



# Hispanic Foundation Ball 2023

Fueling Dreams, Sparking Change

October 21, 2023

# BIENVENIDOS|WELCOME



As the President & CEO of the Hispanic Foundation for the past 14 years, I'd like to address the significance of this year's Hispanic Foundation Ball. We gather once again as a community to hear our challenges and successes.

Fourteen years ago, I put aside a marketing consulting business to lead this wonderful Foundation because it allowed me to continue my lifelong advocacy and focus on improving the quality of life of Silicon Valley Latinos.

Our Foundation has deepened our focus on educational excellence, leadership development, and convening the Latino community for the past fourteen years. That focus continues to show how your financial support has positively impacted Latino families and students in Santa Clara and San Mateo counties.

Earlier this year, our Foundation released the 2023 Silicon Valley Latino Report Card, which clearly showed the devastating impact of the COVID-19 pandemic on our Latino community. While the data in the Report Card is alarming, at the Foundation, we work daily to improve Latino families' lives in Silicon Valley.

Our uphill battle can't be denied as we move our community forward. But as one, we must come together to tell the Latino youth that we need them now more than ever. We have big problems to solve, and it is up to every one of us to lead our community into a more inclusive, sustainable, and equitable future.

Tonight, we honor those parents, students, and leaders in Santa Clara and San Mateo counties who have excelled in the variety of our programs and gather to amplify the Hispanic Foundation's mission - to improve the quality of life for our Latino community in Silicon Valley.

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

**Ron Gonzales**  
President & CEO





# Hispanic Foundation Ball 2023



## EVENING PROGRAM

**5:30 PM**  
NO-HOST  
COCKTAIL  
RECEPTION

**7:00 PM**  
DINNER

**8:00 PM**  
LATINOS IN TECHNOLOGY  
PRESENTATIONS,  
FUND A NEED AND RAFFLE

**9:00-11:30 PM**  
DANCING



**#HISPANICFOUNDATIONBALL**

**#HFSV #SILICONVALLEYLATINOS**

# HFSV BOARD OF DIRECTORS



Board Chair  
**Isaura S. Gaeta**  
VP and GM,  
Security Research,  
Intel Corporation



Vice Chair  
**Beatriz Medina Pratt**



Second Vice Chair  
**Stuardo Robles**  
Strategic Marketing  
Senior Director,  
Applied Materials Inc.



Board Treasurer  
**Steven Martinez**  
Regional Manager, BMO



**Stephen Adams**  
Principal,  
Law Office of  
Stephen Adams



**Michael A. Alvarez**  
QB3 Program Director,  
University of California,  
Santa Cruz



**Carlos Bohorquez**  
Chief Financial Officer,  
El Camino Health



**Juan Cueva, PhD**  
Senior Director of New  
Ventures & Early Innovation  
Partnering, Johnson &  
Johnson



**Federico Gomez  
Schumacher**  
VP, Latin America,  
PayPal



**Katia McClain**  
Partner with  
Steinberg Hart and  
Chief People Officer



**Lindsey Newbern**  
Partner,  
PricewaterhouseCoopers  
LLP



**Kristina M. Nilsson**  
Managing Director,  
J.P. Morgan



**Mike Wallace**  
Assistant VP of  
Development and  
Constituent Relations,  
Santa Clara University



Board Member Emeritus  
**Ivonne Montes de Oca**  
President & Founder,  
The Pinnacle Company



# HFSV STAFF



**Ron Gonzales**  
President & CEO



**Clara Roa**  
Chief Development &  
Operations Officer



**Margarita DeAvila**  
Operations Manager



**Bernhard Ries**  
Business Strategy  
Lead



**Karla Mondragon**  
Leadership Development &  
Latinos in Technology  
Programs Manager



**Mirella Maldonado**  
College Success & STEM  
Programs Manager



**Paola Campos**  
Education Programs  
Coordinator



**Evelyn Rojas**  
Family Engagement  
Senior Coordinator



**Gisela Angulo-Avellaneda**  
Marketing &  
Communications Lead



**Sintia Marquez Jimenez**  
Fund Development  
Assistant



**Hispanic  
Foundation**  
of Silicon Valley

## Our Mission

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

# FEATURED SPEAKERS



## **Julissa Tinajero**

### **Latinos in Technology Alumni, Class of 2022**

Julissa Tinajero was raised in Soledad, CA. and is a first-generation college graduate from San José State University with a Magna Cum Laude degree in Computer Science. Julissa works as a Software Engineer at Ford Motor Company.

