



HISPANIC  
SCHOLARSHIP  
FUND



*Celebrating 35 years  
of excellence in  
Hispanic higher  
education.*

# HSF 2010 Annual Report // *Table of Contents*

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## About Us //

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*“Fewer than half of Hispanic children attend early childhood education programs and more than half drop out of high school. This is not just a Latino problem; it’s an American problem. We’ve got to solve it.”*

President Barack Obama



## Seeding America's Future

Thirty-five years ago, Ernesto Robles, a California educator, and San Antonio Archbishop Patricio Flores founded the Hispanic Scholarship Fund because they believed that education would be critical to the success not only of Hispanic Americans, but also to the ongoing success of America.

Today, HSF is the nation's leading organization that supports Hispanic higher education, providing high school outreach programs, scholarships, on-campus support, career building tools, and alumni networking programs for students across the country. Over the years we have awarded approximately \$300 million in scholarships to more than 50,000 students in need. Two-thirds of these students were the first in their families to go to college.

For the 2009–2010 academic year, we gave close to \$29 million in scholarship dollars to approximately 4,500 deserving Latino students. These awards have helped high-achieving students attend nearly 2,000 of the nation's diverse and academically-rigorous colleges and universities.

Our success stems from a research-based approach to programming that has evolved over the years to reflect the changing dynamics and issues affecting the nation's Hispanic communities. We routinely monitor every HSF program to ensure they continue to deliver results.

This approach also provided the foundation for our partnership with the Ad Council to create "Their Tomorrow Depends on Your Words Today," a campaign and a website which will provide families with in-depth information about preparing and paying for college. The campaign will be in full swing in our next fiscal year. To learn more, visit [www.yourwordstoday.org](http://www.yourwordstoday.org).



## Board of Directors

### Executive Committee

Raul R. Romero, Chair  
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James McNamara, Vice Chair  
President and CEO  
Panamax Films

Lisa Quiroz, Secretary  
Sr. Vice President,  
Corporate Responsibility  
Time Warner Inc.

Frank Ros, Treasurer  
Vice President, Hispanic Initiatives  
The Coca-Cola Company

Dr. Roger Benjamin, Immediate  
Past Chairman  
President  
Council for Aid to Education

### Board Members

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Anheuser-Busch, Inc.

Tim Hanlon  
President, Wells Fargo Foundation  
Executive Vice President, Wells Fargo

Cheech Marin  
Actor, Director, Writer & Humanitarian

David E. Roberts  
Executive Vice President–Upstream  
Marathon Oil Corporation

Thomas A. Roupe  
Managing Partner  
Aqueduct Capital Group

Anthony Salcido  
Vice President, Corporate Controller  
Toyota Motor Sales, U.S.A., Inc.

Maria Elena Salinas  
Co-Anchor  
Noticiero Univision

Jeffrey Schomburger  
President, Customer Business  
Development  
Procter & Gamble

Raul Vazquez  
EVP and President  
Wal-Mart West

Frank D. Alvarez  
President and CEO  
Hispanic Scholarship Fund

### Executive Officers

Frank D. Alvarez  
President and CEO

Barbara E. Breier, Ph.D.  
Senior Vice President of Development  
and Marketing

Sidney B. Landman  
Senior Vice President of Operations  
and CFO

## Letter from the President //

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*“A Stronger America is what we stand for; it’s the ultimate outcome we seek as HSF makes progress in achieving our goals and as more Hispanic students enjoy the full complement of American life.”*

Frank D. Alvarez  
HSF President & CEO



**Dear Friends,**

As our 35th Anniversary year comes to a close, I am reminded of the legendary story of Johnny Appleseed, who planted seeds wherever he went to ensure future generations would have a healthy supply of apple trees. Since 1975, we have also been “planting” for the future, producing an annual class of Hispanic American college graduates that will help to ensure a healthy and diverse America.

This year has been especially rewarding for HSF. Despite a dragging economy, we were still able to increase the number of awarded scholarships. And once again, we increased the percentage of our operating budget that goes directly to scholarships and programs from 88% to 93%, thanks in large part to our automation of the application, registration, and review processes.

This year, we concluded a major collaborative research effort that provided the foundation for our historic Ad Council Campaign, “Their Tomorrow Depends on Your Words Today,” which aims to reach 2.5 million Hispanic families nationwide. Finally, we’re especially proud to have been one of only 10 nonprofits selected by President Obama to share his Nobel Peace Prize award. The award helped establish the Obama Science, Technology, Engineering and Mathematics (STEM) Teaching Scholarship, which this year awarded 12 future STEM teachers with scholarships to help them through college.

Certainly, none of this could be possible without the continued commitment and support of all our donors, contributors, and partners. Your help has made our mission to make college accessible and affordable for Hispanic Americans a reality.

