



Latino Community Foundation + Chicana Latina Foundation for the California Emerging Technology Fund June 2015

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Name of Project:	Get Latinos Connected!		
Grant Number:	33445566		
Start Date:	July 2013	End Date:	June 2015

I. Financial Summary

• Total Project Budget Spent:	\$1,254,916
• CETF Grant Amount:	\$400,000
• Number of First-Time Adoptions Achieved	1,238
• Percentage of Match Funds Raised against Goal (insert total dollar amount raised):	
\$411,467 Cash Match	103%
\$443,469 In-kind	114%
• Cost Per Unit of Outcomes: (Total Outcomes/Total Budget)	\$1,014

II. Project Description, Goals and Objectives, and Outcomes

Project Description

The Latino Community Foundation (LCF) and The Chicana Latina Foundation (CLF) partnered to increase broadband adoption rates in underserved, low-income Latino communities in Northern California. LCF/CLF launched the 'Get Latinos Connected!' Campaign, a multi-pronged outreach and education program, which successfully connected 1,238 Latinos to the Internet. The 'Get Latinos Connected!' campaign focused on developing a culture of technology and educated Latino families about available low-cost hardware and Internet options. Working together and in partnership with anchor Latino grassroots organizations, LCF/CLF brought awareness to the issue of connectivity in the Latino community and advocated for expanded options for low-income families. Through partnerships with Latino media, Latino donors, and Latino-based organizations, 'Get Latinos Connected!' focused on ensuring that Latino communities understood the benefits of getting and staying connected to the Internet at home.

Goals and Objectives Summary

LCF and CLF launched a comprehensive outreach, education, and Internet adoption campaign to secure the main purpose of this project, increased adoption rates for low-income Latinos. We met our main goal by 103%, as evidence of securing 1,238 first-time subscribers, 99% of whom are Latino. We surpassed our goal of reaching 750,000 individuals by 233% via a comprehensive media campaign with bilingual PSAs, interviews, and media partnerships. We did not meet our goal of acquiring 3,000 computers as incentives; instead we were able to secure 25% of this goal with a major donation of Google Nexus Tablets and purchased refurbished computers.

LCF and CLF were also very strong supporters of all CETF Digital Divide Advocacy efforts. LCF/CLF hosted a reception with Latino Legislators, attended meetings in Washington D.C. and Sacramento, and heavily promoted all of this work via our robust Social Media presence. These combined efforts helped inspire action, educate the most disenfranchised community members, and activated our cross-sector partnership to meet the ambitious goals of this Get Latinos Connected! campaign.

Project Outcomes Summary

Outcome Description	Actual	Goal	Percent Completed
Number of Adoptions for First-Time Subscribers	1,238	1,200	103%
Number of Adoptions for Reconnecting Subscribers	277	0	n/a
Launch a Marketing / Media Campaign via Spanish Media (# of people reached)	1,750,000	750,000	233%
Acquire 3,000 donated / refurbished computers as incentives	763	3,000	25%
Participate in advocacy efforts to close the Digital Divide			100%

III. Accomplishments and Challenges

Summary of Accomplishments and Impacts of Project

Accomplishments

Get Latinos Connected! (GLC) focused on achieving four main outcomes: (1) securing 1,200 adoptions, (2) reaching 750,000 viewers via Spanish media outreach, (3) securing 3,000 donated computers, and (4) participating in advocacy efforts to bring the issue of connectivity to the forefront. Get Latinos Connected! achieved more than 100% on three of the four main outcomes. GLC met only 25% of its goal of securing 3,000 donated computers as incentives for the campaign due to the difficulty of securing donated hardware.

