

Latino Tier One North Carolina Survey Project Final Report



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Executive Summary

In order to lay the foundation for strengthening the Latino-serving nonprofit sector in North Carolina's poorest counties, this work expands the research conducted in 2014 by Hispanics in Philanthropy (HIP) to determine the existing resource needs and services that are available in those areas.

The objective of this 2015 Latino Survey Project has been to pinpoint Latino-serving organizations and individuals engaged in community development work that were not identified during the 2014 study.

Through this evidence-based work, which was supported by the Kate B. Reynolds Charitable Trust, HIP has sought to identify areas that would most effectively address some of the pressing civil sector needs. These are often sparsely populated areas where as many as one in seven people is Latino, and they are often isolated from available resources by language difficulties and their immigration status.

The designation of the North Carolina counties with the generally greatest needs, known as Tier One counties, is based on an analysis by the state's Department of Commerce (see VIII. Exhibits). Additional quantitative and qualitative data were collected through U.S. Census, Pew Hispanic research studies, and other literature, as well as personal meetings to assess Latino-serving nonprofits, leaders, and community members in need of help.

Through that research, surveys, and interviews, seven new Latino-led or Latino-serving community

groups and nonprofits were identified in Tier One counties. Additionally, more than 30 individuals of Hispanic origin actively engaged in Tier One community development work were identified. These findings contribute to the limited body of research on Latino communities in Tier One counties of North Carolina.

The bottom line findings are that there is a general scarcity of culturally and linguistically proficient services to help Hispanics in these under-resourced, impoverished, and largely rural areas of North Carolina. At the same time, there is a lack of funding opportunities -- and capacity to apply for what is available -- to strengthen Latino-serving nonprofits and Latino community leaders to help more people, and more effectively serve community needs.

Moving forward, HIP hopes to collaborate with local funders in deepening relationships and forming partnerships with these newly-identified community organizations and leaders. The goal would be to empower them to better serve their communities and to become stronger community leaders through financial support, technical assistance, and training, for the benefit not only of the Tier One counties, but also all of North Carolina.

Introduction

In February 2015, Hispanics in Philanthropy (HIP) commissioned a study of Latino-serving nonprofits and leaders in North Carolina's most distressed counties, which are known as Tier One. The resulting Latino Survey Project functions as a follow-up to HIP's 2014 study on the same topic.

The objective of this research has been to identify Latino-serving community leaders and nonprofits in Tier One counties not previously known to HIP. By identifying and reaching out to these groups, HIP seeks to engage these local leaders and organizations in its network and to empower them to more effectively serve their communities. Through this research, HIP has also sought to gain a stronger understanding of the resources available to, and the challenges facing, Latino-serving organizations in Tier One counties.

"Tier One" is a designation that the North Carolina Department of Commerce gives to the state's 40 most economically challenged counties. There are 100 counties in North Carolina. Each county's standing is reevaluated annually and is determined based on its: unemployment rate, median household income, population growth, and assessed property value per capita. In addition, counties with fewer than 12,000 residents or with "less than 50,000 residents and a poverty rate of 19% or greater" are automatically designated as among the most distressed counties.¹ Residents in Tier One counties, especially Latinos, often lack access to a wide spectrum of resources.

HIP's 2014 study of Latino-serving organizations in Tier One counties was limited in its reach and

did not thoroughly cover all the Tier One counties in eastern North Carolina. As a result, the 2015 study included a specific focus on eastern counties, and included a few large population counties neighboring Tier One counties. In total, 47 counties of North Carolina's 100 counties were included in the study.

This research has yielded several key results. In addition to identifying a few new nonprofit organizations and numerous Latino community leaders, the findings from the report have helped shed light on the opportunities that exist for philanthropy to engage more directly in lifting up and supporting North Carolina's Tier One communities.

This research was conducted with funding from the Kate B. Reynolds Charitable Trust. Hispanics in Philanthropy is grateful to the Trust for its continued commitment to improving the overall well-being of Latino communities in North Carolina's most disadvantaged and least-resourced counties. HIP also wishes to express its thanks and sincere appreciation to all the people who participated and contributed, in one way or another, to the creation of this total body of research.

¹ <https://www.nccommerce.com/research-publications/incentive-reports/county-tier-designations>

Background

North Carolina has undergone a tremendous demographic shift in the past 25 years. Not only has the state's population grown dramatically, but it has also become increasingly diverse. In 1990, Latinos made up just 1.16 percent of North Carolina's population.² Today, 10 percent of the state's population, more than a million North Carolina residents, self-identify as Hispanic or Latino. Between 2000 and 2012 alone, the state's Hispanic population grew by 111 percent.³ Although similar trends are taking place in other states around the country, North Carolina is recognized as having one of the fastest growing Hispanic populations, not just as a percentage of total growth, but also in terms of actual numbers.

The growth in North Carolina's Hispanic population has had both positive effects and significant impacts on the state's overall well-being:

“We know, for example, that an even larger number of U.S. metropolitan and micropolitan areas, as well as North Carolina counties, would have lost population were it not specifically for the influx of movers from abroad between 2010 and 2012. Immigrants are breathing new life into these communities, fostering both population growth and economic and employment growth through their entrepreneurial acumen. Across the nation, immigrant newcomers were critical drivers of growth in almost all of the metropolitan areas and micropolitan areas that gained population between 2010 and 2012. They were also critical drivers of population growth in some of our rural counties here in North Carolina during this period.”⁴

² <http://demography.cpc.unc.edu/2014/10/07/north-carolinas-hispanic-population/>

³ Ibid.

⁴ James H. Johnson Jr. and Stephen J. Appold, “Demographic and Economic Impacts of International Migration to North Carolina”, April 2014 Kenan-Flagler Business School, University of North Carolina, Chapel Hill, NC

As North Carolina's population has grown, however, so has the number of Latinos living in Tier One counties. The U.S. Census estimates announced in May 2015 contained 2014 figures for total population but not race and ethnicity estimates. The most recent estimates available are for 2013. Those are the figures used in this report.

In 2013, North Carolina had a total population of 9,848,060, 8.9% of which identified as Hispanic. Although the majority of North Carolina's Hispanic population resides in Tier Two and Tier Three counties, in 2013, an estimated 150,000 Latinos, or 17 percent, were living in Tier One areas.⁵ In each of these counties, Hispanics made up between 1.8 percent and 15 percent of the total population.⁶

Like other Tier One residents, Latinos often live in poverty and face numerous challenges in accessing health and social services. The poverty rate in many Tier One counties exceeds 20 percent,⁷ and median household incomes frequently fall below \$40,000 a year. In these areas, unemployment rates, which sometimes surpass 10 percent, can be more than double those registered in Tier Two and Tier Three counties.⁸ (In comparison, between 2009 and 2013 15.4 percent of the U.S. population and 17.5 percent of North Carolinians were living below poverty level, while the median household income for the same period was \$53,046 nationally and \$46,334 for the state, according to the U.S. Census Bureau State & County QuickFacts.)

