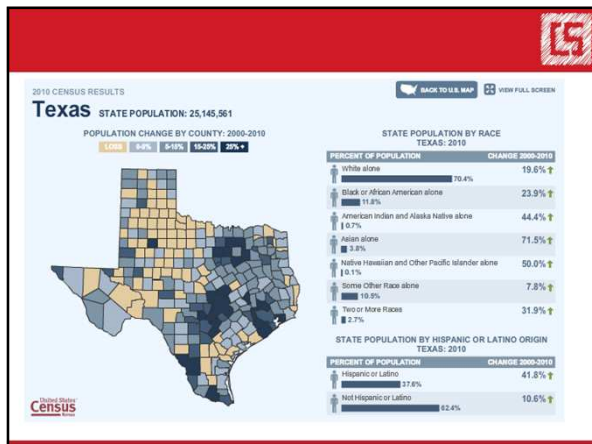
Culture, History, & Traditions

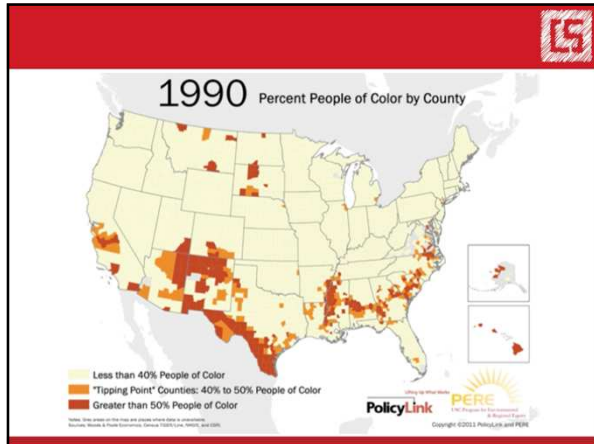
Boardroom of Today

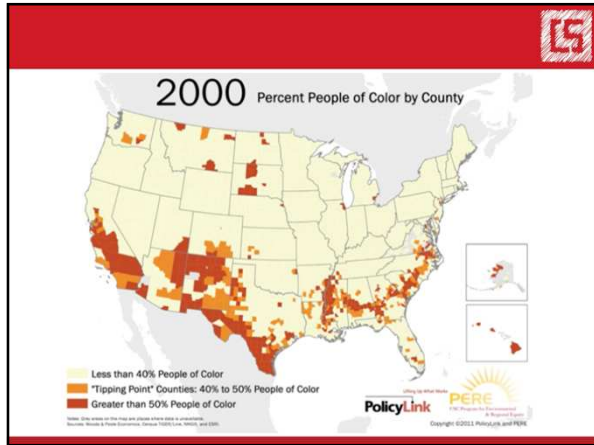


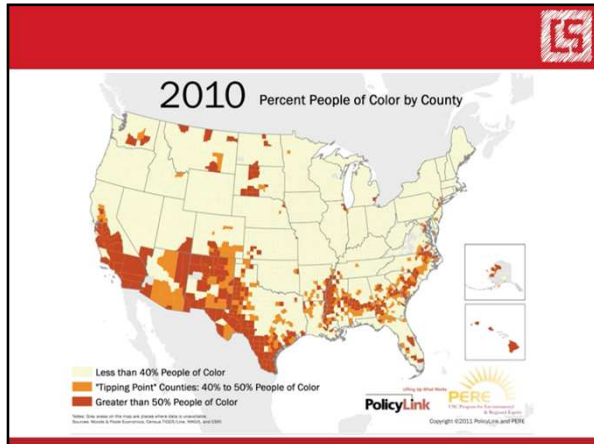
Boardroom of Today

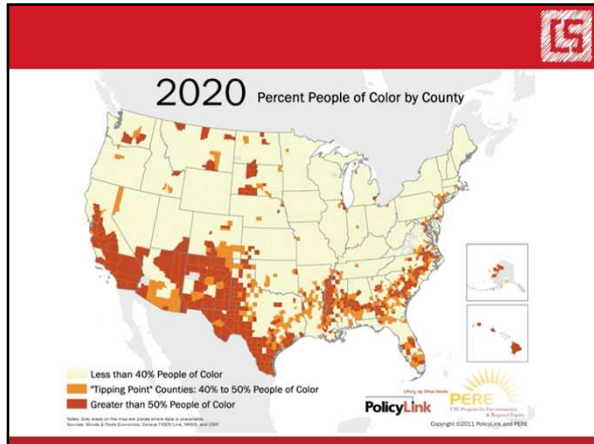


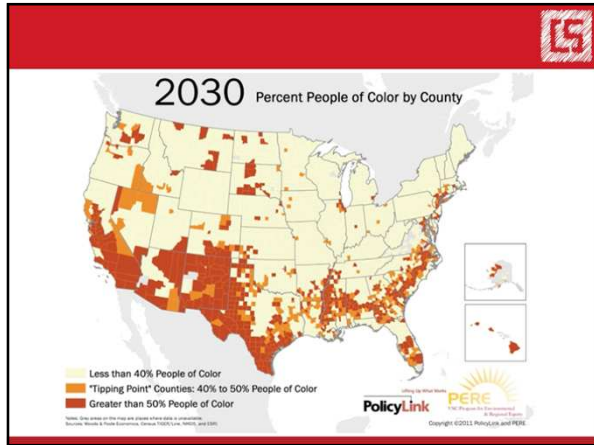


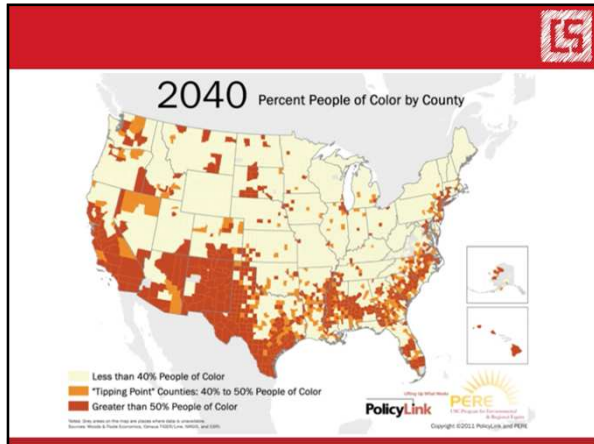












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Leadership Gap: Barrier or Opportunity



