



Advancing Economic Success

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Washington, DC

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Napa Valley Community Foundation

NAPA VALLEY
COMMUNITY FOUNDATION

About Napa Valley Community Foundation

- Founded 1994
- Serves Napa County, CA
- 100 funds, 8 staff, \$3 to \$4M/year grants

About Napa Valley's economy

- Viticulture and hospitality are king
- Immigrants are
 - 23% of population
 - 33% of workforce
 - 73% of agricultural workforce
- \$1B/year GDP from immigrants

The target audience for our project was primarily Legal Permanent Residents.

Primary: Legal Permanent Residents (aka, immigrants with a green card)

Secondary: unauthorized immigrants who might have an opportunity to adjust their legal status if immigration reforms are adopted

In 2012, we funded a white paper on the economic and fiscal impact of immigration in Napa Valley.

-- Rationale for Study --

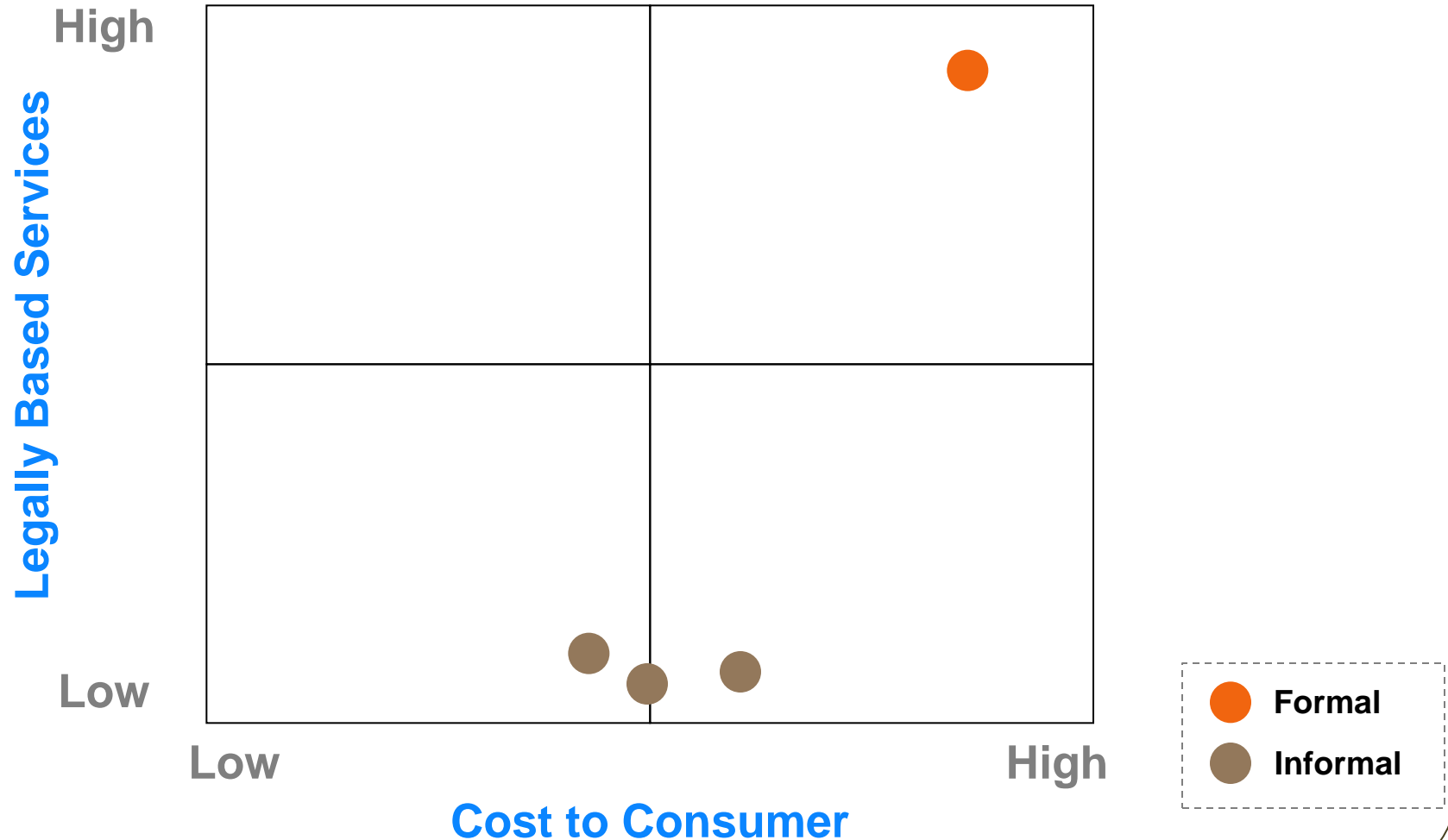
- Major demographic change, but no conversation about it
- Conversation elsewhere was polarizing, not factual
- We wanted to spark productive dialogue about our future

