

# IMPACT REPORT

SOMOS  
EL PODER!

A National Latinx Fundraising Institute



## SOMOS EL PODER

**At Somos El Poder, we empower Latinx-focused nonprofits nationwide by providing support on fundraising strategies and professional development opportunities because “fundraising is the power for people to do good” – Armando Zumaya, Founder & Executive Director.** We envision a future where Latinx-focused nonprofits in the U.S. are empowered with the financial resources, knowledge, and professional networks necessary to achieve their missions and create lasting social change.

**MISSION:** The advancement of Latinx in the US today. We believe in the inherent strength, ingenuity, and self-reliance of our people to solve their challenges. We believe that providing significant financial resources to those working on the issues of our people will advance our collective future.

## FOREWORD

True to our organization’s name, the power of our people to uplift our own communities is the essence of fundraising. With increased funding, organizations can enhance programs, provide essential materials, and support noble causes that help others.

At Somos El Poder, we believe that the key to successful fundraising is rooted in our own collective power. By channeling our generosity and hard work, we can overcome the many challenges facing Latinx communities today. With the right methods and structures, we can focus and amplify this generosity to ensure nonprofits have the funding they need to accomplish their mission and strengthen their financial capacity. An increase in funding enables organizations to enhance programs, provide essential materials, and support noble causes that help others. Ultimately, our goal is to create a better America for future generations through empowered professionals leading the efforts to uplift their communities.

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*“I believe fundraising is beautiful. It’s the power of people to do good with money. It’s a unique and transformational gift in our society. I am grounded in the practices of relationship based fundraising and respect for Development Officers and Donors.”*

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**Armando Zumaya**  
Founder & Executive Director



# WHY WE DO THIS

**Somos El Poder serves Latino-focused nonprofits because they are consistently overlooked by funders, receiving only 1.8% of philanthropic dollars,** with some sources like Inside Philanthropy citing just 1.3% as of 2019. Despite a significant push towards racial justice, Latino nonprofits are often excluded. Latinos comprise 20% of the population yet receive minimal support from fundraising and philanthropy. We estimate that Latinos have an annual giving potential of \$24.7 billion. We work to unleash that philanthropy potential for our entire community.



## Philanthropy and giving comes from good fundraising.

Latinos are a powerhouse of giving that needs cultivation. Our work recognizes that more financial resources enable organizations to offer more programs and services. By addressing barriers to fundraising, we encourage nonprofit leaders to invest in their fundraising capabilities. Many Latinx-focused nonprofits have not expanded their fundraising due to perceived or real lack of resources, but they have Latino power.

### How are we different?

While there are organizations and programs focused on fundraising, their curriculum is often tailored to larger organizations and institutions, lacking cultural specificity. Somos El Poder uniquely provides professional and fundraising tools to organizations whose impact directly serves the Latinx community in the U.S. We believe the power to uplift this community lies with individuals who are empowered and understand the needs of their people. Historically, Latinos have been overlooked by fundraising efforts, foundations, and nonprofits, despite being a powerful force of giving. We teach individuals and organizations how to raise funds from the millions of Latinos in the U.S., challenging the stereotype that Latinos are non-givers.

Currently, Latinos make up less than 3% of professional development programs' memberships. Due to the lack of cultural specificity, which makes training irrelevant to the overall Latino experience and current challenges affecting the community, many Latinx nonprofits and individuals do not join or attend professional development spaces for fundraisers. Therefore, having a fundraising institute specifically for Latinos is essential.

Hispanic organizations working in philanthropy and related areas often receive funding from foundations and corporations, which they regrant to other Latinx organizations. While they offer some professional development, it is often focused on finance and marketing, with limited discussion on fundraising. Somos El Poder is distinctively focused on fundraising for Latinx-focused organizations to unlock the giving potential within their communities around the U.S.