But we still have much work to do. Today, Hispanic Americans are the fastest growing group in the U.S., making up more than 50 percent of the projected U.S. population growth between 2010 and 2025. One in five children in public school is Hispanic, and Hispanic Americans continue to represent a growing percentage of our workforce. We all have an responsibility to ensure Hispanic Americans are prepared to tackle the challenges of the future, and we hope you will join us as we work to expand our reach in the years to come.

A handwritten signature in black ink that reads "Frank D. Alvarez". The signature is fluid and cursive.

**Frank D. Alvarez**  
President and Chief Executive Officer

## Letter from the Chairman //

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*“HSF has remained strong despite the recent economic downturn by implementing new administrative efficiencies to stretch funding.”*

Raul Romero  
HSF Chairman of the Board





**Dear Friends of HSF:**

When I think about the many significant Hispanic Scholarship Fund accomplishments over our 35-year history, I am awed by the sheer number of students we've been able to help make college a reality. When I think about those 50,000 students and how they have given back to their country as professionals and to their communities as citizens, the long-term benefits of our work are even more awesome. Our students are achievers; they are critical assets to the continued health of our country.

But for every student we've been able to help, there are approximately three well-qualified students we've not had the resources to support. There is still much to be done, and with the help of our extraordinary and dedicated donors, we are committed to continuing this important work.

Hispanics are the fastest growing population in the U.S. and a growing force in the American economy. Yet despite this growth and gains in college enrollment, Hispanic Americans graduate from college at half the rate of their peers. Expanding access to college is at the heart of our work, and increasing the number of Hispanics with college degrees is the driving force behind our new goal to have a college degree in every Latino household.

This is why we've joined groups including the White House, the Lumina Foundation and the Bill and Melinda Gates Foundation in calling for a national effort to significantly increase the number of college graduates over the next two decades. The future of U.S. competitiveness depends on increasing the number of Americans with college degrees, and Hispanic Americans are a vital part of realizing this goal.

At this moment in our nation's history, we have an unprecedented opportunity to provide fertile ground for upcoming generations of Hispanics to pursue college. Only with an educated and productive Hispanic population will America retain its lead in the global economy.

A handwritten signature in black ink, appearing to read "Raul R. Romero". The signature is fluid and cursive, with a horizontal line underneath.

**Raul R. Romero**  
Chairman, Board of Directors

## Path to Success //

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*“It is a crime to dash the dreams and waste the talent of even one Latino student. Going to a good school and fulfilling the talents God gave you is not a privilege; it is not an honor; it is a right.”*

Melinda French Gates  
Co-chair and Trustee, The Bill & Melinda Gates Foundation



## Nurturing and Sustaining Success: Scholarships and Beyond

*Scholarship Programs.* Since 1975, HSF has awarded close to \$300M in scholarships to more than 50,000 students. This fiscal year, we have awarded scholarships to Hispanic students from a broad range of backgrounds who are enrolled in a wide variety of academic disciplines. These students depend on HSF's help to be able to pay for school. Many of these students are also the first in their families to attend college and are a model and inspiration to siblings and others in the Hispanic community.

We offer over 100 different scholarship programs to students who are in high school and applying to college, are already in college, or are transferring from a community college to a full-time, four-year college. We also partner with the Gates Foundation to provide Gates Millennium Scholarships to qualifying high students who have a 3.3 grade point average and who demonstrate leadership skills and financial need.

*Support Programs.* Scholarships are central to the Hispanic Scholarship Fund's mission to help raise the number of college-educated Hispanic Americans and our outreach, on-campus support, and alumni programs are also key to achieving this goal.

Our outreach programs help to plant the first seeds of higher education in middle and high schools across the country. These programs engage parents and students in meetings and workshops to provide them with essential information about academic requirements and financial aid.

For the students who choose to attend college, we partner with a growing network of corporate, institutional, and individual donors to fund 150 scholarship programs that prepare the ground for these new and deserving students to take root and flourish.

When our scholars are in a college or university, we continue to nurture their budding potential through mentoring, peer counseling, and campus programs to help ensure they graduate. Finally, we sustain our scholars' momentum beyond college graduation by providing career counseling, internships and job placement resources, as well as alumni networking opportunities to help them succeed in their careers.

We have seen the fruits of these efforts multiply as new HSF scholars meet the challenges of the workplace and give back to their communities, sowing new seeds of optimism, curiosity, and inspiration for the next generations of Hispanic American students.



## Spreading Roots: Outreach

Over the last decade, HSF has been delivering informational workshops across the country, conducting over 1,600 outreach events, and reaching over 262,000 parents and students nationwide. While the recent economic downturn made a significant dent in the level of donor support for these programs, we were able to host 30 outreach events in 12 states across the country, reaching nearly 12,000 Latino students and parents. Approximately 75% of those who attended spoke Spanish at home, and 70% of the students who attended hoped to be the first in their family to attend college.