⁵ <http://media2.newsobserver.com/content/multimedia/interactive/census/ncpopulation.html>

⁶ Ibid.

⁷ “2015 North Carolina Development Tier Designation” Labor & Economic Analysis Division, North Carolina Department of Commerce, 2015.

⁸ Ibid.

Employment opportunities open to Latinos in Tier One counties often differ from those available to Latinos in more economically advantaged areas. In Tier Two and Three counties, for example, Latinos are primarily employed in: landscaping, construction, services to buildings and dwellings, restaurants, traveler accommodations, furniture manufacturing and small retail establishments (tiendas).⁹

In Tier One counties, by comparison, Latinos primarily work in: crop production (both seasonal and migrant), and animal production, slaughtering, and processing. Across North Carolina very few Latinos, regardless of Tier, work in the healthcare, education, information technology, or nonprofit industries.

While researchers and philanthropists have an understanding of the challenges facing Latino residents in Tier One counties, there is a dearth of information on the organizations and community leaders serving this population.

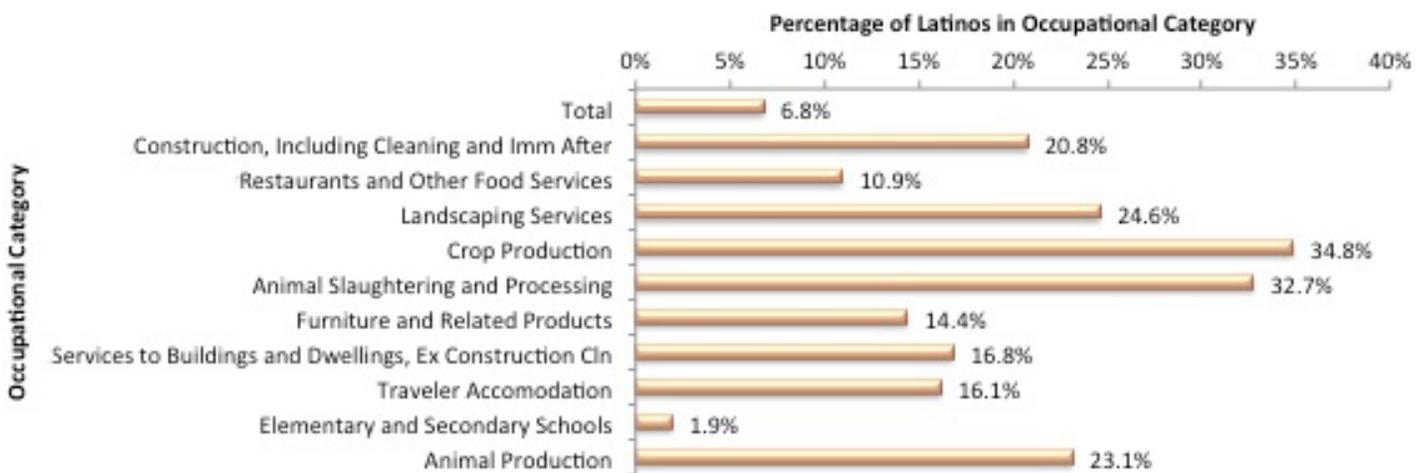
In economically distressed areas, local governments often lack the resources to adequately address the needs of their constituents. As a result, grassroots leaders and organizations step in and provide the valuable services and much-needed support

their communities are missing. In the case of North Carolina's Tier One communities, these organizations are serving arguably the state's most disenfranchised individuals.

However, without a map of who these groups are and the services they provide, philanthropy is unable to support their important work. The findings from this report serve a critical purpose because, by mapping these groups, philanthropy will be better equipped to support these organizations in lifting up their own communities.

For further information on North Carolina's geography and demographic breakdown, please see Exhibits 1-3 at the end of this report.

Figure One: Occupational Categories with High Latino Representation North Carolina



⁹ U.S. Census Bureau, American Community Survey, Microdata Sample 3-Year Estimates, 2007–2009. Data are for individuals ages 16–65.

Methodology

Information for this report was gathered through internet research, phone calls, e-mails, and in-person meetings conducted between February 2015 and July 2015. Researcher, Ricardo Perez, with guidance and assistance from HIP’s North Carolina Program Manager, Althea Gonzalez, organized and conducted the research.

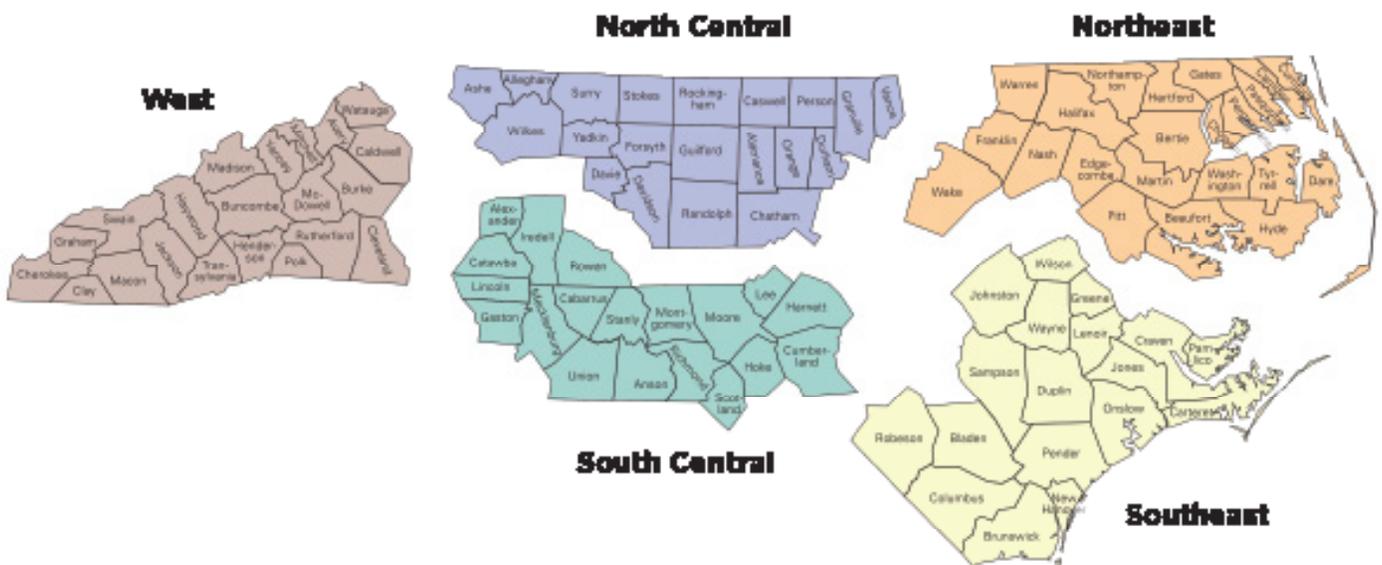
The research sought to:

- Identify Tier One counties and their corresponding Hispanic populations to be included in the study
- Identify Latino-serving nonprofits working in or near those counties
- Identify community leaders who can be help expand and strengthen services to Latinos, thereby helping North Carolina in addressing poverty

It was determined that the survey should cover: all the counties designated as Tier One in 2015; four counties that had been considered Tier One in 2014 or 2013; and three counties in which Hispanics made up over 15 percent of the population. The three counties with large Hispanic populations were included because they were adjacent to many Tier One counties and Latinos actually travel into those counties for a variety of social and economic reasons. Although there were only 40 Tier One counties in 2015, in total, 47 counties – almost half the 100 counties of North Carolina – were included in the survey.

The North Carolina map below and the accompanying Table One outline the five service districts and list the counties selected for this survey. The figures included in Table One indicate the estimated percentage of Hispanics in each county’s 2013 population.¹⁰

Figure Two: North Carolina Cooperative Extension Service Districts



¹⁰ <http://media2.newsobserver.com/content/multimedia/interactive/census/ncpopulation.html>

Table One: Tier One Counties by Service District with Proportion of Hispanics

Southeast (9 counties)	Northeast (17 counties)	North Central (6 counties)	West (9 counties)	South Central (6 counties)
Bladen 7.4%	Beaufort 7.6%	Alleghany <9.8%	Burke +5.7%	Anson 3.4%
Columbus 4.7	Bertie 1.7	Ashe 5.0	Caldwell +4.9	Hoke +12.2
Duplin * 21.2	Camden <2.5	Caswell 3.3	Clay 3.1	Lee * 19.9
Greene 14.8	Chowan 3.2	Rockingham 5.9	Graham <2.7	Montgomery 15.0
Jones <4.2	Edgecombe 4.0	Surry 9.9	Jackson 5.1	Richmond 6.3
Lenoir 7.1	Gates 1.8	Vance 7.0	Macon 6.7	Scotland 2.7
Robeson 8.0	Halifax 2.7		Mitchell +4.7	
Sampson* 18.0	Hertford 3.7		Rutherford 3.9	
Wilson 10.0	Hyde 8.0		Swain 4.4	
	Martin 3.5		<i>< Five counties with less than 12,000 residents, automatically Tier One</i>	
	Nash 6.6			
	Northampton 2.0		<i>+ Four counties classified as Tier One in recent years, not in 2015.</i>	
	Pasquotank 4.4			
	Perquimans 2.3		<i>* Three counties added to survey because of high Hispanic population > 15.0%.</i>	
	Tyrell <6.8			
	Warren 4.0		Source: U.S. Census Bureau (2013 Estimates)	
	Washington 4.3			

Once the counties were identified, HIP's researcher held meetings and had e-mail exchanges with individuals from various governmental, nonprofit, and academic institutions across North Carolina.

The meetings served three purposes. First, they were an opportunity to share with others HIP's and the Kate B. Reynolds Charitable Trust's interest in and concern about Hispanic communities in Tier One counties. Second, they were a chance to learn and gather information about organizations' operations and contacts across North Carolina. Third, through these meetings, the researcher was able to listen and then confirm that his research was targeting the full spectrum of agencies, organizations, and institutions across North Carolina.

In many ways, these initial meetings helped improve the overall approach to the study. For example, in a meeting with North Carolina State University's Cooperative Extension program staff, it was determined that their regional map of their District offices could be used as a logical method of contacting people in the Tier One counties. The researcher could now work across North Carolina by sequentially contacting each Regional District Director. Once that was completed, the researcher could then contact staff in the specific offices in the Tier One counties. Local staff was able to provide additional information and contacts to help continue with the research in their respective counties.

Most of the initial meetings took place in Raleigh, North Carolina. The knowledge gained and contact information, listings, and suggestions gathered, were all used throughout the research project.

The following steps were taken to actually conduct the research and produce this report:

1. Identify, contact, and meet with governmental agencies, nonprofit organizations, educational institutions, and private sector companies that operate on a statewide basis. Meet with people who could provide information regarding who to contact in the various areas. They provided names and lists of people who could possibly provide leads for this research. For a summary of the names of the organizations and a description of the meeting results, please refer to Table Two in Section V. Findings.
2. Create a set of primary and secondary research questions (see Section IV. Appendix 1) to ask the contacts identified.
3. Conduct phone calls with people on lists and referrals, and ask them questions concerning the research topics. Calls were made primarily on Monday through Friday, between 10 a.m. and 6 p.m. Some work needed to be done after normal working hours and on weekends. At times, contacting organizations and individuals proved difficult, and HIP's researcher stopped calling after leaving two or more voicemails or e-mails.
4. Create Microsoft Excel spreadsheets to document information. Internet searches and phone calls were used to find names and contact information for government agencies, educational institutions, nonprofits, churches, and private sector companies. Contacts, dates, and content were tracked using spreadsheets. Changes and edits were made to the spreadsheets as progress was made and people provided additional referrals, contacts, and suggestions. For a summary of the results of the phone calls, please refer to Table Three and Table Four found in Section V. Findings.
5. Produce a final report to document the work effort of the past six months.

HIP's researcher began work in each North Carolina Cooperative Extension District by calling the Regional District Director to explain the purpose of the research and to indicate that he was going to be calling District staff in each of the Tier One counties. He started in the Southeast District and then worked in a counterclockwise pattern around the state.

The use of referrals from other people was critical to the whole process. It helped build up a quality list of organizations, agencies, and people who could provide information to help accomplish the research. These contacts were in addition to the contacts provided by some of the statewide organizations that had been initially contacted.

The people contacted for this research were from across the spectrum of society in North Carolina. They were Whites and African Americans, Hispanics and non-Hispanics, young people and older adults, students, professionals, and retirees. The survey was conducted in English and Spanish, depending on the comfort and verbal fluency of each interviewee.

