

HISPANIC FOUNDATION BALL

Educating... Convening... Engaging Latinos



Twenty-Fourth Annual / Saturday October 5, 2013

Communities are like families



When everyone comes together, wonderful things can happen. This event is the result of a lot of hard work by many talented people. The spirit of community is alive and well, right here and now.

Ramirez family, you represent the heart and soul of true community.

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Together we'll go far





EVENING PROGRAM

5:30 P.M.

No Host Cocktail
Reception

7:00 P.M.

Dinner

8:00 P.M.

Program

9:00 P.M.- MIDNIGHT

Dancing with
Tortilla Soup

Lots of choices. Calories optional.



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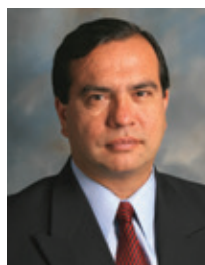
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Bienvenidos/Welcome

*“Bringing all
the Pieces Together”*

Statement from the President and CEO

Welcome to the 24th 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. Your continuing support and engagement supports our goal of improving the quality of life for Silicon Valley Latinos and the region as a whole.

We are delighted to present our keynote speaker this evening Mayor Julián Castro of San Antonio, Texas. We appreciate his leadership and willingness to be with us this evening.

The theme for this evening, “Bringing all the Pieces Together”, was chosen to highlight our efforts to bring proven solutions to specific issue areas in our community. Those issue areas and solutions include:

- Education Excellence Fund
 - Science, Technology, Engineering & Math (STEM)
 - Parent Education Academy
- Latino Leadership Development
 - Latino Board Leadership Academy
- Convening & Engaging the Latino Community
 - Nuestro Futuro – Our Future Initiative

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

Through our Partners, the Silicon Valley Education Foundation and ALearn we have provided summer and school year instruction to over 2,000 middle school students in 18 school districts. For the first time this fall we will expand these programs to the Redwood City School District in San Mateo County.

Additionally, we will launch a new initiative, the Parent Education Academy (PEA). The PEA will educate Latino parents about local education processes and opportunities to help parents acquire or develop the skills needed to guide their children towards 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. The PEA will begin in the Franklin-McKinley and Redwood City school districts this fall.

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

Tonight we celebrate the 24th 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 Ramirez Family, who is being honored for their deep-rooted commitment and involvement in the local community. They are a family with a multi-generational commitment to volunteer community service.

With your support and participation our foundation can continue to grow into an effective organization dedicated to increasing opportunities for our community to reach our full potential.

Please join us!

Ron Gonzales, President & CEO

Statement from the Hispanic Foundation Ball Co-Chairs

Bienvenidos to the 24th Annual Hispanic Foundation Ball! We are honored to serve as this year's Foundation Ball Co-Chairs.

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 Silicon Valley's largest population group by 2035. This younger generation makes up 37% of the student population, or roughly 135,000 students in local K-12 schools. Increasing education opportunities for Latinos and ensuring our future by doing so, has never been more urgent. 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 a new initiative, the Parent Education Academy, and expansion of its successful education programs to San Mateo County.

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 Ramirez!

Thank you for joining us this evening, your presence is appreciated and valued.

Alicia C. Aguirre Mayor, Redwood City
Xavier De La Torre Superintendent,
Santa Clara County Office of Education