She is passionate about helping other students from underserved communities achieve their academic goals. As an undergraduate, she has had the opportunity to serve as an Upward Bound student advisor, Elevate STEM tutor, and Student Leadership Ambassador.

## **Jesus Caballero Perez**

### **Latinos in Technology Alumni, Class of 2021**

Jesus Caballero Perez is a first-generation graduate with a degree in Mechanical Engineering from the University of California, Merced. He hails from Oaxaca, Mexico, and immigrated at the age of four. Jesus transferred to a 4-year university from Cañada Community College, and he's currently working as a Mechanical Engineer at Rondo Energy, a sustainable energy start-up.



## **Paula Perez**

### **Parent Education Academy Graduate**

Paula Perez, a native of Oaxaca, Mexico, is a dedicated community leader, activist, and mother of four children. Paula graduated from our Parent Education Academies and has been actively involved in advancing her children's education. She is a recognized advocate in education, housing, and childcare at the local and state levels. Additionally, Paula co-founded the Mountain View Solidarity Fund, a grassroots organization that provided financial aid to undocumented individuals during the pandemic.





# MISTRESS OF CEREMONIES

## Jessica Aguirre



Jessica has been a primetime evening anchor at NBC Bay Area for over 20 years. She also is the co-host of NBC Bay Area's *Race in America: The Conversation* alongside Marcus Washington. This show explores racial equity and social injustice and attempts to bridge the divide between backgrounds and generations.

Throughout his career, Jessica has won an Emmy for her poignant series on the emotional journey of an East Bay transgender teen and her efforts to preserve her fertility before undergoing sex reassignment surgery, another Emmy for her live coverage of the "Ghostship" warehouse fire in Oakland and field anchoring from the deadly Sonoma and Napa county firestorms; and recently was inducted into the National Academy of Television Arts & Sciences Silver Circle for twenty-five years of excellence in television journalism.

Jessica resides in the East Bay with her two daughters. Her devotion to learning, supporting children, and local charities has her routinely on the lecture circuit in the Bay Area, discussing education, gender equity, and minority advancement in the workplace. Jessica also serves on the board of Watermark, the Bay Area's largest membership organization dedicated to increasing the number of women in leadership positions.

Jessica can also be found at many community events in the East Bay, where she lends her voice to various local causes.

As the daughter of immigrant parents, Jessica is fluent in Spanish and deeply involved in organizations that promote literacy and help bridge the gap in STEM careers for Latinos. Including the Hispanic Foundation of Silicon Valley, where she has been Master of Ceremonies of the Hispanic Foundation Ball for over 20 years, helping make this night memorable!

# MASTER OF CEREMONIES



## Damian Trujillo

Damian has been an NBC Bay Area News reporter for 26 years and the host and producer of "Comunidad del Valle," the longest-running public affairs program in Spanish on Telemundo 48 in the Bay Area.

Throughout his career, Damian has won the prestigious Emmy Award, also named "2004 Reporter of the Year" by the Associated Press Television and Radio Association for California and Nevada and many more.

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.

Every year on the Cesar Chavez Holiday, Damian's wife, Monica, his daughters Malyna and Isela, son Michel Damian and Damian honor his first job by distributing sack lunches to roughly 250 farm workers as a "Thank you" gesture for their tireless work. Also, yearly, the Trujillo family awards a college scholarship to the son or daughter of a farm worker in Greenfield.

Damian has been the Master of Ceremonies for the Hispanic Foundation Ball for over 30 years, helping us make this night memorable!