Many contact efforts were cold calls, without the benefit of an introductory phone call or e-mail. Many people were hesitant to speak to strangers, including people who were conducting research but, the name Hispanics in Philanthropy, with an explanation of HIP's researcher's purpose in calling, was enough, in most cases, to obtain cooperation and positive responses.

Most people contacted were not aware of HIP's work in North Carolina over the past 15 years. After an explanation that HIP's researcher was not asking for money, they were candid about their ideas, challenges, and efforts. There are all types of people working for pay and on a volunteer basis, helping with the acculturation and inclusion of immigrants, specifically Hispanics, into North Carolina's society.

One of the techniques or activities HIP's researcher spent time on to gain trust, confidence, and more contacts was to introduce like-minded

people to each other. During the survey period, Hispanics in Philanthropy played a role in helping people connect with others who had similar objectives and were facing similar challenges in their professional and volunteer work. For example, several people were introduced to Diane Rodriguez, who works in Community and Constituent Affairs in Gov. Pat McCrory's office in Raleigh, North Carolina. Hispanics across North Carolina need to know that there is a bilingual/bicultural professional in state government who is responsible for listening and assisting Hispanic residents. Those introductions left a positive impression of HIP, and set an example of collaboration to foster more information sharing across North Carolina.

Key Findings

The objectives of the Latino Survey Project were met. Through this research, HIP has gained a better, evidence-based understanding of the resources available to Hispanics in North Carolina's Tier One counties, has identified some gaps and opportunities for funders, and has started to make Latino-serving nonprofits and community leaders aware of the philanthropic interest in collaborations in these areas.

This follow-up survey to the research HIP conducted in 2014 was focused on identifying and increasing the sector's knowledge base regarding the Latino-serving nonprofits and leaders in North Carolina's Tier One counties. These findings contribute to the limited body of research on Latino communities in Tier One counties.

Most importantly, this research confirms that there are not very many people, resources, or organizations who are serving the Hispanic populations in the Tier One counties of North Carolina -- although, a few Latino-serving nonprofits and leaders were identified. Through interviews, telephone surveys, and internet research, HIP's researcher identified seven Latino-led or Latino-serving community groups and nonprofits. He also identified more than 30 people of Hispanic origin who are actively engaged in community development work in Tier One counties.

One program that is particularly worthy of note is the work being done in the North Central District of the Cooperative Extension Program of North Carolina State University. Over the past several years they have formed a committee of local, public sector professionals and twice a year they publish a newsletter that highlights work being done to help Hispanics fit into the community.

One important program they highlight is a youth-oriented 4H program named JUNTOS, which

started in North Carolina in 2007. In April 2015, JUNTOS received \$2 million from a national funder to replicate the program in other U.S. states.

This work is similar in theme and objective to the efforts of a national nonprofit organization that also has a vision of inclusiveness. It is called Welcome America.¹¹ That organization documents efforts across the United States where cities embrace their newly-arrived and emerging immigrant populations. They see the cultural and economic value of doing so. In North Carolina, there are cities and towns who are similarly embracing their immigrants and gaining a more competitive edge versus other locales.

Public Policy Health Study Conducted in 1999

In August 1999, an article appeared in the North Carolina Center for Public Policy Research's journal, North Carolina Insight (or "North Carolina Insight"). That article, written by Joanne Scharer, was titled, "Hispanic/Latino Health in North Carolina - Failure to Communicate."¹²

Below is one of the questions that was asked, similar to the questions posed during this research, "Which of the following are the most important in improving health outcomes for Hispanics/Latinos?" The replies and factors cited by the healthcare professionals in 1999, in more than 130 facilities, grouped in priority sequence, were as follows:

- Overcoming language/cultural barrier
- Increased access to existing health services
- Funding for interpreter services
- Lifestyle or behavioral changes
- Funding for culturally appropriate programs and services
- Improvements in local economy to provide jobs and alleviate poverty
- More health services

¹¹ Steve Tobacman, "Welcoming America, Guide to Immigrant Economic Development", June 2015, Welcoming America, Building a Nation of Neighbors.

¹² Joanne Scharer, "Hispanic/Latino Health in North Carolina - Failure to Communicate", August 1999, North Carolina Insight, Journal of the N.C. Center for Public Policy Research. An independent, nonprofit, nonpartisan, research organization that studies public policy.

Fifteen years later, while conducting the Latino Survey Project, research the same subjects were discussed. The needs and challenges remain the same today but for a much larger population group of hundreds of thousands. The challenging work continues to be done by many government agencies, schools, nonprofit organizations, and community groups to provide more and improved services.

Summary Results

Below in Tables 2-4 are the summary results of this body of research. The results produced were documented across multiple spreadsheets. The following three tables contain the summary information of all the spreadsheets:

- **Table Two:** Meetings with Governmental Agencies, Nonprofits, and Private Sector Companies Statewide. It describes organizations with dates and locations. It names people and the observations, findings, or master lists that were collected.
- **Table Three:** Identified Community Groups, Committees, Task Forces, and Emerging Nonprofits in Tier One Counties. It describes the community groups and nonprofits that were identified.
- **Table Four:** Identified Hispanic/Latino Leaders by District and County. It names the identified Hispanic/Latino leaders sorted by District and county.

Table Two: Meetings with Governmental Agencies, Nonprofits, and Private Sector Companies Statewide