Latinos have the capacity for major giving; fundraising is key for tapping into this market. Strengthening fundraising efforts is essential for the sustainability and growth of all organizations but especially the small and medium-sized ones. **Somos El Poder exists because we believe that investing in fundraising training programs ensures that nonprofits can cultivate a culture of philanthropy, solve the reasons why people don't give, expand their donor base, continue their vital work in society, and achieve long-term financial stability.**



**90** Net Promoter Score

167 Respondents

including current & past members

**From a Jul. 2024 survey, with 77 respondents out of a 188 membership:**

**80.5%** have seen an improvement in their fundraising initiatives

**82%** organization's confidence in fundraising increased

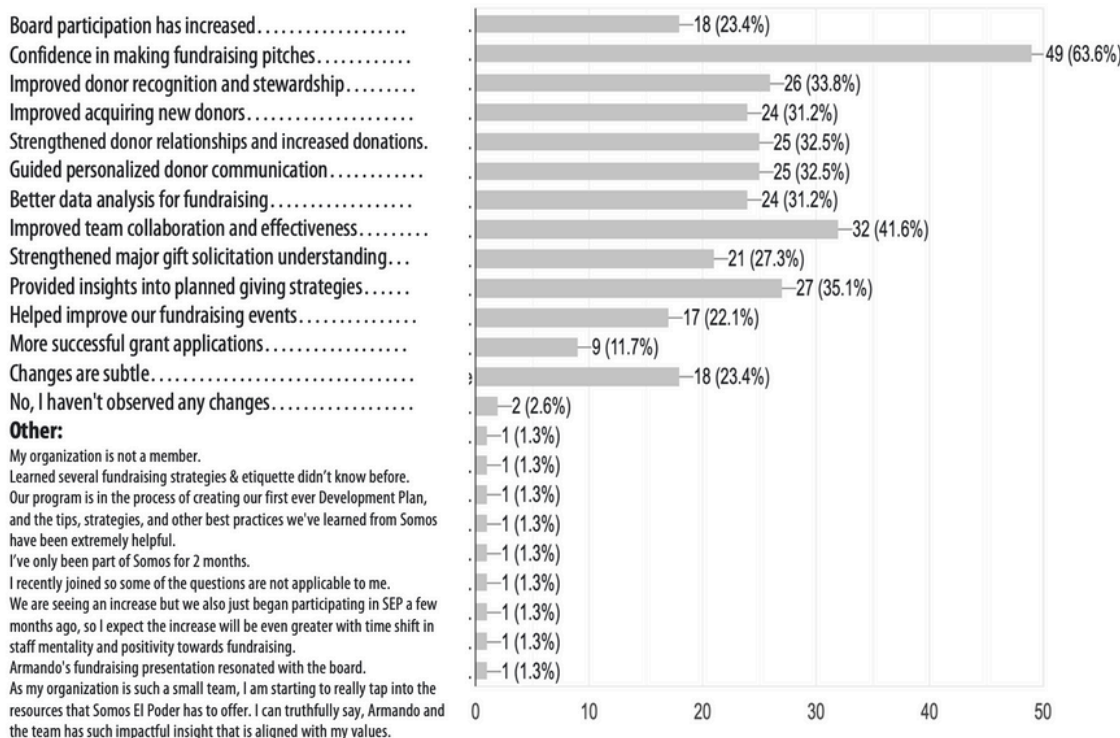
Replied feeling very and extremely confident in fundraising due to Somos El Poder support and training.

**96.1%** Can identify crucial learning points for their organization or individually from SEP training and conferences.

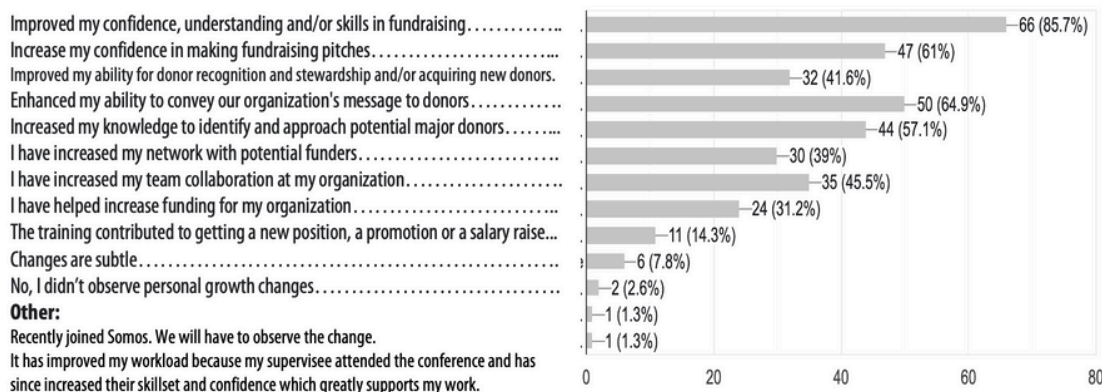
**83.2%** Feel a greater sense of community

Replied feeling a very and extreme sense of community with other Latinx fundraisers because of SEP events and trainings.

