



INVESTMENT IMPACT
2019 GUIDE

Inspiring Academic
Excellence &
Empowering
Latino Youth:
One Student at a Time



LNESC Overview

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About

LNESC

□ Mission

LNESC's mission is to provide educational and leadership opportunities to create lifelong learners and leaders within the Hispanic community. We seek to develop America's future workforce by effectively preparing young people for the jobs of the new economy.

History and Background

For forty-six years, the **LULAC National Educational Service Centers, Inc. (LNESC)** has focused on creating a menu of developmentally appropriate educational initiatives. As the educational arm of the League of United Latin American Citizens (LULAC), the nation's oldest Hispanic civil rights organization, LNESC is uniquely prepared to initiate programs aimed at meeting the academic and social needs of its target communities.

In 1968, a San Francisco LULAC Council developed a financial aid and college admissions outreach program designed to assist academically gifted but disadvantaged, low-income youth in gaining access to college. Based on the success of this program, the LULAC National Office submitted a grant proposal in 1973 to provide these services on a national level. Shortly after, the LULAC National Educational Service Centers, Inc. (LNESC) was established as a separately incorporated entity with its own governing board and independent control of its programs.

Through our education and technology centers nationwide, LNESC has served over 565,000 students, sent 156,000 students on to college, and awarded over \$26 million in scholarships. LNESC's results are made possible by a network of dedicated field staff, top-notch teachers, over 90 school partners, and the support of LULAC.



LNESC's Theory of Change

LNESC uses a unique set of strategies that dramatically improve Latino educational outcomes for the students we serve, ensuring that Latino students are motivated and prepared to make the most of the educational opportunities available to them.

Target Those in Need
LNESC's programs target the most vulnerable Latino students: those who are academically at-risk, low income and potentially the first in their families to go to college. By levelling the playing field for these students, LNESC helps them to compete academically with their more advantaged peers.

Leverage Impact
LNESC's programs leverage in-kind support and the pro-bono work of students, parents, volunteers, teachers, mentors, and the employees of our sponsors to dramatically expand the impact of the financial support we receive. Consequently, we deliver the most cost-effective yet impactful Latino educational programs in the country.

Act as a Catalyst
LNESC programs act as a catalyst driving educational excellence at crucial times during a Latino student's education. We target the specific age cohorts and academic disciplines where Latino students have historically fallen behind and we utilize intensive intervention strategies to ensure the students excel in the very subjects where Latino students often struggle.

Instill Pride
LNESC's programs instill pride in culture and heritage exposing students to successful Latino mentors and role models to expand the realm of career options the students can see themselves pursuing after graduation. Our nationwide network of Latino professional volunteers can relate to the Latino educational experience and provide valuable advice on how to succeed.

Motivate Students
LNESC focuses on motivating students to succeed through entertaining hands-on academic exercises, experiential field trips, and enlisting parents, peers and role models to create a culture of academic excellence. Students who fall in love with learning perform exponentially better than students who dread going to class.



















The Urgency of Now

The explosive growth of the Latino population in the United States carries profound implications for all Americans. Already there are 58 million Latinos in the country, comprising almost 19% of the US population and Latinos will soon make up fully a third of the US population by the year 2030. Today, one out of every three babies born in America are Latino and Hispanic youth already make up a similar percentage of public school enrollment. With our nation's employers increasingly requiring skilled and highly educated employees, the future productivity of the United States is largely dependent upon the educational success of Latino students.

Center & Program Locations

Our education centers are at the forefront of helping disadvantaged students across the United States and Puerto Rico. Each center is uniquely operated, but every center's foundation starts with our Department of Education TRIO Programs, known as Upward Bound, Upward Bound Math & Science, and/or Talent Search. From there, centers offer an array of programs, depending on availability and partnership focus. These programs include a range of topics including college access, literacy, science, technology, health, and leadership development.