Our presentations provided detailed information about when and how to prepare for college, how to apply to college, how to find scholarships, and how to access all forms of financial aid, including federal student aid. Our follow-up surveys show that these attendees showed a much higher level of understanding after participating in our events.

*Town Hall Meetings.* These bilingual, multi-media meetings clarify the path to college for students and their families, providing take-home materials in Spanish and English that guide parents through the courses their child needs to take during high school, the resources available for financial aid, and the requirements and process of applying for scholarships.



*Steps for Success Saturdays.* These intensive, full-day workshops help students and their families get ready for college, and provide how-to instruction on preparing for the SAT or ACT exams, applying for financial aid, writing college application essays, and finding the right college match.



“Maintaining the status quo won’t work; this can no longer be just an academic discussion. It is time for educators and policy-makers to connect the dots and to make Latino success a top priority.”

Sarita Brown, President of  
*Excelencia* in Education

## Spreading Roots: Retention

Getting into college is only the first challenge for many of our scholars. Since many HSF scholarship recipients are the first in their family to attend college, they often lack the role models and support systems to help them negotiate complicated academic environments. HSF has initiated several innovative programs to help students succeed once they’re in college.

*Scholar Chapter Network.* There are currently 32 chapters on campuses across the nation, providing on-campus peer support to help scholars through their college years and to assist students in the transition from college to professional life. This year our Scholar Chapters were expanded thanks to a grant from The Goldman Sachs Foundation.

*University Programs.* Our four-year *University Alliance* program with the University of Georgia (UGA) will continue for one more year, targeting high schools with large Latino populations for whom college is an unlikely option and then work with students to help them enter the UGA.

*The Rising Star* program in Texas and Colorado identifies promising students with a grade-point average lower than our standard 3.0 requirement and provides them with the support and resources to help them gain admittance into college and succeed once there.

The *10,000 Women* program is a global initiative launched by Goldman Sachs, which is partnering with HSF to select 26 Latinas, including transfer students from community colleges, who will receive the 10,000 Women Business Leadership Award over the next two years. The award provides financial support and mentoring to help Latinas pursue non-traditional fields of study.



## Spreading Roots: Success

HSF has granted scholarships to over 50,000 students, a select group of high-achieving scholars who are role models for new generations of Hispanic American students. HSF is leveraging this talent pool by connecting scholars through the HSF Alumni Network, linking them with other academic, professional, and civic communities, giving them the opportunity to share their knowledge.

*Alumni Resources.* The Alumni section on the HSF website <http://www.hsf.net/innercontent.aspx?id=92> includes a directory of thousands of HSF alumni, news about corporate fundraising partnerships, as well as a newsletter that's published monthly with alumni profiles, career tips, and upcoming events. Our alumni play an active role in helping HSF support more students by directly contributing to our scholarship funds and by establishing fundraising partnerships with their employers.

*Networking.* HSF Alumni are part of a large network of leaders in organizations and communities across the nation. HSF also hosts many activities for alumni, including local "Meet and Greet" receptions and organized volunteer opportunities.

*Career Center.* HSF Alumni can access our Career Center services at [www.hsfcareercenter.net](http://www.hsfcareercenter.net) to find job and internship career opportunities. Job seekers can easily post and update résumés, and companies can post job descriptions for positions they are looking to fill. HSF works directly with employers to ensure jobs are filled with the most qualified candidates.

"We can look to the example set by Albert Ojeda, who...grew up in a tough neighborhood in Phoenix, lost his father to violence, lost his mother to prison. But that didn't stop him from pursuing an education... to become an honor student and the first member of his family to graduate from college."

President Barack Obama

## Celebrating Achievement //

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*“Educating all students well and getting them across the finish line is the biggest challenge facing higher education today. These are the students who are going to replace the baby boomers, and who we will rely on to drive our economy over the next several decades.”*

Hilary Pennington  
Director of Education, Postsecondary Success  
and Special Initiatives, Bill & Melinda Gates Foundation



**Alumni Hall of Fame 2009 Inductees with  
HSF President & CEO Frank D. Alvarez**

“We are proud to honor these inductees because they personify the mission and values of HSF, and serve as extremely positive role models for other Latino students. They are an inspiration to aspiring Latinos everywhere and their success stories are testimony to the **impact** of higher education and the tremendous difference it makes in their community and individual's life.”

Frank D. Alvarez  
HSF President & CEO

### **Reaping the Rewards—Alumni Hall of Fame**

Nothing is more gratifying than hearing our scholarship recipients' success stories and knowing that we helped them achieve their dreams of a college education. Because so many Hispanic students start out with little more than hope in their heart and a will to succeed, it's inspiring for them to hear about others who have had to overcome fierce obstacles in their climb to success. This year's Hall of Fame scholars are no exception.