Hispanic Foundation Ball Co-Chairs

Thank you for your time and dedication



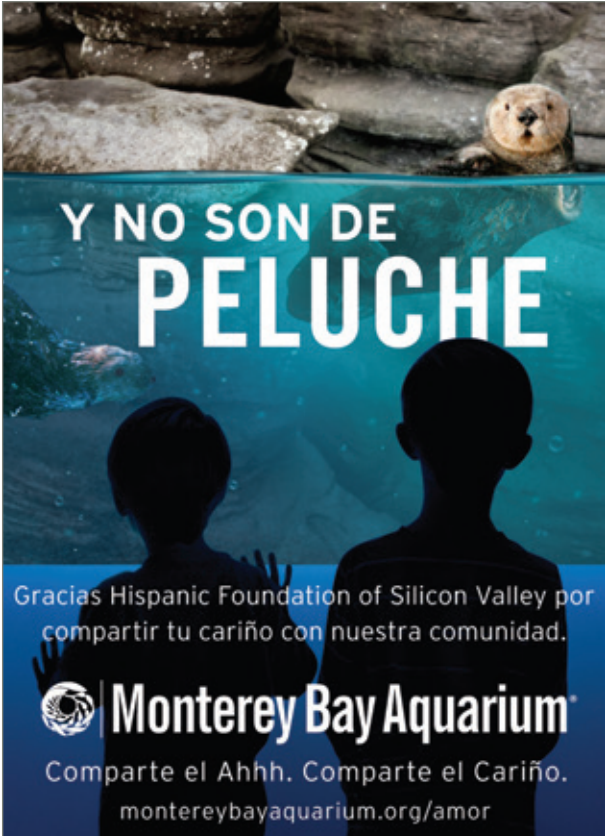
We acknowledge all those who dedicate their time and effort to helping others. Your contribution is a shining example—thank you.

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A poster for the Monterey Bay Aquarium. The top half shows a seal pup on a rocky shore. The bottom half shows the silhouettes of two children looking out at the ocean. The text is in Spanish and English.

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2013 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.



Alicia C. Aguirre Mayor, Redwood City
Xavier De La Torre Superintendent,
Santa Clara County Office of Education
Co-Chairs



Steering Committee Members:

Pictured above from L-R, Ron Gonzales, Margarita DeAvila, Mayor Alicia C. Aguirre, Karla Rodriguez Lomax, Jim Gonzales, Xavier De La Torre



Frances Gonzalez
*Chair, Programs
and Production*

La Familia Committee: Jim Gonzales (chair), Jose Villarreal, Maria Garcia, Eleanor Villarreal, George Duran, Xavier Campos, James Bojorquez, Elaine Lugo, Oscar Garcia

Program & Production: Frances Gonzalez (chair), Carlos Pérez, Will Macias

Media Relations: Karla Rodriguez Lomax



When the community works together, the community works.

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 support the Hispanic Foundation of Silicon Valley for their leadership in creating common goals while nurturing self-empowerment.

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2013 La Familia Award



La Familia Ramirez

from L to R:

Lucas Ramirez
Amanda Ramirez
Leonardo Ramirez
Len Ramirez
Julie Ramirez
Denise Montoya
David Ramirez
Daniel Riera
Sylvia Ramirez
Arturo Riera

About La Familia Ramirez

The Ramirez family has a long standing history of more than 60 years of community service instilled by family patriarch Leonard C. Ramirez, who served as a role model to his four children, Carlos, Sylvia, David and Len. Along with his wife, Erma Ramirez, they were early advocates for Latinos in San José.

"I have personally witnessed La Familia Ramirez serving our local community for several decades; it is a part of the family's DNA. Passed on from generation to generation making an impact on the lives of Latinos in Silicon Valley that can still be seen today," said Ron Gonzales, President and CEO of the HFSV.

Leonard C. Ramirez, was born in 1926 in Watts, California and spent his early childhood growing up in a close-knit barrio which included uncles, aunts, and cousins. Leonard joined the Army out of high school during World War II, where he saw a different world and returned home from his overseas service with a desire to go to college. With the help of the G.I. Bill, he was able to fulfill his dream and graduate from San José State in 1953.

After marrying Erma, the love of his life, they settled in East San José. As a young couple they were founding members of the nationally-known Community Service Organization (CSO) in the early 1950s. The agency pushed voter registration among Latinos and fought for paved streets and street lighting in the "Sal Si Puedes" neighborhood of East San José.

Leonard served on numerous community boards and organizations throughout his lifetime in an era when there were few Latinos in the higher echelons of civic organizations. He was chair of the United Way of Santa Clara County, a founder of the Hispanic Development Corporation where his vision, perseverance and commitment led to the development of "Portraits of Success, a collaborative project with KNTV (currently NBC Bay Area) recognizing Latinos and providing scholarships in Silicon Valley which continues today. He was active for three decades with the American G.I. Forum, a group representing Mexican-Americans veterans.

Leonard Sr. passed away in 1999 but not before passing on the family legacy of volunteerism set forth by he and his beloved wife Erma for serving the community continues with their children and their families.

