



Through History

1989

HOPE was founded by a coalition of Latina business women and community leaders.

LATINA HISTORY DAY

An annual conference established to recognize the historic and current achievements of Latinas, discuss community issues and embrace Latina culture. HOPE was instrumental in securing local, county, state, and congressional officials to declare the second Friday in March as Latina History Day.

LATINA ACTION DAY, SACRAMENTO

Established to engage the imagination of women who share a common vision, who believe that for their families and our society to excel they must become the citizen leaders upon which the framers of our Constitution styled our representative government.

WOMEN OF HOPE BOOK

Five biographies describe legendary Latina women who were Leaders in government, education, literature and community mobilization. Hundreds of copies were distributed to local schools in Los Angeles.

LATINA ACTION DAY, WASHINGTON D.C.

(Open to the current HLI class and alumna) – Established to mobilize professional, civic, and community. Latina leaders to voice concerns at the national level on issues that most impact Latinas and their communities.

HOPE LEADERSHIP INSTITUTE

First statewide Latina leadership program launched by HOPE through the support of The California Endowment, PG&E and Kaiser Permanente. Established to train Latina leaders in advocacy skills enabling them to foster healthy communities statewide.

UPDATE

Maria Contreras-Sweet, HOPE Founding President, is asked to serve as Secretary of California's Business, Transportation and Housing Agency. Contreras-Sweet's appointment represents the first time a Latina serves on a California Governor's cabinet.

PROFILES IN LEADERSHIP

A magazine style publication is launched and designed to promote the accomplishments of Latinas, provide role models for the community, and advance the status of Latinas by sharing important information covering education, healthcare and economic development.

THE CALIFORNIA POLICY INITIATIVE

HOPE clearly articulates policy recommendations at the state level in the areas of health, economic empowerment, and education to be utilized by Latinas and other advocates to shed light on the barriers that limit a Latinas ability to achieve her full potential.

BALLOT INITIATIVES

HOPE joins a Latino Coalition of nonprofits to successfully defeat Proposition 54, a ballot initiative aimed at banning California government and its numerous political subdivisions from collecting information about a person's race, ethnicity, color or national origin. Proposition 54 is defeated at the polls and is representative of HOPE's foyer into advocacy work around ballot initiatives.

YOUTH LEADERSHIP THROUGH LITERACY PROGRAM

HOPE launches a statewide leadership development program for Latinas in the 11th grade established to promote self-sufficiency allowing for future economic and political parity.

1990

UPDATE

Over 6000 women have gained inspiration, knowledge and promotions since attending Latina History Day in 1999

1995

UPDATE

Over 4200 Latinas have gathered at the California State Capitol since the first Latina Action Day.

1997

1999

Over 218 Latina Leaders have graduated from the HOPE Leadership Institute – over 30% of HLI have been appointed to serve on boards and commissions across the state. An additional 10% have run for elected office.

2001

UPDATE

Rosario Marin, a *HOPE Leadership Institute* graduate, and former HOPE Boardmember, is appointed by the President to serve as the United States Treasurer.

2002

UPDATE

Nicole Parra, is elected in 2002 to the California State Assembly representing the 30th Assembly District. Assemblywoman Parra is the first HOPE Leadership Institute graduate to be elected to California's State Legislature.

2003

LATINA LEADERSHIP ROUNDTABLES

Cementing HOPE's status as a statewide organization, HOPE convenes regional Latina Leadership Roundtables focused on cultivating Latina political power and forging new strategic partnerships. Regional meetings took place in: Inland Empire, San Diego, Fresno, San Jose, and Los Angeles.

THE NATIONAL POLICY INITIATIVE

HOPE clearly articulates policy recommendations at the national level in the areas of health, economic empowerment, and education to be utilized by Latinas and other advocates to shed light on the barriers that limit a Latinas ability to achieve her full potential.

2004

HOPE LEADERSHIP INSTITUTE ROSTER

HLI Alumnae roster is produced by HOPE to be utilized as a resource for appointments, collaborations, and promotion of highly qualified Latina leaders from across the State.

LATINA POLITICAL REPRESENTATION

One in every two children in California is born to a Latina mother yet Latina political representation does not reflect that demographic fact which can lead to misrepresentation of our State's future. In this political time of term limits, now more than ever, there is a need to create a "pipeline" of Latinas who can assume leadership. While the Latina community has seen some great strides in terms of political representation, term limits have the potential of removing Latinas in office and reversing the trend. For example, the California Senate will see a loss of 4 out of it's 6 Latina Senators in 2006, just one year away. It is for that reason that HOPE continues to dedicate significant resources to the HOPE Leadership Institute.