**How has your Organization's fundraising improved since joining Somos El Poder?** (Check all that apply) 77 responses



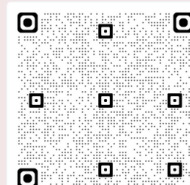
**How has Somos El Poder contributed to your individual professional growth?** (Check all that apply) 77 responses



**Somos El Poder members' success stories in The Chronicle of Philanthropy!**

THE CHRONICLE OF  
PHILANTHROPY

**Four Latino Fundraisers Up Their Game With Affinity Group Help.** Practical advice and networking opportunities are helping members of Somos El Poder connect with peers and raise more money for their organizations.

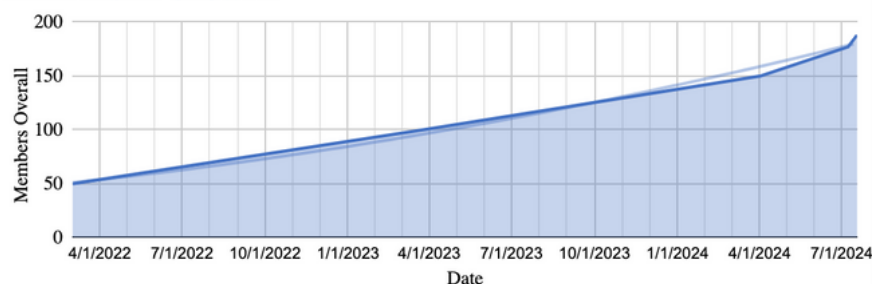




# 188

Our current members  
and growing

MEMBERSHIP GROWTH



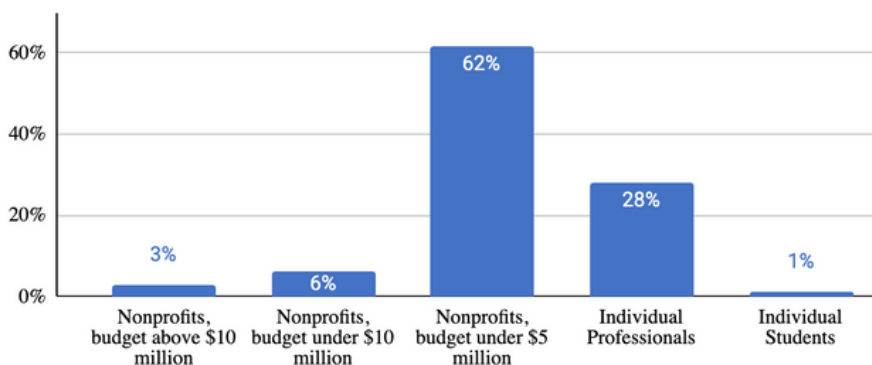
## Since our founding in late 2020:

Our membership has grown from 50 in 2022, 100 in 2023 and **188 as of July 2024**, comprised of 133 Latinx Nonprofits Organizations (71%) & 55 (28%) Individual members.

Since 2022, membership has more than tripled and is projected to continue growing by 2025 as we reach out to nonprofits in the southeast region for the upcoming fundraising training program in San Antonio, TX.