Center Locations

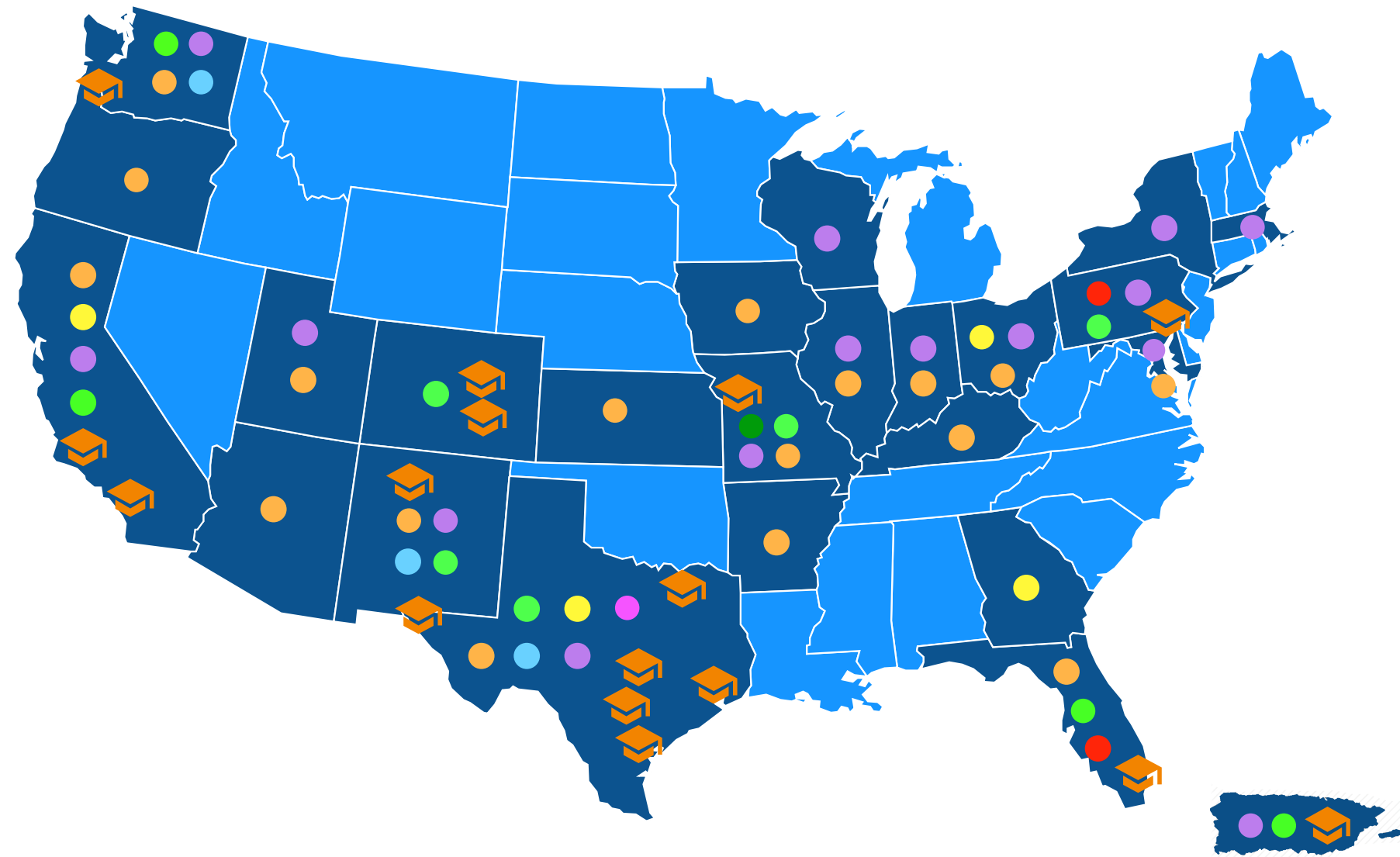
-  Oxnard, California
-  San Diego, California
-  Colorado Springs, Colorado
-  Pueblo, Colorado
-  Miami, Florida
-  Kansas City, Missouri
-  Albuquerque, New Mexico
-  Philadelphia, Pennsylvania
-  Bayamón, Puerto Rico
-  Austin, Texas
-  Corpus Christi, Texas
-  Dallas, Texas
-  El Paso, Texas
-  Houston, Texas
-  San Antonio, Texas
-  Vancouver, Washington

