

TWENTY-SEVENTH ANNUAL
HISPANIC FOUNDATION BALL



HISPANIC
FOUNDATION
OF SILICON VALLEY

Celebrating
A New Era

Saturday, October 22, 2016
Fairmont Hotel, San José

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you shape the future

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Together we'll go far



TWENTY-SEVENTH ANNUAL
HISPANIC FOUNDATION BALL



Celebrating
A New Era
EVENING PROGRAM

5:30 P.M.

No Host Cocktail
Reception

7:00 P.M.

Dinner

8:00 P.M.

Program

9:00 P.M. - 11:30 P.M.

Dancing with
Knight Sounds –
DJ Carlos Diaz

KNIGHT SOUNDS – DJ CARLOS DIAZ



DJ Carlos Diaz spins records from his curated vinyl collection, creating a non-stop dance experience. From his 1980's roots as a radio DJ at Stanford, Santa Clara, and San José State (KZSU, KSCU, KSJS), Carlos gained instant success as a fixture in the Northern California entertainment industry.

His work includes DJing on "Radio Aztlan," the legendary community-based Chicano program, as well as providing sound & lighting systems for touring artists. Many have witnessed his passion for music at thousands of clubs, venues, and private and corporate events.

He is most proud of his work as an active community member. Carlos serves as Entertainment Chair for a number of festivals. He also serves as Vice President of the Alum Rock - Santa Clara Street Business Association in San Jose and is a board member of Bellarmine College Preparatory Dads' Club.

Carlos is an alumnus of Bellarmine and Santa Clara University. His Vinyl & DJ shop, Knight Sounds, is MBE certified and a trusted community resource.

As he and his longtime friend, Damian Trujillo, would often say on "Radio Aztlan," Escuuucha!

For your entertainment needs contact Carlos at 408.926.3535 or Knightsounds@sbcglobal.net

The Hispanic Foundation of Silicon Valley Board of Directors



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2016 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.



Steering Committee Members:

Pictured above from L-R,
Carlos Pérez, Maria Garcia,
Frances Gonzalez, Ron Gonzales,
Karla Rodriguez Lomax,
Margarita DeAvila

Julian Cuevas (not pictured)

La Familia Committee:

Maria Garcia, chair,
Christina Ramos, vice chair,
James Bojorquez, Xavier Campos,
George Duran, Eleanor Villarreal

Program & Production:

Frances Gonzalez (chair)

Creative: Carlos Pérez,
ArtOrigin

Media Relations:
Karla Rodriguez Lomax

Bienvenidos/Welcome

"A New Era"

Statement from the President and CEO

Welcome to the 2015 Hispanic Foundation Ball celebrating 27 years of our Foundation and our Ball theme: **"A New Era."**

Thank you to our sponsors, individual ticket buyers, volunteers, and staff. Your continuing support and engagement supports our goal of improving the quality of life for Silicon Valley Latino families.

Historically, the Hispanic Foundation Ball has provided our community an evening to celebrate our past accomplishments by thanking those who were instrumental in supporting our work along the way. One year ago we were pleased to introduce a new foundation effort, the **Latinos in Technology Initiative**.

This initiative and its two components: the **Latinos in Technology Scholarship program** and **Family College Success Center** were designed to increase the number of Latino college graduates with engineering and technology degrees who are employed by hi-tech companies. **This initiative was designed as a "ground level" solution to the continuing problem of so few Latinos employed by hi-tech companies.**

With much gratitude we thank our initial investors in the scholarship program, Intel Corporation, Bank of America, the Hastings Fund, and other local hi-tech companies. Their financial investment allowed our Foundation to provide this year nearly **50 scholarships** to Latino college students seeking a technology degree.

Similarly, we thank again the City of San José, County of Santa Clara, Santa Clara County Office of Education, Bank of America, Silicon Valley Community Foundation and other investors who helped us "kick start" the Family College Success Center.

This evening is also a time to thank those members of our community who have volunteered to bring this wonderful event to you. We simply could not conduct the Ball without our volunteers—thank you!

