

WELLS
FARGO

Recognizing the real heroes in our community

You enrich our community by leading with your heroic example.
Thank you for reaching out to help those in need.

**We salute the Santiago family for their selfless acts of
courage and dedication.**

Together we'll go far



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Twenty - Third Annual Hispanic Foundation Ball *¡Hoy, es Nuestro Futuro! / Our Future is Now!*



EVENING PROGRAM

**5:30 P.M.
NO HOST COCKTAIL RECEPTION
AND SILENT AUCTION**

**7:00 P.M.
DINNER**

**8:00 P.M.
PROGRAM**

**9:00 P.M. - MIDNIGHT
DANCING WITH TORTILLA SOUP**

**9:30 P.M.
SILENT AUCTION CLOSURES**

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Bienvenidos/Welcome



*“Hoy, es Nuestro Futuro –
Our Future is Now”*

Statement from the President and CEO

Welcome to the 23rd annual Hispanic Foundation Ball! I hope tonight’s program will inspire you to become engaged with the Hispanic Foundation of Silicon Valley.

As President & CEO, I thank all of tonight’s sponsors, individual ticket buyers, volunteers, and staff. With your continuing support and participation, our goal of seeing our Hispanic Foundation grow will surely become a reality.

The theme for this evening, “Hoy, es Nuestro Futuro – Our Future is Now”, was chosen to highlight our efforts to close the Latino student achievement gap. The foundation’s **Silicon Valley Latino Report Card** reported a 20-30 point gap between Latino and Non-Latino students in kindergarten readiness, 3rd grade reading, 8th grade math, high school completion, and college preparedness. Yes, our future is now and we need your support and involvement to close this gap for the future of the Latino community and Silicon Valley as a region.

Tonight, we focus our attention on the work of our **Education Excellence Fund**, which continues its work to prepare Latino students to be the future innovators, scientists, engineers, and business leaders of Silicon Valley through our middle school math/algebra programs.

Additionally, in 2013 we hope to launch a new initiative, the Parent Education Academy. This program will educate Latino parents about local education processes and opportunities to help parents acquire or develop the skills needed to guide their children to achieve high school and college graduation. We firmly believe that when parents are knowledgeable about the local education system, their children will attain better academic results.

Later in this program, you can read more about our other initiatives including the **Latino Board Leadership Academy, Cuidando con Respeto program, and Nuestro Futuro – Our Future**, engagement initiative.

I would like to thank *Silicon Valley Latino* and its publisher, Alex Ontiveros, for generously publishing this program as part of its inaugural publication. We wish the *Silicon Valley Latino* great future success.

Tonight we celebrate the 23rd time we have come together as a community to celebrate a Hispanic family of distinction. This year, we continue this tradition as we honor our La Familia Award recipients, the Santiago Family, who is being honored for their deep-rooted commitment and involvement in the local community. They are a family that is dedicated to improving the lives of Latinos and the Silicon Valley as a region.

With your support and participation our foundation can continue to grow into an effective organization that develops solutions to the major issues facing Silicon Valley Latinos.

Please join us!

Ron Gonzales, President & CEO

Statement from the Hispanic Charity Ball Co-Chairs

Bienvenidos to the 23rd annual Hispanic Charity Ball.

We would like to acknowledge and thank the Hispanic Foundation Ball Steering Committee for their guidance in organizing this signature event of the Hispanic Foundation of Silicon Valley. Most of the volunteers have been with the Foundation Ball for many years and we thank them again for their dedication and hard work in producing one of the most successful black tie events in Silicon Valley.

We would also like to commend the Hispanic Foundation for their ongoing commitment and leadership in raising awareness as well as helping to address the issues affecting the Latino community. The region’s Latino population—growing not so much by immigration as by the steady increase of a home-grown second generation—will be the region’s largest population group by 2050. This younger generation makes up 37% of the student population, or roughly 135,000 students in local K-12 schools. Closing the achievement gap and ensuring our future by doing so, has never been more urgent.

Contributing to the well-being of Latinos is exemplified by this year’s La Familia Award recipients. They are proud of their Latino heritage and promote our history and culture at every opportunity here in Silicon Valley. Our heartfelt congratulations to La Familia Santiago!



“The Nuestro Futuro initiative now seeks to inspire engagement and fuel action to improve the well-being of Latinos.”

Thank you for joining us this evening, your presence is appreciated and valued. We are proud of the Foundation’s endeavors in this area for our future’s sake.