# OUR INITIATIVES

## Latinos In Technology

CRADLE TO CAREER



### College

#### Latinos in Technology Scholarship Program:

- Financial support
- Career coaching and mentorship
- Internship support



### High School

- College prep Computer
- Science Financial Literacy
- Science and Math support
- STEM careers exposure



### Grades 6-8

- Artificial Intelligence
- Coding
- Computer Science
- Algebra 1 and Math support
- Biomed, Science, and Space camps
- STEM careers exposure



### Grades K-5

- Coding
- Reading proficiency
- STEM career exposure
- Science and Math support



### Parent Education

- Family engagement workshops
- College preparation info for parents
- Digital Literacy
- Financial Literacy

### Hispanic Foundation College Success Programs

K-12 | College readiness, STEM-related classes, parent education, and other resources. In the 2022-2023 school, we accomplished the following:



**2,835**

Total participants served



**69%**

Increase of San Mateo County participants



**90%**

Graduation Rate



# Latinos in Technology Scholars



**42%**

Female

**31%**

Community  
College  
Transfers

**86%**

have a STEM job  
post-college.

- Scholarships for up to 3 years to juniors and seniors in college who have declared a major in a STEM-related field.
- Professional development opportunities, coaching, mentorship, and other resources.
- Internships in various STEM industries.



**545** Scholars

## Latino Board Leadership Academy

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



**659**

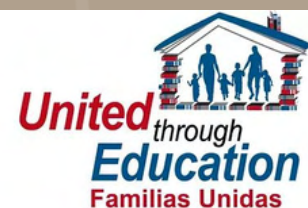
Graduated Fellows

**69%**

Graduates appointed to  
nonprofit boards



# LATINOS IN TECHNOLOGY INITIATIVE PROGRAM PARTNERS



# PRESENTING SPONSOR



At Amazon, we're committed to upholding a culture of **inclusion and equity for our employees, customers, and neighbors.**

Our ability to grow and innovate relies on the perspectives and knowledge of people from all backgrounds. Together with **Hispanic Foundation of Silicon Valley** we're helping build a future that is inclusive, diverse, and accessible to all.

---

To learn more, visit [aboutamazon.com](https://aboutamazon.com)





# GOLD SPONSORS



INVESTING IN PROGRAMS  
AT THE INTERSECTION OF  
IMMIGRATION, EDUCATION,  
AND ENTREPRENEURSHIP.



[CHAVEZFAMILYFOUNDATION.ORG](http://CHAVEZFAMILYFOUNDATION.ORG)



## GOLD SPONSORS

# Raising the bar and expectations

At Comerica Bank, we proudly salute the Hispanic Foundation of Silicon Valley for investing in the lives and future of Latinos in Silicon Valley.

Thank you for raising expectations,  
within Comerica Bank and beyond.



MEMBER FDIC. EQUAL OPPORTUNITY LENDER.  
CB-652171-05-03 01/23



**Gilead proudly  
congratulates the  
Hispanic Foundation  
of Silicon Valley on  
its 34th Hispanic  
Foundation Ball**

For more information,  
please visit [www.Gilead.com](http://www.Gilead.com).





# GOLD SPONSORS



## Inclusion ignites innovation.

Welcome to the Hispanic Foundation Ball 2023. Silicon Valley Bank is proud to support the work of the Hispanic Foundation of Silicon Valley and to celebrate Hispanic/Latinx success in innovation.

[svb.com](https://svb.com)

**svb** Silicon Valley Bank  
A Division of First Citizens Bank

©2023 Silicon Valley Bank, a division of First-Citizens Bank & Trust Company.  
Member FDIC.



## Give. Grow. Gather together.

Building a stronger community brings out the best in everyone. Together, we can share more, create more change, and do more good for the places we call home.

Hispanic Foundation of Silicon Valley, we are proud to celebrate your commitment and service to the community.

[wellsfargo.com/impact](https://wellsfargo.com/impact)

© 2023 Wells Fargo Bank, N.A. 7583816-3 MOD: 998

**WELLS  
FARGO**



# SILVER SPONSORS

# CARE IS AT OUR CORE.



Whether in the skies or in our communities, we believe that care shouldn't be rare. We're committed to empowering young people and supporting their futures, because we're all in this together.

**Alaska**  
AIRLINES



Proud to support the Hispanic Foundation of Silicon Valley.



# BridgeBank<sup>®</sup>

A division of Western Alliance Bank. Member FDIC.

