



HISPANIC FOUNDATION BALL

CELEBRATING 30 YEARS OF SERVICE



HISPANIC FOUNDATION OF SILICON VALLEY
OCTOBER 19, 2019 | THE FAIRMONT HOTEL

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Our Mission

The Hispanic Foundation of Silicon Valley is dedicated to inspiring community philanthropy and engaging people to invest in the educational achievement, leadership development, research, and convening and engaging the Hispanic community to improve the quality of life for Latinos and the Silicon Valley region.

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
ULTIMATE SOUNDS
- DJ NORMAN

#HISPANICFOUNDATIONBALL



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MASTERS OF CEREMONIES



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 is a recipient of the prestigious Emmy Award. He has also 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.

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.

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, the South Bay U.S. Congressional Delegation invited Damian for a special screening on Capitol Hill. Damian and his wife Monica have a daughter, Malyna, and twins Isela and Michael Damian.



Jessica Aguirre is the 6 and 11 p.m. evening anchor at NBC Bay Area News and an Emmy award winning journalist. Jessica has been a primetime, evening anchor, in the Bay Area for the last 20 years.

She began her career at the Spanish Language network, Univision, while attending the University of Miami. Before arriving in the Bay Area in

1998 she anchored and reported in Los Angeles and Miami, earning Emmy awards for her series on the struggles of migrant children and for her investigative work on child molesters. Her journey to Cuba, chronicling the struggles of boat people fleeing the island, won an Associated Press award. During her tenure at NBC Bay Area, Jessica won an Emmy for her poignant, two part series, on the emotional journey of an East Bay transgender teen and her efforts to preserve her fertility before undergoing sex reassignment surgery, and another Emmy for her live coverage of the "Ghostship" warehouse fire in Oakland.

More recently Jessica won an Emmy for field anchoring from the deadly Sonoma and Napa county firestorms. As the daughter of immigrant parents, Jessica is fluent in Spanish, and deeply involved in organizations that promote literacy and STEM to help narrow the Latino achievement gap. Jessica can also be found at many community events in the East Bay where she lends her voice to a variety of local causes.

STEERING COMMITTEE

Steering Committee Members

Raul Ceja, Margarita DeAvila, Lisa Anna Dominguez,
Maria Garcia, Veronica Marquez, Clara Roa, Karla Rodriguez Lomax



BIENVENIDOS / WELCOME



Welcome to the 30th Anniversary celebration of the Hispanic Foundation of Silicon Valley's service to the Silicon Valley Latinx community.

Anniversaries are for celebrating past accomplishments by thanking those who were instrumental in supporting us along this 30-year journey that we've traveled together. Tonight, we remember the original collaboration in 1989 between the United Way Silicon Valley and the Hispanic Chamber of Commerce who worked with a group of Latino community leaders to launch the Hispanic Foundation of Silicon Valley (HFSV) to address the lack of charitable resources available for the Latino community.

It is also time to remember our sponsors, individual ticket buyers, volunteers, and staff. Your continued support and engagement assist our daily work with Latino students, parents, and future leaders.

This past August we launched our newest initiative, the **Latinx Speaker Series**. The objectives for the Speaker Series are: 1) to convene Latinos from all our community sectors; and 2) to listen to an interesting speaker address an intriguing topic of importance to our Latinx community. Our first Latinx Speaker Series guest was Francisco Ramos, Vice President, Spanish Language Originals for Netflix. Francisco shared his thoughts and was very well received by a sold-out audience of nearly 400 people.

To increase the academic performance of Latinx students, we continue to expand programming at our **Hispanic Foundation College Success Center**. The Center has proven to be a successful model serving thousands of students and parents. We look forward to opening a second Center in San Mateo County in early 2020!

Additionally, with our program partners, the Parents Institute for Quality Education and Foothill College's Family Engagement Institute, we've trained over 4,000 Latino parents in our **Parent Education Academies** about local education processes and skills needed to guide their children towards higher academic achievement.

In partnership with College Spring, we were able to increase **SAT** scores by 80 points for high school Latino students and gave them the confidence needed to be excellent test-takers and an opportunity to attend their preferred university.

For a brighter future, we are especially pleased to have recipients of our **Latinos in Technology Scholarship** program in the audience. You will have the opportunity to meet them throughout the evening.

Lastly, Silicon Valley Latinos have made significant contributions to the region and beyond in a wide range of areas. These contributions and accomplishments need to be chronicled for present and future generations. In 2020, we will launch the **Hispanic Foundation Leadership Awards** (HFLA).

