



**County of Marin  
Community Service Fund Program  
Application Form**

**Application Date** September 30, 2016

**Fiscal Year** July 1, 2016 - June 30, 2017

**Organization Information**

**Full Legal Name:** Latino Council

**Organization URL:** www.latinocouncil.net (under construction)

**Mission/purpose of your organization:**

Our Mission: To recognize and develop leadership that empowers Latinos and to coordinate, improve and advocate for services and opportunities for the Latino community. Latino Council helps organizations build cultural capacity. Our focus: research/data gathering, organizational development, strategic planning and public policy development that ensures/improves quality services for Latinos. Building the cultural capacity of organizations ensures quality services and improved opportunities for Latinos.

**Grant Request Information**

**Program/Project Name:** Marin Latino Demographic Study

**Amount Requested Dollar:** \$10,000.00

**Total Project Cost:** \$20,000.00

**Description of the proposed project/program, including the proposed project's goal(s), and the nature of the costs in specific terms, i.e. materials, labor costs, etc. Specifics of how the requested County funds will be used.**

According to the Pew Institute Center, a nonpartisan fact tank that informs the public about issues, attitudes and trends that shape the country, more than 53% of the nation's Hispanics live in the 15 top Metropolitan areas. San Francisco Metropolitan Area is one of these and represents one of the 4 California Metropolitan Areas represented in their recent 2014 study. Marin County exists within the San Francisco Metropolitan Area and the Metropolitan data becomes the sole source for many policymakers and service providers addressing the needs of the Hispanic/Latino community. If a nonprofit or government agency is trying to capture the true profile of the Hispanic/Latino communities in Marin, and with that information develop solutions that can propel appropriate services and policies to positively impact this community, it just does not exist. Since Hispanic/Latinos are one of the fastest-growing populations in the country and in California, it's imperative that we address the challenges that this community faces. But how can we do that without the data. It is well-documented that communities of color, including Latinos, face significant disparities in health care, education, and economic indicators. Thus, it's crucial that our local leaders put into place policy solutions to address these disparities. But this is very difficult without a more precise demographic profile for Marin Latinos. This funding would assist the Latino Council to implement a research study that would gather secondary information, currently being gathered throughout the county, as well as conduct primary research that would add to this pool of information. This project (the first of several) would look primarily at San Rafael and Novato. \$6000 would go towards research, program & database management; \$3000 would go towards publication and a community awareness campaign of the study; \$1000 would go towards translation and interpretation expenses.

**List of all community interests that will be affected by the proposed project/program and the public benefit to be derived from it:**

Among Latino subgroups in the Bay Area and across the U.S., the majority of Hispanic/Latinos (regardless of resident status) have been from Mexico. However, in Marin County, we have a growing number of individuals and families who are from El Salvador and Guatemala, as well as a growing population of indigenous people (primarily Mayan) from Mexico and Central America. We even has a significant group of residents from Brazil. Without a more distinct and appropriate profile of this very diverse Latino community in Marin County, the challenges to Marin organizations can be enormous. As we seek to increase the health and economic well-being of our County, it is imperative that there be a more accurate profile of our Hispanic/Latino community. This project will be a first step in providing a much-needed demographic summary of this growing community. While this study is a first step in producing an accurate profile of Marin's Hispanic/Latino communities in the 4 identified poverty areas (Canal Neighborhood, W. Marin, Novato and Marin City), this project would initially cover San Rafael and Novato. It will also be the first study to begin to examine the Hispanic/Latino middle and working class communities across Marin -

documenting the economic impact of Hispanic/Latino business owners and professionals in marin. The (partial list of) organizations listed here will be positively impacted with this study: Health (Marin County H&HS, Marin Community Clinics, Kaiser Permanente, MGH, nonprofits providing health services), Employment/Workforce Development (Marin Employment Connection, College of Marin, Chambers of Commerce, Cities of San Rafael and Novato, financial institutions, nonprofits providing employment/workforce development services), Education (Marin Co Office of Education, College of Marin, San Rafael City Schools, Novato Unified School District, Dixie School District, nonprofits providing education services).

**This organization has never received Community Service funds.**

**No County funding was received for this project or others.**

**Project/program cannot be completed if amount received is less than requested amount of Community Service funds.**

**Applicants are encouraged to leverage funding from other non-County sources, and priority will be given to requests that represent no more than 50% of total project cost. To demonstrate all sources of project funding, including other County sources, please provide a project/program budget below. Please fill in as applicable, and round to the nearest dollar.**

<b>Project Funding Sources</b>	<b>Funding Agency</b>	<b>Funding Requested</b>	<b>Received</b>	<b>Notes</b>
County CSF		\$10,000	\$0	
Federal Grant		\$0	\$0	
State Grant		\$0	\$0	
Individual Contributions		\$0	\$0	
Other Local Agencies	Hispanics in Philanthropy	\$5,000	\$5,000	<i>This grant has a focus on Aging Latinos</i>
In kind services	Facilitator	\$1,500	\$0	
Other	PG&E, AT&T, Hispanic Chamber of Commerce	\$3,500	\$1,000	
<b>Total Sources</b>		\$20,000	\$6,000	
<b>Project Expenses</b>		<b>Budgeted</b>	<b>Spent to Date</b>	<b>Notes</b>
Personnel Costs		\$10,000	\$0	<i>researcher, program director, database management</i>
Services and Supplies		\$6,000	\$0	<i>graphic designer, printing, marketing exp</i>
Capital		\$0	\$0	
Other		\$4,000	\$0	<i>translation, interpretation</i>
<b>Total Expenses</b>		\$20,000	\$0	