

# 2020 OUR YEAR IN REVIEW

OVERALL IN GRANTMAKING **\$12M**

HIPGIVE HAS RAISED OVER **\$1,155,708** USD IN 2020

**\$1.15M**

TOTAL AMOUNT RAISED

**\$19K**

TOTAL AMOUNT HIPGIVERS

**\$106K**

TOTAL AMOUNT MATCHING FUNDS

**\$1M**

TOTAL AMOUNT FOR PROJECTS

**\$97K**

TOTAL AMOUNT TIPHIP

**\$1.16M**

TOTAL AMOUNT CHANNLED TO NONPROFITS (MIGHT VARY 4% BECAUSE OF PAYMENT PROCESSOR FEE)

GIVING TUESDAY

**DEC 1ST**

**\$105K+**

1,149 HIPGIVERS

GIVING TUESDAY

**SEASON**

**\$133K+**

1,664 HIPGIVERS



**+30%**

INCREASE FROM 2019

Supported by 3 campaigns:

#LATINXGIVE

**60**

NONPROFITS

#TIERRASMAYAS

**15**

NONPROFITS

#GUATEMALAGIVES

**18**

NONPROFITS

## HIPGIVE ASSISTED NONPROFITS ACROSS THE AMERICAS

MARCH

**\$72K**

#GOMUJERES CAMPAIGN SUPPORTING WOMEN AND GIRLS

MAY

**\$106K**

#GIVE50N5 CAMPAIGN SUPPORTING FARMWORKERS IMPACTED BY COVID-19

JUNE

**\$42K**

#MXDONA CAMPAIGN SUPPORTING MEXICAN NONPROFIT SECTOR

SEPTEMBER

**\$100K**

#VAPORELCREW CAMPAIGN SUPPORTING MEXICAN CONCERT/STAGE WORKERS

# HIPGIVE2.0

2020 was a pivotal and key year for HIPGive, as we prepared to launch the new platform. HIPGive 2.0 provides a better user experience for organizations and HIPGivers. **In 2020 HIPGive conducted:**

WEBINARS

36

BOOTCAMPS

5

LIVE ATTENDEES

1,788

COUNTRIES

11

We also revamped HIPGive's training sessions, taking them to the next level by redesigning the curriculum, making it bilingual, and developing interactive materials like digital workbooks to support nonprofits in creating more efficient campaigns.

## HIP PROGRAMS

### ESSENTIAL FUND

Provided approximately **\$2M** in rapid response funding for **100+ Latinx-led organizations** serving Essential workers in **34 states, D.C.** and Puerto Rico with support ranging from cash assistance to legal services

### HEALTH EQUITY

Named **Alex Sanchez, Executive Director of Homies Unidos**, as this year's **RWJF Award for Health Equity** recipient for work leading conflict resolution and peace-building efforts, as well as COVID-19 response, in Los Angeles

### BAY ENGAGED

Launched this new network for **Latinx philanthropy professionals** committed to collaborative approaches to better support Latinx communities in the Bay Area

# MIGRATION & FORCED DISPLACEMENT

~\$2M GRANTS

100+ ORGANIZATIONS  
IN LATIN AMERICA AND UNITED STATES

We simultaneously continued our year-round grantmaking strategy while implementing a COVID-19 Rapid Response Fund and Central American Hurricanes Response Fund.

50%+ of grants were rapid response funds provided to grantees in:

MEXICO  
GUATEMALA  
EL SALVADOR  
CHILE  
HONDURAS  
COLOMBIA  
COSTA RICA  
BRAZIL  
UNITED STATES

Funded **\$117K** VENEZUELAN MOVING FORWARD FUND

9

COMMUNITY-BASED ORGANIZATIONS

SERVING VENEZUELAN MIGRANTS IN CHILE, BRAZIL, AND COLOMBIA

Deepened nonprofit capacity through

8

WEBINARS AND EVENTS

45

NEW ORGANIZATIONS IN U.S.

Funded

17

NEW ORGANIZATIONS  
IN MEXICO

INCLUDING GROUPS ADDRESSING THE COMPLEX NEEDS OF MIGRANTS AND REFUGEES INTEGRATING INTO MEXICO AS A DESTINATION COUNTRY

Expanded support to

11

NEW ORGANIZATIONS IN U.S.