We are proud to  
continue to support  
the great work of the  
Hispanic Foundation  
of Silicon Valley.

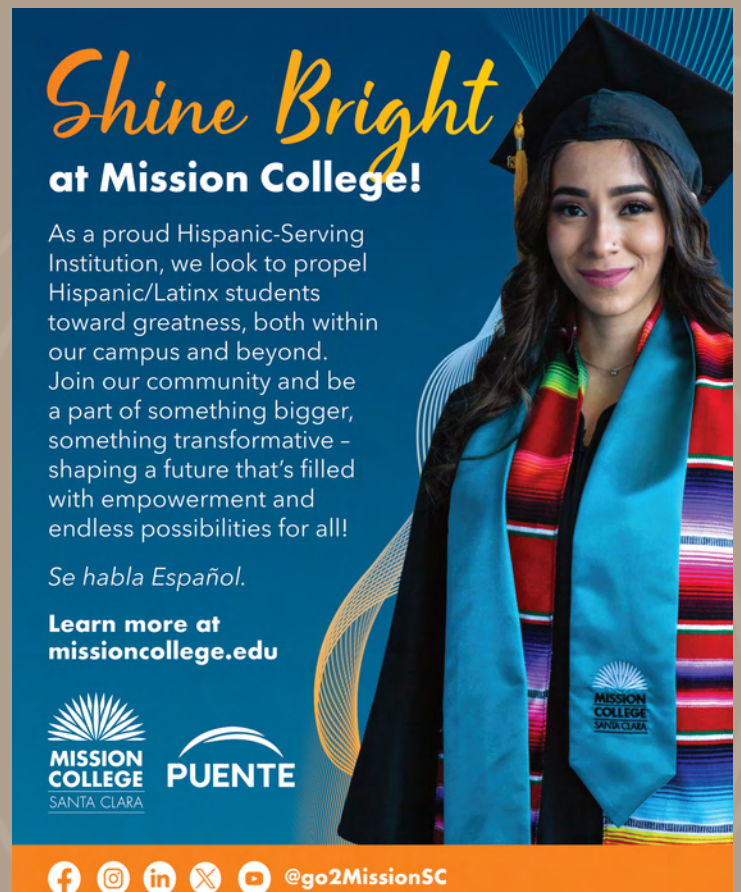


[elcaminohealth.org](http://elcaminohealth.org)



# Google

# SILVER SPONSORS





# SILVER SPONSORS

## Supporting the community Because we're part of the community

When it comes to building stronger communities, there's strength in numbers. PG&E proudly supports the Hispanic Foundation of Silicon Valley. Together, we can achieve something better.



"PG&E" refers to Pacific Gas and Electric Company, a subsidiary of PG&E Corporation.  
© 2023 Pacific Gas and Electric Company. All rights reserved.



More than 80% of  
San Francisco State students  
come from communities of color,  
including 37% who identify  
as Latinx students.



SAN FRANCISCO  
STATE UNIVERSITY

Start your next chapter here. [sfsu.edu](https://sfsu.edu)

Community is at the heart  
of what we do.



Silicon Valley Community Foundation  
is proud to support  
The Hispanic Foundation Ball



[siliconvalleycf.org](https://siliconvalleycf.org)



Stanford  
MEDICINE

Stanford University



# SILVER SPONSORS

## **STUARDO & LAURETTE ROBLES**

[usbank.com/communitypossible](https://usbank.com/communitypossible)

Building a community  
of possible.



U.S. Bank strives to make a positive impact in the community. That's why we support community events that bring us together for the greater good. When we work together, anything is possible.

U.S. Bank is proud to support Hispanic Foundation of Silicon Valley.



Member FDIC. ©2022 U.S. Bank 736503c 5/22

## UC SANTA CRUZ

Proud recipient of the  
2022 Seal of *Excelencia*  
for outstanding commitment  
to serving Latinx students.



