



California Complete Count – Census 2020 Latino Community Foundation Latinos

According to the US Census Bureau's 2017 American Community Survey, California's 15 million Latinos make up about 39 percent of the state's population. One-half of the children in California are Latino. Hard-to-count factors of Latinos include high rates of poverty, low English proficiency, lower educational attainment and diverse immigration statuses. As the largest group in the state, an undercount of Latinos will severely jeopardize California's ability to obtain an equitable share of representation and federal resources. The ability to understand what the Census is and why it matters, in a language that most understand, is essential for a complete count.

The Latino Community Foundation (LCF) fulfills their mission by building a movement of civically engaged philanthropic leaders, investing in Latino-led organizations and increasing political participation of Latinos. LCF is the only statewide foundation solely focused on building economic and civic power in Latino communities. The LCF network of grassroots Latino leaders and over 300 community-based organizations serve as trusted messengers to reach and mobilize Latinos.

LCF is using its communication platforms and relationships with ethnic media to disseminate dynamic, culturally rooted and community-specific programming. With an online reach extending to over 75,000 people, LCF is leveraging its website and social media channels along with incorporating TV, radio, digital and outdoor advertising for census outreach. LCF has partnered with La Clinica de La Raza in the Bay Area and the California Hispanic Chambers of Commerce. Additionally, they have provided grants to Latino organization serving youth and local radio stations across the state. Collectively, the LCF will reach approximately 10 million Latinos through traditional media, social media and networks.

Geographic targets are Bay Area, Wine Country, Inland Empire, Central Coast, and Central Valley.

WEBSITE

<https://latinocf.org/>

FUNDING ALLOCATION

\$571,000

CONTACT INFORMATION

Christian Arana, Policy Director
carana@latinocf.org 415-236-5145

Quintilia Ávila, CA Census Staff Lead
Quintilia.Avila@census.ca.gov | 916-208-2797