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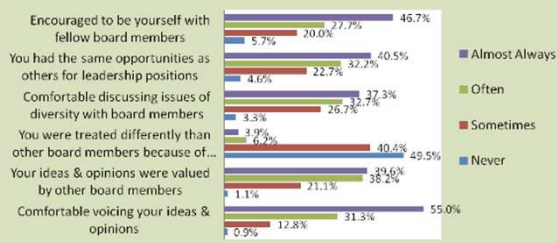
Board Source: Vital Voices: Lessons Learned from Board Members of Color 2010

	2010	1993
Caucasian	84%	86%
Hispanic/Latino	4%	3%
African-American	8%	9%
Asian	3%	1%

BoardSource: vital Voices: Lessons Learned from Board Members of Color 2010

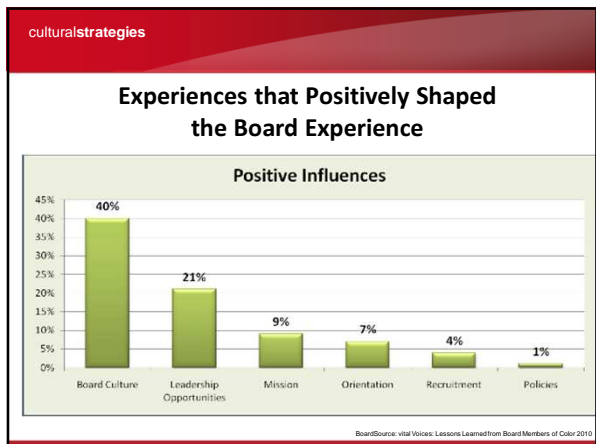
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To what extent did you feel:



Statement	Almost Always	Often	Sometimes	Never
Encouraged to be yourself with fellow board members	46.7%	27.7%	20.0%	5.7%
You had the same opportunities as others for leadership positions	40.5%	32.2%	22.7%	4.6%
Comfortable discussing issues of diversity with board members	37.3%	32.7%	26.7%	3.3%
You were treated differently than other board members because of...	40.4%	6.7%	2.9%	49.5%
Your ideas & opinions were valued by other board members	39.6%	38.2%	21.1%	1.1%
Comfortable voicing your ideas & opinions	55.0%	31.3%	12.8%	0.9%

BoardSource: vital Voices: Lessons Learned from Board Members of Color 2010





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- ### Experiences that Negatively Shaped the Board Experience
- ✓ Board culture
 - ✓ Tokenism
 - ✓ Financial Expectations/Fundraising
 - ✓ Leadership (more specifically, negative experiences associated with the tone set by the board leaders or chief executive)
- BoardSource: vital Voices: Lessons Learned from Board Members of Color 2010

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- ### Experiences that Negatively Shaped the Board Experience
- ✓ Access to power (remarks that power was held by a close inner circle and/or perception that people of color could not hold certain leadership positions)
 - ✓ Voice for all (expectation that one individual was the "voice" for entire community or racial/ethnic group)
 - ✓ Lack of genuine commitment to diversity and inclusion
 - ✓ Too few people of color (feeling of isolation but not tokenism)
- BoardSource: vital Voices: Lessons Learned from Board Members of Color 2010

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2010 Board Survey: Greenlights and United Way

- ✓ Nonprofits need more board members and are operating well below capacity.
- ✓ Only 85% of seats on nonprofit boards are currently filled.
- ✓ Over 7,000 empty board seats that nonprofits are trying to fill.

Greenlights for Nonprofit Success: Central Texas Board Report 2011

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Boards need more Diversity

- ✓ Board members expressed that they do not feel as though they are representative of their client population, nor of our larger community.
- ✓ 78% of board members are white.
- ✓ Hispanic/Latino - 11% of nonprofit board members



Greenlights for Nonprofit Success: Central Texas Board Report 2011

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Next Gen

- ✓ Boards also lack age diversity.
- ✓ People under 30 make up only 4% of all board members in Central Texas.
- ✓ The current generation of people under 30 is highly service-oriented, volunteering at higher rates than previous generations of young people, but most nonprofits have not actively engaged this age group in board service.



Greenlights for Nonprofit Success: Central Texas Board Report 2011

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Board Recruitment

- ✓ 70% of boards report difficulty recruiting qualified, passionate people to serve as board members.
- ✓ Barriers: financial contributions, time.
- ✓ The top referral sources are the Executive Director/CEO and general board members.
- ✓ The Governance/Nominating Committee is also a top referral source, but only 47% of Central Texas nonprofit boards currently have such a committee.



Greenlights for Nonprofit Success: Central Texas Board Report 2011



The Opportunity!

- ✓ Authentic Leadership that goes beyond tokenism
- ✓ Fundraising Opportunities that have gone un-tapped
- ✓ Increased Awareness to and relevance in a growing multicultural Texas


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Poor are the most charitable

Those in the lowest U.S. income group give the largest percentage of their incomes to charity. Figures for 2007:


Income groups	Lowest	Second	Third	Fourth	Highest	All
Average income*	\$10,531	\$27,674	\$46,213	\$73,460	\$158,888	\$63,091
Income group limit	\$19,301	\$36,070	\$57,944	\$91,297	N.A.	N.A.
Giving as percent of income	4.3%	2.5%	2.7%	2.0%	2.1%	2.2%

*Pretax
© 2009 MCT
Source: McClatchy analysis of U.S. Bureau of Labor Statistics data
Graphic: Judy Treible

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H-E-B workers pledge \$1 million to United Way
Employees from 54 H-E-B stores in Central Texas counties pledged more than \$1 million to the annual United Way Capital Area campaign.



