HISPANIC ACCESS FOUNDATION

MISSION
Hispanic Access Foundation, a 501(c)(3) non-profit organization, connects Latinos with partners and opportunities to improve lives and create an equitable society.

VISION
Our vision is that one day every Hispanic individual in America will enjoy good physical health and a healthy natural environment, a quality education, economic success, and civic engagement in their communities with the sum of improving the future of America.
HAF’S ROLE

• Launched the LCW initiative in 2014 with 16 events (last year more than 150 events held with 190+ partners)
• Manages LatinoConservationWeek.com
• Coordinates the engagement of event partners/sponsors across the country
• Conducts national and local media outreach around events
• Provides small grants to community leaders to hold their own events
• Will engage our 65+ interns at NPS, USFWS, USFS and BLM to hold events in 2019
• Will spend more than 200+ staff hours supporting LCW 2019
LATINO POTENTIAL

17%  
Total Latino Population  
Source: U.S. Census Bureau 2010

28%  
Projected Latino Total by 2050  
Source: U.S. Census Bureau

$1.4 TRILLION  
Latino Spending Power  
Source: University of Georgia, 2017

Latinos are critical to the future of environmental stewardship
LATINO POTENTIAL

75% of Latinos consider themselves conservationists; an increase of 18 percent from 2016.

71% of Latinos consider themselves outdoor recreationists.

Source: 2018 Colorado College Conservation in the West Poll
Latino Conservation Week was created to support the Latino community getting into the outdoors and participating in activities to protect our natural resources.

LCW provides a platform through which organizations can hold their own events while participating in the unified national effort.

JULY 13 - 21, 2019
www.LatinoConservationWeek.com
WHY WE NEED LCW

~10% of Latinos make up the total visitors to national parks

30% less likely to engage in physical activity than their white counterparts

ONLY 1/3 of Latinos live within walking distance of a park compared to almost half of white individuals
GOALS OF LCW

1. Provide Latino families and youth outdoor recreation opportunities near their homes.
2. Demonstrate the Latino community’s commitment to conservation.
3. Partner with Hispanic community leaders and organizations to support local and national conservation issues.
4. Inform policymakers, media and the public of the Latino communities’ views on important local and national conservation issues.
GROWTH IN EVENTS

16
Number of events in 2014

150+
Number of events in 2018
LCW IMPACT HISTORY

430+ EVENTS

25,000+ COMMUNITY MEMBERS

20.5 MILLION MEDIA IMPRESSIONS
WHERE EVENTS HAVE BEEN HELD

- Anacostia River (MD)
- Boulder-White Clouds (ID)
- Browns Canyon (CO)
- Gila River (NM)
- Great Sand Dunes (CO)
- Lake Mead National Rec Area (NV)
- Lowell National Historical Park (MA)
- Medicine Bow National Forest (WY)
- Mount Tamalpais State Park (CA)
- Muir Woods National Monument (CA)
- Patuxent Research Refuge (RI)
- Rocky Mountain National Park (CO)
- San Gabriel Mountains (CA)
- Santa Monica Mountains (CA)
- Stellwagen Bank Marine Sanctuary
- Sand to Snow National Monument (CA)

AND MANY MORE!
## PARTIAL LIST OF PAST SPONSORS AND PARTNERS

- Appalachian Mountain Club
- Arizona Game and Fish
- Arizona-Sonora Desert Museum
- Arlington Public Library
- Atlanta Audubon Society
- California Department of Fish & Wildlife
- Chamizal National Memorial
- Chesapeake & Ohio Canal National Historical Park
- Chipsa Nevada
- City of Providence
- Conservation Lands Foundation
- Cornell University
- Freedom University
- Friends of Constitution Lakes
- Friends of Nevada Wilderness
- George H.W. Bush Vamos a Pescar Education Fund
- Great Swamp National Wildlife Refuge
- HECHO
- Houston Zoo
- Kenilworth Park and Aquatic Gardens
- Lake Mead National Recreational Area
- Las Cruces Museum of Nature and Science
- Latin American Youth Center
- Latin Chamber of Commerce Nevada, Inc.
- Latino Outdoors
- League of Conservation Voters
- Los Angeles Audubon Society
- Lowell National Historical Park
- Manzanar History Association
- Mississippi River State Park
- National Park Service
- Outdoors Rx
- Outside Las Vegas Foundation
- Paso del Sur
- Patuxent Research Refuge
- Por la Creacion: Faith-based Alliance
- Progressive Leadership Alliance of Nevada
- Providence Parks Urban Wildlife Refuge
- Recreational Boating & Fishing Foundation
- REI
- Rhode Island National Wildlife Refuge Complex
- Saguaro National Park
- San Diego Bay NWR
- San Fernando Valley Audubon Society
- San Juan National Historic Site
- Santa Barbara County Trails Council
- Save Lovell Canyon
- Save the Redwoods League
- Sequoia & Kings Canyon Nat. Parks
- Sierra Club
- Stellwagen Bank Marine Sanctuary
- Stewart B. McKinney NWR
- Tucson Audubon Society
- Tucson Water
- TXU Energy
- U.S. Fish and Wildlife Service
- U.S. Forest Service
- VeloPaso
- Viva Arkansas!
- Wallkill River National Wildlife Refuge
- Western National Parks Association
- Westworld of Scottsdale, AZ
- Whole Foods Market
WAYS YOU CAN GET INVOLVED

1. HOLD AN EVENT
Plan your own event or partner with a local community group. Could be hiking, a film screening, a special speaker... the possibilities are limitless.

2. PROMOTE LCW
From blogs and social media to interview and op-eds, raising awareness about LCW and its purpose helps promote activities across the board.

3. CONTRIBUTE FINANCIALLY
Financial support helps HAF create special events, support the hundreds of hours of staff time that goes into LCW each year and promote LCW nationwide.
RESOURCES

LATINOCONSERVATIONWEEK.COM
Add your event online and benefit from national attention, media outreach and other support

PLANNING TOOLKIT
Available at LatinoConservationWeek.com

SAMPLE COLLATERAL MATERIALS
Media advisory, press release, invite for elected officials, customizable flyers

LOGO
Use the LCW Logo on materials and social media.
Hashtags: #LCW2019 #LatinoConservationWeek
FOR MORE INFORMATION

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