Len Ramirez, Jr. and his wife Julie continue to call eastside San José home and have a long history of volunteering in schools, church and the community at large. Len has covered Santa Clara County as a television broadcast journalist since 1984, serving as a South Bay reporter at CBS-5 for the last 25 years.

Len has volunteered for many years as a role model and mentor for Latino youth in San José. Working together, Len and Julie's efforts led to the creation of the first city park to be built in the Alum Rock/East Foothills area in decades. Julie has served on the Superintendent's Advisory Board and volunteered on the Measure G committee in support of a bond measure to bring much needed improvements to the 26 school campuses.

Sylvia Ramirez, and her husband, Arturo Riera, also have a history of volunteering in the Bay Area for decades, particularly with the arts. When Sylvia was a student at San José State University, she was a founder of La Cosa Nueva, a radio program geared toward the Chicano community. While a student she was recruited to be a board member of Casa Raza, a community-based organization in the Alum Rock neighborhood of East San José which advocated for Chicano youth. Sylvia and Arturo are the co-founders of the Latin Jazz Youth Ensemble (LJYE) of San Francisco, a performance group of talented musicians ages ten to 18. Arturo is an active member of the Bay Area arts and cultural community. A member of the Board of Directors of San José Jazz since 2005, he served two years as Chair. He was awarded "Board Chair Emeritus" for his contributions to the development of San José Jazz, producers of one of the South Bay's key cultural events.

The influence of Erma and Leonard can also be seen in their grandchildren. Daniel Riera is an accomplished flutist and graduate of the Berklee College of Music, who has spent much of his time teaching inner-city high school youth music production and participating in various benefit concerts and causes. Lauren a graduate of Simmons College; creates art supply care packages for underprivileged children. Amanda, daughter of Len and Julie, participated in the design and development of Fleming Park and serves on the Student Council at her middle school.



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In the Bay Area, five KIPP middle schools and three KIPP high schools are closing the achievement gap between low-income students and their more advantaged peers. These tuition-free, college-preparatory, public charter schools are located in the underserved neighborhoods of San Francisco, East San Jose, San Lorenzo, and West Oakland.

In 2014, we will open two new middle schools in San Jose. We are working towards a day when all students, regardless of income, background, or zip code, will climb the mountain to and through college.

JOIN US IN PROVING THE POSSIBLE.

www.kippbayarea.org/give

PICTURED: KIPP ALUMNI, ERICK SILVA (U PENN), WITH HIS COUSIN, KIPP HEARTWOOD 5TH GRADER, JOHANNA APARECIO.



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Laura Garcia-Cannon
Anchor

For the past 13 and a half years Laura Garcia-Cannon has been helping the Bay Area wake up and get their day going as she anchors Today in the Bay weekday mornings on NBC Bay Area.

This multiple Emmy Award winning journalist and Associated Press Reporter of the Year has also worked in Phoenix and Fresno – where she met her former co-anchor and husband Brent. One of her fondest achievements was accepting an Emmy award in San Francisco for best daytime broadcast along with her husband. Brent and Laura were also recognized with a Best Daytime Newscast Award in the Bay Area by the Bay Area Women in Radio and Television.

Laura is an avid participant in various organizations. She serves on the Board of Directors of the American Cancer Society. She is a member of the National Association of Hispanic Journalists and serves on the Board of Trustees of her alma mater, Saint Mary's College of California in Moraga, where she received her Bachelor of Arts Degree in Communications and Government.

When she's not on the anchor desk, Laura keeps busy as she is also the mother of triplet toddlers! She calls Katherine, Claire and Jack her heaven on earth.



Damian Trujillo
Reporter

For 17 years, Damian Trujillo has been a NBC Bay Area News reporter, host and producer of “Comunidad Del Valle,” the longest running public affairs program in the Bay Area. 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.

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 2 hours south of San Francisco 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. He picked garlic, broccoli, cucumbers, and strawberries.

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 make 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. In addition, each year, the Trujillo family awards a college scholarship to the son or daughter of a farm worker in Greenfield.