We learned a lot from our 2012 study.

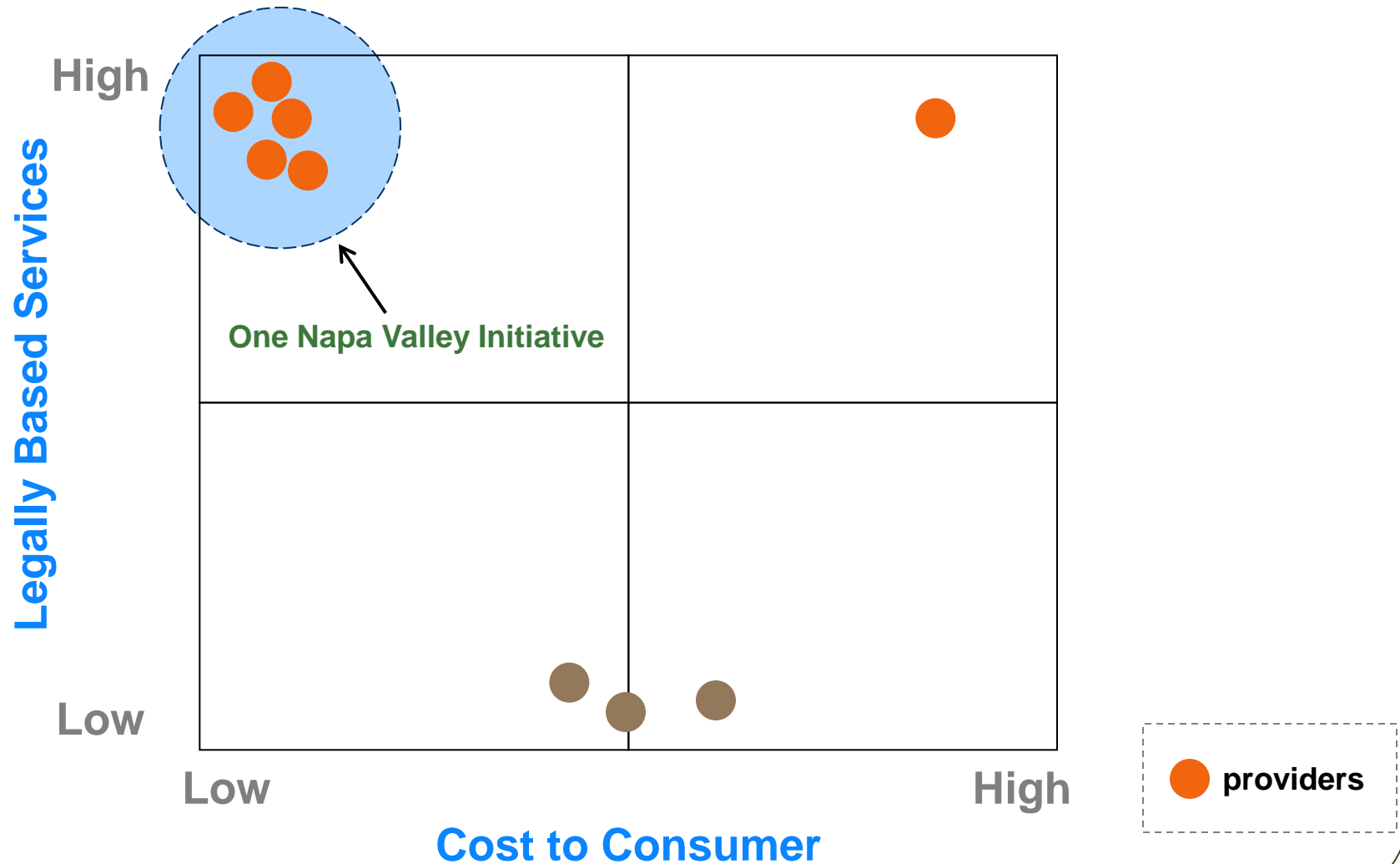
Key Insights

- \$1 billion = immigrants' yearly contribution to local GDP
- 23/33/73
- Proportional tax/spend
- Citizenship gap in Napa vs. CA
 - Concentrated population of Mexican immigrants
 - Very limited naturalization capacity
 - What capacity existed was too expensive

Before we started, creating new citizens was largely a private-sector affair – and very far from optimal.



Our project has significantly boosted formal, legally-based, low-cost naturalization services.



We chose our roles (convener, catalyst, grantmaker) based on our past experience in filling local gaps.



What were others doing?

- Local legal aid nonprofit stretched thin
 - Naturalization not primary focus
 - Very limited capacity (2 nats in prior year)
- No funders working this issue in Napa
- Citizenship not a focus for public or nonprofit sector leadership

Our project addresses two FES Results.

Earn It

- “Workers hold jobs that pay wages and offer benefits that support a stable family life.”

Citizenship is correlated with higher family income and more job mobility.

Grow It

- “Families leverage what they have for additional family and community asset development.”

The children of those who naturalize do better in school; citizens are more engaged in civic life