Lastly, we thank our Foundation's Board of Directors for their leadership and guidance throughout the last year.

Your contributions tonight will once again be used to continue our efforts to bring proven solutions to specific issues in our community including:



- **Education Programs**
 - Science, Technology, Engineering & Math (STEM)
 - Parent Education Academy
- **Latino Leadership Development**
 - Latino Board Leadership Academy
- **Latinos in Technology Initiative**
 - Latinos in Technology Scholarship Program
 - Family College Success Center

Our STEM education programs continue 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 2,400 middle school students in 37 school districts in Santa Clara and San Mateo counties.

Additionally, with our Partner, the Parent Institute for Quality Education (PIQE), we completed our third year of the **Parent Education Academy (PEA)**. Over the last three school years, the PEA **trained over 1,200 Latino parents about local education processes and skills needed to guide their children towards high school and college graduation.** The PEA has a proven track record with all school districts now contributing to the costs of the program.

Tonight, we celebrate the 27th 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 **Cervantez Family**, who is being honored for their deep-rooted commitment and involvement in our community.

Again this year, our Board of Directors will present two awards. First, the **Visionario Award** will go to **Reed Hastings, CEO of Netflix**, for his significant contributions to the **Latinos in Technology Scholarship** program. Second, the **Pioneros Award**, will be given to **Wells Fargo Bank** for their long-standing corporate support of the Hispanic Foundation.

With your support and engagement our foundation will continue moving to **"A New Era"** by increasing opportunities for our community to reach our full potential.

Please join us!

A handwritten signature in black ink that reads "Ron Gonzales".