Assessment of Outcomes Achieved in Comparison to Grant Agreement

The Latino Community Foundation and The Chicana Latina Foundation are proud of the accomplishments achieved during the Get Latinos Connected! campaign. Despite the challenges, GLC built a movement led by grassroots Latino leaders, Community Tech Promotoras, and young Tech advocates that inspired and helped connect more than 1,200 Latino individuals to sign up for Internet at home. The Get Latinos Connected! campaign deployed exceptional bi-lingual marketing, Spanish-media and Social Media content that educated and mobilized targeted Latinos to call the GLC hotline and to sign up for Internet at home. LCF/CLF leveraged community partnerships to host frequent adoption events, Tech Fairs, and presentations to ensure effective outreach about low-cost Internet options and to educate the broader Latino community about the value of connectivity and digital literacy. LCF/CLF overcame tremendous fundraising and programmatic obstacles to connect the hardest to reach target population by organizing a campaign that had both a bottom up (grassroots outreach) and top down (Spanish media) strategy.

Delineation of Deliverables and Outcomes Not Achieved and Explanation

The program did not achieve its goal of securing 3,000 computers as incentives for low-income Latino families. However, 459 pieces of hardware (Google Nexus Tablets and Smartphones) were donated by Google and 20 Moody computers were donated. An additional 304 refurbished computers were purchased by the Get Latinos Connected! campaign. In order to raise funds for the acquisition of more hardware, LCF/CLF launched a wildly successful crowdfunding campaign - "Unleash Great Minds" - that raised awareness and \$34,197 from individual donors. Another Holiday campaign through the San Jose Mercury Wish Book raised an additional \$12,500 for the purchase of computers.

Discussion of Other Positive Results from Project

LCF and CLF recently hosted a celebratory dinner with community partners, program participants, Tech Promotoras, and campaign staff. Laughter, tears, and community power were shared. This project has been nothing short of life changing for individuals and the greater Latino community as a whole. It has built the leadership capacity of community Promotoras, it has empowered low-income Latino families to connect to a digital world full of opportunity, and it has strengthened vital community partnerships across Northern California. As a result of this campaign, other Latino nonprofits have been inspired to promote the power of technology and are now empowered to advocate for better quality services for the low-income community.

Both LCF and CLF learned to become more adaptive, resilient, and to share leadership within this campaign. Both Foundations leveraged important funding, connections, and continuously adapted program strategies to ensure results. It took a village to connect more than 1,238 first-time subscribers to the Internet, and that village is stronger for it. This village includes nonprofits, schools, companies, media, clinics, consulates, local restaurants, and community leaders. LCF and CLF both engaged individual donors and inspired authentic engagement via social media around the issue of connectivity. Both organizations are now seen as leaders in this field of technology access.

Getting families connected to the Internet means much more than just access. Latino parents continuously express what it means for the family as a whole. Learning something together is transformative. It builds confidence and brings children, youth, and their parents closer together. Children who watch their parents learn new skills are empowered and do better in school. The result of this project, the cumulative empowerment of individuals, Latino families, Latino nonprofits, and the leading Latino Foundations found a way to work together and to lead from each organization's assets.

Impacts of the Project

"Learning how to use computers and Internet has changed the way my children look at me. I feel modern and better with myself. It is like now we speak the same language. Now we can share experiences that were out of my limits, ignorance separated me from my own children." - **Jose Toca, GLC Program Participant**

Since I got connected to the Internet through the Get Latinos Connected! campaign, there is no question without an answer, no obstacles to achieve my goals. Not only did I help my own family, I helped connect many other Latina mothers to a better world of opportunities. We must help each other. - **Maricela Haro, GLC Program Participant and Tech Promotor**

"Having Internet access gave me back the opportunity to continue my education and learn new things like English and Tailoring. I want to become a good role model for my daughter - she must know that there are no limits when you have goals in your life." - **Maribel Rico - GLC Program Participant**

Overview of Major Challenges to Achieving Planned Results

Major Challenges to Successful Implementation

Get Latinos Connected! faced multiple challenges throughout the project. Despite these difficulties, LCF and CLF worked together to overcome obstacles, improve strategies, and to put the community's needs first.