We initiated our HSF Alumni Hall of Fame awards eight years ago, each year honoring five Hispanic professionals whose challenges and accomplishments reflect the value of HSF's mission to empower Hispanic Americans with higher education. These outstanding HSF alumni have excelled in their chosen field of study or profession, and represent positive role models for the next generation of Hispanic scholars.



## Alumni Hall of Fame 2009 Inductees

### Edgar Figueroa

Executive Director, The Wi-Fi Alliance



As executive director, Edgar is responsible for the health and evolution of the Wi-Fi Alliance, ensuring the growth of its programs, and delivering its mission. He is also the industry's spokesperson. Under his leadership the Wi-Fi Alliance has expanded its vision, delivered numerous market growth programs, grown its global footprint, established a successful program development framework, and forged a number of strategic initiatives. Edgar joined the Wi-Fi Alliance in 2004.

Prior to the Wi-Fi Alliance, Edgar was at Ridgeway Systems & Software (now Tandberg). He was instrumental in delivering the industry's first session border controller, and the H.460.18 and H.460.19 International Telecommunications Union standards for secure network traversal. Before Ridgeway, Edgar held product management and engineering roles in the Advanced Meetings Solutions group at 3M Company.

Edgar is a veteran of the United States Navy. He served four years in a fighter pilot training squadron and received numerous awards including Sailor of the Year. He has taught at the University of Texas at Austin, Austin Community College, and for a number of community programs in Austin. Edgar is a graduate of the University of Texas at Austin. He holds a Master's in Technology Commercialization, and undergraduate degrees with honors in Mechanical Engineering and Mathematics.

Mr. Figueroa was a Hispanic Scholarship Fund scholarship recipient in 1990, 1991 and 1993.

#### **Altruista / The Humanitarian**

For success achieved through persistence in the face of adversity.

## Alumni Hall of Fame 2009 Inductees

### Sandra Hernández, M.D.

Chief Executive Officer  
The San Francisco Foundation



Sandra R. Hernández, M.D., is chief executive officer of The San Francisco Foundation. Dr. Hernández is a graduate of Yale University, Tufts School of Medicine, and the John F. Kennedy School of Government at Harvard University. Prior to becoming CEO of the Foundation she served as the director of public health for the City and County of San Francisco. She is an assistant clinical professor at University of California, San Francisco (UCSF) School of Medicine and maintains an active clinical practice at San Francisco General Hospital in the AIDS clinic.

Dr. Hernández currently serves on the boards of Blue Shield of California and Lucile Packard Children's Hospital. She is also a trustee of the Western Asbestos Settlement Trust and serves on the UCSF Advisory Councils of Pediatric Leadership for the Underserved, Clinical and Translational Science Institute, Lesbian Health and Resource Center, and the Program in Medical Education for the Urban Underserved. Dr. Hernández was named *Hispanic Business Magazine's* 2008 Woman of the Year and has received the 2008 Silver SPUR award. She was recently the cover feature of *Tufts Medicine Magazine*.

Her prior affiliations include President Clinton's Advisory Commission on Consumer Protection and Quality in the Healthcare Industry; The Pew Commission on Environmental Health; the Council on Foundations; The Foundation Consortium for California's Children and Youth; Grantmakers in Health; American Foundation for AIDS Research (amfAR); the Volunteerism Project; Stern Grove Festival Association; the National Alliance for Hispanic Health; Corporation for Supportive Housing; the Institute of Medicine's Committees on the Consequences of Uninsurance and the Implementation of Antiviral Medication Strategies for an Influenza Pandemic; Harvard's John F. Kennedy School of Government Executive Session on Philanthropy; Blackbaud, Inc., a leading provider of software and online services for the nonprofit community; the Latino Community Foundation, a supporting organization of The San Francisco Foundation; and the California Managed Risk Medical Insurance Board, which is the governing body for California's Children's Health Insurance Program. Dr. Hernández also co-chaired San Francisco's Universal Healthcare Council.

Dr. Hernández was a Hispanic Scholarship Fund scholarship recipient in 1980.

### Brillante / The Rising Star

For personifying the spirit of gratitude and the value of giving back.

## Alumni Hall of Fame 2009 Inductees

### Edgar Sandoval

General Manager  
North America Marketing Procter & Gamble



Edgar Sandoval started his marketing career at Procter & Gamble's North America Fabric Enhancer Business. In his rise through the ranks at P&G, to his current level as General Manager of North America Marketing, Sandoval has achieved unprecedented results and recognition for his contribution to building franchise equity and business growth.

