Shaping Opportunities for Funding
Exploring Cultural Assets, Equity and Identity for Latino Older Adults
Growth

By 2050, 30% of the US population will be Latino. By the same year, 20% of Latinos will be 65+, a 300% increase within a 40 year span.
The number of Latinos age 65+ will increase significantly over the next 30 years.
Latino older adults in Colorado

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Identity

Hispanic

Latino/Latina

Indigenous

Mexican

Mexican-American

Chicano/Chicana

Afro-Latino

Latinx

Immigrant
A Conversation with Latinos on Race
**Cultural Assets**

- **Familismo**
  Family is the center of life

- **Personalismo**
  The importance of relationships

- **Respect**
  Knowing your place

- **Religion, Spirituality and Curandismo**
  The presence of a higher power

- **Fatalism**
  Resilience to life events
Using Assets for Equitable Service
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How we Invested in Latino Older Adults in Colorado

2011
- National research completed by Hispanics in Philanthropy recognizing the need

2012
- Denver-centered research
- Partnership exploration
- Community relationship building
- Needs assessments on community readiness, resources and politics

2016
- Community-centered data collection
- Investment in community leadership

2018
- Ongoing support
- Transparency and feedback loops
- Mini-grants
- Strategy for exit
Funding Social Determinants of Health

Aging in Community

- Education
- Housing
- Income and Wealth
- Public Safety
- Transportation
- Social Environment
- Physical Environment
- Health Systems and Services
- Employment
Community leaders (Conectoras) were trained as data collectors

100 older adults age 55+ answered questions around social determinants of health

1 area will be identified by the community as priority for policy change or impact
A Word to Funders from Our Nonprofits

- **Quality versus quantity of service**
  Balancing short versus long-term impact

- **Shared learning**
  Listen to the nonprofit perspective on the true needs of the population

- **Readiness**
  Invest in who already has gained traction

- **Collaboration**
  Decrease competition for limited funds

- **Transparancy of funding**
  Organization-wide understanding of how funds are distributed, what strings are attached and who gets what

- **Power dynamics**
  Be open to exploring and listening to community
Strategies for Equitable Funding for Latino Older Adults

- Multi-year grants
- Finding 'ready' partners
- Placed-based models
- Accessible application process
- Collaboration, cohort funding
- Relationship building
- Creative impact reporting
- Funding innovation
Lessons Learned as an Intermediary Funder

- Meeting needs and providing support to stakeholders
- Impact of culture
- Trust building with community
- Trust building with funding partners

How do you find the right intermediary?
How would you feel if decisions that impact you were made by others?
Gracias

Thank you