Name of Statewide Organization	Date & Location	Observations , Findings, and Master Lists
AMEXCAN, Regional H/L Organization - Juvencio Peralta. Previously funded by HIP.	February, Duplin County	Affordable Care Act (ACA) Information Event.
BB & T, Banking Corp. - Scott Greene, Regional V.P. Community Relations	February, Wake County	Described bank-wide multicultural, diversity activities with banking focus.
Catholic Dioceses of Raleigh - Consuelo Kwee, Director of Immigration and Emergency Services	March, Wake County	Provided a list of Hispanic contacts in Catholic Diocese, Eastern Region.
Enroll America - Sorien Schmidt, Regional Director, Aaron White and Aida Taylor, Staff of Enroll America	March, Wake County	Started in March to understand efforts being conducted to assist immigrant populations with enrollment in Affordable Care Act during the Open Enrollment Period of 2015/2016.
N.C. CareShare, an organization managing the "Big Tent Effort" - Lee Dixon, Director, Willona Stallings, Coordinator	March, Wake County	As a volunteer researcher started attending various meetings in preparation for the third Open Enrollment Period of the Affordable Care Act later this year. This helped with health care industry, and health-oriented nonprofit contacts.
N.C. Center for Nonprofits - Staff	February, Wake County	Obtained listing of hundreds of nonprofit organizations in North Carolina sorted by county.
N.C. Community Colleges, New Brunswick - Fernando Trulin, Manager	March, Wake County	Explained the work of the Plazas Comunitarias, an education program sponsored by the government of Mexico. They are located across North Carolina. Several are located in community colleges.
N.C. Community Health Center Association, Farmworker Health Insurance Team (FHIT) directed by staff, Allison Lipscomb, NCCHCA Mackenzie Mann, N.C. Farmworkers Project, N.C. Dept. Health and Human Services	Monthly Meetings Wake County	Organized by North Carolina Community Health Center Association and the North Carolina Farmworkers Project of the Department of Health and Human Resources. Meetings of multiple, like-minded people from various organizations interested in the well-being of farmworkers of North Carolina. This team is working to prepare the best materials to help Hispanics enroll for health insurance, Open Enrollment.
N.C. Dept. of Agriculture - Sergio Morales, Pesticide Protection	February, Wake County	Helped identify the farmworker population and segments of economy where Hispanics are working.
N.C. Dept. of Health and Human Services - Rogelio Valencia, Latino Ombudsman	March, Wake County	Shared a 2012 list of statewide Hispanic community leaders.
N.C. Dept. of Public Instruction - Jose Viana, Asst. Director, Migrant Education	March, Wake County	Obtained list of the people working in Migrant Education Program across North Carolina, providing services to the Farmworker population and their families.
N.C. Gov. Pat McCrory's Office, Community and Constituent Affairs - Diana Rodriguez, Staff	February, Wake County	Review of her responsibilities and review of Tier One counties. Specific contacts in counties.
N.C. Society of Hispanic Professionals - Brie Steffen, Exec. Director	February, Wake County	Obtained listing of twenty counties that send students to annual Hispanic youth summit at North Carolina State University.
N.C. State University (NCSU) Cooperative Extension - Andrew Behnke, PhD. and Cynthia Aguilar, Coordinators of JUNTOS Youth Program	February, Wake County	Explained Cooperative Extension structure. Key to structuring the research study methodology. JUNTOS program focused on Hispanic youth and families. Available only in certain counties.
Self-Help Credit Union, La Cooperativa - John Herrera, Luis Pastor, Exec. Officers	February, Wake County	Contacts in various, credit union branches in North Carolina. Interestingly, no brick and mortar branches exist in Tier One counties.
Telamon Corp. - Aaron Theolet, Corporate Development Officer	February, Wake County	Explained Telamon Corp. operations in various counties. Nonprofit receives federal funding for farmworker education, Smart Start, housing, financial literacy and others.

Table Three: Identified Community Groups, Committees, Task Forces, and Emerging Nonprofits in Tier One Counties

Name of Organization	District/County	Findings
Hispanic Roots/Raices Hispanas	West Regional; Tyrrell, Hyde, Martin, Washington & Beaufort	No significant progress in last few months. Needs funding. No business plan but knows how to write one. Will work to address key issues facing Latinos, coordinate resources and increase outreach efforts.
Latino Community Connects	Northeast Regional; Sampson, Bladen, Robeson, Cumberland	Emerging Regional Coalition. Led by Hispanic health professional with credentials and experience. Organized very successful Fayetteville Latino Festival, Saturday, Aug. 8, 2015.
North Carolina Cooperative Extension Latino Advisory Council (CELAC). North Central District, NCSU Cooperative Extension.	North Central Regional.	Organized team to address the needs of the emerging population of the North Central Counties of North Carolina. NCSU Cooperative Extension staffs are active members of the team. A newsletter is published twice a year, full of interesting facts about and for the Hispanic community. JUNTOS is a highlighted program.
30th Judicial District Alliance - Domestic Violence, Sexual Assault Alliance , Inc.	West Regional; Seven Western Counties	Alliance provides support, advocacy, and understanding for survivors of abuse. The Alliance works to create safer communities enhance the capacity of communities to respond effectively to incidents of domestic violence, dating violence, stalking and sexual assault, centering on victim safety and holding abusers accountable. Bilingual English/Spanish services.
Concilio Hispano, Inc.	Caldwell	Run by Marta Lazo. Dedicated to empowerment of the Latino community. Using Facebook. No website.
Hispanic Advisory Committee of Duplin County Schools	Duplin	Advisory Committee comprised of Latinos in Duplin County from various organizations. Education driven.
Centro Comunitario of Macon County	Macon	Emerging organization has been launched by Carlos Mendoza, who was identified as a leader in the 2014 Tier One Study. This group has now formed a board of directors (mix of Latinos and non-Latinos) and is proceeding to develop their mission and programs. Currently the organization is focusing on leadership development, education, and cultural events.

Table Four: Identified Hispanic/Latino Leaders by District and County

Name of Individual	District/County	Findings
Southeast		
Norma “Evie” Negron	Regional; Sampson, Bladen, Robeson, Cumberland	Social Worker professional who recognized the need for people to collaborate to improve the lives of Hispanics in region. Leader of Latino Community Connects.
Edda Albert	Sampson	Medical Center professional. Works at 20+ farmworker camps. 15 years in North Carolina. Active in Holy Family Parish. Originally from El Salvador.
Enrique Coello, PhD.	Sampson	Business entrepreneur with region Hispanic media. Serves on local Boards of Sampson Medical Center and local United Way.
Jose Garcia	Sampson	Migrant Education professional. Mexican American who is involved in many volunteer activities in the community.
Eva Prado	Sampson	Social Worker by profession. Domestic violence volunteer helping families beyond her job responsibilities. Originally from Ecuador.
Abel Santiago	Sampson	Banking professional. Helps Hispanic families in the community, particularly domestic violence victims.
Northeast		
Elba Barnaby	Regional; Pitt	Young BB&T bank manager. New Chairperson of Multicultural Committee across regional branches. Volunteers with AMEXCAN and Catholic Church. Originally from Honduras.
Marisol Barr	Regional; Tyrrell, Hyde, Martin, Washington & Beaufort	Leader who has served on Governor’s Hispanic/Latino Advisory Council. Wants to start a Latino nonprofit in the region. Wide breadth of basic services needed in the Hispanic community. Her vision is Hispanic Roots/Raices Hispanas
Ricardo Veloz	Regional; Beaufort, Washington	Works for Raleigh Dioceses. Assists Mexican Consulate Movers out EAST. Originally from Mexico.
Cory Powers, Francisco Diaz, Maria Uribe	Duplin	Educational administrators and professionals who have established a new Hispanic Advisory Committee. Powers in an American with Latino spouse. Diaz is originally from Costa Rica. Maria Uribe is a former VIF International Exchange Teacher. Originally from Colombia.
Julio Morales	Hyde	Teacher K-12 with a Masters. Teaches Spanish and English as a Second Language. Volunteer across county, organizations and agencies that need translations, etc. Former VIF international exchange teacher. Originally from Venezuela.
Maria Raymundo	Nash	Teaching in N.C. 30 years. Volunteers with AMEXCAN and helps undocumented and DACA youth. Assists with Mexican Mobile Consuls and active in Casa de Dios church. Active in local Fiestas.

