



Hispanic Philanthropy in Ontario

In September 2014, the Association of Fundraising Professionals Foundation for Philanthropy – Canada hosted a conference in cooperation with the Canadian Hispanic Business Alliance that brought together charity leaders, donors and volunteers to explore the philanthropy of the Hispanic community in Ontario. Here is a collection of insights from the conference and beyond.

AT A GLANCE

- 600 000 000** Global number of Spanish-speaking people
- 3** Spanish is the third most spoken language in Canada
- 271 545** Number of people of Latin, Central and South American origins living in Ontario
- 164 655** Number of people from Spain living in Ontario
- 94** Percentage of Latin Americans in Canada that speak one of Canada’s official languages
- 64** Percentage of Canada’s Latin Americans that are Catholic
- 11** Percentage of Canadian immigration from Spanish-speaking countries

TERMINOLOGY

Latin America: The subregion of the Americas comprising those countries where the Romance languages of Spanish and Portuguese are spoken.

Hispanic: Broadly refers to the cultural and linguistic link to the Spanish language.

SUCCESS STORY

In 1991, a small group of Colombian women who were concerned by the dire situation of displaced children ‘back home’ organized a number of fundraising events in Toronto and sent the proceeds to a number of charities in Colombia. Over the years, the organization grew and, in 2005, the Canadian Colombian Children’s Organization (CCCO) obtained official charitable status. Today, the organization continues to raise funds for Colombian children, providing the tools required to ensure that youth will successfully complete their education and become self-sufficient. The organization’s fundraising efforts have helped establish three schools, benefiting approximately 100 students per year. The CCCO is planning to expand its programs further by offering financial assistance to the students’ mothers and funding medical procedures for children.

WISE WORDS



To meaningfully engage Hispanic donors, it is important to first understand our incredibly rich and diverse culture and history. We heard from the conference participants that we are deeply passionate and caring. While the majority of the conference presenters find their roots in Latin America, we also heard from people of Spanish and Portuguese heritage. Latin America is composed of 21 countries whose citizens have come to Canada in five distinct waves of migration, each group

leaving their places of origin for different reasons. While many Latin Americans left their native country for political reasons, others chose to relocate for educational and economic opportunities. As a result, it is important to recognize the uniqueness of each country and its people. And even though we are a relatively new community in Canada, we are quickly adapting to Canadian culture and actively participating in charitable and philanthropic activities.

— *Mauricio Ospina, Chair, Hispanic Philanthropy Conference*

BACK IN TIME

ACCORDING TO PERUVIAN-CANADIAN SOCIOLOGIST FERNANDO MATA, THERE HAVE BEEN FOUR MAIN WAVES OF MIGRATION FROM LATIN AMERICA.

1) The “lead” wave: Latin Americans of European origin who came to Canada between the mid-1950s and mid-1960s; 2) the “Andean” wave, which saw the arrival of economic migrants from Ecuador, Colombia and Peru in the late 1960s and early 1970s; 3) the “coup” wave – political refugees from Chile, Argentina and Uruguay who fled the political crises of the 1970s; and 4) the “Central American” wave – military and political refugees from Guatemala and

El Salvador, since the 1980s. Today, we are witness to a new wave: the “professional” wave – Latin Americans who are coming to Canada under the “skilled worker” or “business” classes of immigration.

Canadians of Hispanic and Latin American origin make up one of the largest non-European ethnic groups in Canada. Almost all live in Ontario, Quebec, British Columbia or Alberta, predominantly in large urban

centres, like Toronto and Montreal. While many second generation Hispanic-Canadians seem to have easily adapted to mainstream Canadian culture, the Hispanic and Latin American diaspora have paid great attention to maintaining their heritage, including their language and traditions. According to official Canadian statistics, the vast majority of Hispanic-Canadians have a strong sense of belonging to Canada and are engaged in all aspects of civic life.