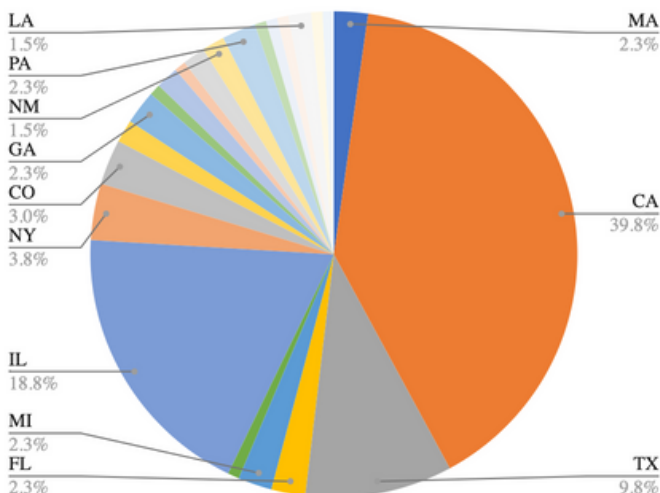
The membership is currently composed of **62% of nonprofit organizations with budgets under \$5 million** and **28% of Individual Professionals**.

2024 CURRENT MEMBERSHIP BREAKDOWN

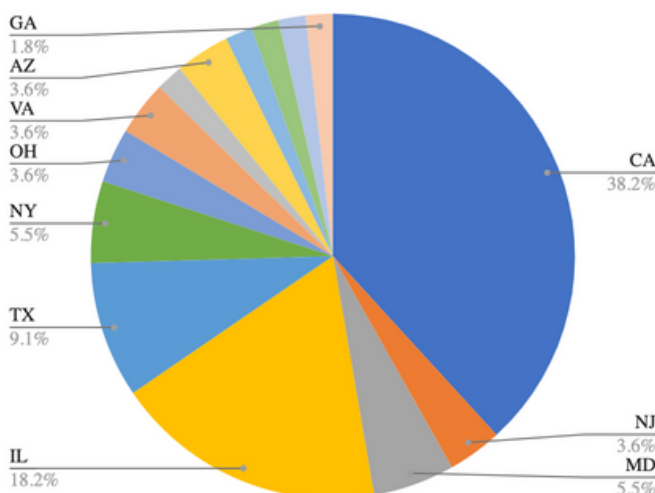


The majority of our **nonprofit organizations represent California at 40%, followed by Illinois at 19%, and Texas at 10%.** Individual members follow closely at 38% from California, 18% from Illinois, and 9% from Texas.

NONPROFIT MEMBERS - STATE REPRESENTATION



INDIVIDUAL MEMBERS - STATE REPRESENTATION



# OUR PROGRAMS & SERVICES

Somos El Poder's programs are designed to help nonprofits cultivate a culture of philanthropy within their staff, board of directors, and general community; understand funding gaps and create fundraising strategic plans to increase donor base; develop an equitable and sustainable pipeline of fundraising and development professionals; empower Latinx nonprofits to achieve long-term financial stability; and to enhance the impact and reach of Latinx nonprofits nationwide.

Among our programs designed to enhance fundraising skills and capacity include:

- **Fundraising Con Ganas Conferences:** Training for small and medium nonprofit teams.
- **La Vanguardia Academy:** Fundraising training for individuals.
- **Consulting Hours:** Monthly sessions for personalized guidance.
- **Monthly Sessions:** Ongoing professional development opportunities. 24 sessions per year.
- **Online Communities:** Platforms for support and collaboration.
- **Professional development opportunities.** Members can teach their successful best practices for fundraising.
- **Poderoso Awards:** Annual national awards recognizing outstanding Latinx philanthropists, small donors, and fundraising teams that are an example for others.



## 24

**Classes per Year**

28 average attendance  
Highly practical trainings  
from current practitioners  
plus extra panel discussions  
on key issues.



## 38

**Average hours of  
monthly consulting**

Free fundraising consulting as  
part of the membership  
benefits.

## Juntos Podemos

### 6 Online Professional Learning Communities

Best Practices conversations,  
Forming *Comunidad*, & Training.  
Issues Areas include:

- Immigration
- Public Health
- Arts and Culture
- Community Services
- Economic Empowerment  
and Entrepreneurship
- Education and Youth





## FUNDRAISING CON GANAS

Successfully launched and conducted **3 Fundraising Con Ganas (FCG) Conferences with a 4th one coming up in San Antonio, TX.** FCG Conferences are 2-day seminars focused on fundraising strategies specifically for small & medium Latinx nonprofits. Board members are required to attend to help fundraising teams improve implementation of the learned strategies.