Name of Individual	District/County	Findings
North Central		
Gonzalo Cabral, MD	Regional; Nash, Wilson, Edgecombe	Carolina Family Health Centers. Medical Director of four clinics. Dr. Cabral, Education: Yale University. School of Med. Internal Medicine.
Dr. Jim Cowden, N.C. District Director, Cooperative Extension, NCSU	Regional; North Central Counties of NC	Leader of the North Central District, Latino Outreach Team, Cooperative Extension Program of North Carolina State University.
Michelle Pelayo	Ashe	Professional with Cooperative Extension and with Migrant Education of DPI. Has lived in North Carolina for 7 years. Volunteers with interpretation. Cuban-American.
Millie Camacho	Vance	Volunteers on Vance County Leadership Council and Parent Task Force.
Eric and Carice Sanchez	Vance	Founders of a charter school. Minority children. Quickly expanding each year. Originally from Puerto Rico.
West		
Karen Arias	Regional; 7 Western counties	Senior Latina Victim Advocate at 30th Judicial District Alliance – Domestic Violence, Sexual Assault Alliance, Inc.
Ricardo Bello	Regional; Jackson & Swain	Independent business consultant. Long-time volunteer at Western N.C. Workers Center. Originally from Mexico.
Satore Estrada	Regional; Henderson	Owner of Green Mountain Landscaping. Community Volunteer.
Tony Hernandez	Caldwell	Electrician who is active in St. Francis of Assisi Church. Volunteering to work with local agencies to build a community retreat center.
Marta Lazo	Caldwell	Directs Concilio Hispano, Inc.
Freddie Rivero	Caldwell	Veterinarian with his own practice, who is active in St. Francis of Assisi Church and is Grand Knight. Of Knights of Columbus. Originally from Puerto Rico.
Liz Velazquez	Graham	Founder and owner of The Light on the Mountain Spa and Retreat. Makes facilities available for minority youth camp. Originally from Colombia.
Antonio Corza	Jackson	Student at Western Carolina University. Chancellors Ambassadors, President of Latino Appreciation Student Organization (LASO). Business fraternity member of Beta Gamma Sigma. Former equipment manager of Woman's Soccer team of Western Carolina. Board member of Vecinos, Inc. - Farmworkers Health Program. Originally from Mexico.
Ramiro Proano	Macon	Teamed up with Carlos Mendoza to start Centro Comunitario of Macon County.
South Central		
Norma Medina	Hoke	Health care worker. Interpreter trying to continue her studies. Volunteers in community.
Cynthia Martinez	Montgomery	ESL Teacher at East Montgomery High School. Works as volunteer with JUNTOS program.

Recommendations

Specific Suggestions for Human Capital Investments

Here are some actionable items discussed with stakeholders during the course of this study:

- Provide guidance, financial support, technical assistance, and training to the organizations and individuals who were identified in this research, and who are leaders in their communities.
 - Utilize the individuals and organizations identified in this report and the 2014 Latino Survey Project when any foundation or nonprofits updates community assessments and other information about the resources for Hispanics in North Carolina, particularly in Tier One counties.
 - Maintain a central database of contacts for people and organizations that are focused on the Hispanic community. This could be accomplished formally in the Governor's Office in Community and Constituent Affairs, or within the Cooperative Extension program of North Carolina State University.
 - Increase collaborations and participation with established nonprofits, for example, with the training and annual conference programs of the North Carolina Center for Nonprofits.
 - Increase contact and collaborations with the Mexican Consulate, which is the only international consulate in Raleigh, North Carolina. This may produce increased understanding and more effective policies, practices, and laws regarding the immigrants who now reside in the state.
 - Collaborate with North Carolina's community colleges, many of which have recognized the potential of the Hispanic community.
- Community college programs are more affordable, and generally more accessible to low-income communities, such as those categorized as Tier One. Consequently, many students are using the strategy of earning academic credits for two years of study and then transferring to a four-year school. There is a new national movement to make community college education more affordable for millions of students. It is called Heads Up America.¹³
- Encourage more investment in established nonprofits that cultivate the inclusion and acculturation of Latinos into the general society for North Carolina. A prime example of this approach is the JUNTOS program of the Cooperative Extension Program of North Carolina State University that is a modified 4-H program for youth and their families. Also, Boy Scouts and Girl Scouts have had programs, nationally and locally, to train and encourage leadership in Hispanic youth.
 - Collaborate more effectively with the various public sector and nonprofit organizations that are focused on the well-being of all immigrants, including the seasonal and migrant farmworkers in North Carolina.
 - Utilize and expand best practices for successful immigrant integration and inclusion that national advocacy groups, such as Welcome America, encourage.¹⁴ In North Carolina, the organization, Uniting NC, particularly highlights ongoing efforts in Greensboro, Durham, and Charlotte, which could be adapted to Tier One communities.¹⁵

¹³ Heads Up America, <http://headsupamerica.us/act>

¹⁴ Steve Tobacman, "Welcoming America, Guide to Immigrant Economic Development", June 2015, Welcoming America, Building a Nation of Neighbors.

¹⁵ Dan Rearick, Uniting NC, www.unitingnc.org, Raleigh, NC

Conclusion

Learning from history is an overarching responsibility of leadership, institutions, and society. The 1999 “North Carolina Insight” journal article of the North Carolina Center for Public Policy Research by Joanne Scharer titled, “Hispanic/Latino Health in North Carolina – Failure to Communicate” highlights unfortunate conditions and issues that still exist in North Carolina, and impact North Carolina’s Latino populations. But there are many more hundreds of thousands of Hispanics here today than there were in 1999.

Often, Hispanic families lack access to basic services due to language, transportation, and cultural barriers. Therefore, these families have turned into an invisible community across North Carolina – an invisible community that cannot readily access resources, one that is hard to locate, one that needs help, resources and assistance to flourish as do other North Carolinians.

Hispanics have driven more than half of North Carolina’s million-strong population growth from 2000 to 2010, when it reached nine million people.¹⁶ The impact of this population growth on the public, nonprofit, and private sectors is undeniable and being handled with different degrees of success in each county in North Carolina.