# BRONZE SPONSORS



The bridge to possible.  
[Cisco.com/go/bridgetopossible](https://www.cisco.com/go/bridgetopossible)



# BRONZE SPONSORS

eBay is proud to support Hispanic Foundation of Silicon Valley



is a proud sponsor of the Hispanic Foundation of Silicon Valley



Saturday, October 28, 2023

Race Check-In at 7:00am

Guadalupe River Trail  
1621 Gold Street, San Jose, CA 95002



**ISAURA &  
RAYMOND  
GAETA**



CONTACT

Brittany Alvarez | Executive Director | [Brittany@leafca.org](mailto:Brittany@leafca.org)  
[www.LEAFca.org](http://www.LEAFca.org)



*Celebrating 19 Years of Bringing Leaders Together*

LLN is a federal 501(c)(3) nonpartisan nonprofit organization.  
Visit [latinoleadersnetwork.org](http://latinoleadersnetwork.org) to learn more.



Lucile Packard  
Children's Hospital  
**Stanford**



Supporting the  
**Hispanic  
Foundation**  
of Silicon Valley



©2023 Luther Burbank Savings Member FDIC





# BRONZE SPONSORS

**PRO-SWEEP**   
A Complete Maintenance Company

  
**pwc** celebrates the  
Hispanic Foundation's  
positive legacy in our Latino community.



**RON GONZALES  
& DEBORAH  
ELLIS**

**SJSU** SAN JOSÉ STATE  
UNIVERSITY

---

**SJSU** | TOWER FOUNDATION



**EDUCATING LEADERS  
WHO WILL BUILD A MORE HUMANE,  
JUST, AND SUSTAINABLE WORLD.**



Spencer**Fane**®

**SYNOPSYS®**

## BRONZE SPONSORS



## MEDIA SPONSORS

SILICON VALLEY  
BUSINESS JOURNAL



# SPECIAL THANKS

**Abraham  
Lincoln  
High School  
Mariachi**



**Cittis  
FLORIST**



**EMP**  
Presentation Solutions

Empire Multimedia Productions

Greater Bay Area

Phone: (408)-644-4498  
oricardez@gmail.com

Oscar Ricardez  
GM

Empiremultimediaproductions.com

**Imagine**

**Video /Audio/Photo Production**

Mario Ayala  
650-34-4798

VIDEO PRODUCTION

PHOTOGRAPHY

MARKETING

TRANSLATION



**inspira**  
STUDIOS



**NORMAN ANUB**

ultimatesounds-dj.com  
norman@ultimatesounds-dj.com  
408-691-0003



**Randy's Party Music**  
MOBILE ENTERTAINMENT



# Alaska

## AIRLINES

Enter to win two **First Class**  
Alaska Airlines round trip tickets!  
Anywhere in the Alaska Airlines network, except Cuba.



**\$20 PER TICKET OR  
\$100 FOR 6 TICKETS**

### **Prize Package Details:**

- 2 Alaska Airlines round trip First Class tickets anywhere in the Alaska Airlines network, except Cuba - Hundreds of destinations await. To view all destinations, visit [www.alaskaair.com](http://www.alaskaair.com)
- NO BLACK OUT DATES! Valid for 1 year from date of the drawing
- Voucher may be used separately or simultaneously
- You don't need to depart from San Jose, CA
- Must be present to win, and have a ticket stub

The drawing will be held on Saturday, October 21, 2023 at approximately 9 p.m. PDT during the Hispanic Foundation Ball at the Signia Hotel By Hilton in San Jose, CA (170 S Market St. San Jose, CA 95113). Winner must be a guest, present and have on hand the ticket stub at the Hispanic Foundation Ball to win. Ticket sales will end on Saturday, October 21, 2023 at 7:30 p.m. PDT. Amount paid for a chance in the raffle are not gifts, and consequently do not qualify as a deductible charitable contribution. All sales are final. For all detailed rules and regulations, visit [www.hfsv.org/hispanic-foundation-ball-2023-raffle/](http://www.hfsv.org/hispanic-foundation-ball-2023-raffle/)

# Hispanic Foundation Ball 2024

OCTOBER 19, 2024

SAVE THE DATE!

Hispanic Foundation of Silicon Valley  
1961 The Alameda, San Jose, CA 95126  
408-216-7612  
office@hfsv.org  
[www.hfsv.org](http://www.hfsv.org)