The Foundation, under the visionary leadership of its Board of Directors and President and CEO Ron Gonzales, continues its hard work with the “Nuestro Futuro – Our Future” initiative to improve the quality of life for Silicon Valley Latinos in Education, Health, Financial Stability, Housing, and Environmental Sustainability. The Nuestro Futuro initiative now seeks to inspire engagement and fuel action to improve the well-being of Latinos.

Camille and Joe Coto
Hispanic Charity Ball Co-Chairs

Recognizing our most precious resource: The people in our community.

A healthy, vibrant community banks on the participation of its members. And the more diverse their backgrounds, experiences and skills, the more interesting and unique their solutions.

Bank of America is proud to partner with Hispanic Foundation of Silicon Valley for their leadership in creating common goals while nurturing self-empowerment.

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2012 Hispanic Foundation Ball Steering Committee

Our sincere thanks to the many people who are responsible for organizing this wonderful event. They have spent countless hours planning and creating an evening to remember.



Camille and Joe Coto, Co-Chairs



Steering Committee Members:

Pictured above from L-R, Joe Coto, Camille Coto, Margarita DeAvila, Will Macias, Jim Gonzales, Frances Gonzalez, Karla Rodriguez Lomax, Ron Gonzales



Frances Gonzalez



Ron Gonzales

La Familia: Jim Gonzales (chair), Hon. Xavier Campos, Rosie Carlos, George Duran, Maria Marroquin, Eleanor Villarreal, Maria Garcia, James Bojorquez, Elaine Lugo

Program & Production: Frances Gonzalez (chair), Carlos Pérez, Rick Moreno, Martha Escobedo, Will Macias

Media Relations: Karla Rodriguez Lomax



2012 La Familia Award

"La Familia Santiago exemplifies a family of volunteer role models for the Latino community."

Join us in recognizing the Santiago family for their contributions to our community.



Standing L-R:

*Lauren Santiago (granddaughter),
Lucas Huizar (great grandson),
Vanessa Santiago-Huizar (granddaughter),
Yolanda Santiago (daughter),
Kyle Osborn (grandson),
Pedro Huizar (Vanessa's husband)*

Seated L-R:

*Lee Reid (son-in-law kneeling),
Danny Santiago (son/Santa),
Judy Santiago, Debra Doyle
(granddaughter), Michael Wagner*

Lower Seated:

*Austin Huizar (great grandson),
Annie Santiago (granddaughter),
Alexa Santiago (granddaughter)*

About La Familia Santiago

Without the hard work, dedication and love La Familia Santiago puts into the Santa Visits Alviso Foundation (SVAF), it would not be the trusted and loved member of the Alviso community that it is today," said Ron Gonzales, President & CEO of the HFSV.

The family calling first began in 1983, when Alviso, a small community in San Jose, California, was victim of severe winter flooding. It was then that the Santiago's (Joe and Judy) started the tradition of having Mr. and Mrs. Claus visit Alviso where they handed out candy canes to the children of this underserved and mostly Hispanic neighborhood. Their visits ensured the children of Alviso would still be visited by the spirit of the holidays, despite the natural tragedy surrounding the community.

Judy Santiago, honorary chair and member of the SVAF board of directors has dedicated herself full-time, without pay for over 29 years to the foundation.

While Judy and Joe G. Santiago, Sr. (deceased) started this family tradition, their children, grandchildren and, now, great grandchildren have willingly and full-heartedly taken on the family calling as well. The Santiago children: Yolanda Santiago, Michelle Wagner (deceased) Danny Santiago (deceased) and Michael Wagner all have contributed their support to the Alviso community. As an example, family members took on the roles of:

- Santa Claus-Danny Santiago
- Running the photo booth- Michelle Wagner
- Running the gift room- Yolanda Santiago
- SVAF day-to-day operations (including managing the website, marketing, financials/tax returns)- Michael Wagner

But it doesn't end there—the entire Santiago Family volunteers to bring the holiday spirit to the Alviso community, including grandchildren:

Vanessa Santiago-Huizar, Bobby Santiago, Debra Doyle, Sean Doyle, Lauren Santiago, Annie Santiago, and Alexa Santiago. Even the first Santiago great grandchild, Austin, contributes to the cause.

About the Santa Visits Alviso Foundation

The SVAF is a non-profit foundation focused on bringing educational gifts and the spirit of the holidays to hundreds of youngsters ranging from toddlers to teens. The organization works in close partnership with Alviso's Library and Youth Center and the City of San José to promote education to neighborhood youth.