As published in April 2014 in the important economic study produced at the University of North Carolina, Chapel Hill, “Demographic and Economic Impacts of International Migration to North Carolina,” the growth in North Carolina’s Hispanic population has had a positive and significant impact on the state’s overall well-being.¹⁷

This follow-up survey to research HIP conducted in 2014 was focused on identifying and increasing the knowledge base regarding the Latino-serving nonprofits and leaders in North Carolina’s Tier One counties. These findings contribute to the limited

body of research on Latino communities in the most economically distressed counties of North Carolina. The key findings of this research resulted in confirming that there are extremely few people, resources, and organizations currently serving the Hispanic populations in the Tier One Counties of North Carolina. Seven previously unknown Latino-led or Latino-serving community groups and nonprofits, and 30 previously unknown individuals of Latino origin were identified to be working in depth in their communities.

The results of this report will be used to strengthen communities across North Carolina. Moving forward, HIP hopes to deepen relationships and form partnerships with these newly-identified community organizations and leaders. The organizations highlighted, and the individuals identified, in this report may in the future be engaged with HIP and its partners through grants or ongoing technical assistance.

HIP remains optimistic that, by providing guidance, financial support, technical assistance and training, these organizations and individuals may later be empowered to accomplish even more and to become stronger community leaders.

This research was conducted with funding from the Kate B. Reynolds Charitable Trust. Hispanics in Philanthropy is grateful to the Trust for its continued commitment to improving the overall well-being of Latino communities in North Carolina’s most disadvantaged and least-resourced counties. HIP also wishes to express its thanks and sincere appreciation to all the people who participated in and contributed, in one way or another, to the creation of this total body of research.

Disclaimer

Information and contacts found in this report are current as of publication, yet subject to change without notice.

¹⁶ U.S. Census 2000 and 2010

¹⁷ James H. Johnson Jr. and Stephen J. Appold, “Demographic and Economic Impacts of International Migration to North Carolina”, April 2014 Kenan-Flagler Business School, University of North Carolina, Chapel Hill, NC

Exhibits

This section includes three maps of North Carolina. They are excellent references to better understand the geography and demographics of the 100 counties of North Carolina:

- Exhibit One: Map of the 100 Counties of North Carolina
- Exhibit Two: Map of 2015 Tier Designations by County in North Carolina
- Exhibit Three: Percentage Range of Hispanic Population by County in North Carolina

The first map is a basic map of North Carolina depicting the 100 counties. The next map graphically illustrates the distribution of Tier One, Tier Two and Tier Three Counties across the state. Exhibit Three indicates where the Hispanic population is located, as a percentage of Hispanic population by North Carolina County. It is important to note that Hispanics are not evenly spread across North Carolina. The majority of the Hispanics live in the Tier Two and Tier Three Counties. Often the ones living in Tier One choose to live there or cannot afford to live elsewhere, because of the higher cost of living in the other counties. They then commute to Tier Two and Three counties to shop, study, practice their faith, enjoy recreational activities, or work.