With the HFLA our Foundation will have the ability to recognize Latinos who have contributed to the betterment of the Latino community in Silicon Valley and beyond. Watch for more information about the Hispanic Foundation Leadership Awards and how you can nominate a leader of distinction in early 2020!

With your support and engagement our foundation will continue to have a positive impact on the Latino community by increasing opportunities to reach our full potential.

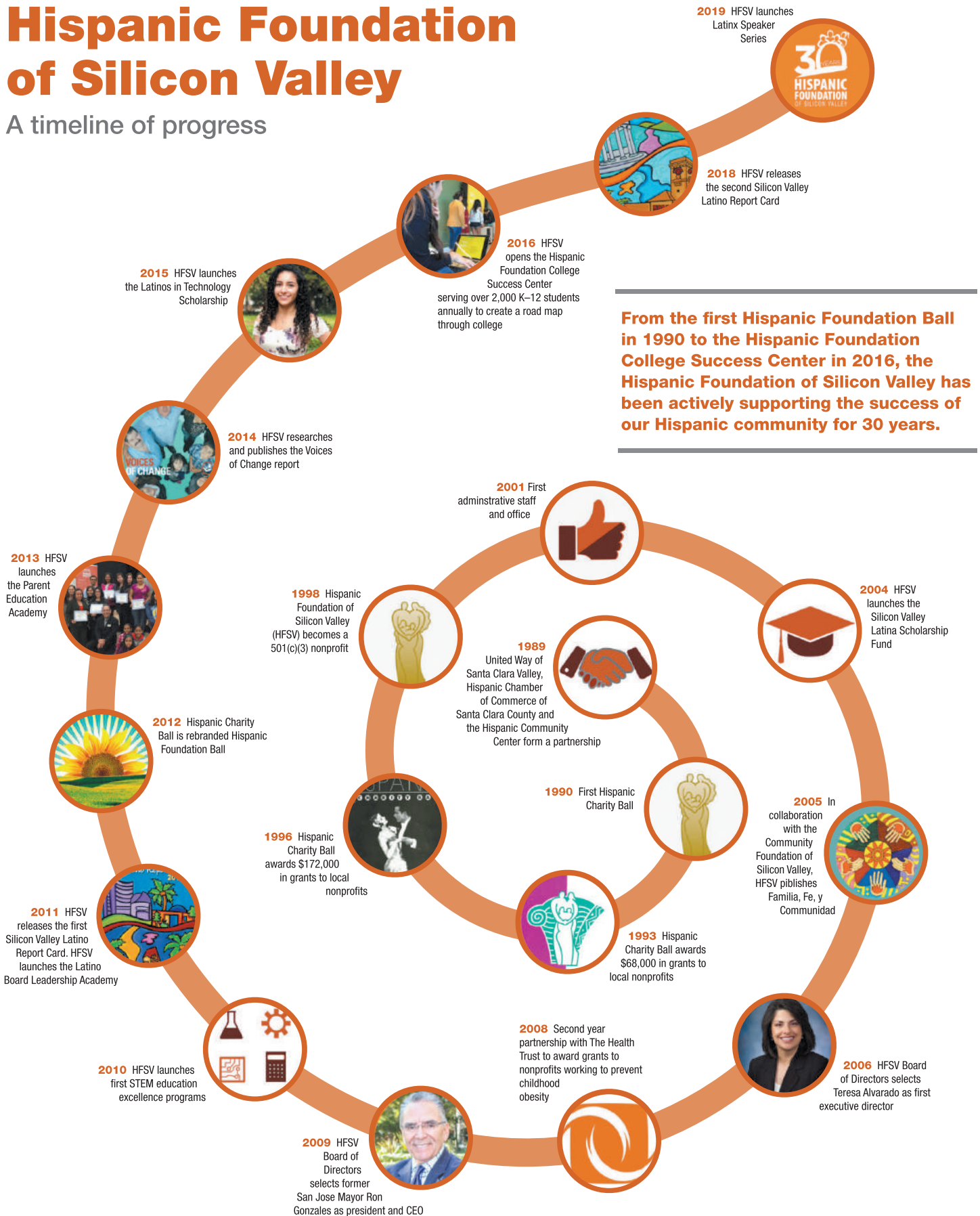
Please join us!

Ron Gonzales | President & CEO



30 years of the Hispanic Foundation of Silicon Valley

A timeline of progress



HISPANIC FOUNDATION LEADERSHIP AWARDS



Recognizing Latinx Changemakers Then and Now

Silicon Valley Latinos have made significant contributions to the region and beyond in a wide range of areas. These contributions and accomplishments need to be chronicled for present and future generations. Since 1990, the Hispanic Foundation of Silicon Valley (HFSV) has recognized an exemplary Latino Familia that is inspirational to others, in community volunteerism and engagement. Most recently the HFSV Visionario and Pioneros award recognized leadership and philanthropic support among local supporters of the Foundation.