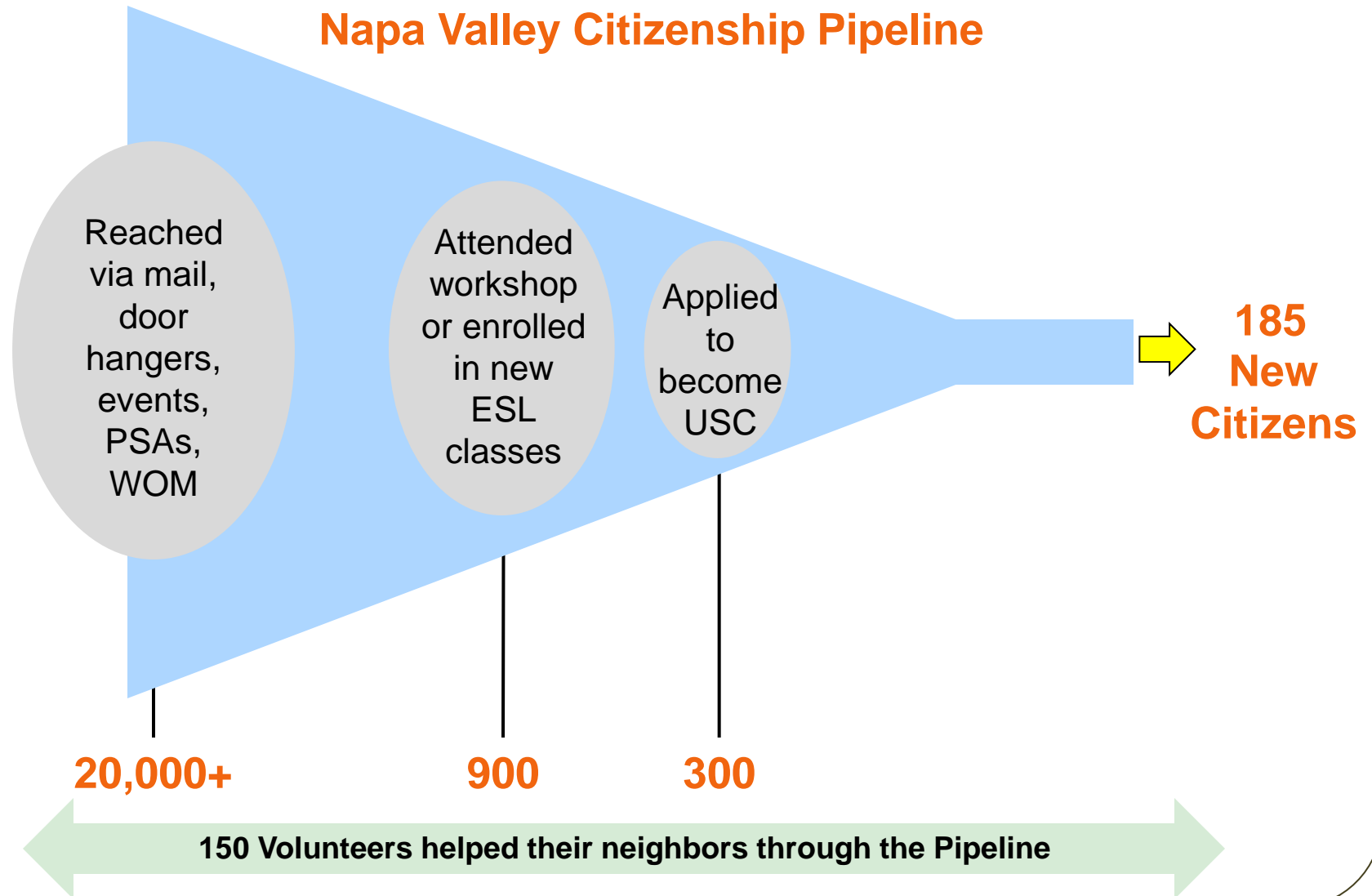
The One Napa Valley Initiative was our response to the citizenship gap in Napa County.

Key Ingredients



- Five nonprofit partners
 - 3 trusted, local, immigrant-serving FRCs
 - 2 legal services agencies (one imported from SF)
- One proven model: group processing
- \$1.1 million over three years
 - 129 donors
 - Every municipal gov't in our County
 - At least 33% of our Program VP's time

The results so far are very positive.



Here are a few new citizens, in their own words...



*Placeholder for
Video*

This project has brought us challenges as well as (you guessed it) opportunities.

Challenges/Demands

- Lots of time to keep Board on board
- Risk of being viewed as nonpartisan
- “Do you do anything besides immigration?”
- Absorbs lots of senior staff time (at least initially) to conjure a collaborative and keep it humming
- Turning off donors we don’t know about?

Opportunities

- 129 donors, many of them new
- Deeper ties to local policymakers
- Interest from regional funders
- Boost to our stature and street cred
- Learning new skills (research, policy advocacy re: S-COMM), building muscle memory for next big issue

We're still working on a plan to sustain this project beyond year three.

- Earned income (modest fees) is part of model
- Our lead grantee is imported (a challenge)
- We are likely to double-down on DAPA (which means more investment, instead of less)

Three pieces of advice, given retrospectively to myself.

1. Raise more money than you think you'll need, because things change
2. A collaborative is a precious thing: keep the dead wood out
3. Get elected officials involved even earlier, because they love citizenship and that drives greater visibility (which, in turn, means more \$\$\$)

Bonus content! Our Univision PSA, which was in heavy rotation last year on their Bay Area network.



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Video*