



**HISPANIC
FOUNDATION**
of SILICON VALLEY

25th *Hispanic Foundation Ball*



Silver Anniversary Saturday, November 1, 2014

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.





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
Los Niteliter's Band



KQED

Presents Dia de Los Muertos

On the Day of the Dead in a small village, bright balloons fly and firecrackers pop. Unfortunately for one little girl, there is only sadness at her recently deceased mother's grave. But as she wipes away tears, she is suddenly dragged to the land of the dead! Surrounded by partying skeletons and papel picado, she learns that Dia de los Muertos is not about fear, but about celebrating the end, which in many ways is just the beginning.

Written and directed by Ashley Graham, Kate Reynolds and Lindsey St. Pierre. The film won Gold Medal at the 2013 Student Academy Award for Best Animated Short.

Film School Shorts is a new, national half-hour weekly series that showcases short student films from across the country. Each week, viewers can watch well-crafted films with high production values, strong dialogue and riveting drama. Grouped together around a central theme or topic, and featuring production values that rival their indie film counterparts, KQED is proud to present award winning entertainment to a national audience. Each film has been personally selected by series producer Lisa Landi and executive producer / KQED Public Television program director Scott Dwyer to deliver an experience that will make viewers laugh, gasp and empathize, sometimes in the same breath.

KQED Public Television 9 is one of the nation's most-watched public television stations during primetime. KQED produces and acquires programs that inspire, inform, and entertain the people of Northern California. KQED broadcasts the best available programs from PBS, APT, and other distributors, and also produces its own unique national and local programs, series, and specials. Airing more independent films than any other public broadcasting station in the country, KQED is committed to bringing the work of local and independent film producers to the community.

Ringling College of Art and Design / 2013

The Hispanic Foundation of Silicon Valley Board of Directors



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Bienvenidos/Welcome

“Celebrating 25 Years of Service”



Statement from the President and CEO

Welcome to the Silver Anniversary Hispanic Foundation Ball celebrating 25 years of service to the Silicon Valley Latino community.

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.

Anniversaries are for celebrating past accomplishments by thanking those who were instrumental in supporting us along the way. Tonight, we remember the original collaboration between United Way Silicon Valley and Hispanic Chamber of Commerce who founded the Hispanic Foundation Ball to address the lack of charitable resources for Latino social services.

It is also a time to remember and thank the hundreds of people who have volunteered in leadership positions and event volunteers over the Ball's 25 year history. Those volunteers helped create the platform upon which today's Hispanic Foundation has been built.

Lastly, we remember the many leaders who have served on the Foundation's Board of Directors and, of course, the hundreds of corporate sponsors who have supported our foundation during good and bad economic times.

Your contributions will once again be used to continue 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

Our **Education Excellence Fund** 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 19 school districts. For the first time we expanded these programs during the 2013-14 school year to the Redwood City and Ravenswood School Districts in San Mateo County.

Additionally, with our Partner, the Parents Institute for Quality Education, we launched a new initiative, the **Parent Education Academy** (PEA). The PEA trained over 300 Latino parents in 10 Academies about local education processes and skills needed to guide their children towards high school and college graduation. The PEA is off to a great start with many school districts now contributing to the costs of the program. We hope to double the number of parents trained in the 2014-15 school year.

Tonight, we celebrate the 25th 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 Guzman Family, who is being honored for their deep-rooted commitment and involvement in the local community. We are delighted that they are the first family to receive La Familia Award from San Mateo County.

Our Board of Directors will present two new awards. Becky & Jim Morgan and the Morgan Family Foundation will receive the inaugural **Visionario Award** for their steadfast support of the **Latino Board Leadership Academy**.

Lastly, Pacific Gas & Electric Company will receive the inaugural **Pioneros Award** for their long-standing corporate support of the Hispanic Foundation.

With your support and engagement 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



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2014 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, Ron Gonzales, Margarita DeAvila, Frances Gonzalez, Jim Gonzales, Julian Cuevas, Karla Rodriguez Lomax (not pictured)

La Familia Committee:

Jim Gonzales (chair), Maria Garcia, Vice Chair, Eleanor Villarreal, George Duran, Xavier Campos, James Bojorquez, Elaine Lugo, Oscar Garcia, Javier Gonzalez, Christina Ramos

Program & Production:

Frances Gonzalez (chair), Carlos Pérez/ArtOrigin, Elisa Nieblas

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2014 La Familia Award



La Familia Guzmán

From L to R, back row:

Herminio Gonzalez
Gilberto Guzman,
Gilberto Guzman Sr.,
Ronnie Steele

Middle Row:

Amalia Gonzalez,
Maribel Gonzalez,
Jaqui Guzman,
Cunda Guzman,
Lupe Guzman-Steele,
Olivia Steele

First Row:

Agatha Gonzalez,
Tobias Gonzalez,
Sara Gonzalez

La Familia Guzmán

La Familia Guzmán family emigrated from Mexico in 1979. Determined to give their children a great education, they volunteered on the Board of the migrant education program in the 1980s. With their limited English, Gilberto Sr. and Cunda never missed a parent/teacher meeting. When their children were in high school they opened up their home to host a community tutoring program for neighboring kids. As part of the program, they were volunteer teachers and would provide homework assistance, while Cunda, the matriarch of the family, prepared homemade meals to lure the neighborhood kids. Cunda continues to serve as a volunteer catechism teacher at Saint Anthony's Parish in Redwood City for the over 20 years.

Her husband, Gilberto Guzmán Sr., is always at her side helping with the transportation of their donated goods. Gilberto is also known for volunteering on beautification days and setting up for fundraising events. Gilberto and Cunda always exuded pride in their heritage and a strong sense of service to others. It's no surprise that their four children (Lupe, Gilberto Jr., Maribel, and Jaqui) all pursued public service careers and are also active community volunteers serving the Latino community.

The Guzmán's are also well known as a model family in Redwood City. With a 4th and 6th grade education, Cunda and Gilberto got all four of their children through college. They achieved this by sharing their strong work ethic and humility with their kids. Starting at a young age, the kids were expected to go to work with their parents doing garden maintenance or cleaning houses for the wealthy in Woodside and Los Altos. This motivated their kids to work hard in school but it also made them aware of the inequality that exists. Despite being economically disadvantaged, the Guzmán's always found a way to give back. This instilled a strong sense of service to others in their children that will no doubt pass down to their grandchildren: Agatha 9, Sara 7, Tobias 5, Amalia 2, Olivia 6 months.

Lupe, Gilberto Jr., Maribel and Jaqui

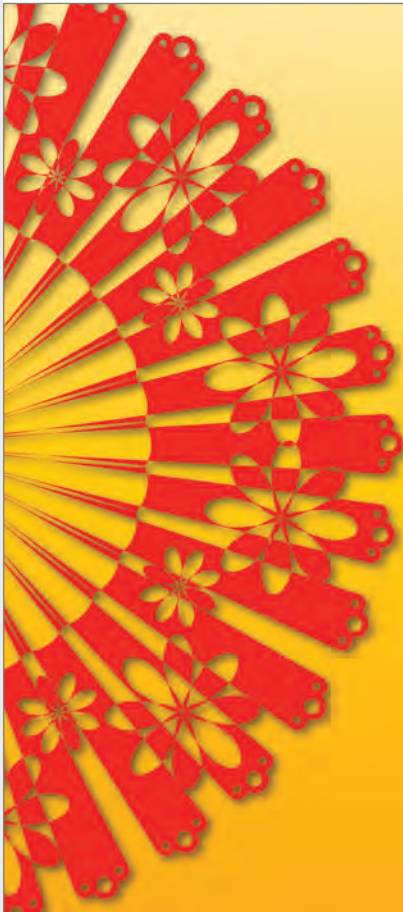
Lupe is the principal of Fair Oaks School in Redwood City. The school is 98% Latino and has the highest levels of crime and poverty in the City. Lupe goes beyond the call of duty opening up her school to the community on nights and weekends for family activities from movie nights to beautification days and fundraising festivals. She also conducts home visits and goes as far as picking up students from home in order to improve their school attendance. Her husband Ronnie Steele has learned the Guzmán way and is the unofficial audio/visual

point person for Lupe's school events. He also began a co-ed roller hockey team at Fair Oaks School, which he has been coaching for the past four years.

Gilberto Jr. is a 7th grade math teacher at Roosevelt School in Redwood City. He began a jiu-jitsu program for at-risk boys at the school five years ago. His jiu-jitsu program is open to all children in the community. He fundraises and writes grants for equipment, uniforms, and tournament entrance fees. The success of his program is measured by the growing number of medals his students have won. In addition, Gilberto volunteers with the Sparks Program, which provides life-changing apprenticeships to youth in underserved communities. As a teacher for the Sparks Program, Gilberto works with parents, students and mentors to ensure the program runs smoothly.