1. Difficulty with Fundraising: LCF/CLF did not have enough resources to effectively implement the program. Working with the hardest to reach and the most disadvantaged takes more resources than were allocated. Both LCF and CLF had tremendous difficulty getting other Foundations to support this project. Many organizations think that the Digital Divide no longer exists. Securing donated hardware was also extremely difficult and only one-tech companies was willing to lead this effort.

2. Cost and QUALITY of Internet and Hardware was the Biggest Barrier: The Internet is an essential tool that many low-income Latino families cannot afford. Furthermore, there is no one low-cost internet or hardware option that fits the needs of a low-income population that is diverse, mobile, and often undocumented. The Comcast Internet Essentials program had many glitches and was demoralizing for many staff, volunteers and Promotoras. The customer service provided by Comcast was consistently poor. AT&T hotspots also didn't work as well as anticipated. More than 10 devices were returned and costs were reimbursed. Many of the other options were not good quality either, so we chose to promote Comcast Internet Essential as the best possible option. Donated refurbished computers and Nexus tablets were also an obstacle because of poor quality. More than 22 Google Nexus Tablets were returned to Google and 7 refurbished computers were also replaced by the companies. This was an additional challenge that we had to navigate. When working with low-income families that have very little experience with technology, it is important to provide them with quality products that are easy to navigate.
3. Mistrust from Community: Comcast Internet Essentials was the best low-cost option, yet the company has a terrible reputation within the community. It took extra time to convince the community that this program was legitimate. Often times, it felt like we were the only organizations promoting this low-cost offer and we didn't have any real bi-lingual marketing support from Comcast or CETF that could reinforce our own messaging.
4. Heavy Focus on Adoptions without Education and Digital Literacy: Throughout the grant cycle, CETF focused on securing new adoptions. Both LCF and CLF continued to offer re-connects, training, and on-going tech support despite the funding. Every single family was an important relationship and we had to deliver the appropriate services to ensure satisfaction with the connection, the hardware, and the new tool.

Discuss Efforts to Address Challenges and Resolve Problems

1. Fundraising: Although it was very difficult to secure new programmatic support from Foundations, both LCF and CLF were able to raise the match. After very limited traction with Foundations, LCF/CLF went directly to the donors. Success included various individual donor campaigns: (1) "Unleash Great Minds" engaged more than 130 new individuals and raised \$34,167;(2) HIP GIVES campaign raised \$5,000; (3) NAPA Gives raised \$5,000; (4) The San Jose Mercury WishBook raised \$12,500; and (5) Lesbians in Tech donated \$10,000. LCF/CLF continued to nurture our relationship with Google and were able to secure a donation of 459 Google Nexus devices, valued at \$137,691.
2. Cost of Internet/Hardware: Throughout the campaign, Get Latinos Connected! tried to promote the best and lowest cost options to the community. Various products were promoted, including hot spots and new companies. GLC continuously gathered information from users to ensure satisfaction and to voice concerns to these companies. GLC distributed the Nexus Tablets and refurbished computers to the community members which helped families who needed lower prices to be able to afford the devices.
3. Mistrust from the Community: Get Latinos Connected! focused on grassroots as well as Spanish media to promote the importance of connectivity as well as promote the low-cost options. Promotoras and volunteers reinforced messages and shared success stories with other disconnected families, helping mitigate the fears that Comcast Internet Essentials was a scam. LCF/CLF leveraged all modes of communication: word of mouth, social media, newspaper, radio, and PSAs via Univision and Telemundo.
4. Heavy focus on Adoptions: LCF and CLF continuously communicated the challenges, cost, and the realistic time it took to secure each adoption. Get Latinos Connected! worked to improve all strategies and really focused on the partnership with the Call Center at Stride Center to increase our numbers. Media partnerships were absolutely critical to ensure successful adoptions via the Call Center. The media generated interested and publicized the Call Center number.

