

2022

YEAR IN REVIEW



**HISPANO
PHILANTHROPIC
SOCIETY**

**United
Way**



**United Way of North
Central New Mexico**



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I have had the honor of being part of the Hispano Philanthropic Society for nearly five years now and served as the Chair in 2022. During this time, there have been many changes – the work has expanded, some faces have changed, and our structure has morphed. The one thing that remains constant and at the core of our purpose is the spirit of this group of intelligent, successful, unrelenting, and generous Hispanic leaders.

In 2020, when our world changed quickly and drastically, we decided to pause and take the opportunity to evaluate who we wanted HPS to be and where we wanted to go. We had discussions with our founders, council members, United Way leadership, and members of the community. These discussions resulted in an enhanced mission statement and core initiatives that embody both the founding philosophies when HPS began in 2009 and our ultimate goals: to provide a vehicle for Hispanics to engage in philanthropy, connect history with opportunity, honor and recognize Hispanic families, and empower our community to prosper.

Today, we have built a strong team and continue to attract accomplished Hispanic leaders focused on executing the projects outlined in our strategy. We continue to create partnerships with local organizations intended to leverage resources and generate greater impact. Lastly, and most importantly, we're focusing on fundraising to enable us to expand our reach and impact on non-profit organizations that align with our mission, as well as young leaders in our local community.

We look forward to your continued support, engagement, and partnership.



ANDREA A. ROMERO

2022 Chair, HPS Council



OUR MISSION

The Hispano Philanthropic Society promotes Hispanic leadership in philanthropy through recognition, engagement, and development of Hispanic talent to advance cultural prosperity in our community.

OUR VISION

HPS: Growing leadership from cradle to career.

Lead. Serve. Give.

OUR HISTORY

In 2009, a group of influential Hispanic leaders came together with a vision to empower and connect the Hispanic community through philanthropy. In partnership with United Way of North Central New Mexico, the Hispano Philanthropic Society (HPS) was founded. HPS' foundational philosophies are: to provide a vehicle for Hispanics to engage in philanthropy, connect history with opportunity, honor and recognize Hispanic leadership, and empower our community to prosper.

For more than a decade, HPS has supported our community through educational and mentorship opportunities, speakers series, family support projects, and grant funding. In just the last five years, we've contributed more than \$400,000 in support of local non-profit agencies and programs to help our community thrive.

OUR INITIATIVES

**SHARE
SUCCESSES**

**DEVELOP
LEADERS**

**ENGAGE THE
COMMUNITY**

SHARE SUCCESSES

Goal:

Celebrate the achievements of our Hispanic community and elevate the Hispano Philanthropic Society's mission.

Focuses:

- Award nominations
- Member, local business, and community spotlights
- Marketing and communication for HPS

DEVELOP LEADERS

Goal:

Invest in the development, growth, and leadership of Hispanics from early education through college and career.

Focuses:

- Education, training, and scholarship opportunities
- Mentorship, college and career readiness, and career opportunities
- Board positions and appointments; networking opportunities

ENGAGE THE COMMUNITY

Goal:

Create and leverage relationships with local leaders, organizations, government officials, and legislators to successfully execute the HPS mission and leverage collaboration for sustained advancement and progress for Hispanics.

Focuses:

- Strategic partnerships with Hispanic-focused organizations and associations
- Grant making, review and funding of Hispanic led or serving organizations
- Legislative issues, education transformation, equity in philanthropy



KEY ACCOMPLISHMENTS

This year, we have worked hard to create and sustain our brand. Using elements provided by United Way, we have remained consistent with communication and have developed a strong foundation for the year ahead!

By using tools such as Canva, we have created eye-catching collateral, published quarterly newsletters with important information and recognition, established a social media rhythm for HPS through United Way's platforms, and improved our presence on the United Way of North Central New Mexico's website.

We have also begun the process of identifying and seeking out local, national, and industry specific award and recognition opportunities to nominate our members and non-members for.



Throughout Hispanic Heritage Month, we highlighted council members, founders, and fellows who have and are continuing to do great work in our community!

2023 GOALS

- Plan Development for Recognizing HPS members who are promoted, win awards, and are actively involved in the community
- Further marketing and communication elements for HPS
- Recognize government, industry, and organizations that support Hispanic people

DEVELOP LEADERS

KEY ACCOMPLISHMENTS

This year, HPS has focused more on developing Hispanic leadership in our community through engagement with local schools, colleges and universities, and professionals in our community. We have participated or hosted events such as:

- K-12 Education Family Science Night (Noche de Ciencias)
- High school education outreach events in collaboration with UWNCNM's Young Leaders Society (YLS)
- College outreach and recruitment events at UNM and CNM
- HPS Career Advancement events for STEM professionals

In addition, we have successfully launched our own HPS Leadership Speaker Series this year! This exciting series is geared toward business leaders and professionals of all backgrounds with the intention of inspiring and informing the audience about the possibilities, pitfalls, and principles they should know as leaders in our contemporary world.