16
Education Centers


25
States

43
Programs

14,000+
Served

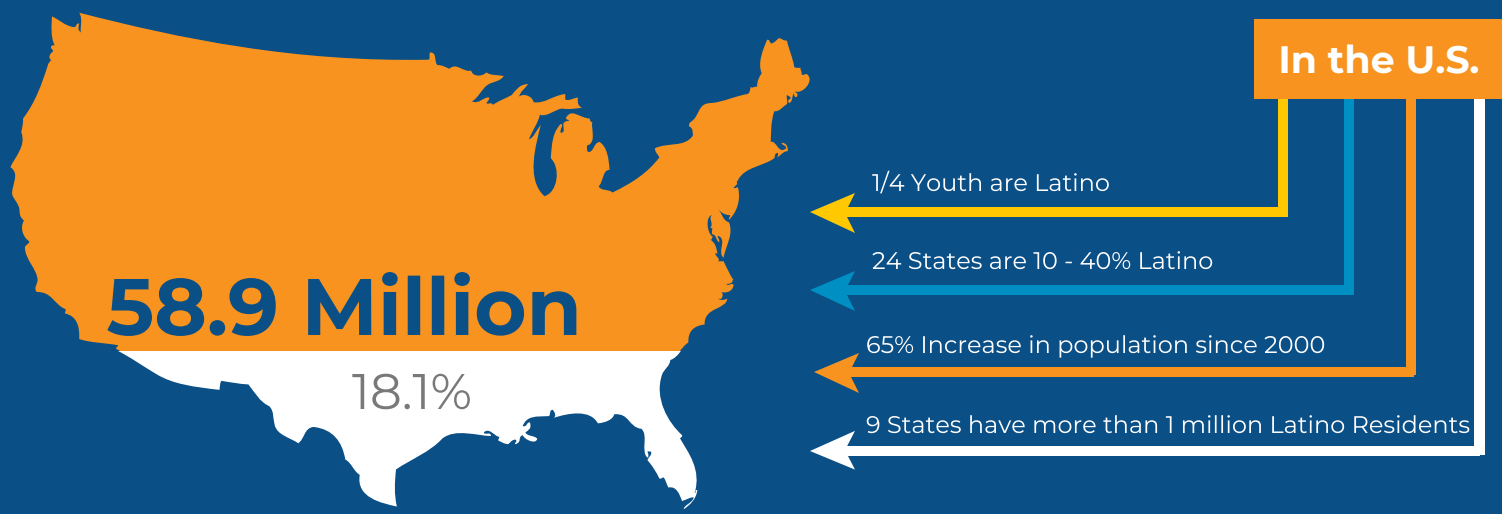


Programs

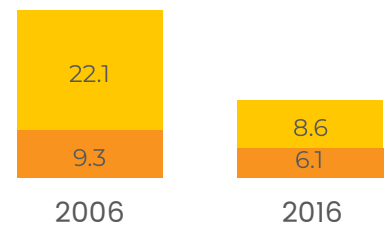
- College Tours 
- Healthy Eating, Active Living 
- Hispanic Leadership Opportunities Program 
- LULAC National Scholarship Fund 
- Science Corps/STEM Explorers 
- Talent Search 
- Upward Bound 
- Upward Bound Math & Science 
- Washington Youth Leadership Seminar 
- Young Readers 

U.S. Latinos by the Numbers

Population

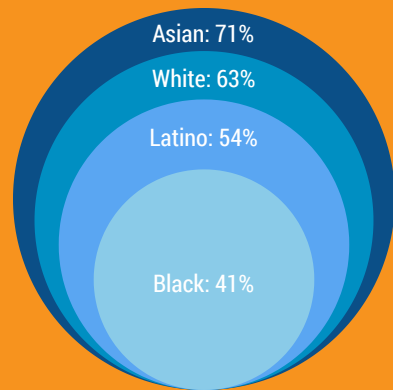


Education



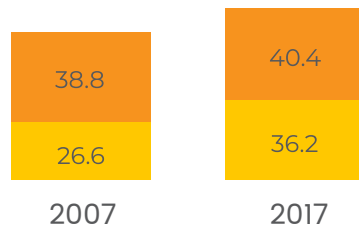
● National Average ● Latinos

High School Dropout Rates



(Graduation within 6 years, as of 2015)