FOCUSING ON GROUPS ORGANIZING INTERSECTIONALLY ACROSS BLACK, INDIGENOUS, AND LGBTQIA+ COMMUNITIES

Expanded support to

10

NEW PARTNERSHIPS  
IN CENTRAL AMERICA

IN HONDURAS, GUATEMALA, AND EL SALVADOR TO SUPPORT LGBTQIA+ AND INDIGENOUS COMMUNITIES

## GENDER PROGRAM

The COVID-19 pandemic and quarantine measures increased inequalities and gender violence, the Gender Equity program managed a **\$300,000 Emergency Fund** to provide additional financial capacity to **31 organizations in Mexico**.

**#SegurasEiguales:** As part of **International Day for the Elimination of Violence against Women** and in collaboration with **RacismoMX**, we created a campaign highlighting racism as a form of violence against women.

HIP strengthened the sustainability and construction of social movements to organizations and activists from **13 countries in Central America**.

Strengthening of organizational capacities.

**6 videos and 2 webinars** served as testimonies of women victims of racism and gender violence (women domestic workers, survivors of family violence, sex workers, and indigenous women)

HIP led **5 long-term capacity-building workshops** in defense of women and girls' rights to opportunities for leadership, networking skills, fundraising, mental health, and psychosocial support.

# POWERUP FUND

**\$3M**

500 LATINX SMALL BUSINESS OWNERS AND STARTUP FOUNDERS

**L.A. MIAMI EL PASO**

LAUNCHED PLACE-BASED PILOT PROGRAMS TO SUPPORT LATINX SMALL BUSINESSES IMPACTED BY COVID-19

**PUERTO RICO**

CONNECTED WITH TECH ENTREPRENEURS TO ASSIST IN THE EARTHQUAKE AND HURRICANE RECOVERY EFFORTS WITH MESH WIFI AND SOLAR LIGHT KITS

**\$390K**

COACHING, MENTORSHIP, AND CAPACITY BUILDING LATINX SMALL BUSINESS OWNERS

## RACIAL EQUITY

HIP centered our internal organizational learning model on confronting our own **anti-Blackness and indigenous erasure** with the help of the Latinx Racial Equity Project.

HIP convened over **25 CEOs and Trustees in 2 Latinx Leadership Racial Equity Salons** in an effort to better understand the necessary conditions to increase the number of Latinx trustees in Philanthropic foundations in North America.

Launched the **COVID-19 Impact Disparity** project with Migration & Forced Displacement and Gender Equity programs to create an interactive data mapping project and collection of stories documenting the disparate impact of COVID-19 on our Latinx and Latin American communities.

## LEADERSHIP ECOSYSTEM

**34**

new Latinx professionals from the philanthropic and social sectors became Líderes and will be equipped to lead from any position centering social justice and equity.