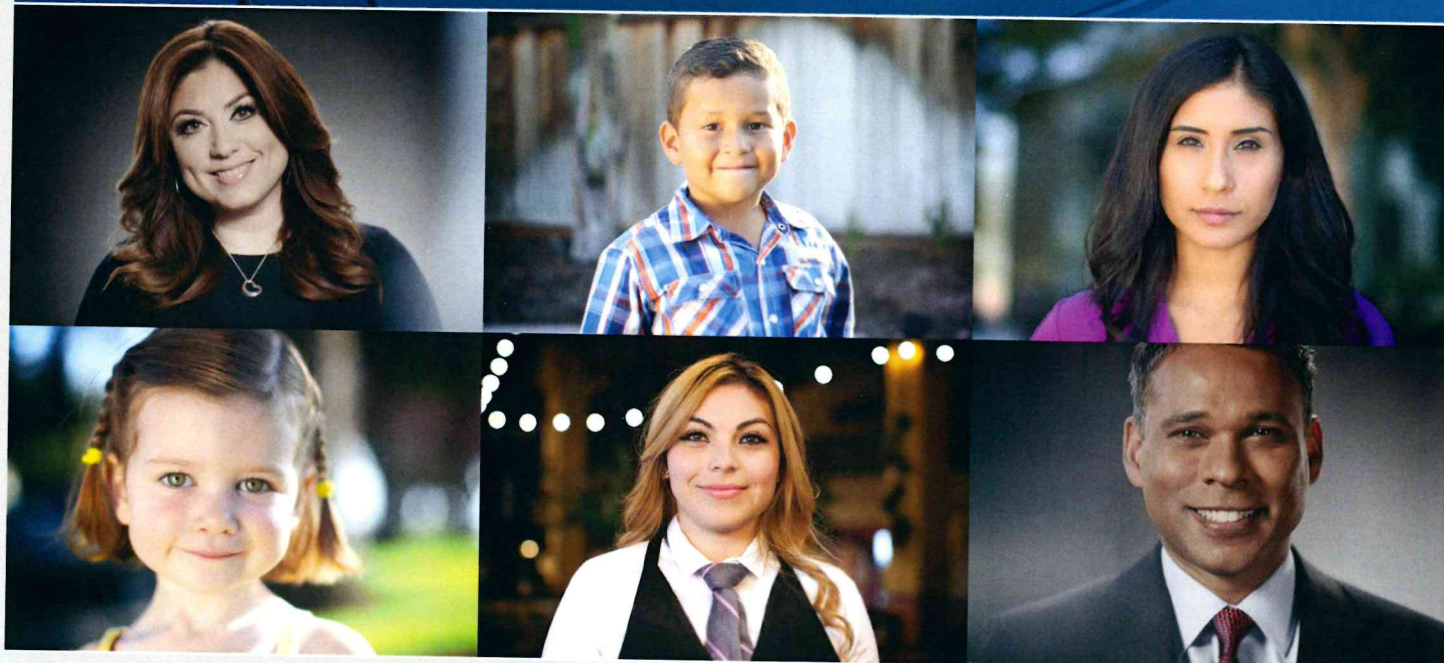
Ron Gonzales, President & CEO



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CHAVEZ FAMILY FOUNDATION

Best Wishes to All

2016 La Familia Award



From L to R, *Gerardo, Mayela, Martin, Leonardo*

LA FAMILIA CERVANTEZ

The Cervantez Family first came to the United States in 1997 from México on a visit. During their vacation the family decided that they wanted to attempt to base their home in the United States because the town that they were from was too dangerous. Family patriarch Martin Cervantez is a landscaper by trade and matriarch Mayela Razo-Cervantez works at a day care center. Together they have two sons, Leonardo who is 17 years old and 15 year old Gerardo.

The family's story is one shared by many immigrants to the United States now and centuries before them. They arrived with the hopes and dreams of establishing their roots and creating a better life for their family. Along the way though, they became impassioned community leaders in the immigrant's right movement not just locally, but on a national level. The mother, Mayela has been an active SIREN (Service Immigrants' Rights and Education Services) leader for the last 5 years, where she has recruited and led community education, and advocated for the rights of immigrants on the national, state, and local level.

Mayela has led dozens of community forums in San José to prepare immigrants for the AB60 driver's license law, has been to Sacramento numerous times to advocate for immigrant friendly bills, and has organized her own community to advocate for issues that include public safety, health care, housing, and transportation.

Her powerful story made it into the amicus brief for Supreme Court hearing on President Obama's Executive Action on Immigration.

The father, Martin also volunteers with SIREN under its Leaders team. He and his wife are part of the immigrant community who participate in a yearlong immigration training which includes leadership development, curriculum training and advocacy around policy and immigrant rights.

The two sons, Leonardo and Gerardo, both serve as SIREN Youth Leaders, where they organize other youth to advocate for youth issues on the local level that include education, housing, and public safety. Both participate in a rigorous summer institute hosted by SIREN and must also participate in the same training as their parents in order to serve as SIREN Youth Leaders throughout the year.

Master of Ceremonies



Gabriela Dellán

Noticiero Telemundo 48

Gabriela Dellán joined Telemundo 48 in June of 2014 as the evening weather/traffic anchor where she is able to pair her aptitudes for precise modeling and numbers with her passion for news.

Prior to joining Telemundo 48, Gabriela served as the host of the morning show "Despierta Sacramento" with Univision 19.

Gabriela began her broadcast career at Telemundo 48 in 2011, where she was the technology reporter for "Noticiero Telemundo 48" and hosted the "Technology in your hands" segment, where she highlighted the latest news and trends in Silicon Valley until 2013. As a Tech reporter she got the opportunity to visit some of the top companies and connect with leaders in the tech industry around the Bay Area.

Gabriela was born and raised in Venezuela, where she graduated with honors as an Industrial Engineer. In 2009, she moved to California to continue her education at Santa Clara University where she graduated with a master's degree in engineering. She is now working on her Meteorology degree from Mississippi State.

Gabriela has received 5 regional Emmy awards.

Gabriela is thrilled to return to live in the Bay Area, after she has lived in France, Spain, and Venezuela. She also loves to learn new languages, currently she is working on improving her French. In her spare time she likes to explore San Francisco and Wine Country with her two Pomeranians Coco and Phoenix.



Damian Trujillo

News Reporter NBC Bay Area News

Host and Producer of Comunidad Del Valle

Since 1996, 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. Comunidad Del Valle now also airs in Spanish on Telemundo 48.