As we turn 30, we expand the reach of these awards to have the ability to recognize extraordinary leaders in more areas. The Hispanic Foundation Leadership Awards will be a virtual space to honor in one place all the past heroes of the original La Familia, Visionario, and Pioneros award recipients, and to recognize the Latino leaders of the next generations.

“By expanding the reach of these awards, it is our hope that we can bring *orgullo* (pride) to the Latinx community and inspire our Familias, our youth and Silicon Valley leaders to continue creating opportunities for Latinos to excel – whether it is in education, arts, technology, leadership, innovation or community engagement,”

— Raquel González, Hispanic Foundation of Silicon Valley, Board Chair.

About the Hispanic Foundation Leadership Awards

The Hispanic Foundation Leadership Awards honors Latinx leaders and organizations who have achieved extraordinary success in contributing to Silicon Valley's civic, economic, and political history. Starting in 2020, the following categories will be used to identify awardees. Not all categories must have an award every year:

Public Service – leadership in education, government, law enforcement, the military, etc.

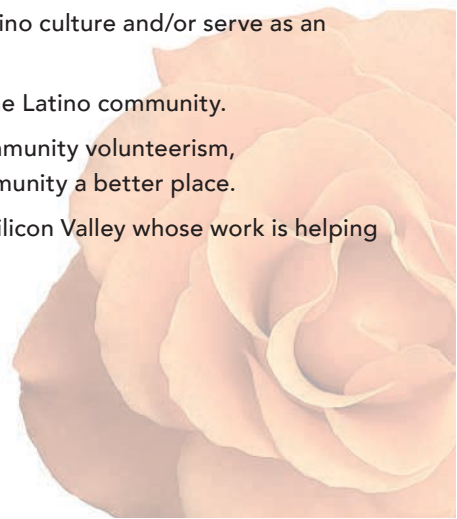
Business, Innovation, Science and Technology – companies or individuals for exemplary policies, practices and programs that promote diversity and create opportunities and pathways to develop Latino business leaders.

Arts, Entertainment, Media and Culture – individuals or organizations that promote the beauty of Latino culture and/or serve as an artistic voice.

Sports – players, managers, coaches or teams that promote sportsmanship and healthy living among the Latino community.

Community Service and Philanthropy - an exemplary individual(s) that is inspirational to others, in community volunteerism, philanthropy and engagement. Those tireless “unsung heroes” that are committed to making our community a better place.

Stay tuned in January 2020, we will announce the process of how you can nominate a Latino leader of Silicon Valley whose work is helping advance Silicon Valley Latinos.



30 YEARS OF THE HISPANIC FOUNDATION BALL



FEATURED SPEAKERS

A Proud Latina Challenging the Status Quo

Ivanna Rivera is a San Diego native and a first generation Mexican American college graduate. She received her Bachelor of Science in Technology and Information Management from the University of California Santa Cruz this past June with a certificate of recognition in STEM. She is a proud recipient of the 2018 Latinos In Technology Scholarship.

While at UC Santa Cruz, Ivanna had the opportunity to be part of the MESA Engineering program, where she engaged in student leadership and professional development activities. She participated in community service programs, outreach, and student involvement. Thanks to MESA, she serves as a mentor to other Latinx students who are eager to be innovators and who are seeking to better their future.

In her free time, Ivanna enjoys celebrating her Latin culture by dancing bachata and salsa at social events and eating antojitos Mexicanos any chance she gets. She also enjoys reading up on the newest trends in cybersecurity and artificial intelligence.



Latina, Engineer, and Mentor

Mara Leandro was born in Mexico City and moved to the United States at the age of six. She grew up in San Jose and attended San Jose State University, where she obtained her Bachelor's Degree in Mechanical Engineering. Currently, Mara is a Reliability Engineer for SunPower focused on solar energy and environmental sustainability. Mara's career goal is to use her skills to help



the environment and conservation efforts around natural resources.

Mara is a proud 2019 Latinos In Technology Scholarship Recipient. Thanks to this award she was able to build a strong network of mentors who helped her gain access to the tech industry.

In her free time, Mara enjoys playing sports and practicing the piano with the help of YouTube tutorials. She is involved in her community church and volunteers with children, and youth. Mara enjoys mentoring the next generation of Latinx students and wants to be their stepping stone to get them where they want to go.