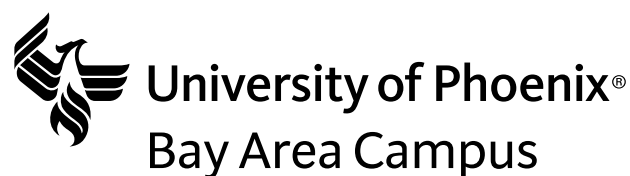
In June 2006, the SVAF fulfilled one of its long term goals of giving scholarships to deserving students of the Alviso Community. This was due in part to the generous support of their contributors, the Legacy San José Alviso Youth Foundation and the hard work of La Familia Santiago.

As of November 2011, the SVAF has awarded more than \$192,190 in scholarships via the *Judy Santiago, Joe G. Santiago, Sr. and Tony P. Santos Honorary Scholarship Fund*. Each scholarship recipient is eligible to apply for new funds for each school year and their school performance are closely tracked by the foundation. The organization promotes all education careers including trade school, culinary school, community colleges and universities. The SVAF collaborates with other educational organizations to identify eligible students to receive scholarships. In return for this support the SVAF asks that all scholarship recipients to volunteer in the Alviso community.

The SVAF supports many programs including the Santa Visits Alviso Holiday Program, Alviso Library Reading Programs, Alviso Youth Center Programs, the Alviso Soccer Program and the Santa Visits Alviso Scholarship Program.



Proud Sponsor of the
23rd Anniversary of the Hispanic Foundation Ball



Master of Ceremonies



Marla Tellez
Anchor/Reporter



Damian Trujillo
Reporter

Marla Tellez reports for NBC Bay Area's morning news program Today in the Bay, and anchors NBC Bay Area News at 11am.

Born in San Francisco, Marla is actually a small-town girl, raised in Sebastopol. Marla's a proud graduate of Analy High School and Sonoma State University, where she graduated Magna Cum Laude with a degree in Political Science and a minor in Communications.

Her journalism career began behind the scenes as a writer and producer at KFTY in Sonoma County. In 2000, her producing talents took her to KPIX in San Francisco where she blossomed as a producer for "Evening Magazine."

There she got the itch to give the "other side" of the camera a shot. So, in 2002, Marla took her first on-air job as a news reporter at KION News 46 in Salinas. Before long, she returned to KPIX as a producer/correspondent for "Evening Magazine" and "Eye on the Bay," and reported for the news department.

In 2008, she made the tough decision to leave the Golden State for a chance to anchor in the Land of Enchantment. Marla was the morning and midday news anchor for KOB in Albuquerque, New Mexico until her return to the Bay Area to join NBC Bay Area. Albuquerque is where "Breaking Bad," a hit show on AMC, is filmed so when the producers asked her to play an anchor, she couldn't say no. Marla's acting debut can be seen on the Season 3 premiere of Breaking Bad, "No Mas."

Marla is a two-time Emmy award winner. Her first came in 2006 for "Outstanding Achievement, Education Program" for a 30-minute show she produced on alternative fuels. She earned her second Emmy for "Outstanding Achievement, Arts/Entertainment Program" for "Six Degrees of Love," a true Bay Area love story.

When Marla's not working, she's either running, cooking, or visiting her mom in Sonoma County, which she loves to use as an excuse to go wine tasting.

South Bay native Damian Trujillo has been an NBC Bay Area news reporter for 16 years. He's also host and producer of "Comunidad Del Valle", the longest-running public affairs show in all of Northern California.

Damian has been honored with awards from the Associated Press, the Radio and Television News Director's Association (RTNDA), and the National Association of Hispanic Journalists. In 2011, the Chávez Family Vision awarded Damian with its prestigious *Si Se Puede* Award for his community work. Damian was named "2004 Reporter of the Year" by the Associated Press Television and Radio Association for California and Nevada and five times nominated for an Emmy Award.

Damian grew up in Greenfield, about 1.5 hours south of San José on Highway 101. While in high school, Damian worked in the agricultural fields of the Salinas Valley, with his family, to help make ends meet.

As a former farm worker, Damian now honors his first job, on the César Chávez Holiday. Every March 31, Damian's family hosts family, friends, and students. They assemble sack lunches at the Trujillo home, and distribute them to roughly 250 farm workers in the South Bay. The gesture is a "thank you" to farm workers, for their tireless work. Each year, the Trujillo family awards a college scholarship to the son or daughter of a farm worker in Greenfield.