### Past and upcoming trainings dates include:

- April 6-7, 2023 in Pasadena, CA
- Feb. 29-March 1st, 2024 in Chicago, IL
- May 29-30, 2024 in Pasadena, CA
- Upcoming in Oct. 10-11, 2024 in San Antonio, TX

# 3

### National Training Conferences "Fundraising Con Ganas"

In-person fundraising trainings for small & medium Latinx nonprofits and fundraising professionals.

# 239



### Latinx Nonprofits & Individual Members have attended

Not counting panelists, supporters, and our Somos El Poder Board & staff.

## 91%

Average participants feeling extremely and very empowered

## 88%

Average participants rating the conference highly beneficial

**168** Hours donated by our Somos El Poder Board on FCG events  
3-4 Board members present per conference.

## 91

Additional hours donated by our Volunteers at FCG events  
1-2 volunteers present per conference.

### FCG WRITTEN TESTIMONIALS

*I have never attended a conference like this before. In two days, I learned so much, and connected with at least 8 people who share my struggles and care for the work we do. Thank you. - FCG attendee*

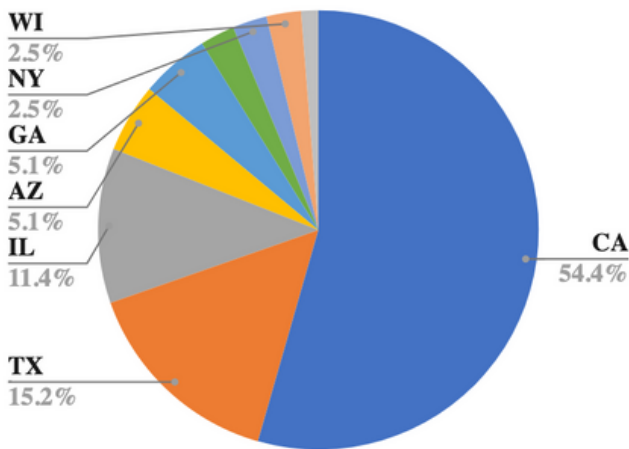
*Great presenters. It's very inspiring to see Latinx development folks who lead organizations. I was very impressed by Lisandra, Yuri, and Diana's ability to break glass ceilings. As one of the few Latinas in development, I felt empowered by the representation. I love you all so much! - Yessie, FCG attendee*

*This was an excellent conference. Very helpful content. Additionally, it's clear that our registration fee did not cover the cost. Really appreciate the quality of the conference and venue. Appreciate the funders who invested in us. You have made us stronger. - FCG attendee*

*After attending the first Somos El Poder Fundraising Con Ganas conference in April 2023, our executive team decided to follow the recommendations from one of the presenters to expand our individual giving team to increase our prospecting capacity. This has helped us organize more efficiently the way we prospect major donors and make an ask towards our I Welcome Immigrants Campaign. Thank you to all the Somos El Poder staff and leadership for making this type of engagement in our community of Latin@ fundraisers! - Angelica Salas, Executive Director, CHIRLA*

