GUIDING PRINCIPLES

On a **mission** to strengthen Latino leadership, influence and equity by leveraging philanthropic resources, and doing so with an unwavering **vision** on social justice and shared prosperity across the Americas.
THE BIG IDEA

Create an investment fund that provides risk capital to Latino ventures and organizations

Support institutions committed to the building of power across Latino communities

Coordinate a larger network to change the narrative about the potential of the Latino community

Increase and sustain the economic power of Latino communities across public, private and social sectors

We are focused on addressing the lack of economic and political influence within the Latino community
THE OPPORTUNITY
A DEMOGRAPHIC SHIFT...

Based on data gathered from Pew Research Center tabulation of the 2015 American Community Surveys

...this means that

By 2060, Latinos will comprise over 28% of the total U.S. population at 111 million

- U.S. CENSUS BUREAU

Today, the Latino population is over 58 MILLION NATIONWIDE

...and

States with fastest growing populations

> 1 MILLION SINCE 2000

CA +39%
AZ +62%
NM +32%
TX +60%
CO +58%
IL +30%
GA +58%
NJ +68%
PR 3.5M and growing...

Wilde, ID

Wilde is 76% Latino with an all-Latino city council

CO +42%
FL +86%
MT +30%
WA +62%
UT +42%
WA +62%
WA +62%
WA +62%
WA +62%
WA +62%
WA +62%
Although Latinos are a fast growing segment of the population, they remain economically marginalized... yet, it is still one of the most socioeconomically insecure... and accounts for some of the lowest household wealth rates in the U.S.
THE SOLUTION
Deploying capital for change

Leverage philanthropic dollars against private capital to build power and spur economic growth for Latino communities

**CONVENING POWER**
Provide means of engagement and advocacy for Latino stakeholders to collaborate and innovate on strategies to achieve its vision in 3 to 5 years

**CAPACITY BUILDING**
Increase the capacity (and visibility) of Latino investors and increase the capacity of institutions focused on power building for Latinos

**CAPITAL DEPLOYMENT**
Provide risk and discretionary capital for intermediaries and institutions to scale impact that reduces gaps within the Latino community

**OUR DIFFERENTIATOR**

1. Better access based on our reputation and stronger relationships
2. Position to achieve outsized impact because we know where to go
Grupo Guayacan is focused on fostering and advancing Puerto Rico’s entrepreneurial ecosystem. Following Hurricane Maria, we provided recovery grants through Guayacan to support small businesses at the center of the island’s innovation, job creation and economic activity.

**Impact by the numbers**

- **$70,000** in grants
- **15** companies
- **71** jobs continued
- **$1.15M+** in sales

**Beneficiaries on the ground**
INVESTMENT THESIS
STRATEGIC OBJECTIVES

Key focus areas to support institutions and individuals. Widening the path of opportunities and access to capital to leave a powerful and positive legacy in this world.

1. **DEMOCRATIZE PHILANTHROPY**
   
   ...to activate a movement of engaged individual philanthropists in partnership with Latino communities across the Americas

2. **MOBILIZE BIGGER & BETTER RESOURCES**

   ...to connect communities and philanthropy to collectively transform institutional resources across the Americas

3. **GROW LATINO LEADERSHIP**

   ...to ensure equitable inclusion and participation in the philanthropic community

4. **CHANNEL LATINO INFLUENCE & THOUGHT LEADERSHIP**

   ...to disrupt philanthropy, change the Latino narrative, and build our power
OUR PRIORITY

To provide comprehensive access to capital for Latino led enterprises and nonprofits, embracing an opportunistic approach with a focus on gender equity and regions with emerging Latino populations.
OUR LAUNCH SCHEDULE

Q1
2019
JAN 1
Finalize framework, partners & relevant documents

Q2
2019
APR 1
Stakeholder engagement & announcement

Q3
2019
JUL 1
Fundraising & partner development

Q4
2019
OCT 1
Launch fund
VALUE PROPOSITION TO OUR PARTNERS

We are positioned to provide benefits to every stakeholder engaged on this platform while financing the growth of solutions that tackle real economic growth barriers in the Latino community.

- **Access to faster and responsible capital** for underrepresented entrepreneurs
- **Grow community enterprises** that help meet CRA & community development objectives
- Opportunities for **tax deductions & legacy gifts** while making a lasting social impact
- Support **metrics & increase impact** through community enterprises aligned with your purpose
QUESTIONS?