He has worked to build world-class brands such as Bounce, Cascade, Mr. Clean, Tide, Gain, Dawn, Ace and Ariel, and has been honored with the Goldstein Award, Procter & Gamble's most respected marketing honor. In all of these areas, he has played a leading role in inspiring the organization to consider what it is like to walk in the shoes of consumers from diverse backgrounds. He has been an ongoing force in advancing diversity and inclusion and has had a profound impact on business culture at Procter & Gamble.

Mr. Sandoval holds an MBA from the University of Pennsylvania's Wharton School of Business. He is a strong advocate for moms and families, a member of the ANA Board of Directors and the ANA Alliance for Family Entertainment.

But even with all of his professional achievements, Sandoval strongly holds the belief that his biggest success is his relationship with his family; his wife, Leiza Marie and children, Edgar Andrés, Andrea, Natalia and Cristina.

Mr. Sandoval was a Hispanic Scholarship Fund scholarship recipient in 1980.

### Inspirador / The Motivator

For personifying the hard work and sacrifice made by Latino families in pursuit of a college education.

## Alumni Hall of Fame 2009 Inductees

### Adam Aponte, M.D.

Medical Director  
Brownsville Multi-Service Family Health Center



Dr. Adam Aponte, a board certified pediatrician, became medical director of BMS in December 2008. He is a graduate of City College of the City University of New York and Mount Sinai School of Medicine.

Before joining the BMS family, Dr. Aponte was the medical director at the North General Diagnostic & Treatment Center. His tenure in health care is extensive and includes: associate director of minority affairs (now associate director for recruitment & retention) at Mount Sinai School of Medicine, chair of pediatrics for North General Hospital, and chairman of the Ambulatory Care Department at North General Hospital. Dr. Aponte was named one of *Crain's New York Business* magazine "40 under 40" rising stars in 2005 and he also began a session called "Medical Mondays with Dr. Aponte" which broadcasted on a local New York City Radio Station.

Dr. Aponte has focused much of his clinical activities on addressing the many health disparities witnessed in our underserved communities and educating our communities about the importance of preventive care and being better consumers of health care. Dr. Aponte continues to challenge his colleagues to reach back into underserved and Minority communities to serve as role models and mentors and help insure that others attain their full potential and reach their life's dream as he has.

Dr. Aponte was a Hispanic Scholarship Fund scholarship recipient from 1990 to 1993.

### Optimista / The Optimist

For personifying limitless potential.



## Alumni Hall of Fame 2009 Inductees

### Carmen Baez

President  
DAS Latin America, Omnicom Group

Carmen Baez is President—Latin America at Diversified Agency Services (DAS), the largest division of the Omnicom Group, the world's leading marketing communications company. As regional executive, Ms. Baez is responsible for the development and growth of DAS operating companies in the regions of Mexico, Central and South America, including worldwide leading agencies such as Rapp Collins, Fleishman-Hillard, Ketchum, and Porter Novelli International.

Ms. Baez has over 25 years of experience in the marketing communications industry. She joined Omnicom from its inception in 1986 and held various executive positions at Rapp Collins Worldwide, where she served as president of the Boston office from 1988 until 1991. During this tenure, Ms. Baez counseled clients in a wide range of industries including high technology, financial services, telecommunications, travel and entertainment.

In 1993, after a two-year sabbatical to travel the world, she co-founded Baez Zahorsky, Inc. (BZI), a Boston-based marketing communications consulting company specialized in strategy planning and program development. BZI clients included Bank of Boston, Omnicom Group and The Walt Disney Company, among others. In 1997, she rejoined Omnicom to lead the DAS expansion in Latin America.

Today, in addition to her international responsibilities, Ms. Baez also leads and oversees all DAS multicultural marketing and diversity initiatives in the USA marketplace. She also works closely with DAS U.S.-based agencies, supporting them in their marketing and business development efforts.

A native of San Juan, Puerto Rico, Ms. Baez is trilingual—fluent in Spanish, English and Portuguese. She has also traveled extensively through the regions of Southeast Asia, Australia, India, Europe and the Americas.

Ms. Baez serves on multiple industry and community boards including The Women's Health Leadership Council of the Brigham & Women's Hospital in Boston, The Miami Ad School and Pro Mujer—Latin America's leading micro financing and women's development network.

### Triunfador / The Victor

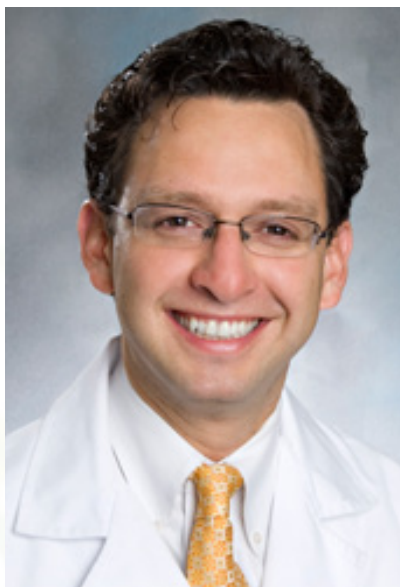
For realizing ultimate professional achievement and for “raising the bar.”