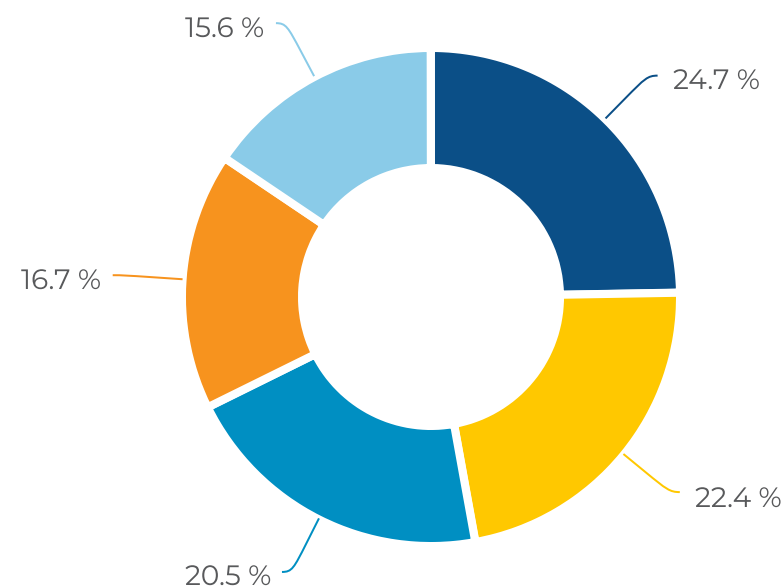
College Completion Rate



● Latinos ● National Average

College Enrollment Rates

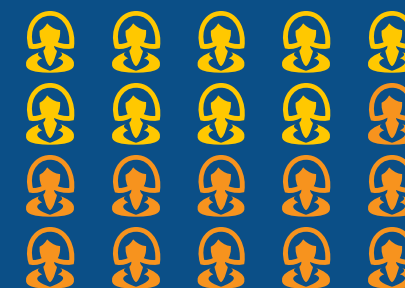
Economics



- Service Occupations
- Management and Professional Occupations
- Sales and Office Occupations
- Construction and Natural Resources
- Transportation, Production and Material Moving



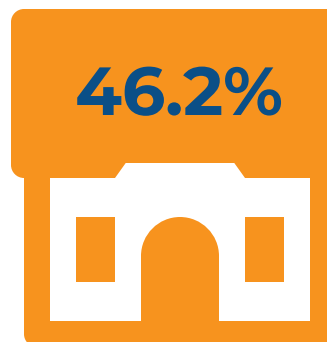
14% of businesses are owned by Latinos



Latina majority-owned firms make up 44% of all Hispanic-owned firms, and 15% of all female-owned firms for a total of

1.5 Million

Latinos will account for \$1.7 Trillion in buying power by 2020



46.2%

46.2% of Latinos are homeowners

16.9%

Latinos make up 16.9% of the U.S. workforce. Latino unemployment in 2018 was 4.3%

Academic Enrichment Young Readers



The LNES Young Readers Program was launched as a national initiative in 1986 to improve reading skills among kindergarten through second-grade students. Since then, it has evolved into an effective intervention for raising the reading levels of academically challenged youth while also drawing parents into a literacy development framework. Program participants include students who are struggling with reading and writing, especially those whom teachers believe can benefit from its structure and support. In addition to the increase of self-confidence, our program has been improving the communication skills, writing skills and comprehension levels of K-2nd graders across the nation for nearly 20 years. The program is a highly interactive and family-oriented, academic year-long course, designed to strengthen literacy and instill a love of reading at an early age.



167 students

served between 2017-2018

Total number served:

9,040 students

100% of students showed improvement between their first and last reading evaluation



100% of parents observed their child reading at home more than two days a week, with 80% reporting their child reads three or more days a week at home



At the end of the program, **97%** of students said that when they think of Young Readers they feel happy, compared to 86% at the beginning

Investment per Program Site
\$20,000 - \$30,000

Program Locations

- Atlanta, GA
- Cincinnati, OH (4)
- Plano, TX
- Los Angeles, CA
- San Antonio, TX

Testimonial

"All the areas taught were greatly impacted. The students learned to control a book, use visual and structural clues to determine unknown vocabulary."

– Janet Ferguson,
Reading Teacher at
Roberts Academy in
Cincinnati, OH



Academic Enrichment Science Corps



Launched in 1994, the LNES Science Corps program is designed to encourage middle school students to pursue careers in the fields of science, technology, engineering, and mathematics (STEM). Through a dynamic 30-week after-school program, Science Corps exposes them to real-world STEM applications and problems. The curriculum covers an exciting range of topics including nanotechnology, physics, environmental science, energy and sustainability, and consists of three main components. Session activities include: Lab experiences, individual and group projects, guest speakers, off-campus field trips, technology-centered instruction, and mentorship from STEM professionals.

100% of Science Corps educators surveyed indicated that students made significant gains in problem solving and critical thinking skills as a direct result of the program.

Science Corps student participant STAAR scores were recorded in the areas of mathematics for grades 6-8 and science for grade 8. From the scores reported, in almost every grade and subject, Shell Science Corps students exceeded the Texas state average for their respective grade. For example, in 8th Grade Mathematics, 92% of Science Corps Students met the student standard level II, **exceeding the Texas state average by 14%**. In 7th Grade Mathematics, 86% of Science Corps Students met the student standard level II, **exceeding the Texas state average by 15%**.



262 students

served between 2017-2018

Total number served:

3,510 students

STEM Explorers

STEM Explorers is an after-school program that provides high school students with hands-on, inquiry-based learning, which exposes them to STEM practices meant to increase student interest in science, engineering and/or technology mathematics fields in high school and college. Program activities include after-school STEM instruction, hands-on lab experiences, technology-centered instruction, female and/or minority STEM-related speakers, and field experiences. Teachers certified to lead STEM workshops facilitate the program.