Maribel and her husband Herminio Gonzalez Diaz are very active in their church group. Trained as a special education teacher, Maribel has been a volunteer catechism teacher for special needs children for the past 12 years following in her mother's footsteps. Maribel and Herminio lead "Jovenes Unidos en Cristo Aprendiendo en Familia" a program out of Saint Francis of Assisi church in East Palo Alto. As part of the program they work predominantly with immigrant families to not only to teach church doctrine, but to create a sense of community. Herminio is also a talk show host focused on Catholic teachings for an internet radio program on Radio Circulo Cultural. They often serve as family counselors when difficult issues arise and direct families to community resources when needed.

Jaqui is the current President of the Latina Coalition of Silicon Valley (LCSV). Through her participation in LCSV, Jaqui has helped coordinate workshops and events that inspire civic engagement and promote leadership development. She has also helped with LCSV's Engaged Latina Leadership (ELLA) program, a six month leadership program designed for emerging Latina leaders age 18-26. As a result, Jaqui has had the opportunity to create mentoring relationships with many ELLA participants. She has advised several on their personal statements for graduate school admission, internships, and career moves. In addition, Jaqui serves as a Board Member of Alpha Public Schools, a charter organization serving predominantly Latino students in East San José. Her primary role is to help Alpha create strong connections with local community leaders and organizations. Currently, Jaqui is part of a team working to design a parent center at Alpha that promotes parent engagement and empowerment.



CULTIVATING COMMUNITY: Celebrating People in Action

Comcast is proud to sponsor the 25th Annual Silver Anniversary Hispanic Foundation Ball and their efforts to help support and engage the Hispanic community. We believe that by supporting diversity and empowering future leaders, we can help make a difference in the communities we serve.



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Masters of Ceremonies



Blanca Garza

News Anchor/Reporter
Telemundo 48 Área de la Bahía

Blanca is originally from Dinuba Ca. and raised in Monterrey, Mexico. She moved back to the U.S. at the age of 18 yrs. old. She has worked as a Journalist in different Hispanic radio and television stations. She's a leader in her field of expertise and has 21 years of experience in the area of communications that include:

- News anchor
- Reporter
- Producer
- News writer
- Host
- Radio Personality
- Voiceovers
- Community Outreach

Before coming to Telemundo KSTS in 2001 as a News Anchor she worked at:

- Radio Nueva Vida, 1993
- Galavision, 1993
- Univision Los Angeles, 1995
- Univision Network, 1997
- Televisa, 1998
- Univision, Los Angeles, 1998
- Telemundo 48, 2001 -present

Blanca's Recognitions and Awards:

- RTNDA, for best regional series entitled "Mexico Insolito", KMEX 1996.
- Team EMMY for best newscast KMEX, 2000.
- Community Supporter Award by the Mexican Consulate in San José, CA. 2002, 2003 and 2005.
- University of California recognition for "Iniciativa de Salud Mexico-California", 2004.
- American Women in Radio and Television, award for best non-english host, 2005 and 2007.
- Gold Addy award for best television host, 2006 and 2007.
- San José CAL-SOAP in honor of contributions for Fisher Middle School in 2013.

Blanca Garza is also devoted in helping farm workers and indigenous communities, and is a board member of other outreach groups.



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 sacked 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



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 **Morgan Family Foundation**



Jim and Becky Morgan have an extensive combined history in business, public service and philanthropy.

With one of the longest tenures of any Fortune 500 CEO, Jim was Chief Executive Officer and Board Chair of Applied Materials for a total of 33 years. He was appointed as an advisor on technology and export-related topics to presidents George H.W. Bush, Bill Clinton and George W. Bush. Among many honors, Jim has received the prestigious IEEE Robert N. Noyce Medal for his vision and leadership that transformed Applied Materials into an innovation leader; the National Medal of Technology for his industry leadership; and Silicon Valley Leadership Group's "Spirit

of Silicon Valley Lifetime Achievement Award" for his ethics, community engagement and business success. Jim inspired the Tech Museum Awards' James C. Morgan Global Humanitarian Award, which honors individuals whose broad vision and leadership help address humanity's greatest challenges. He serves on the California board for the Nature Conservancy, a global nonprofit organization "protecting nature, preserving life."

Becky served for nine years as a California State Senator representing Silicon Valley and is the former President and CEO of Joint Venture: Silicon Valley, a leading regional public/private collaborative. Prior to the California Senate, she served in elected office on the Palo Alto Board of Education, the Santa Clara Board of Supervisors and the Santa Clara County Transit District. Mrs. Morgan has been a teacher and a bank officer with Bank of America. She is the catalyst behind the California Stewardship Network, a consortium of civic entrepreneurs in 12 regions developing solutions to pressing economic, environmental and community challenges. She is founder, board chair and passionate supporter of Teen Success Inc., helping teen mothers complete their education, break the poverty cycle and lead fulfilling lives.

