



For Immediate Release

Media Contacts:

[Dora Tovar](#), cell (817) 680-7671

[Carol Goglia](#), cell (214) 676-3222

**COMMUNITIES FOUNDATION OF TEXAS HOSTS COMMUNITY CONVERSATION
ON LATINO PHILANTHROPY**

As a lead up to North Texas Giving Day and Hispanic Heritage Month, Latino Influencers will gather to discuss giving priorities and trends to help grow Latino awareness and donations

DALLAS – (August 26, 2019) – [Communities Foundation of Texas](#)' 11th annual [North Texas Giving Day](#) continues to engage the Latino community with a Cause-Minded Conversation just ahead of North Texas Giving Day, scheduled for September 19, 2019. On Thursday, September 5 at 4:30 pm, the foundation will gather business leaders, philanthropists, nonprofit executives and donors for a panel discussion on the topic of giving in a cultural context. The event is a continuation of several initiatives and thoughtful discussions with nonprofit leaders, Latino advocates and Latino philanthropists.

“The Latino community is growing at a steady pace and together with the burgeoning Hispanic purchasing power in DFW (\$48.9 billion¹) is poised to harness that power to discuss giving priorities and how we can further encourage giving by setting community targets,” explained Pepe Guevara, Communities Foundation of Texas trustee and managing director of Millstone Assets.

The event will begin with a networking reception and open with a profile of Latino insights on giving and Latino demographics to frame the discussion prior to the panel discussion. Panelists Ana I. Rodriguez, Director of SMU Cox Latino Leadership Initiative; Lucinda Rocha, President of Hispanic 100 and Rep. Rafael Anchia Chairman of the Mexican American Legislative Caucus will share their insights on philanthropy trends among Latinos and recent efforts to increase Latino giving in North Texas. The panel will be moderated by Norma Garcia, Telemundo 39 Anchor. Dave Scullin, president and CEO of CFT along with Pepe Guevara, CFT trustee will provide opening and closing remarks at the event.

“Nonprofits that both give to and receive donations from the Latino community have always been a part of North Texas Giving Day. We’re hoping to learn how we can continue growing engagement within this community so that North Texas Giving Day mirrors the diversity in our region,” stated Susan Swan Smith, Chief Giving Day Officer at Communities Foundation of Texas.

“We are very much vested in making it easier for Latinos to give to so many worthy causes by joining forces with Communities Foundation of Texas’ North Texas Giving Day,” stated Florencia Velasco Fortner, president and CEO, The Concilio. “This event will give Latino leaders and advocates an opportunity to discuss ways that we can grow giving in our own communities.” According to a 2012 study, Latinos are least likely to be asked for donations yet, twice as likely to give if they were asked more often.ⁱⁱ

The event is free, but seating is limited. Registration is required:

<https://www.eventbrite.com/e/cause-minded-conversation-latino-giving-and-philanthropy-tickets-66460700745>

The Host Committee for the event includes:

Victor Almeida, Rafael Anchia, Larissa Batta & Pepe Guevara, Michelle Bobadilla, Patricia Christian, Chris Coxon, Ami Doshi, Theresa Flores, Florencia Velasco Fortner
Fort Worth Hispanic Chamber of Commerce, Carmen Garcia, Catalina Garcia, MD
Dr. Elba Garcia, Karla Garcia, Prisma Garcia, Carol Goglia, Hey Chica, William Hornberger, Mary Ann Kellam, Anette Landeros, Chris McSwain, Pauline Medrano
Regina Montoya, Aracely Muñoz, Yvette Ostolaza, Carlos J. Gonzalez Peña, Cristal Retana, Lucinda Rocha, Marissa & Juan Solis, Veronica Torres, Dora Tovar, Linda Valdez-Thompson, Brooke & Jason Villalba and Wise Latinas Linked.

About CFT’s North Texas Giving Day

Communities Foundation of Texas’ North Texas Giving Day is our region’s annual 18-hour online giving extravaganza benefitting the 20 counties of North Texas. The day is powered by creative nonprofits, social media activism, area wide collaboration, and of course, you! North Texas Giving Day’s goal is to make giving easy for donors, while helping build awareness and support for local nonprofits. Since 2009, North Texas Giving Day has pumped \$240 million into the community. In 2018, \$48 million was raised through more than 137,000 gifts benefitting 2,723 nonprofits. Visit www.NorthTexasGivingDay.org. [#NTxGivingDay](https://twitter.com/NTxGivingDay) [@NorthTexasGivingDay](https://www.facebook.com/NorthTexasGivingDay)

About Communities Foundation of Texas

*Presenting North Texas Giving Day is one of many ways Communities Foundation of Texas (CFT) serves as a hub for philanthropy in North Texas. With the goal of building a thriving community for all, CFT leads strategic grantmaking initiatives, professionally manages more than 1,000 charitable funds for families, companies, foundations and nonprofits and has awarded more than \$1.9 billion in grants since its founding in 1953. www.cftexas.org
www.facebook.com/CFTexas or www.twitter.com/GiveWisely.*

###

Join the conversation on [Twitter](https://twitter.com/NTxGivingDay), [Instagram](https://www.instagram.com/NTxGivingDay), or [Facebook](https://www.facebook.com/NTxGivingDay) via #NTxGivingDay and @NorthTexasGivingDay.

ⁱ Global Insights, 2018

ⁱⁱ Rovner, Mark. *Diversity in Giving: The Changing Landscape of American Philanthropy*. Blackbaud, 2015