Investment per Program Site

\$30,000 - \$45,000

Program Locations

- Arlington, TX
- Houston, TX (4)

Testimonial

"We really liked the field trip opportunities the science program our students. There were some activities that aligned with our curriculum. The LNES science program has really been an awesome and valuable asset for Marshall students."

– Science Corps Educator, Marshall Middle School

"Students learn the importance of team building and being attentive. Advanced students took initiative to tutor students who were falling behind academically"

– Ms. Alvarado, STEM Explorers Educator



College Access

College Tours



Started in 2013, LNESc College Tours are day-long programs that provide high school juniors and seniors an opportunity to learn about the admissions process to enroll into post-secondary education. By exposing students first-hand to a college campus, the college tours provide students, in select sites, with the opportunity to learn more about the college admissions process, financial aid, campus life, the ROTC program, as well as degree and career opportunities in the STEM fields. Speakers include university faculty and staff, Army ROTC members, and college students. LNESc College Tours improve academic performance, increase graduation rates, and help students pursue and successfully complete a post-secondary education.



771 students

served between 2017-2018

Total number served:

2,369 students



Number of college tours:

38

Testimonial

"I benefited from the Campus Life Presentation because it gave me an idea of what to expect [in college] and how to manage stress and time from an actual student's viewpoint."

– Moody High School Participant, Corpus Christi, TX



2019 College Tour Campuses

- **University of New Mexico**
Albuquerque, NM
- **Texas A&M University – Kingsville**
Corpus Christi, TX
- **University of Texas at Dallas**
Dallas, TX
- **University of Houston**
Houston, TX
- **University of Texas at San Antonio**
San Antonio, TX
- **St. Mary's University**
San Antonio, TX
- **Portland State University**
Vancouver, WA



College Access

Upward Bound

LNESC's Upward Bound program specifically provides opportunities for participants to succeed in their pre-college performance and ultimately in their higher education pursuits. Upward Bound serves high school students from low-income families, and high school students from families in which neither parent holds a bachelor's degree. The goal is to increase the rate at which participants complete secondary education and enroll in and graduate from institutions of post-secondary education.

Testimonial

"LNESC Upward Bound is a great program that helped me be more accountable for my grades. The opportunities of visiting different universities motivated me to do well in high school so I could get a higher education. Because of [LNESC's] support, I was able to graduate high school and get into The University of New Mexico. I am the first in my family to go to college and majoring in business. I have come full circle with Upward Bound and am now a tutor for the program. This allows me to give back and help students with similar backgrounds as me."

– Crystal Loya, LNESC Albuquerque



493 students

served between 2017-2018

Total number served:

5,817 students

Academic Performance: **88%** of participants achieved a cumulative GPA of 2.5 or higher (4.0 scale) the academic school year



Secondary School Retention & Graduation: **99%** of participants were promoted to the next grade level or graduated from high school



Post-secondary Enrollment: **73%** of participants enrolled in a post-secondary institution.

Program Locations

- Albuquerque, NM (3)
- Bayamon, PR
- Colorado Springs, CO
- Corpus Christi, TX
- Dallas, TX (2)
- Kansas City, MO
- Miami, FL
- Oxnard, CA
- Philadelphia, PA
- San Antonio, TX
- San Diego, CA
- Vancouver, WA



College Access

Upward Bound Math & Science

Through the Department of Education Federal TRiO Programs, LNESc is able to operate the Upward Bound Math & Science program. The Upward Bound Math & Science program is designed to strengthen the math and science skills of participating students. The goal of the program is to help students recognize and develop their potential to excel in math and science and to encourage them to pursue post-secondary degrees in math and science, and ultimately careers in the math and science profession.



186 students

served between 2017-2018

Total number served:

1,396 students

Academic Performance: **84%** of participants achieved a cumulative GPA of 2.5 or higher (4.0 scale) the academic school year



Secondary School Retention & Graduation: **98%** of participants were promoted to the next grade level or graduated from high school



Post-secondary Enrollment: **78%** of participants enrolled in a post-secondary institution.

Program Locations

- Colorado Springs, CO
- Houston, TX
- Philadelphia, PA
- San Antonio, TX

Testimonial

“My experience as a student in Upward Bound was nothing short of informative, comforting and motivational. After spending two years with a poor GPA with no real direction, I joined Upward Bound as soon as I heard of it, as I was desperate for a change in myself. Upward Bound was a life changing experience. If I could, I would do it all over again, just preferably sooner.”