Latina Mother, Leader, and Advocate

Araceli Ortiz is originally from Michoacan, Mexico, and now a San Jose resident. She is a wife and proud mother of three beautiful daughters: Jennifer, Stephanie, and Allison. She is proud to say that her oldest, Jennifer, is a freshman at Cal State University Monterey Bay. Stephanie is in her first year of high school and Allison is in the 5th grade.

Araceli is an advocate for her children and their education. She strives to see them go to and through college. In the past few years, Araceli has participated in various programs and activities offered at her children's school and through the Hispanic Foundation of Silicon Valley. She also encourages other parents to be advocates for their children by providing insight and guidance on navigating through the American school system. In 2019, the Latino College Preparatory Academy recognized Araceli's commitment to supporting her children's educational aspirations with the "Eagle Warrior Pride" award.

In her free time, she enjoys reading and painting.

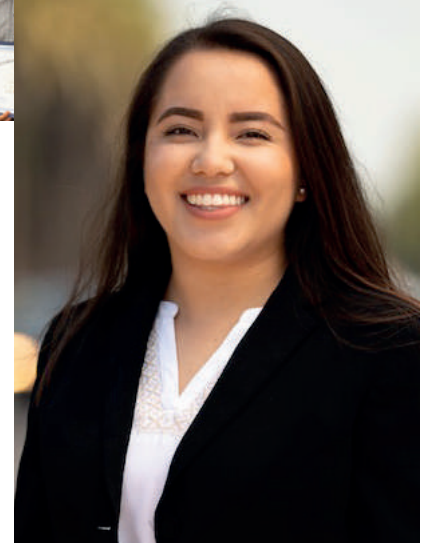


LATINOS IN TECHNOLOGY INITIATIVE

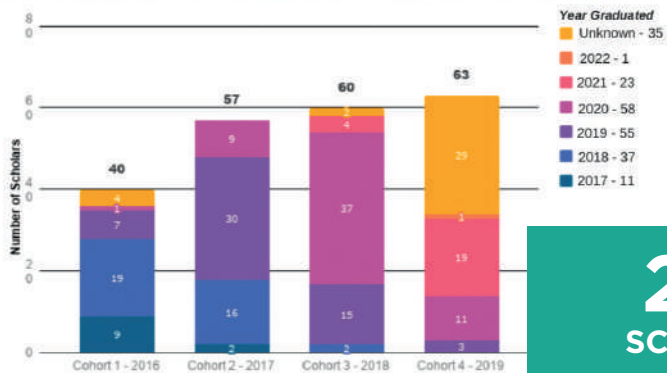


A program to grow the high-tech workforce by preparing Latino students with strong STEM (science, technology, engineering, and math) skills and supporting their transition to and through college.

- Scholarships of up to \$10,000 annually to students who have declared a major in a STEM related field.
- Summer internships in various tech industries



TOTAL NUMBER OF SCHOLARS & GRADUATION YEAR



220
SCHOLARS

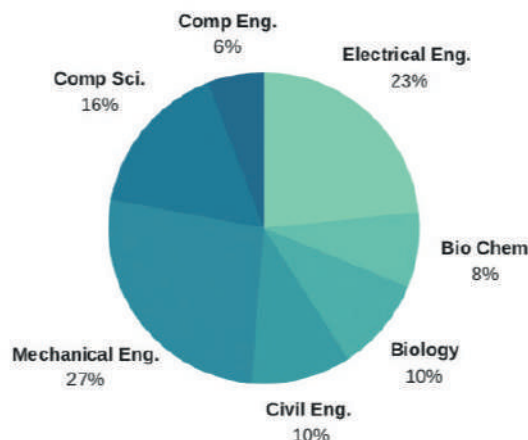
40% are female juniors and seniors majoring in a STEM degree.

35% interned or will be interning this Summer in a STEM related company.

80% are First-Generation College Students.



TOP DECLARED MAJORS



HISPANIC FOUNDATION COLLEGE SUCCESS CENTER

The Hispanic Foundation College Success Center (HFCSC) is the cornerstone of our educational excellence initiative that encapsulates our “cradle to career” strategy. The HFCSC primary objectives are to contribute to higher high school graduation rates, improve college readiness and increase student and parent knowledge about the college journey. The goal is to grow the number of students attending and graduating from college and increasing the number of Latinos employed in the high tech industry.



Program To and Through College:

- After school programs designed to prepare 7th and 8th grade students for success in math and algebra
- Classes to explore science, technology, engineering, coding, computer science and math
- Parent education and engagement classes
- Transition to college workshops for High School students
- SAT test preparation
- Girls Who Code
- Dual college enrollment programs and more

**SERVING OVER
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PARENT EDUCATION ACADEMY

Prepares Latino parents to support their children to achieve greater educational success.

