

National Council of La Raza (NCLR)



The National Council of La Raza is the largest national constituency-based Hispanic organization serving all Hispanic nationality groups in all regions of the country. A majority of the organization's work is focused on capacity-building, research, policy analysis, and advocacy.

NCLR's strategic priorities include - education, economic mobility, health, and civil rights.

NCLR is the largest Hispanic community-based organization in the country. NCLR reaches more than four million Hispanics through a formal network of "affiliates" – more than 350 Hispanic community-based organizations that serve 41 states, Puerto Rico, and the District of Columbia – and a broader network of more than 35,000 groups and individuals nationwide.

NCLR Programs which State Farm® Supports

Education

- Center for Community Education Excellence (C2E2)
- Leadership Institute Latino Literacy (LILL)
- Parents as Partners
- Service Learning (2009 focus)

Economic Mobility

- Raza Development Fund

Community Efforts

- Annual Conference
- Capital Awards
- Raul Yzaguirre Building Capital Campaign

Marketing Efforts

- Alma Awards

State Farm Background:

Our commitment to NCLR spans over a decade. To date, our contributions total well over \$7 million and include support of NCLR's education and economic mobility initiatives.

The NCLR– Raza Development Fund (NCLR-RDF) is a support corporation of the National Council of La Raza, (NCLR). It was established in 1998 as the community development lending arm for NCLR. State Farm is a founding member. The mission of the RDF's Hope Fund is to provide flexible but high-quality loans along with technical assistance to entities that provide services and opportunities to low-income Latino families and is consistent and complimentary to the mission of NCLR, which is to reduce poverty and discrimination while improving life opportunities for Latinos.

State Farm also supports the NCLR Alma Awards, an event that honors outstanding Latinos with artistic achievements in television, film and/or music. These Latinos have positively enhanced the Latino image in the entertainment industry. According to Nielson figures, more than 4 million viewers tuned in last year.

At A Glance:

Contact information:

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President:

Janet Murguia

Notable Results:

- C2E2 supported 320 teachers, reaching over 4,172 students attending secondary schools. All schools targeted for the Leadership Institute Latino Literacy serve low income students, Title 1 – 80% of the children in the schools qualify to receive free and/or reduced lunch.
- 2002 – Five million dollar capital campaign grant for NCLR's national office – Raul Yzaguirre Building

Upcoming Events:

- 2008 Annual Conference- July 12-15 in San Diego, CA. State Farm will have a 20 x 20 booth, Co-sponsor the Education Workshop track, present at the Líderes summit on Credit Education, sponsor the Affiliate Luncheon on Saturday, July 12.
- In addition, SF will be hosting a community partner meeting on Saturday, July 12 with major Hispanic Partners and various zones.
- August 17- NCLR Alma Awards- CA

Representation on NCLR board

- Barbara Cowden is a CBA member of NCLR

State Farm Contact

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