## Success Stories //

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*“It was the first time someone put money on the table and said, ‘I believe in you.’ That was enough to keep me going.”*

HSF Scholar



## Dr. Christian Arbelaez

“I learned the importance of education; it’s the great equalizer.”

### Overcoming Barriers

Dr. Christian Arbelaez has faced lots of barriers. He fled Colombia to Miami, FL, with his family when he was 10 after his parents received a threat to kidnap him. When the family moved to Houston, TX, he found himself in a rough neighborhood where drugs and gang violence ruled, but his parents kept him out of trouble. “I often went with my mom to help her clean the houses,” says Christian. “Because of the discrimination I saw my parents endure, I learned the importance of education; it’s the great equalizer.”

Because neither of his parents went to college, higher education wasn’t on his radar, but thanks to his high school anatomy/physiology teacher who encouraged and helped him navigate the application and scholarship maze, he was accepted. Financial aid was always a big concern, but the Hispanic Scholarship Fund made a huge difference in his ability to continue his studies.

In 1996, Christian attended Houston Baptist University, graduating with a B.S. in Biology. He received his M.D. degree in 2000 from the University of Texas Medical Branch, Galveston, TX; got this Master’s in Public Health from Harvard School of Public Health; and did his residency in Emergency Medicine at Brown Medical School in Providence, RI, where he also became chief resident.

Today, Christian is assistant residency director of the Harvard Affiliated Emergency Medicine Residency Program and associate director of the Office for Multicultural Careers at the Brigham and Women’s Hospital (BWH) in Boston. He plans to return to Colombia to set up an exchange program with Harvard and key doctors in medical universities there.

Despite overwhelming barriers, Dr. Christian Arbelaez’s story teaches us that with hard work and dedication we can overcome them.



## Juana Blanca Olga López

**“Getting a doctorate is the greatest proof that a Latina can beat the odds, because the statistics of not finishing are stacked against us.”**

### Perseverance Pays Off

Juana Blanca Olga López has always shown uncommon persistence. “Without a father in the house, I had to grow up fast,” says Blanca, “and when mom got sick, I had to take care of her while I was going to school for my Ph.D. and working full time. But there was no question in my mind that I would do it.”

Blanca attended the University of Texas at El Paso (UTEP) and graduated with a B.S. in Elementary Bilingual Education. “It was tough at first,” Blanca says, “because I had to work full time while going to school. But I knew I wanted to teach so I just kept going.”

While she was getting her Master’s of Education at UTEP, she was also a Teacher Mentor in Math and Science at the Ysleta Independent School District. She went on to get her Master’s in 1997, and her Ph.D. in 2009. Her mother passed away soon after. “I am so blessed that she was able to see that day,” says Blanca. “My mom was such a strong emotional and psychological support for me throughout my education.”

Securing financial aid gets more difficult the higher you go up the education ladder; scholarships for Ph.D. candidates are rarely offered. That’s why Blanca is especially grateful for the Hispanic Scholarship Fund, which twice provided her with grants. “Getting my doctorate was painfully slow,” Blanca admits. “But I took at least one 700-level course every semester. I was determined to finish!”

What advice does she have for other Hispanic students? “Getting a doctorate is the greatest proof that a Latina can beat the odds, because the statistics of not finishing are stacked against us. I want to motivate other Latinos, especially women, to persevere...to keep going no matter how long it takes.”





### **Dr. Sergio Castillo**

“My Mom worked for 30 years in that sweatshop with no air conditioning, no bonuses, no vacations, no benefits and little pay. My college education was not a priority.”

### **Up From the Streets**

Sergio Castillo grew up in the inner city of Northeast Los Angeles surrounded by gangs, violence, drugs, and alcohol. Although drugs and alcohol weren't temptations, peer pressure and the need to fit in led him in that direction. In elementary school he started to get into trouble. In the 9th grade, Sergio recognized that he needed to take a different direction in his life and asked his parents to enroll him in the local Catholic high school.

The Catholic school provided individual attention, discipline, structure, and a stimulating educational environment, which Sergio desperately needed and wanted. Eventually Sergio enrolled at Pasadena City College. As Sergio moved closer to transitioning to a four-year university, the reality of how to pay for college set in.

Though his parents sold nearly everything they owned to help, Sergio was able to cobble together enough grants, including a scholarship from HSF, to get him through his three years at UC Irvine.

While at UCI, Sergio was selected to participate in a summer pilot program at the University of California, Santa Barbara, that was recruiting high achieving minority students to prepare them for graduate school, which was a great honor.