1990 ¹⁵	NUMBER OF LATINAS IN ELECTED OFFICE
County Supervisors	1
in CA State Assembly	1
in CA State Senate	0
in Congress from CA	0
Registered to Vote (National)	2.4 million

2000 ¹⁷	NUMBER OF LATINAS IN ELECTED OFFICE
County Supervisors	4
in CA State Assembly	5
in CA State Senate	5
in Congress from CA	3
Registered to Vote (National)	4.2 million

1995 ¹⁶	NUMBER OF LATINAS IN ELECTED OFFICE
County Supervisors	2
in CA State Assembly	5
in CA State Senate	1
in Congress from CA	1
Registered to Vote (National)	2.8 million

2004 ¹⁸	NUMBER OF LATINAS IN ELECTED OFFICE
County Supervisors	4
in CA State Assembly	6
in CA State Senate	5
in Congress from CA	5

STATE OF LATINAS IN CALIFORNIA

First-ever compilation of Latina specific data and policy priorities HOPE collected throughout 2003 via surveys, Latina Leadership Roundtables and research. Report highlights the status of Latinas statewide and provides snapshots of five critical regions: Fresno, Inland Empire, Los Angeles, San Diego and San Jose.

UPDATE

The HOPE Youth Pregnancy Prevention Act (Boxer) is introduced in 2003. The legislation represents the first federal legislation named for and sponsored by HOPE.

¹⁶ NALEO Educational Fund, compiled from NALEO's *National Roster and Directories of Latino Elected Officials*, and U.S. Bureau of the Census, *Voting and Registration in the November Elections: 1990, 1994 and 2000*

¹⁶ Ibid

¹⁷ Ibid

¹⁸ Ibid



EDUCATION

ADVOCACY

California Community Colleges

HOPE is committed to ensuring that Latinas have accessible and affordable options for higher education. Because 70% of all Latinas in California who attend college begin at the community college level, HOPE chose to focus on the viability of the community college system in 2004 as it's primary issue area in education.

HOPE's 2004 California Policy Initiative outlined the following priorities in regards to California's Community Colleges:

- 1) No fee increases
- 2) No Guaranteed Transfer Option that would potentially displace students who could only enroll at the community college
- 3) Maintain UC/CSU outreach dollars. Unfortunately, 2004 brought an increased number of students directed to the community college system from the CSU and UC systems, and an \$8 per unit fee increase. Outreach dollars were kept in the 2004 budget.

At the federal level, HOPE advocated for the DREAM Act and the Student Adjustment Act, two pieces of legislation aimed at affording law abiding, academically successful Latinas access to higher education and resources to afford that education. Furthermore, HOPE worked to protect dropout prevention programs and parent programs funded by the Federal government that were scheduled to be cut but eventually were put back into the budget.

LEADERSHIP

The following Latinas have played an **integral role** in HOPE's 2004 programming, serving as conference workshop speakers around the issue of education. The elected officials that are listed have specifically addressed HOPE delegations around their policy agenda as it relates to HOPE's education policy initiatives. Please note that this list is not inclusive of all Latina elected officials or experts that attend or otherwise participate in HOPE's programming.

2004 Latina Leaders in Education

Elected Officials:

Senator Denise Ducheny, BUDGET COMMITTEE; CO-FOUNDER, ASSOCIATION OF LATINO COMMUNITY COLLEGE TRUSTEES

Senator Gloria Romero, SENATE EDUCATION COMMITTEE

Assemblymember Bonnie Garcia, ASSEMBLY EDUCATION COMMITTEE

Assemblymember Sarah Reyes, ASSEMBLY EDUCATION COMMITTEE

Assemblymember Gloria Negrete-McLeod, ASSEMBLY HIGHER EDUCATION COMMITTEE

Rep. Lucille Roybal-Allard, APPROPRIATIONS COMMITTEE

Rep. Linda Sanchez, JUDICIARY COMMITTEE

2004 Speakers:

Hon. Lilian Tafoya, SCHOOL BOARDMEMBER, BAKERSFIELD SCHOOL DISTRICT

Celina Torres, TOMAS RIVERA POLICY INSTITUTE

Diana Fuentes-Michel, EXECUTIVE DIRECTOR, CA STUDENT AID COMMISSION

Frances Ortiz-Chavez, NAPA COUNTY HISPANIC NETWORK

Suzanne Moreno, ENCOURAGE TOMORROW

Hon. Consuelo Rey Castro, PASADENA CITY COLLEGE TRUSTEE

Dr. Adriana Barrera, President, LA MISSION COLLEGE

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Karla Fuentes Rivera, FORMER TREASURER, CA STUDENT ASSOCIATION OF COMMUNITY COLLEGES