INSIGHTS FROM THE CONFERENCE

Conference presenters and participants shared many great examples and tips about giving within the Hispanic community. Here is what we heard:

COMMON APPROACHES TO HISPANIC FUNDRAISING: STORYTELLING, USING SOCIAL MEDIA AND FOCUSING ON BUILDING RELATIONSHIPS.

WHILE FAITH HAS ALWAYS INFLUENCED PEOPLE'S CHARITABLE INTERESTS, THE MEDIA PLAYS AN IMPORTANT ROLE IN PEOPLE'S GIVING DECISIONS.

MANY HISPANICS AND LATIN AMERICANS HAVE A NATURAL CONNECTION TO SOCIAL ISSUES BECAUSE THEY CAME TO CANADA AS REFUGEES ESCAPING SOCIAL AND POLITICAL TURMOIL OR AS ECONOMIC MIGRANTS.

"WE ARE A DIVERSE COMMUNITY AND IT'S NOT THAT SIMPLE TO TARGET 'LATIN AMERICAN' DONORS."

THERE ARE STILL TOPICS THAT ARE TRADITIONALLY TABOO IN LATIN AMERICA. FOR EXAMPLE, SOME LGBT HISPANICS AND LATIN AMERICANS CAME TO CANADA TO ESCAPE HOMOPHOBIA.

HISPANICS ARE MOTIVATED BY A GOOD STORY. "OUR CORE VALUE IS PASSION; YOU NEED TO ENGAGE OUR HEARTS!"

BY GOING AFTER SMALL DONATIONS IN LARGE NUMBERS, YOU CREATE A CULTURE OF GIVING FROM THE GROUND UP AND CHANGE BEHAVIOR BY TALKING TO YOUTH WHO, IN TURN, WILL TALK TO THEIR PARENTS.

THE PHILANTHROPIC TRADITIONS OF THE HISPANIC AND LATIN AMERICAN DONOR FOLLOW A PATH FROM INTEGRATION TO INCLUSION; INDIVIDUALS MUST DEVELOP AN UNDERSTANDING OF THEIR ROLE IN THE COMMUNITY, LEARN ABOUT HOW DECISIONS GET MADE AND HOW PEOPLE MAKE THEIR WAY INTO LEADERSHIP POSITIONS.

FUNDRAISERS MUST SET AN ENTHUSIASTIC TONE; MANY HISPANICS AND LATIN AMERICANS LOVE MUSIC, FOOD AND DANCE.

"MEMBERS OF OUR COMMUNITY OFTEN START BY DONATING TO OUR COUNTRIES OF ORIGIN; SMALL CHANGE TENDS TO GO A LOT FURTHER IN LATIN AMERICA."

AVOID THE "PORNOGRAPHY OF POVERTY"; DON'T EXPLOIT IMAGES OF POOR AND MARGINALIZED PEOPLE.

THE 2015 PAN AM/PARAPAN AM GAMES PROVIDE AN EXCITING OPPORTUNITY TO GIVE AND COLLABORATE WITH THE LATIN AMERICAN COMMUNITY.

BE AWARE THAT SPANISH WORDS CAN HAVE DIFFERENT CONNOTATIONS IN DIFFERENT COUNTRIES AND REGIONS.

RECENT FUNDRAISING EFFORTS HAVE FOCUSED ON PROJECTS THAT ENABLE LATIN AMERICANS TO SUPPORT ONE ANOTHER IN THEIR COUNTRIES OF ORIGIN.

FOR A FULL LIST OF REFERENCES, VIDEOS AND RESOURCES, PLEASE VISIT:

www.afpinclusivegiving.ca

The Hispanic Philanthropy Conference was part of a series for fundraising professionals, donors, and volunteers to develop a greater understanding of the giving traditions and charitable interests of several diverse communities in Ontario. Organized by the AFP Greater Toronto Chapter and the AFP Ottawa Chapter, this initiative was generously funded by the Ontario Ministry of Citizenship and Immigration's Partnership Project and the AFP Foundation for Philanthropy – Canada.