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 has screened the film at Stanford, Georgetown, and Harvard Universities, at The National Steinbeck Center. And April 2013, Congress invited Damian for a special screening on Capitol Hill.

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

Special Awards



Reed Hastings
CEO of
NETFLIX

The ***Visionario Award*** is presented to an individual or organization who has demonstrated visionary leadership as an investor in one of the Foundation's initiatives.

This year's recipient of the **VISIONARIO AWARD** is Reed Hastings, Chief Executive Officer of Netflix.

Reed is being recognized for his leadership and support of our Foundation. He has served on the Foundation's Board of Directors since 2015 and provided substantial funds to support our work to improve the quality of life for the Silicon Valley Latino community. Additionally, the Foundation's newest effort, the ***Latinos in Technology Scholarship Initiative***, was his idea and his private foundation, The Hastings Fund, has been one of the initiatives' largest early investors donating \$1 million over the next 5 years.

Prior to co-founding Netflix in 1997, he founded Pure Software in 1991, which made tools for software developers. After a 1995 IPO, and several acquisitions, Pure was acquired by Rational Software in 1997.

Reed is an active educational philanthropist and served on the California State Board of Education from 2000 to 2004. In addition to serving on our Foundation Board of Directors he is currently on the board of several educational organizations including CCSA, DreamBox Learning, KIPP, and Pahara.

Reed is also a board member of Facebook, and was on the board of Microsoft from 2007 to 2012.

Reed received a BA from Bowdoin College in 1983, and an MSCS in Artificial Intelligence from Stanford University in 1988. Between Bowdoin and Stanford, Reed served in the Peace Corps as a high school math teacher in Swaziland. Reed is married with two children.



The ***Pioneros Award*** is presented to an individual or organization who has been a significant funder of our Foundation's work to improve the quality of life for Silicon Valley Latinos.

This year's recipient of the **PIONEROS AWARD** is Wells Fargo.



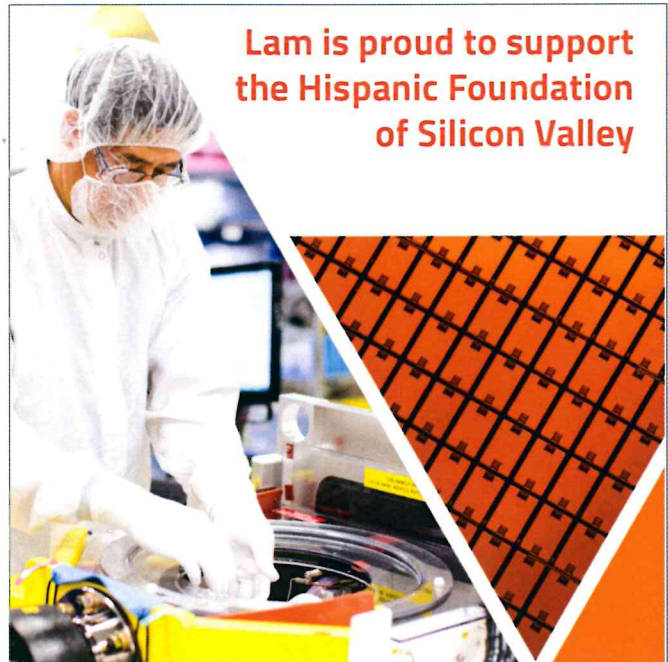
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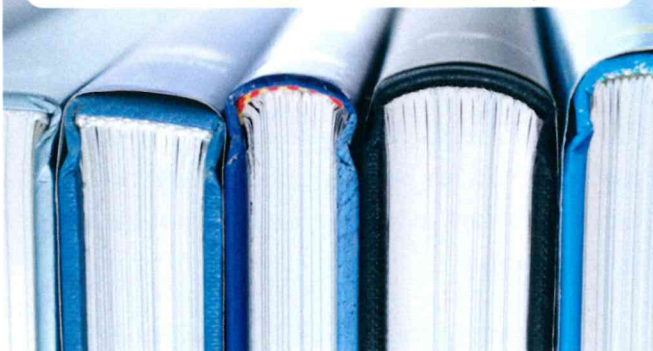
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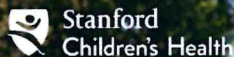
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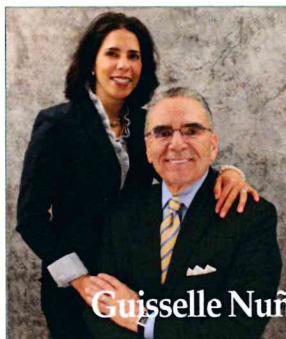