2023 GOALS

- Partner with elementary and middle schools to establish college and career exposure
- Facilitate college and career readiness for Hispanic High School & College students through grant and scholarship opportunities and application assistance, internship opportunities, volunteer opportunities, and life skills workshops
- Support and facilitate Hispanic Board membership and appointments
- Collaborate with various partners to support career fairs and career and college readiness events
- Improve and continue to deliver the HPS Leadership Speaker Series



Guests at HPS Leadership Speaker Series event - October 2022



Kathleen & John Avila speak at the inaugural HPS Leadership Speaker Series event - July 2022



ENGAGE THE COMMUNITY

KEY ACCOMPLISHMENTS

HPS is proud to fund Job’s for America’s Graduates (JAG) New Mexico and NewMexicoKidsCAN through grant funding. Together, we have committed a total of \$58,000 to each organization over the next three years!



JAG is a dropout prevention and school re-engagement program that helps academically vulnerable, under served students to show up, reconnect, and graduate from high school.



NewMexicoKidsCAN is an education advocacy nonprofit striving to ensure all students in New Mexico have access to high quality schools.

We have developed key partnerships with Hispanic serving organizations including the National Hispanic Cultural Center Foundation, the Albuquerque Hispano Chamber of Commerce, Hispanic Heritage Committee, Society of Hispanic Professional Engineers, University of New Mexico, CNM, and Hispanic led/serving nonprofit organizations.

In addition, sponsorship and underwriting opportunities are available for corporations, local businesses, universities, and individuals to support HPS. Sponsorship packages support HPS Leadership Speaker Series, scholarships, networking events, early career development workshops and scholarship/grant application workshops.

2023 GOALS

- Develop partnerships with corporate entities, local businesses, and Hispanic serving organizations to strengthen and positively impact the Hispanic community
- Create collaborative partnerships with Hispanic Associations to find common goals and ways we can work together to extend HPS community impact and increase membership
- Work with media partners to market HPS events and highlight Hispanic leaders in the community
- Host networking & fundraising events, HPS member events, and a Legislative Recap event

OUR TEAM



Andrea A. Romero, 2022 Chair
Southwest Elite Real Estate



Justin Martinez
Albuquerque Hispano
Chamber of Commerce



Beverlie Frazier, 2023 Chair
KRQE Media Group



Sean Martinez
Bank of the West



Gabriel Castro, Past Chair
Presbyterian Healthcare Services



Maura (Maui) Najera
Sandia National Laboratories



Amanda Aragon
NewMexicoKidsCAN



Manuel Pino
Presbyterian Healthcare Services



Kenneth M. Armijo, PhD
Sandia National Laboratories



Roberta Rivera
Sandia National Laboratories



Angela Gallegos-Macias, MD
Presbyterian Healthcare Services



Jade Rivera
Albuquerque Collegiate
Charter School



Alma Gonzalez-Edwards
Sandia National Laboratories



Ernest Rodriguez-Naaz
NM Museum of Natural
History Foundation



Nicole Hewitt
Presbyterian Healthcare Services



Ana Trujillo
Nusenda Credit Union



EX-OFFICIO MEMBERS & STAFF

FOUNDING MEMBERS

Juan Avila

Alex O. Romero

LaDonna Hopkins

Ed Rivera

UWNCNM STAFF

Rodney Prunty

Melissa Dracup

Victoria Berroteran Esquibel

Stephanie Urban

EX-OFFICIO MEMBERS

Peter A. Sanchez

Jacqueline Baca

Vaadra Martinez

Thaddeus Lucero

Roberta Ricci

Jesus D. Ontiveros

Katie Esquibel

Marc E. Chavez

FELLOW

Aaron Gutierrez



JOIN US!

MEMBERSHIP

Our members are our foundation! Join us in supporting the mission, vision, and initiatives of HPS by becoming a member today. Your support will directly impact the work that HPS leads in our community to promote Hispanic leadership!

As a member, you will:

- Have opportunities to directly impact the local Hispanic community by participating in hands-on service projects
- Receive invitations to all HPS events; meet and network with like-minded community members and business leaders
- Receive timely legislative updates on bills that impact education and business
- Have access to education, training and scholarship opportunities
- Connect with Hispanic-focused organizations
- Receive news and updates about HPS members and local Hispanic led businesses, community members, and professionals
- Participate in conversations about diversity, equity and inclusion (DEI) and equity in philanthropy

SPONSORSHIP OPPORTUNITIES

Is your organization interested in supporting our work? Our vast network of professionals is the perfect audience for you to engage with! We offer sponsorship packages at various levels to support HPS' community impact through engagement, leadership, education, and professional development.

DONATE TODAY!

For more than a decade, the Hispano Philanthropic Society (HPS) has supported our community and the advancement of Hispanic Leadership - **join us!**

**VISIT WWW.UWNCNM.ORG/HISPANO-PHILANTHROPIC-SOCIETY
TO LEARN MORE TODAY!**

GROWING LEADERSHIP FROM CRADLE TO CAREER.



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