In 2012, Carolyn Brown, professor at American University in Washington D.C., produced a half-hour documentary on the life of Damian Trujillo titled “From the Fields: An American Journey”. Damian screened the film at Stanford, Georgetown, and Harvard Universities, and at The National Steinbeck Center. In April 2013, Rep. Mike Honda invited Damian for a special screening on Capitol Hill.

Damian and his wife Monica have a daughter, Malyna, and twins Isela and Michael Damian.

Evening Guest

Mayor Julián Castro



Presented by



Mayor Castro created SA2020, a community-wide visioning effort turned nonprofit that has galvanized thousands of San Antonians around a simple, but powerful vision for San Antonio - to create a brainpower community that is the liveliest city in the nation.

Under his leadership, the city in 2010 opened Café College, a one-stop center offering high-quality guidance on college admissions, financial aid and standardized test preparation to any student in the San Antonio area. In its first year, Café College served more than 5,000 area students, spurring an expansion of the facility in 2011.

Mayor Castro also has brought a sense of urgency to revitalizing the city's urban core, including the underserved East Side of San Antonio, by initiating the "Decade of Downtown" and approving a series of incentives to encourage inner city investment. These efforts have spurred plans for the construction of more than 2,400 housing units in the center city by 2014.

In March 2010, Mayor Castro joined executives from Google and Twitter in being named to the World Economic Forum's list of Young Global Leaders. Later that year, Time magazine placed him on its "40 under 40" list of rising stars in American politics. Mayor Castro also serves on the board of directors of the National League of Cities, is a member of the Inter-American Dialogue and is an Aspen-Rodel Fellow. In addition to his community service, Mayor Castro has taught courses at The University of Texas at San Antonio, Trinity University, and St. Mary's University.

Mayor Castro's brother, Joaquin, serves in the Texas House of Representatives.

A thirty-seven-year-old San Antonio native, Mayor Julián Castro is the youngest mayor of a Top 50 American city. Many Americans saw his inspiring keynote address at the 2012 Democratic National Convention. In that speech he shared part of his remarkable, uniquely American personal story. Castro's mother, Rosie met his father, Jesse Guzman, while both were working as political activists in the early 1970s. Julián and his identical twin brother, Joaquin, were born one-minute apart in 1974. Bonded in a way that only twins can be, the brothers competed, grew, and thrived under the careful watch of their mother and grandmother. They both received their undergraduate degrees from Stanford University and then went to Harvard Law School. Soon after Harvard, Julián jumped into politics. At age twenty-six he was elected city councilman in San Antonio, at that time, the youngest councilman in the city's history, winning the seat his mother had lost thirty years before. He was elected mayor in 2009 at the age of thirty-four and won reelection last year with more than 80 percent of San Antonio's vote.

Throughout his tenure, Mayor Castro has focused on attracting well-paying jobs in 21st century industries, positioning San Antonio to be a leader in the New Energy Economy and raising educational attainment across the spectrum. In 2011, the Milken Institute ranked San Antonio the nation's top-performing local economy.

Entertainment

Tortilla Soup

Made by combining ingredients such as R&B, Blues, Funk, Soul, Latin, Tex Mex, Salsa, Cumbias, and Oldies until the savor 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.

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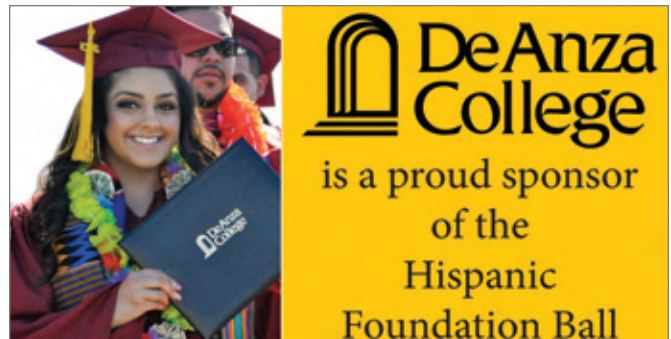


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The Hispanic Foundation of Silicon Valley Programs



Education Excellence

"Without reservation, I hope that SUTA and SUTA+ programs continue to be offered so that our students can benefit for years to come. It works!"

— Assistant Principal, Morgan Hill School District

For Latinos, education represents the key to a "better life" and unbounded opportunities. Today, Silicon Valley serves as a global example of creativity and innovation. However, if we want this trend to continue, it is important to re-examine the education needs of Latino students.