Exhibit One: Map of Counties of North Carolina

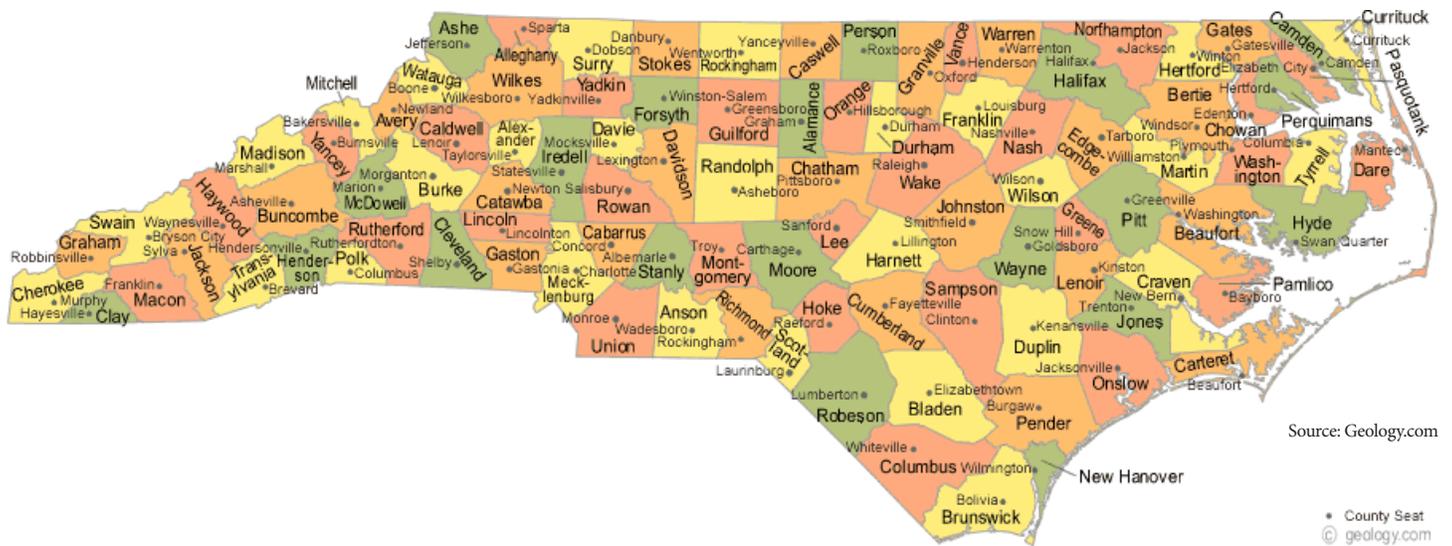


Exhibit Two: Map of 2015 Tier Designations by County in North Carolina

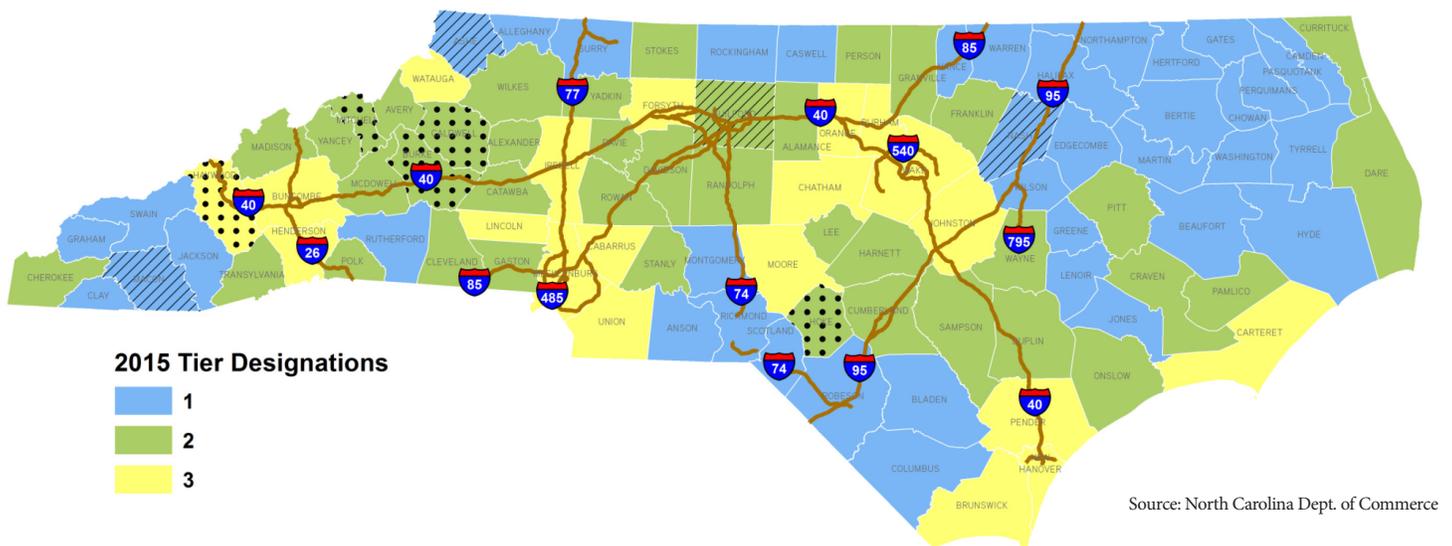
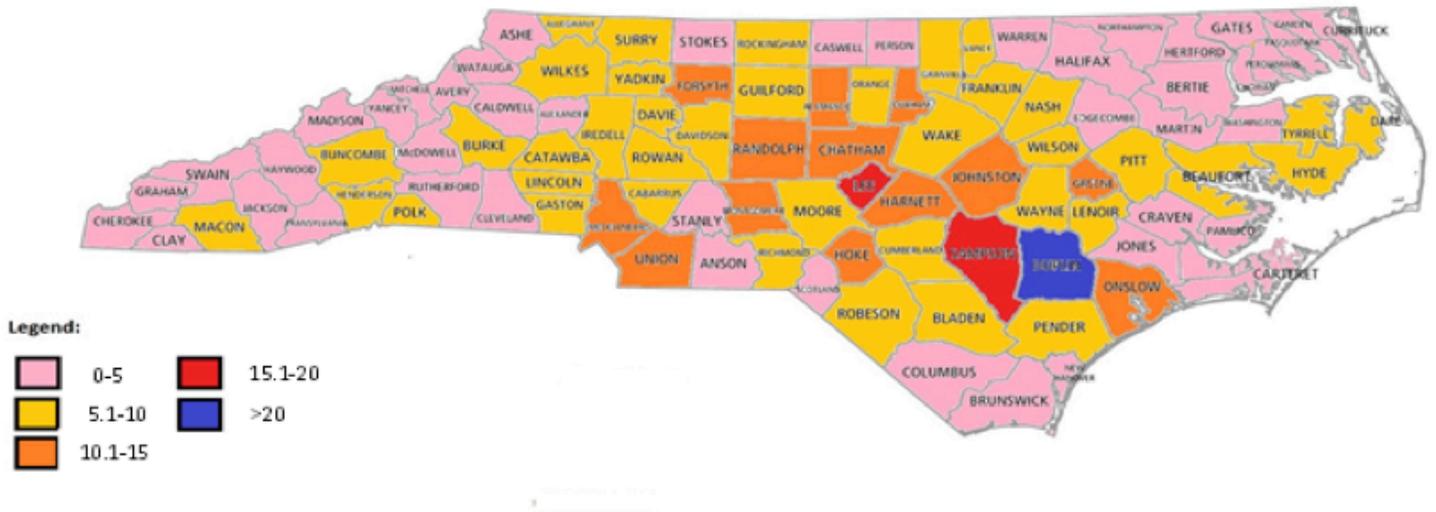


Exhibit Three: Percentage Range of Hispanic Population by County in North Carolina



Source: PEW Research Hispanic Trends Project

Appendices

Appendix One: Primary Questions and Information Gathered

Information Gathered from First Contacts

The consultant first identified himself as a representative of Hispanics in Philanthropy with the purpose of conducting research about the community. The following questions were used to gather information:

- Are you personally familiar with Hispanics leaders in your community?
- Are you aware of any non-profits that focus on the Latino community in your county or region?
- Are you in contact with any Hispanic leaders? Faith or Business Leaders?
- Are you aware of where Latinos get health care in your county? What are the challenges?
- Who else in your organization has responsibility for contact with or knows about the Hispanics in your community?
- Are you acquainted with any Hispanic leaders who are serving on any Boards of the not-for-profit organizations in your county?
- Who else would you suggest that I contact that may have more information?

Information Gathered from Identified Latino-Serving Organizations

Once a Latino leader or Latino-serving organization was identified, contact information was collected and the following information was documented in a Microsoft Excel spreadsheet:

- Name of funding supporters (if any)
- Name of sponsoring agency/fiscal agent (if any)
- Organizational structure (501©3, fiscally sponsored, church group)
- Program focus area/services
- Target client population
- Length of time in existence
- Name of other lead contacts in county (not Latino orgs--church, health dept.)
- Counties served

Information Gathered from Identified Hispanic Individuals

Once a Latino leader was identified, contact information was collected and the following information was documented in a Microsoft Excel spreadsheet:

- Name of the person
- Name of sponsoring agency/fiscal agent (if any)
- Organizational participation
- Program focus area/services
- Target client population
- Length of time of efforts
- Counties or region served

Appendix Two – Collection of Master Lists

The master lists and maps below were collected from meetings and other sources. Information was used to populate the data spreadsheets:

- North Carolina Cooperative Extension Service Districts - Map
- Community Agencies, Organizations, Leaders Serving Latino Audiences - Spreadsheet
- Members of N.C. Center for Nonprofits 2015 - List
- Migrant Education Program Staff - List
- N.C. Farmworker Health Clinics - N.C. Community Health Center Assoc. - Map
- Plazas Comunitarias – Community Plazas – List
- Catholic Diocese of Raleigh - List of Contacts across Eastern North Carolina
- North Central District Latino Outreach Team Newsletter, Cooperative Extension, June 2015



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