Celina Luna, FORMER SECRETARY, CA STUDENT ASSOCIATION OF COMMUNITY COLLEGES

Sandra Serrano, CHANCELLOR, KERN COMMUNITY COLLEGE DISTRICT

Linda Cabral, NATIONAL EDUCATORS ASSOCIATION

Christina Olivas-Nix, DOCTORAL STUDENT

EDUCATION

HOPE engaged in various programming tools in 2004 to educate and mobilize Latinas around an education agenda. HOPE was able to reach over 6000 Latinas in California via the following avenues:

Program Type	Latinas Mobilized
Understanding the Changing Face of California: the Latina Profile	150
Leadership and Advocacy: Using the PITCH Model to Analyze the CA Community Colleges	150
Latina Action Day, Sacramento Public Hearing on Community Colleges	400
Latina Action Day, Washington DC	50
HOPE Leadership Institute	35
e-Newsletters	3000
Profiles in Leadership	3000
TOTAL	6785



1990	LATINAS ENROLLED	% OF TOTAL ENROLLMENT
Community College ¹⁹	93,597	7.9%
CSU Undergraduates ²⁰	19,502	6.6%
CSU Graduate Students ²¹	3,511	4.7%
UC Undergraduates ²²	7,795	6.3%
UC Graduate Students ²³	1,105	2.9%
Private Four Year Undergraduates ²⁴	4,148	4.9%
Private Four Year Graduate Students ²⁵	1,601	2.5%

¹⁹ California Student Aid Commission, *Latina Enrollment at California Colleges and Universities, 1990, 1995, 2000, and 2003*

²⁰⁻²⁵ Ibid ²⁶ California Department of Education, *Educational Demographics Unit, California Public Schools – Statewide Report, Enrollment by Gender, Grade and Ethnic Designation, 1995-96*

1995	LATINAS ENROLLED	% OF TOTAL ENROLLMENT
K-12 Enrollment ²⁶	1,033,721	38.8%
Community College ²⁷	127,329	12.1%
CSU Undergraduates ²⁸	27,962	10.6%
CSU Graduate Students ²⁹	4,867	7.9%
UC Undergraduates ³⁰	9,559	7.7%
UC Graduate Students ³¹	1,333	3.8%
Private Four Year Undergraduates ³²	7,458	7.4%
Private Four Year Graduate Students ³³	2,907	3.2%

²⁷ California Student Aid Commission, *Latina Enrollment at California Colleges and Universities, 1990, 1995, 2000, and 2003*

²⁸⁻³³ Ibid

³⁴ California Department of Education, *Educational Demographics Unit, California Public Schools – Statewide Report, Enrollment by Gender, Grade and Ethnic Designation, 2000-2001*

³⁵ California Student Aid Commission, *Latina Enrollment at California Colleges and Universities, 1990, 1995, 2000, and 2003*

³⁶⁻⁴¹ Ibid

⁴² California Department of Finance, *Demographic Research Unit, K-12 Graded Public School Enrollment by Ethnicity History and Projection – 2004 Series*

2000	LATINAS ENROLLED	% OF TOTAL ENROLLMENT
K-12 Enrollment ³⁴	1,274,971	43.3%
Community College ³⁵	169,279	7.9%
CSU Undergraduates ³⁶	36,231	12.4%
CSU Graduate Students ³⁷	8,556	11.3%
UC Undergraduates ³⁸	10,262	7.3%
UC Graduate Students ³⁹	1,320	3.5%
Private Four Year Undergraduates ⁴⁰	9,431	8.0%
Private Four Year Graduate Students ⁴¹	5,268	5.4%

⁴³ California Postsecondary Education Commission, *Enrollment Projections, California Public Colleges and Universities, Fall 1998 to Fall 2010*

⁴⁴⁻⁴⁵ Ibid

⁴⁶ California Postsecondary Education Commission, *Student Data, Public A-G Completions, 1990*

⁴⁷ California Postsecondary Education Commission, *Student Data, Public A-G Completions, 1995*

⁴⁸ California Postsecondary Education Commission, *Student Data, Public A-G Completions, 2000*

2010	LATINOS ENROLLED	% OF TOTAL ENROLLMENT
K-12 Enrollment ⁴²	3.4 million	52%
Community College ⁴³	601,175	30%
CSU Undergraduates ⁴⁴	129,460	27%
UC Undergraduates ⁴⁵	41,350	18%

CSU/UC ELIGIBILITY	NUMBER OF LATINA H.S. GRADUATES GSU/UC ELIGIBLE	% OF ALL LATINA H.S. GRADUATES CSU/UC ELIGIBLE
1990 ⁴⁶	5,780	20%
1995 ⁴⁷	10,030	24.2%
2000 ⁴⁸	14,056	25.4%



ECONOMIC EMPOWERMENT

ADVOCACY

Homeownership

HOPE understands that homeownership is the primary means by which communities achieve stability and their residents achieve financial stability. HOPE is committed to supporting public policy that aims at increasing Latino homeownership including: Downpayment assistance; Creation of affordable housing stock that includes “family housing;” accessible and bilingual homebuyer counseling programs and information; consumer protection

LEADERSHIP

The following Latinas have played an **integral role** in HOPE’s 2004 programming, serving as conference or workshop speakers around the issue of economic empowerment. Please note that this list is not inclusive of all Latina elected officials or experts that attend or otherwise participate in HOPE’s programming.