Radio listeners raise \$160K for Dell children's hospital
Dell's Children's Medical Center raises \$160,000 with a partnership with Border Media stations La Ley, 98.9 FM, and Digital 92.5

Hispanic Giving Circle, FuturoFund Austin raises \$125,000
FuturoFund Austin, a Latino giving circle is a collective effort to engage the Hispanic community through philanthropy and leadership. Over the last two years, Futuro Fund has raised \$125,000.




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Texas Buying Power

Hispanic/Latino - \$181 billion

African-American - \$72 billion

Asian - \$34 billion



Selig Center/Multicultural Economy Report 2010

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Minority-owned Businesses


- ✓ U.S. - 5.8 million
- ✓ African-American - 1.9 million
- ✓ Asian - 1.6 Million
- ✓ Hispanic - 2.3 Million

Selig Center/Multicultural Economy Report 2010

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Home Ownership Rates

- White – 74.80%
- Asian – 59.30%
- Hispanic/Latino – 48.40%
- African-American – 46.20%



US Census Bureau, homeownership by race 2009

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Engagement

- Values
- Principles



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Values







- Authenticity – Being true to yourself and to your community; commitment to your character.
- Innovation – Always learning; being creative and finding new solutions to problems.
- Collaboration – Bringing people together; working together for the common good.



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Principles When I volunteer or contribute to a charitable organization it helps strengthen the quality of life and bonds in my community. – Perla Cavazos

-  **Engage** - Share your experience. Discuss viewpoints. Respect others.
-  **Educate** - Learn the issues. Acquire new skills. Know your community.
-  **Volunteer** - Give an hour. Give a Saturday. Give your best.
-  **Advocate** - Champion a cause. Stay informed. Raise Awareness. Find your voice.
-  **Give** - Research. Understand. Invest.
-  **Lead** - Influence others. Open doors. Create systemic change.

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Multicultural Communities: History, Issues and Motivations

Diversity Alliance: The Roots of Black Philanthropy

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African-Americans in the Community


- ✓ In 1787, the Free African Society of Philadelphia was formed to aid free slaves.
- ✓ With the abolition of slavery, black social service organizations emerged in the form of sororities and fraternities, and the NAACP
- ✓ Source for support: community-based mutual aid organizations, churches, or major political movements
- ✓ In 1862, Freedman's aid societies were organized in the northern states to provide supplies and send teachers to educate former slaves.
- ✓ "It was philanthropy for and by African Americans that helped establish historical black colleges and universities. Black fraternities and sororities are also a part of this heritage."
Rodney Jackson, president and CEO of the National Center for Black Philanthropy Inc.

Diversity Alliance: The Roots of Black Philanthropy

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African-Americans in the Community

- ✓ Quality education is a primary concern among African American residents.
- ✓ Although African Americans are actively engaged in education by serving as mentors, tutors, etc., the sentiment is that the need for African Americans to serve in these roles far exceeds the supply. More women than men volunteer, yet comments from the focus groups pointed to a serious need for African American male role models and mentors.
- ✓ Opportunities exist to increase the number of African American volunteers by reaching out to those who currently are not being asked to volunteer, do not know how to become involved and are not satisfied with their current level of volunteer participation.



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African-Americans in the Community

- ✓ African American churches are uniquely positioned to connect congregations with opportunities to address community needs either through internal programs or outside entities. Survey responses revealed religious affiliation was the main source for learning about volunteer opportunities.
- ✓ African American civic, community and professional groups were often cited as an avenue through which to volunteer.
- ✓ Affluent African-Americans (AAA)
 - ✓ \$75,000-plus individual income
 - ✓ \$125,000-plus household income
 - ✓ Touch-points – Philanthropy, social, luxury items, cars, etc.