Various indicators show a substantial educational achievement gap between Silicon Valley Latino students and non-Latino students. Less than 14% of Latinos in the region have a college degree. Latinos are performing approximately 20 percentage points below all students in both 3rd grade reading proficiency and 8th grade math proficiency. When it comes to high-paying and high-skilled professional jobs Latinos represent less than 3% of the high-tech workforce.

The Hispanic Foundation's partnerships with the Silicon Valley Education (SVEF) and ALearn have brought math education programs to more than 2,200 students. With the SVEF, the Stepping Up to Algebra (SUTA) program helps students prepare for a successful year in 8th grade Algebra 1. Our partnership has also offered SUTA+ which continues the summer program during the school year. Also, ALearn offers the Math Acceleration Program (MAP) that is focused on pre-algebra 7th graders. These programs prepare students for success in math and Algebra in school and get them interested in college.

Funders:



Partners: Silicon Valley Education Foundation, ALearn, Santa Clara County Office of Education, and 19 school districts in Santa Clara and San Mateo counties

Parent Education Academy

Studies have shown the students of parents who attended a parent education program graduate from high school at 93% compared to 70% countywide

Data shows that 60% of all Latino adults in California are foreign born and often have no education. A major portion of Latino adults lack the understanding and experience of how the U.S. education system works. **Latino parents will be in a much better position to improve their child's performance in the classroom after they have been educated and trained in how the education system works.**

The HFSV wishes to thank the Coca-Cola Foundation for its major grant to launch a new initiative, the Parent Education Academy, to address this major issue that prevents so many Latino students from achieving higher levels of education success. The HFSV and its partner, the Parents Institute for Quality Education (PIQE) have combined efforts to educate and train Latino parents how best to support their children's education. Initial academies have been started in the Franklin McKinley School District (San José, CA), and the Redwood City School District (Redwood City, CA).

Learning about the local education processes and opportunities, Latino parents can acquire the knowledge and skills needed to guide their children to achieve high school and college graduation.

Funders:



Partners: Parents Institute for Quality Education (PIQE), Franklin McKinley School District, Redwood City School District

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



Convening & Engaging

"I want our community to have an equal chance of graduating high school and going to college and to fulfill their family's dreams [in order to] help our community out"

— Jesus, resident of East Palo Alto

The future of Silicon Valley hinges on the state of our Latino community. Today, 640,000 Latinos call Silicon Valley home. The quality of life for Latinos in the areas of education, health, financial stability, housing, and environment will dictate the region's future prosperity.

How are Latinos doing today? In 2011, the Foundation's 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.

This year the HFSV is launched a new initiative called **Nuestro Future (Our Future)**, with the goal of hearing first hand from the Latino community about what they want to see improved in their communities. The Foundation wants to better understand the thoughts of the people we serve and how to engage them with the information and resources they need to thrive in higher quality of life. **This year we are surveying 2,000 Silicon Valley Latinos on their thoughts on community issues and solutions. Please visit the Nuestro Futuro website and complete the Nuestro Futuro survey at:** <https://www.surveymonkey.com/s/TYVSKVS>.

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.**

Funders:



Partners:

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Leadership Development

"Our LBLA Fellow brings passion, energy and cultural competence which are critically needed on our Board."
— Silicon Valley Nonprofit CEO

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 percent of the executive director jobs and 9 percent of the board positions for nonprofit organizations** (The Chronicle of Philanthropy, 2010).

The Hispanic Foundation is helping change this trend. Together with our partners: CompassPoint, Center for Excellence in Nonprofits, the University of Phoenix and The Health Trust of Santa Clara County, the HFSV offers the Latino Board Leadership Academy (LBLA). **The LBLA is a leadership development program that recruits and trains Latinos from the business and non-profit sectors interested in serving on Boards of Directors for local nonprofit organizations.** Today, over 100 LBLA Fellows have completed the program and approximately 65% of them serve on local nonprofit boards such as:

- SOMOS Mayfair
- 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
- Sunnyvale Community Services
- Child Advocates of Silicon Valley
- Peninsula College Fund

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