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Guisselle Nuñez and Ron Gonzales



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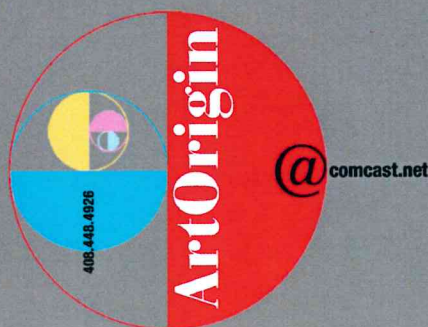
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Upcoming Events:

Focus On Results Symposium 1/27-1/29/2017

Scholarship Golf Tournament 1/27/2017

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— Support Project Manager, Regional Airport Authority

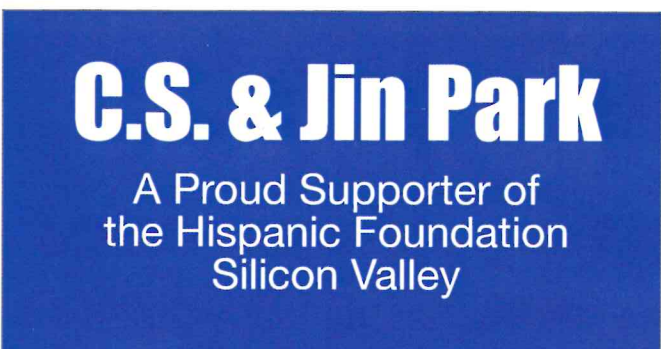
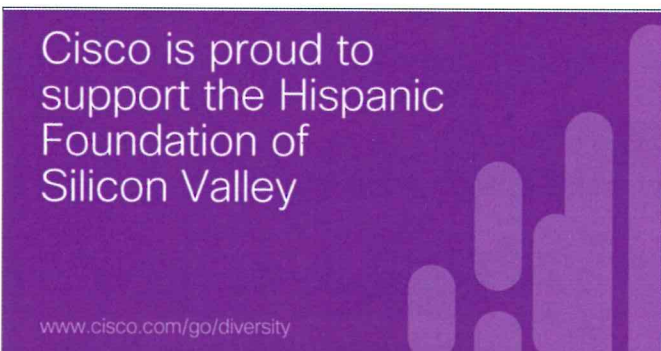
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28% of Silicon Valley's population is Latino...

Latinos will double in population in the next 30 years...

And yet...less than 3% of Latinos are in the high-tech industry...

LATINOS IN TECHNOLOGY SCHOLARSHIP CHANGING THE PLAYING FIELD



The *Latinos in Technology Scholarship* supports Latino college students in 2 ways:

- **Financial.** We will financially support Latino students who have declared a major in a STEM (science, technology, engineering, and math) related field.
- **Internships.** We will pipeline our scholars into summer internship programs with our investors (with the hope that job offers are made upon graduation.)

Tonight, be an agent of change.

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Help an unstoppable, financially struggling, Latino college student achieve their dream of a college education.

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2. Receive a replying text message
3. Click on "hot website" in the message you receive
4. Complete donation screen and hit "Donate"
5. Receive "Thank you" message for supporting college scholars

Changing the Playing Field in Silicon Valley

The Hispanic Foundation of Silicon Valley Programs



Science Technology Engineering & Mathematics (STEM)

The Hispanic Foundation's partnerships with the Silicon Valley Education Foundation and ALearn have brought math education programs to more than 2,400 students in the last year.

