



The Latino Community Foundation Invests \$1M to Support Latino Entrepreneurship

17 Latino-led organizations will be funded to help finance, assist, and ensure economic equity for Latino small businesses



Prospera (Photo: Bryan Patrick, LCF photographer)

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SAN FRANCISCO--(BUSINESS WIRE)--As Latino Heritage Month kicks-off, the Latino Community Foundation (LCF) today announced it is distributing \$1,000,000 in grants to 17 Latino-led organizations working with entrepreneurs across California, the state with the largest number of Latino small business owners.

Latino-owned businesses in California generate nearly \$120 billion in revenue. They are the backbone of a healthy economy. As inflation and the probability of a recession rise, LCF will lead efforts to support Latino entrepreneurs and influence policies that will increase job opportunities for Latinos in high-salary and high demand sectors.

"It is essential that we increase opportunities for economic mobility for Latinos as we rebuild a new normal post-COVID 19," said Jacqueline Martinez Garcel, CEO of the Latino Community Foundation. "The economic power of Latinos can lead not just a recovery, but an economic renaissance. We celebrate Latino Heritage Month by honoring the contributions of our community, opening doors for them, and investing in their futures."

The \$1 million investment is part of LCF's Latino Entrepreneurship Fund focused on building economic power. The investments will support a wide range of organizations that will increase access to funding to small businesses, support incubators that provide technical support to entrepreneurs, and help Latino business leaders build generational wealth for their communities.

"From investing in anchor community organizations to Latino-led Community Development Financial Institutions, these organizations are supporting our food and street vendors with critical relief funds and advocacy, creating innovative business models, and strengthening the lending continuum for Latino entrepreneurs," explained Veronica Vences, Entrepreneurship Fund Director at the Latino Community Foundation. "Together they will reach over 150 Latino entrepreneurs from the North Bay Area to San Bernardino and build a more fruitful ecosystem in which these entrepreneurs can thrive."

LCF has invested a total of \$25 million since 2016 in support of its mission to unleash the civic and economic power of Latinos in California. The [Latino Entrepreneurship Fund](#) was made possible with the contributions of The James Irvine Foundation, Google.org, Wells Fargo, and TikTok. This initiative will support the organization's statewide efforts, with an emphasis on organizations serving the Central Coast, the Central Valley, and the Inland Empire.

The 17 organizations that will be funded today include:

Northern California

- Creser Capital Fund
- La Luz Center
- Small Business Hardship Fund – Sonoma County
- North Bay Jobs with Justice

Bay Area

- The Latina Center
- Centro Community Partners
- Prospera Community Development
- Alameda County DSAL/Dig Deep Farms
- Veggielution

Central Coast

- Agriculture and Land Based Training Association (ALBA)
- FoodWhat?!
- Kitchen Table Advisors
- Ventures

Central Valley

- Central Valley Immigrant Integration Collaborative (CVIIC)
- Fresno Area Hispanic Foundation

Southern California

- Inclusive Action for the City
- Time for Change Foundation

About the Latino Community Foundation

The Latino Community Foundation is on a mission to unleash the civic and economic power of Latinos in California. LCF has the largest network of Latino philanthropists in the country and has invested over \$25 million to build Latino civic and political power and leadership in the state. It is the only statewide foundation solely focused on investing in Latino youth and families in California.

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Tweets from @LatinoCommFdn

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Our second annual El Poder Latino was everything we imagined and more!

Overjoyed to start [#LatinoHeritageMonth](#) with familia that understands the economic power Latino entrepreneurs hold in sustaining this nation.

Catch the full stream here: youtu.be/7UUdNTGGp_0

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