– Leonardo Torres, LNESc Colorado Springs student



College Access
Talent Search

LNESC's Talent Search program identifies and assists individuals from disadvantaged backgrounds who have the potential to succeed in higher education. The program provides academic, career, and financial counseling to its participants and encourages them to graduate from high school and continue to and complete their post-secondary education.



□ **Program Locations**

- Austin, TX
- Corpus Christi, TX (2)
- El Paso, TX
- Houston, TX



2,516 students

served between 2017-2018

Total number served:

408,713 students

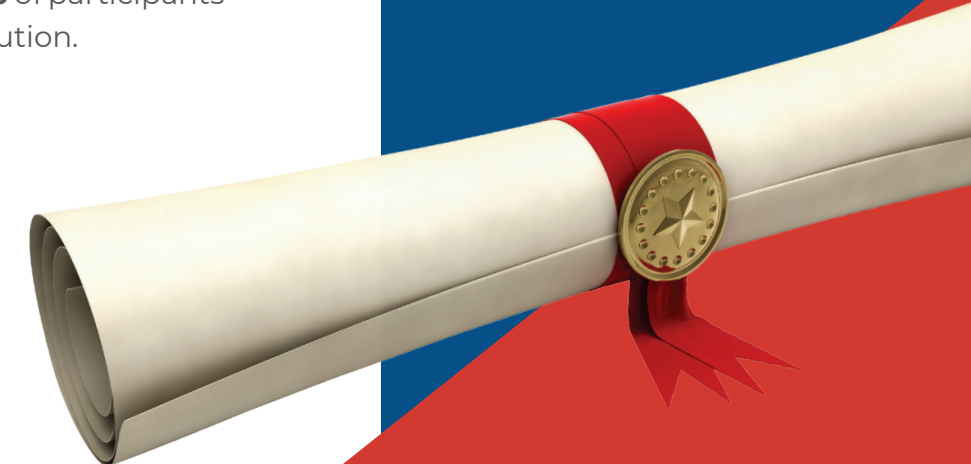
Secondary School Retention: **99%** of participants were promoted to the next grade level



Graduation: **100%** of participants graduated from high school



Post-secondary Enrollment: **66%** of participants enrolled in a post-secondary institution.





Healthy Eating, Active Living (HEAL)

Healthy Eating, Active Living is a health & wellness program that serves elementary students in 4th and 5th grades. HEAL is a dynamic, multi-component program that works to bring transformative change to the lives of students and their families. HEAL combines the Five for Life® Basic Program, a curriculum that delivers basic fitness and health concepts to an activity-based setting, and a parental component in which families and their students participate in nutritional education workshops. As students move through the program, they learn meaningful health & wellness concepts that empower them to make healthy choices, thereby strengthening not only their lives, but also the lives of those around them. Students explore the crucial links between activity, exercise, fitness, nutrition and personal achievement, and use this knowledge to fortify their pathway to success.



116 students

served between 2017-2018



684 students & family members

served between 2017-2018

Total number served:

290 students

Total number served:

799 students & family members

At the end of the program, **83%** of students reported they made healthy food choices, compared to 28% at the beginning of the program

At the end of the program, **91%** of parents agreed or strongly agreed that they live a healthy lifestyle, compared to 52% at the beginning of the program.

Investment per Program Site
\$30,000 - \$45,000

Program Locations

- Miami, FL
- Philadelphia, PA

Testimonial

"I am pleased to be a part of the HEAL program. It is fun to see the students interacting with each other and learning about healthy exercise and eating choices. I have already seen improvement in some of the children and their attitude towards making smart choices when it comes to how much exercise they get outside of the school. I have had wonderful feedback from the parents and look forward to including them in our parent activity sessions. Thank you for the opportunity."

– Polly Wing, HEAL Instructor at Redland Elementary School in Miami, FL



Leadership

Washington Youth Leadership Seminar



The Washington Youth Leadership Seminar (WYLS) is LNEESC's annual leadership development program that brings together approximately 50+ future rising Latino leaders from across the U.S. and Puerto Rico to Washington, DC and immerses them in a public policy area. Students undergo leadership training, advocacy training, and peer bonding exercises, resulting in a tightknit group of leaders engaged and energized to make a difference in the Latino community.

WYLS is a life-changing opportunity for Latino high school students in our nation's most underserved communities to meet with the country's most decision makers. The seminar includes a Capitol Hill Day, whereby newly trained student advocates meet with members of Congress and discuss the changes they want to see made for their communities. While in the nation's Capital, students also work with leaders from corporate America and other public and private institutions to provide input on issues important to the Latino community.



