

LATINO FUTURES_{sm}

Vision:

A re-imagined future for America by building widespread awareness about the importance of the growing Latino population, and the many benefits the nation can gain by engaging Latinos in leadership, innovation, and all facets of prosperity and democracy-building.

Latino Futures envisions lasting social, democratic and economic prosperity in the U.S. for today and future generations by working as:

- An applied research and education think tank dedicated to observing and analyzing contemporary life in the U.S. in connection with Latinos at a time when the nation is experiencing a Latino demographic boom, and pronounced acceleration in the aging of the White population.
- A knowledge hub that builds on productive ideas that stimulate opportunities and applicable models of excellence. These models support and strengthen educational institutions, corporations, foundations and non-profits, and inform policy making.
- A convener where ideas, foresight models, and concrete actions prosper and are shared through publications, presentations, workshops, advising, education, information sharing and strategic collaborations. Educators, business leaders, entrepreneurs, community leaders, policy makers and others gather at workshops and other meetings to brainstorm, share experiences, and develop growth-oriented plans for Latino leadership and national prosperity building.
- An engine of education where students can be integrally engaged as interns, conduct research for their projects, and be active participants in designing and fostering the future of life in the U.S.

In essence, Latino Futures is a vibrant vehicle for dialogue, research and study in which decision-makers, students, and Latinos already actively engaged in the workforce come together to build America's future. Latino Futures sees itself as an integral resource to build a better future for the nation.

The Issues:

- **Demographic boom**

- Latinos have surpassed Whites in California, and the Latino population is growing rapidly across the nation.
- By 2024, the U.S. non-Latino White population begins a rapid and sustained decline due to the aging of this group. Baby boomers have been retiring from the workforce in accelerated numbers. The labor force is at risk of shrinking.
- America will need a vital workforce in decades to come to continue to grow and prosper as a nation.
- The engine of population growth in the U.S. is, and will continue to be the Latino population.
- By 2043, the U.S. will be a majority-minority nation. Shortly thereafter, at least 30 percent of the U.S. population will be Latino.

- **Latino education, entrepreneurship, and leadership**

- Only 15 percent of Latinos ages 25 and older have graduated from college, compared to 51 percent of Asians, 35 percent of Whites, and 21 percent of Blacks.
- Latinos in leadership roles such as executive positions and Board seats in corporations and large organizations barely reach 4 percent.
- The number of Latino businesses is growing at twice the national average.

- **Philanthropy**

- For over a decade, U.S. philanthropy has deployed no more than 1.5 percent of all its yearly giving to Latino-led, Latino-serving causes.

Latino Futures and Mara Perez, Ph.D.:

Latino Futures has developed a range of guiding questions and answers, and it has built an extensive list of contacts and stakeholders in the Latino community and beyond. Latino Futures has published a wide range of articles, including issues pertaining to Latinos and education; Latinos and entrepreneurship; philanthropy and Latino giving; Latino communities and their advantages; and the future of the U.S. economy and its interdependence with the Latino population. Publications appear in Stanford Social Innovation Review and Latin Business Today, among other sources.

Mara Perez is a Latino futurist who writes and speaks about social change, philanthropy, immigration, and what the future may hold for Latinos and the United States. She is the founder and principal of Fund Development and Planning Services, a consulting practice that has been providing fundraising and strategic planning services to local, national, and international nonprofits for 18 consecutive years. To date, Mara has been a consultant for nearly 100 organizations.

Mara Perez holds a doctorate in sociology from the University of Chicago, and is on the board of Marin General Hospital. She is also a Senior Research Fellow at Dominican University, where she is conducting research about think tanks. Mara is a member of the San Francisco Latina Giving Circle of the Latino Community Foundation.