To advance its vision of long-term Latinx prosperity, HIP launched the PowerUp Fund to provide new sources of capital to Latinx entrepreneurs.

1. HIP’s network across the philanthropic and private sectors can provide access for small Latinx businesses to coaching, mentorship, legal and marketing support—in addition to capital.

2. The COVID-19 crisis is an unprecedented threat to small Latinx owned businesses in the U.S., of which only half have a relationship with a bank.

3. As a response to the ongoing pandemic, we’re accelerating an emergency fund to deploy to Latina-led businesses for resilience through the crisis.
Our demographic growth...

Wilder is 76% Latino with an all-Latino city council.

Today, the Latinx population is 60 million nationwide... and growing. 10 states saw Latinx population grow by 1M+ since 2000.

By 2060, the nation’s 111 million Latinxs will comprise more than 28% of the U.S. population.

- U.S. Census Bureau

PUERTO RICO: 3.5M and growing...

CA: +39%  AZ: +62%  CO: +58%  NM: +32%  TX: +60%  FL: +86%  GA: +119%  IL: +30%  NJ: +58%  NY: +119%  PR: +86%

WILDER, ID

Wilder is 76% Latino with an all-Latino city council.
Although Latinxs are a fast-growing segment of the population, they remain economically marginalized...
**INEQUITIES EXACERBATED BY COVID-19**

U.S. Latinos are among the hardest hit by pay cuts and/or job losses due to coronavirus

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**More Latinos than U.S. adults overall say someone in their household has had pay cut or lost a job due to COVID-19**

% who say they, or someone in their household, have ____ because of the coronavirus outbreak

<table>
<thead>
<tr>
<th></th>
<th>Had to take a pay cut</th>
<th>Been laid off or lost job</th>
<th>NET either/both</th>
</tr>
</thead>
<tbody>
<tr>
<td>Latinos</td>
<td>40</td>
<td>29</td>
<td>49</td>
</tr>
<tr>
<td>All U.S.</td>
<td>27</td>
<td>20</td>
<td>33</td>
</tr>
</tbody>
</table>

Notes: Hispanics are of any race. Share of respondents who didn’t provide an answer not shown.

Source: Survey of U.S. adults conducted March 19-24, 2020
OUR EXPERTISE
RELATIONSHIPS AND RESULTS

Hispanics in Philanthropy has a 37-year track record of deploying capital, and responding to systemic challenges and emerging crises for outsized impact.

- Created rapid-response Emergency Fund for Covid-19 impacted populations with grant capital being deployed within days for small nonprofits and other critical programs.
- Worked with more than 270 funders on strategic initiatives, donor-advised funds, program management, humanitarian delegations for philanthropic leaders, and much more.
- Partnered with more than 800 grantees at every level from resource and capacity development to crowdfunding to growing and connecting networks.
- Deployed $3 million+ in 2019 alone to more than 200 organizations working to address issues such as forced migration, gender equity, racial equity, disaster relief, and civic engagement.
**HIGH IMPACT CRISIS-RESPONSE PILOT**

Grupo Guayacán is focused on fostering and advancing Puerto Rico’s entrepreneurial ecosystem. Following Hurricane Maria, we provided recovery grants through Guayacán to support small businesses at the center of the island’s innovation, job creation and economic activity.

<table>
<thead>
<tr>
<th>Partner on the ground</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GUAYACÁN</strong></td>
<td>EST. 1996</td>
</tr>
</tbody>
</table>

**PUERTO RICO**
...following Hurricane Maria

<table>
<thead>
<tr>
<th>Impact 6 months after investment</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$70,000</strong> in grants</td>
<td>15 companies</td>
</tr>
</tbody>
</table>

**Beneficiaries on the ground**

- [Logo](image)
- [Logo](image)
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THE SOLUTION
DEPLOYING CAPITAL FOR CHANGE & IMPACT

Leverage philanthropic dollars and private capital to build power and wealth, restore opportunity and spur economic growth for Latinx communities across the U.S.

**CAPITAL DEPLOYMENT**
Provide risk and discretionary capital to help institutions scale their impact, build their power, and address pressing needs in the Latinx community.

**CAPACITY BUILDING**
Leverage our resources to help Latinx organizations improve professional skills, expand institutional reach, and increase access to opportunity.

**CONVENING POWER**
Create high-visibility platforms and events for Latinx leaders and stakeholders to collaborate, advocate, and innovate for change.

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**WHO WE EMPOWER**

1. **Underrepresented entrepreneurs** committed to Latinx equity and looking for access to ready, reliable capital, and connections.

2. **Grassroots Latino nonprofits** that are serving our most vulnerable communities.
VALUE PROPOSITION TO OUR PARTNERS

Our stakeholders will find that financing solutions to dismantle the barriers to economic growth in the Latino community is a smart way to leverage capital and advance social justice.