56 students

served in 2018

Total number served:

1,113 students

97% of students reported they would likely get involved in their local communities after attending the WYLS.



100% of students surveyed stating they would share what they learned at the WYLS with peers and friends in their community.



Testimonial

"This program was amazing! It made me take an interest in politics and standing up for the Latino community. I have always been the type of person that would never voice my opinion and I would just keep it to myself, but after this experience I want to let people know what I think and I want them to know how I want to make a difference."

– 2018 WYLS Participant

Washington Youth Leadership Seminar

- California
- Illinois
- Indiana
- Massachusetts
- Maryland
- Missouri
- New Mexico
- New York
- Ohio
- Pennsylvania
- Puerto Rico
- Texas
- Utah
- Washington
- Wisconsin



Leadership

LNESC Youth Leadership Banquet

Hosted during the Washington Youth Leadership Seminar (WYLS), the LNESC Youth Leadership Banquet is a unique opportunity for our partners to engage with LNESC's program participants and highlight their organization's commitment to Latino education.

Sponsorship Levels & Benefits of Support	Cum Laude \$5,000	Magna Cum Laude \$10,000	Summa Cum Laude \$20,000	Salutatorian \$30,000	Valedictorian \$50,000
Reserved VIP table(s) of 10	◆	◆	◆	2 TABLES	2 TABLES
Podium recognition during event	◆	◆	◆	◆	◆
Tables: Promotional items	◆	◆	◆	◆	◆
Logo display: Signage, Program, and PowerPoint		◆	◆	◆	◆
Logo display on website: Corporate and WYLS landing pages			◆	◆	◆
Sponsor remarks			2 MIN	3 MIN	5 MIN
Video presentation			1 MIN	2 MIN	3 MIN
Standup banner with logo				◆	◆
Centerpiece logo display				◆	◆
On-stage logo display					◆



Leadership

Hispanic Leadership Opportunities Program

LNESC's Hispanic Leadership Opportunity Program seeks to create a motivational environment for Hispanic high school students that encourages and nurtures them to become leaders in their communities. Participants observe, analyze and become directly involved with social, economic and political issues and the leaders who deal with those issues. In addition, participants are encouraged to exercise their leadership skills by becoming actively involved in leadership projects within their community and by implementing a youth leadership conference at the conclusion of the program. Through hands-on interaction with leaders and an emphasis on the value and role of leadership in addressing the needs of Hispanic Americans, participants are challenged to become successful in their chosen profession and to give back to their communities.



25+ students
served in 2018



Total number served:
5,291 students

Program Location

- Kansas City, Missouri

Investment per Program Site
\$20,000 - \$30,000





LULAC National Scholarship Fund

The cost of higher education is constantly on the rise, making financing a college degree extremely difficult for many families. This is particularly true of the Latino community. In fact, according to the Pew Hispanic Center, 77% of Latinos say that the cost of education is a key reason why they do not go to college or fail to finish once they have started. Given these facts, LNESc partner with companies and grassroots organizations to provide high-need students with scholarship dollars.

LULAC National Scholarship Fund



In 1975, LNESc created the LULAC National Scholarship Fund (LNSF) which solicits funds from major corporations to supply scholarships for Hispanic students. The program was expanded in 1976 to involve local LULAC councils by matching their fundraising efforts with funds from corporate grants.

LNESc and LULAC established the LULAC National Scholarship Fund (LNSF) to help youth in underserved communities make the dream of college enrollment a reality. LNSF is a unique

partnership between grassroots advocates and corporations that funds awards for talented youth across the U.S. Every dollar raised by local LULAC Councils is matched by corporate partners secured by LNESc, increasing the amount awarded in both the council and corporate names, resulting in a true grassroots/corporate partnership for the empowerment of the Latino community. Former recipients of LNSF scholarships are now leaders in fields of business, science, government, and education. A rigorous selection process assures the expectation that future recipients will demonstrate the same level of excellence.



1,031 students served in 2018



67 LULAC Councils participated

Total number served:

34,376

Total amount awarded in 2018-2019:

\$690,883

Total Amount Awarded:

\$19,160,726

Testimonial

"Thanks to you, my dream of college is no longer just a dream. You have helped make my dream a reality. Through this tremendous act of generosity, I can become a doctor. More doctors who speak our language, more doctors who want to help people from the Hispanic community. LNSF, thanks to a sponsor like you, I know how to reach my goals. To work with others for a greater purpose, lead others through proper leadership, and most importantly, to be involved."