Self-confidence had always been a struggle for Sergio, but that changed when he was accepted into the California School of Professional Psychology at Alliant University, Los Angeles. He surpassed his own expectations and completed his studies in four years and developed a dissertation on Latino gangs. He can certainly believe in himself now that he holds Bachelor's, Master's, and Doctorate degrees.

After earning his Ph.D., Sergio worked for 18 years with children, adolescents, families and, juvenile offenders in a community mental health center in South Los Angeles, CA. Today, he is putting family first, and working close to home with prisoners struggling with significant mental health issues, at the California Department of Corrections and Rehabilitation in Chino, CA. “It's a tough job,” he says, “but I think I'm making a difference.”



### **Esther Ramirios**

“Giving back is important. I head a training program for healthcare service workers so they can move up the career ladder into better paying jobs.”

### **Straddling Two Worlds**

Esther Ramirios considers herself pretty lucky. While both parents—her mother was a home healthcare aid and her father was a steelworker and later labor union leader—encouraged her and her younger brother to go to college, money was always in short supply. “My parents immigrated to this country in the ‘60’s and ‘70s,” says Esther. “They weren’t professionals, but they worked very hard for what they had.”

Her father’s commitment to education can be summarized in the fact that, after 12 years in the workforce, he went back to school to earn an Associate of Arts degree from L.A. Technical College and then moved on to UCLA to receive his B.S. in Urban Planning. Esther says. “He used to always tease me, saying ‘Well, I’m sure you’ll have the grades to get in, but how are you going to pay for it?’ I knew it would be up to me to work hard and to find the funds.”

She did. In 1997 Esther graduated with a double major in Journalism and Philosophy from USC with the help of HSF and other scholarship programs.

When the \$4.1 million American Recovery and Reinvestment Act of 2009 was passed, federal stimulus funding was made available for workforce development, a field in which Esther was now an accomplished practitioner. “It’s very rewarding,” she says. “I head a training program for healthcare service workers so they can move up the career ladder into better paying jobs.”

But she admits that being a first generation Latina brings cultural baggage, too. “The expectation is that a Latina goes to college to get married and then have children, not to have a career,” Esther says. “Children, especially if you’re the oldest, are also expected to take care of parents. So one is always contributing to their welfare. But they gave me so much, I’m happy and lucky to be able help.”

Financials //

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## Scholarship Awards by State

As of FY Ending March 31, 2010

State	Scholarships	Dollars Awarded
Alabama	10	\$32,764.50
Alaska	3	\$22,381.00
Arizona	111	\$938,028.86
Arkansas	5	\$20,369.00
California	1,210	\$7,853,535.29
Colorado	104	\$794,227.28
Connecticut	8	\$25,311.00
Delaware	15	\$44,500.00
District of Columbia	9	\$46,395.00
Florida	386	\$2,499,204.87
Georgia	475	\$1,335,228.99
Hawaii	7	\$50,012.00
Idaho	33	\$550,899.03
Illinois	140	\$813,581.59
Indiana	25	\$96,209.00
Iowa	9	\$129,729.24
Kansas	12	\$63,913.01
Kentucky	13	\$88,035.00
Louisiana	5	\$29,577.00
Maryland	36	\$279,591.00
Massachusetts	24	\$189,525.00
Michigan	16	\$147,744.00
Minnesota	15	\$55,691.00
Mississippi	5	\$25,971.00
Missouri	11	\$41,419.50
Montana	1	\$35,328.99
Nebraska	15	\$289,797.00
Nevada	27	\$112,041.01
New Jersey	91	\$607,876.00
New Mexico	119	\$531,438.53
New York	189	\$1,302,514.28
North Carolina	71	\$288,479.50
Ohio	41	\$146,122.00
Oklahoma	29	\$371,092.50
Oregon	49	\$675,900.06
Pennsylvania	20	\$152,831.00
Puerto Rico	28	\$168,000.00
Rhode Island	8	\$169,592.00
South Carolina	22	\$118,883.00
Tennessee	14	\$38,509.00
Texas	883	\$6,210,853.92
Utah	13	\$68,689.00
Vermont	1	\$2,210.00
Virginia	27	\$241,057.00
Washington	86	\$761,347.15
West Virginia	4	\$69,839.00
Wisconsin	10	\$90,203.00
Wyoming	1	\$2,500.00
Other	1	\$18,103.00
<b>Grand Total</b>	<b>4,437</b>	<b>\$28,647,050.10</b>