Black is the New Green 2010

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Asians in the Community

- ✓ Asian Americans are the most diverse ethnic group in the United States today, with the influence of more than fifteen different cultures.
- ✓ The wide range of languages spoken includes Cantonese, Hawaiian, Hindi, Japanese, Korean, Mandarin, Tagalog, Urdu and Vietnamese.
- ✓ Asian American profile is considered young (median age: 31.6 yrs), affluent and educated. (In 2003, 50% of Asian Americans had a bachelor's degree.)
- ✓ Mutual Aid Associations began as a response to racial discrimination and violence during the early immigration days in the late 1800s. Today, these associations continue to grow and flourish as new immigrant groups emerge and adjust to the new country. (i.e. daycare centers and credit unions)

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Asians in the Community

- ✓ Religious institutions have provided Asian Americans with both spiritual and social activities but also act as safe havens for immigrants. Activities ranging from picnics, baseball leagues, English classes and job training seminars are almost always run by volunteers.
- ✓ Language and cultural schools are also organized almost entirely by volunteers. Some of these schools are run under the auspices of a religious organization or mutual aid associations.
- ✓ Professional associations such as Chinese engineering societies, South Asian networking groups and Filipino medical organizations utilize volunteers to help newcomers traverse the many complicated steps toward stability. Once established, members often conduct civic projects and raise funds for worthy causes.



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Latinos in the Community

- ✓ Nationally, less than 7% of total foundation funding is directed toward efforts targeting Hispanics.
- ✓ In 2010, Hispanics account for only 4% of board representation on a national level
- ✓ Hispanics are often viewed as clients or recipients of charity and as a result are not consulted or included in various philanthropic and leadership opportunities.

Sources: Board Source: Vital Voices: Lessons Learned from Board Members of Color 2009-2010, Short Changed: Foundation Giving and Communities of Color.

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Latinos: The Good News

- ✓ Hispanics, now the largest minority in the US, are gaining political, professional and economic status.
- ✓ Hispanics are discovering how philanthropic efforts and leadership have helped women and other groups gain social and political influence.
- ✓ Hispanics are increasingly working together to focus their philanthropy on the nonprofit institutions that will impact/strengthen their community and create new opportunities.



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A Culture of Giving

- ✓ In 1998, nearly 7 in 10 Hispanics gave to charities.
- ✓ Chronicle of Philanthropy: Hispanic giving actually equaled or surpassed Anglo-American giving.
- ✓ Hispanic volunteerism = 14.7% and growing.

Sources: 1998 Gallup Poll, Chronicle of Philanthropy, Bureau of Labor Statistics

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Latino Engagement Framework

- Latino Engagement is a process of building community, relationships, & trust with Latino communities.
- Latino Engagement utilizes authentic engagement strategies that create advocates for people, neighborhoods & issues within communities.
- It is an inclusive, innovative & culturally relevant approach that informs, educates, engages & strengthens communities.
- 4 T's: Time, Talent, Treasure and Trust



It's really a great feeling when you see an Hispanic woman, and I think it's really important for the Hispanic community to see all these people who are engaged in the community.

-Janice Valdez

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Latino Community Engagement

- Volunteering: Sixty-six percent of Hispanics/Latinos surveyed volunteer at least once per year.
- Where Latinos volunteer
 - Faith-based institutions – 29%
 - Community based organizations – 27%
 - Educational institutions - 26%
- Issues are primary motivators in Latinos' decision to volunteer (i.e. education, health, employment)
- Why Latinos volunteer?
 - To help others
 - Giving back to the community



VIVIR UNIDOS Agosto 18

ESTAS INVITADO Jueves 18 de junio del 2008 8:00-8:30pm

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Opportunities

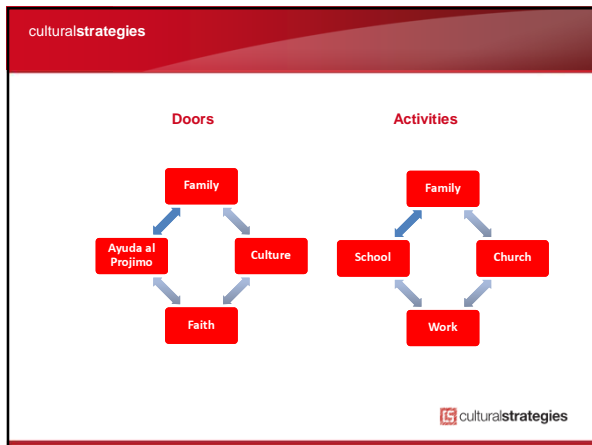
- Church and Family
- Professional and Latino oriented groups
- Organizations deep-rooted in the Latino community
- Latino volunteers and leaders in the pipeline