- Leslie A. Reyes, Roosevelt University, Chicago, IL

Program Locations

- Arkansas
- Arizona
- California
- Florida
- Iowa
- Illinois
- Indiana
- Kansas
- Kentucky
- Massachusetts
- New Mexico
- Ohio
- Oregon
- Texas
- Utah
- Wisconsin
- Washington, DC

Scholarships

Support the LULAC National Scholarship Fund



Sponsorship Levels & Benefits of Support	Cum Laude \$5,000	Magna Cum Laude \$10,000	Summa Cum Laude \$20,000	Salutatorian \$30,000	Valedictorian \$50,000
Scholarship match at 140%	◆	◆	◆	◆	◆
Press release acknowledgment	◆	◆	◆	◆	◆
Email blast to 35,000+ subscribers	◆	◆	◆	◆	◆
Thank you letter from recipients	◆	◆	◆	◆	◆
Social Media (FB, Instagram, Twitter): retweet, post, share		◆	◆	◆	◆
Logo display on website: Corporate and LNSF landing pages			◆	◆	◆
Access to names and emails of LNSF scholarship recipients				◆	◆
Recipient "Selfie Card" promotion through social media					◆
Custom video development for website					3 MIN

Scholarships

Specialized Scholarships



LNSC and LULAC provide a number of important scholarship opportunities; they include awards that range in award amount and have varying eligibility criteria. Some scholarships are available to all post-secondary students regardless of major and others are available to students pursuing specific degrees.

■ ExxonMobil/LNSC Scholarship Program

The ExxonMobil/LNSC Scholarship program recognizes and awards high-achieving Latino high school seniors from across the country who plan to pursue degrees in engineering at accredited colleges or universities.

■ Ford Driving Dreams Scholarship Program

The Ford Driving Dreams Scholarship program awards graduating high school seniors from the North Texas, Houston, and San Antonio areas to pursue a two or four-year degree at an accredited college or university.

■ Macy's Emergency Scholarship Fund

Funded by Macy's, LNSC provides emergency funds to qualified undergraduate students experiencing economic hardship and immediate monetary need that, if not met, could result in an inability to complete classes or a degree program.

■ NBCUniversal/LNSC Scholarship Program

The NBCUniversal/LNSC Scholarship Program is intended to assist and encourage outstanding Latino students with an interest in the media and entertainment industry pursue a bachelor's degree at a U. S. post-secondary institution.



Scholarships

LNESC Breakfast

The LULAC National Educational Service Centers (LNESC) Breakfast brings together over 400 Latino influencers from across the U.S. and Puerto Rico to celebrate LNESC's work in changing the lives of 14,000 students across the country every year. The event is held during the LULAC National Convention, one of the largest annual gatherings of Latinos in the country, and features inspiring students, community leaders, educators, and representatives from Fortune 1000 companies. The LNESC Breakfast highlights the most innovative educational strategies in practice including enrichment programs, scholarships, college access, and other educational opportunities for talented, high-need Latino students. Proceeds benefit the LULAC National Scholarship Fund (LNSF), the largest scholarship matching program for Latino students in the nation. Through our network of over 1,000 local LULAC Councils, LNSF is able to more than double your contribution to impact twice as many aspiring college students as traditional scholarship funds.



Sponsorship Levels & Benefits of Support	Cum Laude \$5,000	Magna Cum Laude \$10,000	Summa Cum Laude \$20,000	Salutatorian \$30,000	Valedictorian \$50,000
Reserved VIP table(s) of 10	◆	◆	◆	2 TABLES	2 TABLES
Podium recognition during event	◆	◆	◆	◆	◆
Tables: Promotional items	◆	◆	◆	◆	◆
Logo display: Signage, Program, and PowerPoint		◆	◆	◆	◆
Logo display on website: Corporate and WYLS landing pages			◆	◆	◆
Sponsor remarks			2 MIN	3 MIN	5 MIN
Video presentation			1 MIN	2 MIN	3 MIN
Standup banner with logo				◆	◆
Centerpiece logo display				◆	◆
On-stage logo display					◆

Partnerships

We've enjoyed continued success because of the partnerships we've formed with such established and respected corporations and organizations. We offer our sincere appreciation for their support and commitment to our mission of providing the highest quality educational opportunities to disadvantaged students across the United States of America and Puerto Rico.



Inspiring Academic
Excellence &
Empowering
Latino Youth:
One Student at a Time





LULAC National Educational Service Centers, Inc.

1133 19th Street NW, Suite 1000

Washington, DC 20036

(202) 835-9646

Development@LUNESC.org

LUNESC.org

 @LUNESC

 facebook/LUNESC

 @Inesc