IV. Lessons and Recommendations

Lessons Learned

Lesson 1: Your strategy has to be all encompassing, similar to a political campaign that includes door to door canvassing as well as constant advertising to reinforce messaging. It's absolutely critical to use both a top down (media) and grassroots up (Community leaders/Promotoras) strategy. LCF/CLF partnered with very diverse media (TV, radio, newspapers, social media) to promote messages and also had community members bringing messages directly to the people. Promotoras met people where they lived, worked, and played. Posters went up in laundromats, Mexican consulates, restaurants, markets, and on bus stop corners. LCF/CLF hosted meetings, tech fairs, and presentations at trusted community institutions and engaged community leaders to promote the campaign via word of mouth – one of the most powerful tools when working in the Latino community.

Lesson 2: Promotion and communication must feature real people and authentic stories. LCF/CLF took photos of program participants and stayed in touch. When media opportunities were available, we called on real program participants to share their stories. This strategy helped our campaign build trust, and inspired people to action. Our social media and our advocacy materials were inspiring because they featured real people.

Lesson 3: Creating a culture of technology takes time and resources. Oftentimes it felt like we were doing this work alone because other companies and philanthropic institutions are NOT investing in this issue. The advocacy work was critical, it brought attention to the divide and most importantly - Comcast improved its Comcast Internet Essentials because we demanded better services.

Lesson 4: You can't push people to connect. You have to build their trust, inspire them, and help them make the best option for their family. This means you listen. Tech Promotoras and campaign staff succeeded because they had cultural competence and came from the same community. If you want to help, you have to understand the community and make sure you listen to the people you are trying to empower.

Summary of Recommendations

Recommendations for Expanding the Project in Region or Scaling Up Statewide

Recommendation 1: This work takes diverse partnership and real resources. It's absolutely critical that organizations working with the community have the funds and the flexibility to lead their own solutions and strategies. This work is severely underfunded.

Recommendations to Close The Digital Divide Based On Your Experience

Recommendation 1: We must find a way to create a better low-cost option.

Recommendation 2: It's imperative that cities, local governments, funders, celebrities, and corporations join the effort. This work needs diverse leadership and diverse champions. Most importantly, this work needs a strong media campaign.

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Recommendations to CETF Regarding Grants Management

Recommendation 1: It is important to develop a trusting partnership with community partners. We suggest that the oversight and amount of paperwork and reporting be more streamlined. Many times the relationship felt very transactional, and not an authentic partnership.

Recommendation 2: The cash and in-kind matching requirements were very difficult to meet. Staff had to balance time raising money, while simultaneously implementing the program and very ambitious goals. This took a serious toll on both organizations, and diverted their attention from other fund-raising for the organization's other programs. CETF needs to reconsider its matching requirements from its non-profit partners, most of whom annually struggle to raise sufficient funds for program and operating support.

Recommendation 3: CETF can be a more effective advocate and have increased credibility with the grantees by getting closer to the ground. CETF may want to carry out activities that would help staff understand better the challenges faced by those most disenfranchised. Perhaps a "shadowing" activity with grantee staff to experience the actual reality of trying to connect low-income, under-educated people who are living in crisis might help. Experiencing and working with grantee staff to develop solutions would enhance the partnership.

Recommendation 4: Continue your advocacy work, it is absolutely critical and has been very effective. CETF built a great cohort of advocates and community organizations. In order to continue working alongside these organizations, we strongly recommend making small, mini-grants to these partners. This work takes a tremendous amount of time and is very rarely funded.

Recommendation 5: Use real photos (not stock photos) in your social media campaigns. It's hard to be inspired towards action if you don't see real people in the advocacy campaign.

V. Grant Agreement Requirements

Purchased Equipment

The project purchased computers and related equipment to offer wireless connectivity, and incentivize adoption.

Date	Description	Purpose	Amount	How Was It Used
9/30/14	Reliatech	Computers	\$16,987	Incentive
12/16/14	Computers for Classrooms (CFC)	Computers	\$ 2,520	Incentive

All computers purchased with CETF grant funds were distributed to first time connectors as an incentive to connect to the internet.

Unspent CETF Grant Funds:

All of the CETF grants funds were expended.