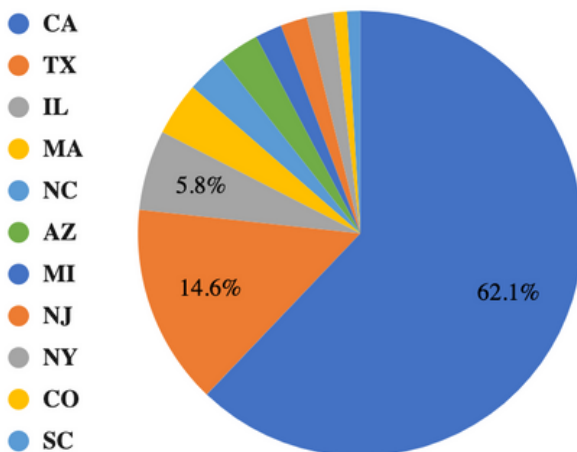


### 2023 Pasadena FCG State Representation

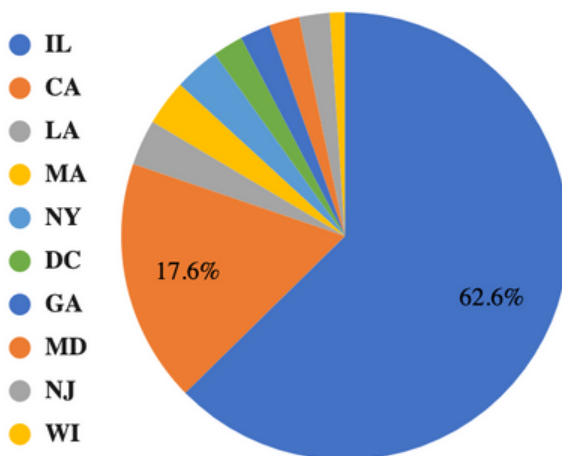


For the first conference, the **2023 Pasadena FCG**, the number of participants that attended was 78; for **2024 Chicago FCG** 92 participants attended; and for **2024 Pasadena FCG** 103 participants attended. For each conference an average of 3 participants did not attend the event. The majority of participants were from the state where the conference was hosted.

### 2024 Pasadena FCG State Representation



### 2024 Chicago FCG State Representation



### FCG WRITTEN TESTIMONIALS

[Email Testimonial, Jan 11, 2024] Here are tangible ways in which last year's conference [2023] directly influenced our work:

1. Retained a consultant's service to deepen our existing relationship with funding sources. This was the result of prospecting efforts, which revealed we already had enough funders, yet needed to increase our ask for major ones.
2. Restructured our programs to improve how we tell impact stories.
3. Created a new role for Grants Management & Reporting, to free up our CEO to focus on fundraising.
4. Our efforts have so far resulted in approximately \$450,000 new funding.

**- Francesca Escoto, The Allapattah Collaborative, CDC**

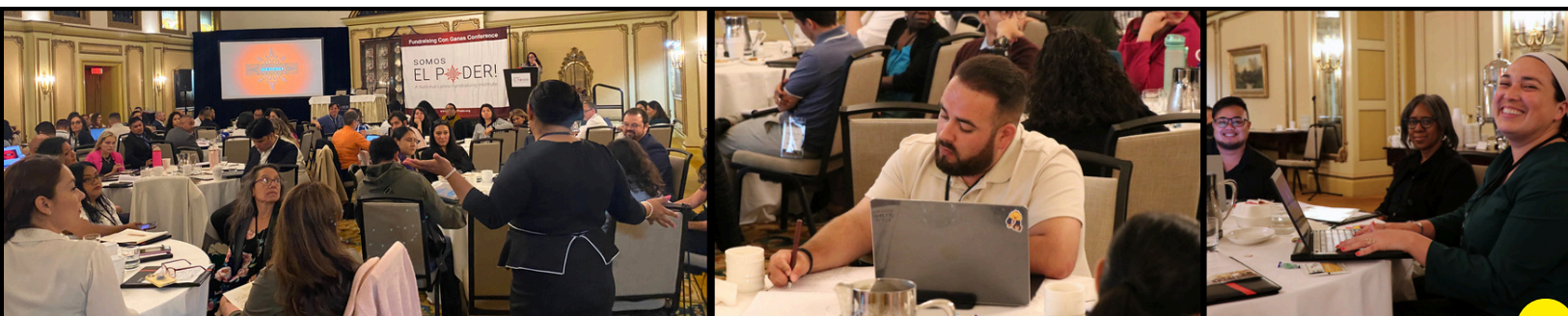
Somos El Poder members and participants success stories appeared in The Chronicles of Philanthropy.