Elected Officials:

Rep. Lucille Roybal-Allard, APPROPRIATIONS COMMITTEE

2004 Speakers:

Beatriz Stotzer, NEW ECONOMICS FOR WOMEN

Maggie Cervantes, NEW ECONOMICS FOR WOMEN

Catherina J.K. Sandoval, BUSINESS, TRANSPORTATION, AND HOUSING AGENCY

Charlene Zettel, DEPARTMENT OF CONSUMER AFFAIRS

Janis Bowdler, NATIONAL COUNCIL OF LA RAZA

Brenda Muniz, NATIONAL COUNCIL OF LA RAZA

Lupe Salazar, FARMERS INSURANCE COMPANY

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Yesceni Ramirez, WESCOM CREDIT UNION

Luisa Acosta-Franco, FARMERS INSURANCE COMPANY

Irma Rodriguez Vargas, TIERRA PROPERTIES



EDUCATION

Financial Literacy

HOPE’s mission is inclusive of working toward economic parity for Latinas in California. To that end, HOPE engaged in a number of educational activities aimed at supporting wealth creation including homeownership and money management.

HOPE’s Youth Leadership Program, comprised of 200 high school Latinas, had a core focus on financial literacy during Latina History Day. This year’s programming stressed the importance of budgeting, saving, and maintaining good credit. The program culminated with a 2 hour interactive session on demystifying the stock market with Julie Stav, internationally acclaimed Financial Advisor.

HOPE engaged in various programming tools in 2004 to educate and mobilize Latinas around an economic empowerment agenda. HOPE was able to reach over 1500 Latinas in California via the following avenues:

Program Type	Latinas Mobilized
Home Sweet Home Workshop	150
Financial Literacy Workshops	350
Latina Action Day, Washington DC	50
HOPE Leadership Institute	35
Latinas in Development: Planning for the Needs of a Changing Los Angeles Casa Loma Housing Tour	
e-Newsletters	1000
TOTAL	1585

LATINA MEDIAN INCOME

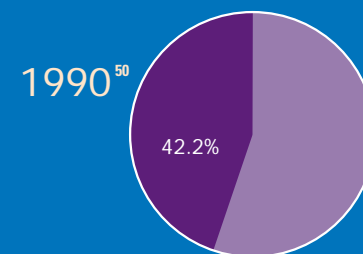
MEDIAN INCOME OF LATINAS IN CALIFORNIA⁴⁹

1990	(Current Dollars)	\$7,965.00
1995	(Current Dollars)	\$9,430.00
2000	(Current Dollars)	\$12,171.00

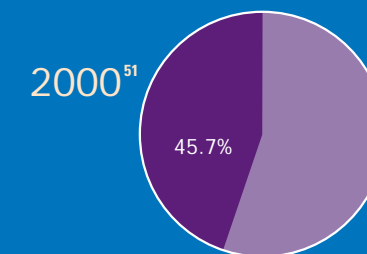
⁴⁹ U.S. Census Bureau, Historical Income Tables – People, Regions – People of Hispanic Origin by Median Income and Sex: 1974 to 2001 WEST

U.S. LATINO HOMEOWNERSHIP

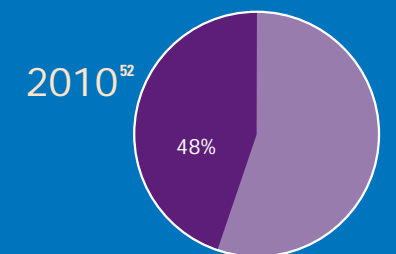
AS A PERCENT OF HEAD OF HOUSEHOLDS



42.2% of Latinos own their homes



45.7% of Latinos own their homes



48% of Latinos own their homes

⁵⁰ The Tomas Rivera Policy Institute, *El Sueño de su Casa: The Homeownership Potential of Mexican-Heritage Families*, Exhibit 3: Homeownership Rates by Race and Ethnicity, 1980-2002, Percent of Head of Households

⁵¹ Ibid

⁵² The Tomas Rivera Policy Institute, *El Sueño de su Casa: The Homeownership Potential of Mexican-Heritage Families*, Exhibit 4: Hispanic Homeownership Rates are Expected to Rise Through 2010 and Beyond

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HOPE TOP SPONSOR
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