Barriers

- Lack of cultural insights
- Relationships – Latinos to mainstream and vice versa
- Labels – clients vs leaders
- Time, schedules, family, work, etc.



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Latino Profiles

- Tribes
- Social groups
- Natural
- Associate with like-minded and/or people we feel comfortable with
- Professional and personal
- Families
- In-person and online



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Latino Profile: Professionals

- Family
- Leadership development
- Education
- Investors
- Value inclusion





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Latino Profiles: Tejanos

- History
- Community connectedness
- Rally around Tejano heritage and music
- Acknowledgement







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Latino Profiles: Immigrants

- Rely on family for personal and business matters
- Church
- Traditional entrepreneurs
- Trust in fewer individuals/groups
- Word of mouth
- Trust Spanish Media





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Latino Profiles:
Mexican Nationals

- Business Entrepreneurs
- Sense of Security
- Isolated
- Educated
- Affluent



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Motivations to Give

- ✓ Leading causes include:
 - ✓ church,
 - ✓ youth and family services,
 - ✓ Victims of disaster, and
 - ✓ job training and educational opportunities for the next generation.
- ✓ Many contributions are motivated by desire to "give back" to the Hispanic community.
- ✓ Donors give both to advance opportunities as well as to strengthen their community.
- ✓ Recognition is not always wanted.

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VIVIR UNIDOS








Live Unites-Vivir Unidos
 PrettyTX 27 videos | Subscribe






PHILANTHROPY
 United Way reaches out to Central Texas Latinos
 Vivir Unidos event gave Hispanic residents and local nonprofits a chance to get to know each other.



African-American Engagement



Echoes of Color Film Series - Film & Dialogue
Here's another way we're engaging the community to learn about critical community issues and create spaces for meaningful discussions. As part of our MLK activities, we're kicking off the 2008 Echoes of Color Film Series tonight with *Every Mother's Son*.

This film tells the story of three women of police brutality that make headlines around the country. Amadou Diallo, the young West African man whose killing sparked intense public protest, Anthony Beatz, killed in an illegal choke-hold; and Gary (Dionne) Bush, a homicide case shot and killed outside his Brooklyn home. "Every Mother's Son" tells of the victims, three mothers who came together to demand justice and accountability.



Multicultural Engagement



Advocating for children

 Tara A. CASA Volunteer	 Marisa A. CASA Volunteer	 Daniel R. and Bob O. CASA Advocates
 Olivia K. CASA Volunteer	 Holly and Gavin M. CASA Volunteers	 Norma M. CASA Volunteer

Welcome to CASA of Travis County in Austin, Texas

 Volunteer with CASA	 CASA Superhero Run	 CASA Can Campaign	 CASA Video Library
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Engagement

VIVIR UNIDOS
Non-Profit Organization [Edit Info](#)



Wall Everyone · VIVIR UNIDOS

<p>Relevance</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Understand culture, traditions and history <input checked="" type="checkbox"/> Understand your and the community's motivations, desires, needs and wants <input checked="" type="checkbox"/> Honor, respect and be authentic 	<p>Engagement</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Utilize culturally relevant messages and approaches <input checked="" type="checkbox"/> Build meaningful connections <input checked="" type="checkbox"/> Listen to people's concerns, needs and aspirations <input checked="" type="checkbox"/> Interact and include community members in the process <input checked="" type="checkbox"/> Create ambassadors <input checked="" type="checkbox"/> Engage, not just outreach 	<p>Commitment</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Be intentional & committed for the long haul <input checked="" type="checkbox"/> Show up frequently and when it matters <input checked="" type="checkbox"/> Collaborate with multicultural organizations and groups <input checked="" type="checkbox"/> Equip people with skills, knowledge and abilities <input checked="" type="checkbox"/> Utilize community members as leaders
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Strategies: CASA of Travis County



CASA
Court-Appointed Special Advocates
FOR CHILDREN
CASA OF TRAVIS COUNTY, INC.