- **Access to faster and responsible capital for underrepresented entrepreneurs & ventures**
  - ENTREPRENEURS
- **Grow community enterprises that help meet their Community Reinvestment Act (CRA) & community development objectives**
  - BANKS
- **Investing opportunities that align with Environmental, Social, Governance (ESG) sustainability and societal impact measures.**
  - PRIVATE INVESTORS
- **Increase impact and improve outcomes by supporting community enterprises aligned to their mission**
  - FOUNDATIONS
COVID-19 CAMPAIGN

$1.5 million in grant capital to provide interest-free loans to Latinx small businesses

$1 million in emergency grants to nonprofits responding to COVID-19 crisis

GRANT CAPITAL

LENDING

POWERUP FUND

SMALL BUSINESSES

RE-GRANTING

EMERGENCY RAPID RESPONSE GRANTS

FRONTLINE NON-PROFITS
MECHANICS

HIP has committed $250,000 as seed funding, seeking partners to contribute to the pool.

Anticipate making an average of $10,000 loans at zero-interest, with no fees.

Dollars repaid will be put back into the fund and circulate back into the community.

PIPELINE

Deals will be sourced through a referral network of CDFIs & lenders. Underwriting, closing, servicing and fund management will be provided by Impact Assets.

First dollars will be deployed in California, Florida, and Texas to Latina-owned small businesses with fewer than 10 employees, and those most vulnerable to losing their business during the current disruption.
PowerUp Fund Goal: $60M over a 5-year period
June 2020 – June 2025

First tranche (COVID-19 Response Fund): $500,000 deployed by June 30, 2020
- $250,000 committed by HIP
- Seeking $250,000 match from partners
- Minimum contribution: $50,000

Second tranche: $1,000,000 deployed by December 31, 2020
- $250,000 committed by HIP
- Seeking $750,000 commitments from partners

THE ASK
**COVID-19 RESPONSE FUND LENDING TERMS**

<table>
<thead>
<tr>
<th><strong>Borrowers</strong></th>
<th>Small business owners in California, Florida, and Texas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Agent</strong></td>
<td>PowerUp Fund by Hispanics in Philanthropy, a California 501(c)(3)</td>
</tr>
<tr>
<td><strong>Fund Services Provider</strong></td>
<td>Impact Assets (administrator)</td>
</tr>
<tr>
<td><strong>Use of Proceeds</strong></td>
<td>Provide an average of $10,000 loans for small Latina-led businesses with low or no access to credit operating directly within majority Latinx communities across Southern California, Southern Florida, and Texas most impacted by the current economic crisis caused by COVID-19.</td>
</tr>
<tr>
<td><strong>Minimum Commitment</strong></td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>Minimum Fund Size</strong></td>
<td>$500,000</td>
</tr>
<tr>
<td><strong>Maximum Fund Size</strong></td>
<td>$10M</td>
</tr>
<tr>
<td><strong>Loan Type</strong></td>
<td>Senior, unsecured term loan with a one-time payment at maturity (convertible note)</td>
</tr>
<tr>
<td><strong>Interest</strong></td>
<td>0%</td>
</tr>
<tr>
<td><strong>Term</strong></td>
<td>12–24 Months</td>
</tr>
</tbody>
</table>
TEAM

Ana Marie Argilagos, President & CEO, HIP
- Senior Advisor, Ford Foundation
- Former Deputy Chief of Staff & Deputy Assistant Secretary at the U.S. Department of Housing and Urban Development
- Senior Program Officer at Annie E Casey Foundation

Nancy Santiago Negron, Vice President, PowerUp Fund
- Chief External Affairs Officer, Opportunity Finance Network
- Presidential Appointee, Department of Education & Department of Labor
- Founding team member of Ureeka Community business platform and board member for startup accelerator

Ramphis Castro, PowerUp Fund Director
- Scaled programs such as The Founder Institute as a Kauffman Fellow
- Managing Director for Founder Institute’s New York Program
- Board member for the NYC Innovation Collective

Impact Assets, Fund Administrator
The PowerUp Fund seeks to go beyond supporting and sustaining the economic power of the Latino communities and institutions. We want to:

1. **Democratize Philanthropy**
   - by making it more responsive to the needs of America’s fastest-growing demographic

2. **Grow Latino Leadership**
   - by creating a new generation of leaders in the Latino public and private sectors and amplifying their voices

3. **Change the Narrative**
   - by coordinating a diverse and dynamic network to channel Latino thought leadership

4. **Power Up Our Community**
   - and build on the tremendous economic and political potential of 60 million Latinos in the United States
QUESTIONS?