Jim and Becky co-founded the Northern Sierra Partnership, a campaign to conserve, restore and enhance the northern Sierra Nevada region and its communities. Jim serves as Board Chair and Becky as President of the Morgan Family Foundation.

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

This year's recipient of the **PIONEROS AWARD** is **Pacific Gas and Electric Company**



Entertainment

Los Niteliter is a Latino band based in San José, California. The group traces its origins to the 1970's, when it was founded by the Espinoza family of Hollister, California. In the 1990's the band integrated former members of critically-acclaimed Dr. Loco's Rockin' Jalapeno Band (Jesus Covarrubias & Charlie Montotya) along with Accordion phenom, Albert Garcia. Los Niteliter evolved through various genres of Latino music and has become one of Northern California's favorite Latino bands playing a wide range of music from Tejano, salsa, cumbias, funk and R&B. **For Booking Info contact: Joe Olguin, Mgr. 530 668-0654**
Also, Like us on Facebook "Los Niteliter"

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Dia de los Muertos

The film won Gold Medal at the 2013 Student
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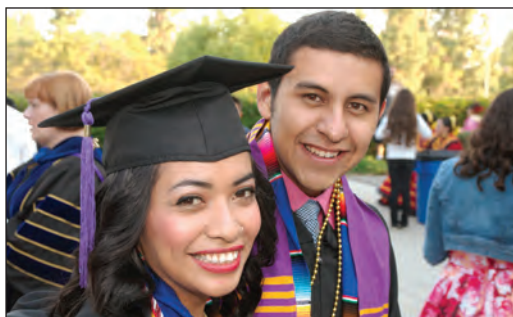
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The Hispanic Foundation of Silicon Valley Programs



Education Excellence

"..The curriculum challenges students to expand their minds and analyze their processes. Because of this, the classroom curriculum becomes easier for them to grasp, and they begin to excel during the day, as well."

— Teacher, Redwood City School District

Science Technology Engineering and Mathematics (STEM)

For Latinos, education represents the key to unbounded opportunities and a higher quality of life. 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 opportunity 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 and ALearn have brought math education programs to more than 2,000 students in the last year. The Elevate [Math] program helps students prepare for a successful year in 8th grade Algebra 1. Our partnership has also offered the Elevate [Math] Plus program which continues the summer program during the school year. The Math Acceleration Program (MAP) is focused on Pre-Algebra 7th graders. These programs prepare students for success in math in school and gets them interested in college.

Funders:



Partners: Silicon Valley Education Foundation, ALearn, Santa Clara County Office of Education, and 18 school districts in Santa Clara and San Mateo counties

Parent Education Academy

Studies have shown that Latino students whose parents attended a parent education program graduate from high school at 90.3% compared to 71.4% statewide.

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 our first school year (2013-2014), we held 10 Academies graduating over 300 parents, across 5 school districts in Santa Clara and San Mateo counties. We look forward to expanding our efforts as we have recently launched our second school year of the Parent Education Academies.

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: Parent Institute for Quality Education (PIQE), Franklin McKinley School District, Morgan Hill Unified School District, Mountain View Whisman School District, Santa Clara Unified School District, and 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, nearly 690,000 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 Hispanic Foundation published a follow-up, in-depth report called *Voices of Change*. With over 2,000 Latinos surveyed, the report shows firsthand the quality of life areas that matter most to the Latino community and 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 — and this report does just that. You can find a digital copy of the report on our website at: www.hfsv.org

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 the *Nuestro Futuro: Voices of Change* report and realize our call to action so that the future of both Latinos and all of Silicon Valley prospers.

Funders:



Partners:

Greenbelt Alliance, Grail Family Services, HeadStart of Santa Clara & San Benito Counties, Santa Clara County Health Department, San Mateo County Sheriff's Office, CASA of San Mateo, KRZZ 93.3 La Raza, North Fairoaks Community Festival, Peninsula Conflict Resolution Center, Consulado General de México, & Nuestra Casa

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 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 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, nearly 150 LBLA Fellows have completed the program with a board placement of approximately 75% - all of which serve on local nonprofit boards such as:

- Grail Family Services
- Latino Leadership Council of San Mateo County
- American Red Cross of Silicon Valley
- Latina Coalition of Silicon Valley
- Child Abuse Council of Santa Clara County
- Peninsula College Fund
- Redwood City Civic Cultural Center
- Amigos de las Américas
- Nuestra Casa
- San Mateo County Parks Foundation

Funders:



Partners:

CompassPoint, Center for Excellence in Nonprofits, University of Phoenix, Health Trust of Santa Clara



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