Leadership Investment

1. Adopted a five year strategic plan which included increasing the diversity of staff, volunteers and board members.
2. Developed a Strategic Diversity Outreach Plan
3. Annual Staff Retreats focused on cultivating an Inclusive and Diverse CASA Program




Strategies: CASA of Travis County



CASA
Court-Appointed Special Advocates
FOR CHILDREN
CASA OF TRAVIS COUNTY, INC.

Developing Cultural Competence

1. Offering Quarterly Knowing Who You Are (KWYA) trainings to volunteers
2. Diversity Implementation grants – Race-The Power of an Illusion (RPI), free one day workshop opened to the community
3. Monthly Cultural Lunches – continuing education opportunities to continue building off of the concepts and knowledge from KWYA and (RPI) trainings
4. Latino Heritage Month Festival for CASA volunteers, youth and staff highlighting various aspects of Latino culture. Engaged community partners in the planning (including Latinitas, Southwest Key, local Ballet Folklorico group)



Strategies: CASA of Travis County


CASA
Court-Appointed Special Advocates
FOR CHILDREN
CASA OF TRAVIS COUNTY, INC.

Outreach Strategies

1. Participated in cultural events around town (ex. Juneteenth celebration, CASA of Travis set-up the children's activity area and engaged AKA and APA to volunteer as face painters, etc.)
2. Build Community Partners & Ambassadors – Invited a number of community leaders to observe court and speak at transitioning youth meet-ups
3. Became a member of local African American and Hispanic Chamber of Commerce
4. Engaged organizations like Young Hispanic Professional Association of Austin to host a meet-up for our youth on money management.
5. Submitted stories for diverse media outlets (i.e. La Voz, TODO, Ujima)
6. Changed recruitment strategies for hiring (no longer using informal networks)

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Essential Strategies

Build Trust & Listening

- Understand culture, traditions and history of neighborhoods and it's residents
- Honor, respect and be authentic
- Engage, not just outreach; interact and include community members in the process
- Attend community and neighborhood meetings: Listen to the residents' concerns, needs, and aspirations; show up when it matters.
- Focus groups: Gain in-depth insight into the community's issues.
- Neighborhood Walks: go to the neighborhood and start developing relationships

Co-Create

- Ask residents to create and participate in projects that are important to them: it's a simple strategy that sometimes we forget to use.
- Establish peer led projects: Allow residents to take ownership of projects and engage their neighbors, family & friends.



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Essential Strategies

Equip & Lead

- Equip residents with the knowledge, skills and abilities to advocate for people, neighborhoods and issues.
- Utilize existing neighborhood leadership (formal and informal)
- Create ambassadors and leaders.

Be Committed


- Be intentional & committed for the long haul.
- Show up frequently and when it matters.
- Collaborate with neighborhood, churches and multicultural organizations and groups.



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Board Strategies

- ✓ Conduct a board diversity assessment
- ✓ Focus on relationships
- ✓ Identify the skill set, influence and connections your organization needs
- ✓ Identifying current and new leaders of color
- ✓ Develop and implement a board diversity plan
- ✓ Re-write or update board policies to allow inclusion
- ✓ Build capacity of your board to recruit diverse board members
- ✓ Hold the board and staff leadership accountable
- ✓ Acknowledge the barriers and overcome them
- ✓ Be open to change




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Engagement Strategies

- Start Today!
- Connect with the culture.
- Build relationships.
- Be a resource.
- Understand your market.
- Make your organizational brand multicultural friendly.
- Go to the people.
- Be committed.





Q&A

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