The Silicon Valley Education Foundation's *Elevate [Math]* program helps students prepare for a successful year in the Common Core equivalent of 8th grade Algebra 1. Our partnership also offers the Elevate [Math] Plus program which continues the summer program during the school year. Similarly, ALearn's Math Acceleration Program is focused on the Common Core equivalent of 7th grade Pre-Algebra in order to prepare students for the rigorous math courses ahead.

Funders:



Partners: ALearn, Santa Clara County Office of Education, Silicon Valley Education Foundation, and 25 school districts in Santa Clara and San Mateo Counties



Latinos in Technology Initiative

The Latinos in Technology Initiative is designed to help more Latinos graduate from college with a tech-related degree and ultimately increase the number of Latino high-tech employees. The initiative is comprised of two components.

First, the Latinos in *Technology Scholarship* program awarded its first scholarships to 43 Latino college students who have chosen to pursue a technology related degree. Additionally, sponsoring corporate investors will provide summer internships to our Latino scholars with the possibility of job placement within those companies after college graduation. With much gratitude we thank our early corporate investors for *leading the way to hi-tech diversity*.

Investors:



Silicon Valley Bank

Carl & Leslie Guardino



The Hastings fund

Partners: Silicon Valley Community Foundation



Second, the new *Family College Success Center* is a resource hub to increase educational opportunities for Latino students and their families. The Center is the first of its kind in the state. It is a "one-stop center" for college aspiring middle and high school students and their parents to obtain college access information, advice, guidance, classes and on-line resources. Programming already provided includes: Parent Education Academies, After-School Math/Algebra Training, Financial Literacy Workshop, Dual Enrollment Classes (High School and Community College credits), Corporate Campus Tours, Computer Lab, Teacher Training Workshops, and S.A.T. Exam preparation for high school juniors.

Funders:



Santa Clara County Office of Education



SILICON VALLEY community foundation

Partners: East Side Union High School District, ALearn, Parent Institute for Quality Education, Silicon Valley Education Foundation, The Foundation for Hispanic Education, Evergreen Community College, Somos Mayfair, First5 Santa Clara County, Santa Clara University, San José State University, Notre Dame de Namur University, University of California-Santa Cruz and Yahoo

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



Parent Engagement

Data shows that 60% of all Latino adults in California are foreign born and often have little or no education. A major portion of these 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 children's performance in the classroom after they have been educated and trained in how the education system works..**

The HFSV and its partner, the Parent Institute for Quality Education (PIQE) have combined efforts to educate and train Latino parents on how best to support their children's education. In the last school year, we trained over 1,250 parents through our Parent Education Academy in the last three school years. The program has conducted 37 academies in school districts across Santa Clara and San Mateo counties. We look forward to expanding our efforts as we have recently launched our fourth school year.

Funders:



Partners: Parents Institute for Quality Education (PIQE) and 7 school districts in Santa Clara and San Mateo counties



Leadership Development

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 Silicon Valley, Latinos make up 28 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 Hispanic Foundation is helping change this trend. Together with our partners, the Hispanic Foundation offers the *Latino Board Leadership Academy* (LBLA). **The LBLA is a leadership development program that recruits and trains Latinos interested in serving on Boards of Directors for local nonprofit organizations.** Thus far, over 253 LBLA Fellows have completed the program in eight different academies with a board appointment rate of over 75% including boards such as:

- Boys & Girls Club of Silicon Valley
- Catholic Charities of Santa Clara County
- Child Advocates of Silicon Valley
- Community Legal Services in East Palo Alto
- Latina Coalition of Silicon Valley
- Latinas Contra Cancer
- NAACP
- Peninsula College Fund
- Redwood City Civic Cultural Center
- San Mateo County Parks Foundation

Funders:



Partners: Center for Excellence in Nonprofits, CompassPoint, Notre Dame de Namur University and the University of Phoenix,



We are happy to support the great work of the
Hispanic Foundation of Silicon Valley