**174**

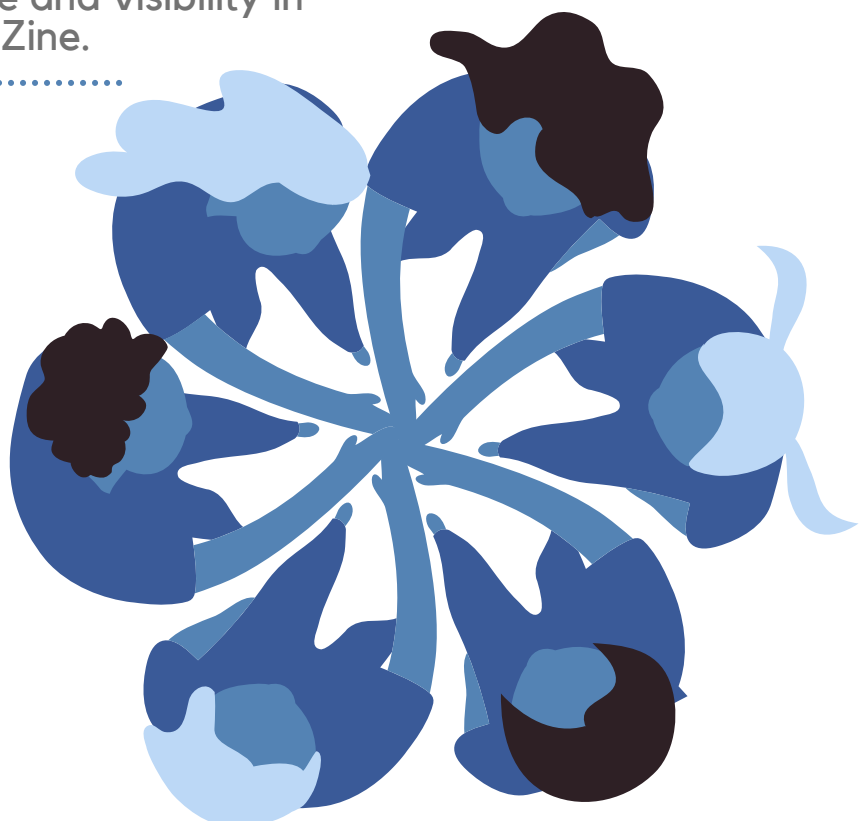
total Líderes in our fellowship

**18**

mid-career Latinx leaders working in the social and philanthropic sectors contributed to the Latinx narrative, by sharing their stories on inclusion, equity, and diversity strengthening Latinx voice and visibility in philanthropy through our Zine.

**16**

human rights defenders were selected to be part of Líderes Mexico Fellowship Cohort 3 to learn how to take action with an anti-racist perspective for social justice and shared prosperity in the Americas.



# NETWORK ENGAGEMENT/ ANNUAL CONFERENCE

## 2020 VIRTUAL SUMMIT

~800

LEADERS AND INNOVATORS



1,000

PLATFORM CHAT MESSAGES



300

PRIVATE MESSAGES



~200

SPEAKERS SHARED THEIR  
PERSPECTIVE AND EXPERTISE ON

**racial equity**  
**migration & forced**  
**displacement**  
**climate crisis**  
**education**  
**health equity**  
**gender equity**

Over 250 attendees turned in live to our most popular plenary:  
The Time is Now, The Power is Ours.

Among the most powerful takeaways and lessons from this  
session was that we must meet this moment by redoubling our  
work in building multi-racial alliance healing and building.

## MEMBERSHIP

CHAMPION

37

MEMBERS

ORGANIZATIONAL

41

MEMBERS

RECIPROCAL

12

MEMBERS

NEW CHAMPION

2

MEMBERS

NEW ORGANIZATIONAL

5

MEMBERS

HIP MEMBERSHIP

535

PEOPLE REGISTERED TOTAL

12 EMERGING PROFESSIONALS

70 INDIVIDUAL

226 ORGANIZATIONAL

204 CHAMPION

23 RECIPROCAL

# ENGAGEMENT



tech/comms

**1.6B**  
IMPRESSIONS ACROSS  
PLATFORMS

**8.7K**  
HIPCONFERENCE  
SITE VISITORS

instagram

**500%**  
INCREASE IN  
FOLLOWERS

**560K**  
IMPRESSIONS

facebook

**2.4M**  
REACH

**3.8M**  
IMPRESSIONS

**123%+**  
ENGAGEMENT  
INCREASE

campaigns\*

**172K**  
ENGAGEMENT

**706K**  
IMPRESSIONS

\* Crowdfunding campaigns:  
#MxDona  
#VaPorElCrew  
#GuatemalaGives  
#LatinxGive  
#TierrasMayas

twitter

**507K**  
IMPRESSIONS

**11K**  
INTERACTIONS

**247%+**  
ENGAGEMENT  
INCREASE

linkedin

**337%**  
INCREASE IN  
FOLLOWERS

Altísimo Live

**902M**  
IMPRESSIONS

**2.5M**  
REACH

**12.7K**  
LINK CLICKS

webinars

**51+**

SegurasEiguales

**1.74M**  
IMPRESSIONS

**355K**  
REACH

Va Por El Crew

**703M**  
IMPRESSIONS

**160K**  
ENGAGEMENTS

**4.2K**  
UNIQUE CLICKS