In his spare time, Damian enjoys golf and volunteering with school children.

Damian is married to his wife, Monica. They have a 5 year old daughter, Malyna, and twins, Isela and Michael Damian.

Filmmaker Carolyn Brown produced a documentary on Damian's life, titled "From the Fields; An American Journey". The documentary aired on NBC television stations throughout the United States.

Evening's Entertainment/Auction

Made by combining ingredients such as R&B, Blues, Funk, Soul, Latin, Tex Mex, Salsa, Cumbias, and Oldies until the sabor is extracted from the talent is the premise on which Tortilla Soup was founded with the idea of playing a variety of music. Created in 2003, Tortilla Soup is a Bay Area band with talented musicians who have toured, recorded, and performed for live audiences worldwide for over 30 years. www.tortillasoupmusic.com

Tortilla Soup



Steven Godfryd, Pacific Auction Company

Steven Godfryd is the founder and president of the Pacific Auction Company. He organizes and conducts over 150 fundraising auctions annually, earning him the moniker of “hardest working auctioneer in the fundraising business”. Having worked as a professional non-profit fundraiser for 15 years, the combination of being both an auctioneer and a fundraiser makes him a powerful force in encouraging people to spend generously at fundraising events. He has literally generated millions of dollars for charitable organizations, and has been recognized by industry groups for his outstanding work. This year marks the second time Steve as served as our auctioneer..

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BidPal

Have fun using NEW technology at the Hispanic Foundation Ball. BidPal is an interactive wireless handheld device that allows wireless bidding with our Silent Auction. It's fun and entertaining! It is an iTouch with special BidPal functions loaded on the device.

Your own personal BidPal device allows you to:

- Bid anytime and from anywhere at our event
- See all item information and current bid status
- Personalize your own “watch list” for items you are interested in
- No more running back and forth to the bidding tables
- Be instantaneously alerted when you have been outbid so you can re-bid
- View items you have won



We are using BidPal tonight for:

- **Silent Auction Bidding**
- **“Fund a Need” Appeal**

Need BidPal help?

Look for volunteers with a green ID tag to assist you.

For the second year in a row, KIPP Bay Area Schools alumni are enrolling in college at more than twice the national average for low-income students. Support more than 2,500 students in East San Jose, San Lorenzo, West Oakland and San Francisco who are climbing the mountain to college.



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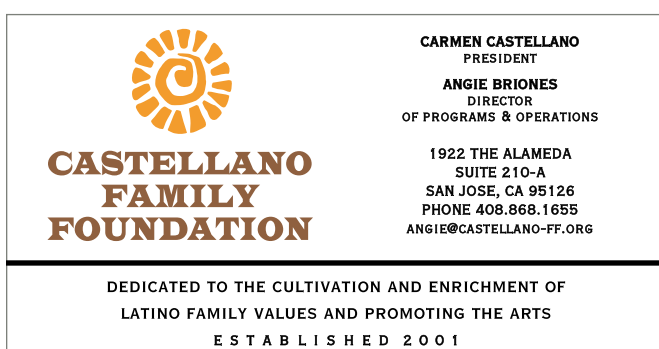
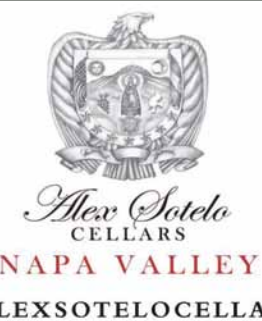


Thank you for your time and dedication

We acknowledge all those who dedicate their time and effort to helping others. Your contribution is a shining example—thank you.



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Alex Sotelo – Alex Sotelo Cellars • JANDMS PHOTOS • Valley Florist – Floral Arrangements

The Hispanic Foundation of Silicon Valley Programs



The Hispanic Foundation of Silicon Valley cultivates philanthropy and inspires Hispanic children and families to achieve personal greatness.



Education Excellence

“I want to graduate from college. It feels good once you get the right answer. It makes you feel like you are very accomplished and that you know how to do [math].”
— Chris Daldo (8th grade), on the SUTA program

Silicon Valley serves as a global example of creativity and innovation; Latinos make up 26% of its population. Yet, various indicators in the ***Silicon Valley Latino Report Card*** highlight how Latinos are not prepared to compete for most hi-tech jobs in the region. Currently, less than 14% have a college degree and high school dropout rates are over 20%. In terms of high-paying, high-tech jobs, Latinos trail other groups (19% vs. 56% for non-Latinos). For Silicon Valley to prosper, we must close these achievement gaps and increase learning opportunities for Latino students.