# Scholarships Distribution

As of FY Ending March 31, 2010

Region	Northeast	Southeast	Midwest	Southwest	Western	TOTAL
Scholarships	383	1,062	284	1,168	1,540	4,437
Percentage of Total Scholarships	9%	24%	6%	26%	35%	100%
Dollars Awarded	\$2,735,416	\$4,880,707	\$1,678,573	\$8,284,191	\$11,068,162	\$28,647,050
<b>Percentage of Total Awarded</b>	<b>10%</b>	<b>17%</b>	<b>6%</b>	<b>29%</b>	<b>39%</b>	<b>100%</b>

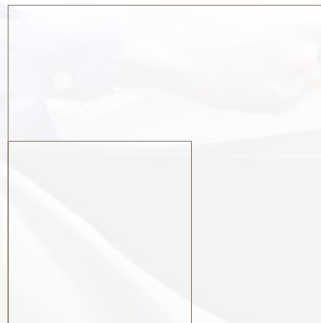
Ethnicity	Number	Percentage	Discipline	Percentage
Central American	348	10%	Business	22%
Cuban	154	4%	Computers	4%
Dominican	138	4%	Engineering	15%
Mexican	2,018	56%	Health	16%
Puerto Rican	259	7%	Legal	2%
South American	490	14%	Liberal Arts	25%
Spanish	127	4%	Sciences	13%
Other	55	2%	Undeclared	3%
<b>TOTAL</b>	<b>2,959</b>	<b>100%</b>	<b>TOTAL</b>	<b>100%</b>

From Low Income Families



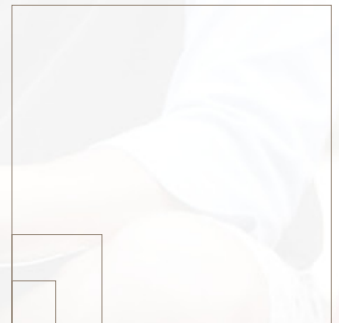
23% No 77% Yes

First Generation to College



33% No 67% Yes

Student Levels



3% Community College  
8% Graduate Level  
89% Four Year

## Consolidated Statement of Financial Position

As of FY Ending March 31, 2010

	<i><b>FY 2010 Total</b></i>
<b>Assets</b>	
Cash and cash equivalents	\$ 669,400
Restricted cash	300,000
Investments	24,681,207
Contributions receivable, net	4,192,868
Property and equipment, net	119,541
Prepaid expenses and other assets	226,108
<b>Total assets</b>	<b>\$30,189,124</b>
<b>Liabilities and Net Assets</b>	
<b>Liabilities:</b>	
Accounts payable and accrued expenses	815,741
Obligations under capital leases	72,552
<b>Total liabilities</b>	<b>888,293</b>
<b>Net Assets:</b>	
Unrestricted	469,194
Temporarily restricted	17,382,357
Permanently restricted	11,449,280
<b>Total net assets</b>	<b>29,300,831</b>
<b>Total Liabilities and Net Assets</b>	<b>\$30,189,124</b>

## Consolidated Statement of Financial Position

As of FY Ending March 31, 2010

	FY 2010			Total
	Unrestricted	Temporarily Restricted	Permanently Restricted	
<b>Support and Revenues</b>				
Support:				
Grants and contributions	\$ 961,656	\$ 34,194,573	\$ 587,412	\$35,743,641
Special Events (net of direct expenses of \$284,793 for 2010)	631,649			631,649
Investment income, net	1,309,068	1,834,525		3,143,593
In-kind contributions	144,626			144,626
Other Revenue	87,024			87,024
Net assets released from restrictions	35,937,432	(35,937,432)		—
<b>Total Support and Revenues</b>	<b>39,071,455</b>	<b>91,666</b>	<b>587,412</b>	<b>39,750,533</b>
<b>Expenses and Losses</b>				
Program services:				
Scholarships	30,874,441			30,874,441
Education and information	3,970,634			3,970,634
<b>Total Program Services</b>	<b>34,845,075</b>	<b>—</b>	<b>—</b>	<b>34,845,075</b>
Support services:				
Administration	1,648,055			1,648,055
Fund-raising	1,196,248			1,196,248
<b>Total Support Services</b>	<b>2,844,303</b>	<b>—</b>	<b>—</b>	<b>2,844,303</b>
<b>Total Expenses</b>	<b>37,689,378</b>	<b>—</b>	<b>—</b>	<b>37,689,378</b>
<b>Net Assets</b>				
Change in Net Assets	1,382,077	91,666	587,412	2,061,155
Net Assets, beginning of year	(912,883)	17,290,691	10,861,868	27,239,676
<b>Net Assets, end of year</b>	<b>\$ 469,194</b>	<b>\$ 17,382,357</b>	<b>\$11,449,280</b>	<b>\$29,300,831</b>

## Making It Possible //

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*“We are very grateful for the extraordinary, ongoing commitment of our dedicated donors, who obviously recognize the enormous positive potential Hispanic Americans represent.”*

Raul Romero  
HSF Chairman of the Board



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