The chart below shows that participants from past Fundraising Con Ganas conferences felt empowered after each training:

<b>FCG Participation Survey Results</b>	<b>2023 Pasadena, CA</b>	<b>2024 Chicago, IL</b>	<b>2024 Pasadena, CA</b>
<b>Total survey participation from conference attendees</b>	71%	70%	77%
<b>Board Members participating at the conference</b>	31%	34%	27%
<b>Nonprofit development officers/staff participating at the conference</b>	69%	62%	67%
<b>Attendees feeling extremely &amp; very empowered after the conference</b>	<b>82%</b>	<b>93%</b>	<b>97%</b>
<b>Participants who will be working with SEP after the conference</b>	82%	90%	88%
<b>Participants who rated very highly the benefit of this conference</b>	83%	96%	85%
<b>Participants who indicated the venue was excellent</b>	96%	96%	84%
<b>Top 4 favorite sessions</b>	<b>Prospect Research</b>	<b>Prospect Research</b>	Elevator Pitch
	Individual Major Donors	Cold Calling	<b>Development Plan</b>
	<b>Development Plan</b>	Elevator Pitch	Best Board Bractices
	Cold Calling	<b>Development Plan</b>	<b>Prospect Research, Principles of Fundraising, &amp; Small Major Gits</b>
<b>Top fundraising strategies attendees want to implement</b>	Individual Major Giving	Individual Major Giving	Individual Major Giving
	Corporations	Foundations	Prospect Reseach
			Board retreat/ strategic planning
<b>Participants who would attend the conference at \$1000 for a 2-person team</b>	48%	28%	33%





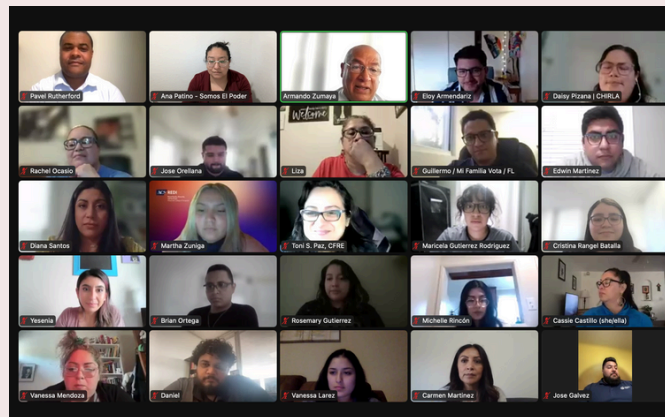


## 3 Fundraising Training Cohorts “La Vanguardia Academy”

Total cohort graduates **49**

Participants in current 2024 cohort **32**

Expected graduation in August 13, 2024.



**La Vanguardia Academy** is a fundraising training program for Latinx college students interested in a fundraising career and/or early to mid-level career professionals that seek to strengthen their current knowledge. A four month training composed of 12 classes covers various aspects of fundraising including Major Giving, Corporate, Foundations, Small Events, Stewardship and Planning.

Somos El Poder **has graduated two cohorts** from La Vanguardia Academy. **29 graduates in the first cohort in 2022–2023, and 20 graduates in the 2023 cohort.** With **current enrollment of 32 students in the 2024 cohort.**

**The cohort participants are from all around the U.S.** The current 2024 cohort is composed of participants from California 33.3%, Illinois 26.7%, North Carolina 10% and Texas 6.7%.

### WRITTEN TESTIMONIALS

[Email, Aug. 24, 2023] *I am reaching out because I will be transitioning to a new organization starting September 5. For context, I will be the new Development Director for Entre Hermanos, a Latinx LGBTQ+ nonprofit based in Seattle, WA. I believe this transition is a result, in part, to the support and training I've received through Somos El Poder. I'd like to thank you and the rest of the team for creating and delivering this much needed resource to the Latinx Development community.* - **Eloy Armendariz**

[Email, Jun 11, 2024] *I wanted to send a quick appreciation message for the training at FCG and La Vanguardia. I've felt my wheels spinning a little lately trying to cover a lot of bases by myself, but mostly I learned to give myself grace in the knowledge that I'm learning. The practice phone call and shark tank pitches were great learning lesson in practice. No jargon, build a script, have E&R's ready. After our lessons, I redid our giving site by joining our donor and giving widget into one and setting up a Major Gifts campaign. <https://www.latinoheritage.us/donate> Our campaign page can toggle teams and team members so we're hoping to add our Board members into one big team to fundraise donations of \$1,000+ <https://givebutter.com/5tTeWr> The work continues.* - **Rene A. Ballesteros, Latinos in Heritage Conservation**