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LATINO BOARD LEADERSHIP ACADEMY



Over 400 Graduated Fellows

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A comprehensive leadership program designed to train Latinos to serve as board members of nonprofit organizations.

LATINX SPEAKER SERIES



A vibrant, energetic, and diverse Latinx community of over 350 attended the first-ever Latinx Speaker Series event on Friday, August 2, 2019. The Hispanic Foundation of Silicon Valley held a fireside chat with Francisco Ramos, Vice President of the Spanish Language Originals at Netflix and discussed topics centered around diversity and inclusion, the importance of storytelling, and the economic purchasing power of the Latinx market.

We serve as a hub for our Silicon Valley leaders and community to convene and engage.

350+
ATTENDEES

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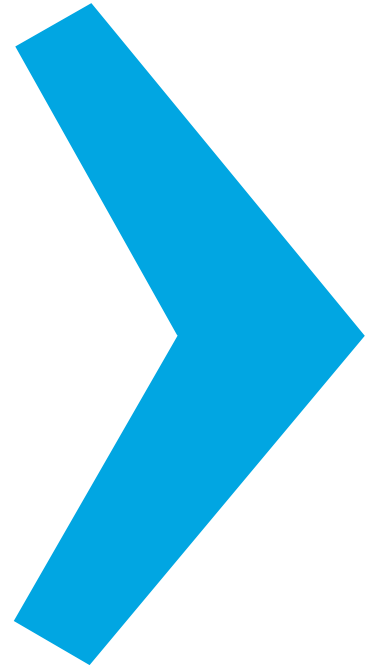


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You're an inspiration to us all

Hispanic Foundation of Silicon Valley is making a difference in our neighborhood.

Helping the local economy thrive is just one of the many positive attributes you bring to our area. Extending your abilities and resources to the community through service and other initiatives makes you a true leader.

We're proud to work with Hispanic Foundation of Silicon Valley.

Visit us at bankofamerica.com/SiliconValley.



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**Thank you for
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our community**

Inspiring people and mobilizing resources to address critical issues is a significant achievement. We're proud to recognize the work your organization does in our community — making a difference in so many people's lives.

Let's join together in saluting Hispanic Foundation of Silicon Valley.

Together we'll go far



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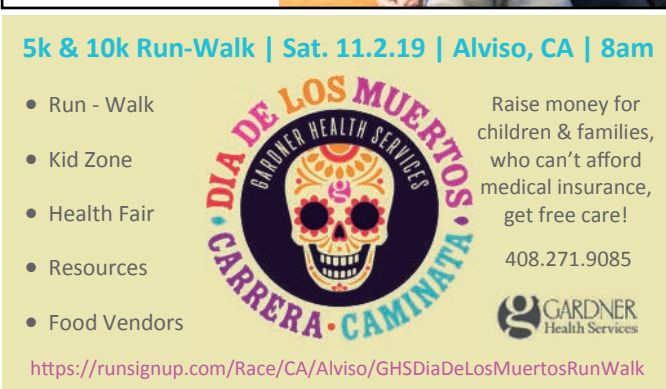


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BUSINESS JOURNAL**



LATINO BUSINESS LEADERSHIP AWARDS

Silicon Valley Business Journal

Join us in March of 2020 as we honor local Latino business leaders and entrepreneurs for their contributions to the community and their outstanding performance! We will also recognize companies for their policies and initiatives promoting diversity and creating opportunities to develop Latino leaders.

The final date for this event is still to be determined, but sponsorship opportunities are available now.

For more information contact Jay Jensky:
jjensky@bizjournals.com or 408-299-1814.

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SiliconValley

CONGRATULATIONS TO THE HISPANIC
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ON THEIR 30TH ANNUAL BALL!

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2019 HISPANIC FOUNDATION BALL

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The drawing will be held on Saturday, October 19, 2019 at approximately 9 p.m. PST during the Hispanic Foundation Ball at the Fairmont Hotel in San Jose, CA (170 S Market St, San Jose, CA 95113). Winner must be a guest at the Hispanic Foundation Ball and must be present to win. Ticket sales will end on Saturday, October 19, 2019 at 8 pm. Amounts paid for chances in raffles are not gifts, and consequently do not qualify as deductible charitable contributions. All sales are final. For all the detailed rules and regulations please visit www.hfsv.org/hispanic-foundation-ball/2019-alaska-airlines-raffle



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