In the last three years, more than 4,000 students have received academic help from programs provided by the Hispanic Foundation of Silicon Valley (HFSV) and its partners. The **Stepping Up to Algebra/SUTA** program (4 week summer program offered by Silicon Valley Education Foundation) helps students prepare for 8th grade Algebra I success. In addition, the **Math Acceleration Program** (4 week summer program offered by ALearn) helps students prepare for 7th grade pre-algebra. For support during the school year, SUTA+ provides Saturday morning Algebra I training. Collectively, our middle school math/algebra initiatives get students interested in math, ensure future success in related subjects, and cultivate a college-going mindset.

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Convening & Engaging

“Our community has the will, resources, and strength to improve. We can control our own destiny and the future of Silicon Valley – and we must.”
— Excerpt from the Latino Report Card

The future of Silicon Valley hinges on the state of our Latino community. Today, 640,000 Latinos call Silicon Valley home. Our collective well-being in areas of Education, Health, Financial Stability, Housing, and Environment will dictate the region’s long-term future for prosperity.

How are we doing today? In 2011, our groundbreaking report, the ***Silicon Valley Latino Report Card***, published a sobering picture of the quality of life for Latinos in the region and the results were alarming. For a copy of the report visit the HFSV website at: <http://hfsv.org/programs-research-2.html>

This year the HFSV is launching a new initiative called ***Nuestro Futuro—Our Future***, with the goal of hearing firsthand from the Latino community about what they want to see improved in their neighborhoods and cities. We want to better understand the people we serve and how to engage them with the information and resources they need to thrive in the five quality of life areas we researched.

We will continue convening our community and engaging leaders and residents alike to make sure the Latino voice is heard. More importantly, we plan to commit to the objectives of the Latino Report Card and realize our call to action so that the future of both Latinos and all of Silicon Valley prospers.

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Healthy Aging

“Latinos face a higher risk of Alzheimer’s disease and other dementias because they are living longer but have higher rates of cardiovascular risk factors.”
— Alzheimer’s Association

As Latinos, we pride ourselves in having close-knit ties with our family. Whether it’s living at home with a parent or grandparent well into our adult years or having an older relative next door, we often forgo convalescent care in favor of taking the personal responsibility to care for our loved ones during their twilight years. However, many Latino families are affected by the heavy toll that diseases like dementia and Alzheimer’s have on our elderly family members. Often times the biggest problem is not the disease but the lack of information on how to properly care for our loved ones that suffer from it.

The HFSV ensures the necessary resources are available to Latino caregivers so that they can properly care for their family member and themselves. Along with our partners, the Alzheimer’s Association of Northern California and Catholic Charities, we offer **Cuidando con Respeto** (Caring with Respect), a Spanish language program designed to increase awareness about healthy aging in the Latino community and to promote quality elder care and support for Latino caregivers.

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Leadership Development

“LBLA represented an opportunity for me to take a leadership role in Silicon Valley.”
— Albert Beltran, 2011 LBLA Fellow

We care about our communities. As Latinos, we have the desire to make a positive contribution in our homes, workplaces, cities, and environments to ensure a better quality of life for everyone. Yet, there is some disconnect between the high number of Latino leaders interested in making a positive impact and access to resources to make it happen. In California, Latinos make up 36 percent of the population but only hold 6% of the executive director jobs and 9% of the board positions for nonprofit organizations (The Chronicle of Philanthropy, 2010).

The Hispanic Foundation of Silicon Valley (HFSV) is helping change this trend. Together with our partners--CompassPoint, Center for Excellence in Nonprofits, and the Health Trust--the HFSV offers the **Latino Board Leadership Academy (LBLA)**. LBLA is a 10-session professional development program that recruits and prepares Latino leaders from the business and non-profit sectors who are interested in serving on nonprofit board of directors. Today, 81 fellows have completed the program and approximately 65% of them serve on local nonprofit boards such as:

- ALearn
- American Red Cross of Silicon Valley Chapter
- Center for Employment Training (CET)
- Habitat for Humanity East Bay/ Silicon Valley
- Latina Coalition of Silicon Valley
- School Health Clinics of Santa Clara
- Society for the Advancement of Chicanos and Native Americans in Science (SACNA)

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