



LA FONDA FOUNDATION



2023 Update

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November 28, 2023

Dear Supporters of La Fonda Foundation,

In 2022, in recognition of La Fonda on the Plaza's 100th Anniversary, La Fonda Family Investors, who are the owners of the hotel, formed La Fonda Foundation. They had a vision to create a nonprofit organization committed to promoting upward economic mobility, improving employees' standards of living, and driving systematic change within the microcosm of hourly wage workers throughout New Mexico.

In early 2023, Jenny Kimball and John Rizzo were asked to create a charter and plan for the Foundation that would be unique and complement the efforts of other organizations in the state. I was brought on to take the ideas and framework to create an organization that brings these ideas to life - with one long-term goal in mind- to assist in the upward mobility of hourly employees in New Mexico, with an initial focus on La Fonda employees and their families.

We are guided by three simple values: 1) make decisions driven by data; 2) collaborate with the community; and, 3) act with an entrepreneurial mindset. Initially, our focus is to create and test programs and systems for employees of La Fonda on the Plaza. Once proven, we will expand services to support hourly wage earners throughout the state. The upward mobility of hardworking New Mexicans will always be at the forefront of our thinking and decision making.

While I am proud to kick off this journey, La Fonda Foundation recognizes that we need to prove success with data-driven actions and outcomes before we can feel confident that we are making a difference.

Thank you for the support and guidance you have provided since the inception of the Foundation. I am thrilled to share with you the progress we've made on our journey so far.

With Gratitude,

A handwritten signature in black ink that reads "Leticia Y. Bernal".

Leticia Y. Bernal
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Introduction

The Why

In August of 2023, La Fonda Foundation launched to close gaps in existing philanthropic programs, eliminate barriers, and create pathways to success for hourly workers and their families. Our goal is to increase upward economic mobility and standards of living, and achieve lasting systemic change for New Mexico's hospitality workers.



The Who

To understand the most critical needs of this employee cohort, the Foundation will initially focus on a select group of La Fonda employees and their families. The first cohort of families will be offered tailored services and programs customized to support their unique needs. Once effective systems and programs have been established and successfully verified, La Fonda Foundation will expand efforts to reach hourly employees and their families in the broader New Mexico hospitality industry, which is one of the largest private employers of hourly workers statewide.

The How

La Fonda Foundation will work with existing organizations and nonprofits to promote existing programs and services. These nonprofits are already successfully delivering services to the community and we wish to leverage the good work already being done. Oftentimes the resources in our community already exist but are unknown to our employees. By augmenting existing services that work well, with new wrap-around services that we will create, the Foundation plans to build on the family's strengths to achieve the goals they have set for themselves. Different needs due to age and circumstance are considered rather than just addressing one specific need. This comprehensive approach ensures that each family member can receive the support necessary to thrive. Additionally, this approach allows for multigenerational family cohesion, resilience, learning and change, and long-term well-being for everyone who participates.

La Fonda Foundation's Core Values



1. We will be led by data, not sentiment

La Fonda Foundation is dedicated to using data to make informed decisions. With support from the University of New Mexico's Cradle to Career Institute, we will collect quantitative and qualitative data to objectively demonstrate the impact we are making and whether we are truly achieving systemic change. This data collection has already started with a baseline study just completed.

2. We will be a collaborative organization with community partners

At La Fonda Foundation, we recognize the value of collaboration providing a pathway to prosperity. Our partnerships thrive on trust, transparency, and the belief that each participant brings a distinct perspective and expertise. The Foundation does not desire acclaim for itself but rather recognizes the achievements of our partners, supporting them in their endeavors, and connecting their programs to the families we serve. Our collaborative approach is dedicated to uplifting the hourly workers of New Mexico and we strive to do so without seeking personal recognition.

3. We will lead with an entrepreneurial mindset

La Fonda Foundation is an entrepreneurial organization. We are willing to take risks, knowing that we will fail occasionally. Failure is simply a proxy for trying something new and taking risks. We will learn from our mistakes and learn how to serve our community more effectively as a result.

Our story so far

1

Employee Survey



La Fonda Foundation has engaged the University of New Mexico's Cradle to Career Policy Institute to survey the staff of La Fonda on the Plaza with two goals in mind: 1) to determine the barriers that hourly employees within the hospitality industry of New Mexico are facing which are holding them back from experiencing upward mobility and; 2) to gain an understanding of the personal goals of these individuals and their families.

The staff of La Fonda on the Plaza are the initial cohort, a sample within the hospitality industry of New Mexico. This survey was distributed to approximately 300 hourly employees with convenient online and offline options to answer the survey questions. The survey was offered in English and Spanish and designed to be completed in less than 15 minutes. The survey was available for completion over a two week period. During that time, 153 surveys were submitted, a positive response rate of 45.4%.

The survey included questions on basic demographic information (e.g., age, education, number of work hours, marital status, size of family), home and family situations (e.g., housing and child-care arrangements and costs, length of commute to work, smart phone or computer access), and personal goals and challenges (e.g., educational goals, degree of difficulty in balancing work and family needs, individual and family goals). The survey included a mix of close-ended questions, in which the respondent could choose from predetermined options, and open-ended questions that allowed the respondent to enter as long of an answer as they desired.

Our story so far 1

Employee Survey

KEY FINDINGS	DETAILS
Food Insecurity	<ul style="list-style-type: none">• 49% of respondents have experienced food insecurity at some time in the past year.
Education	<ul style="list-style-type: none">• 47% want to further their education. Additionally, many expressed a desire for their children or family to have access to, or improved, education.
Financial Concerns	<ul style="list-style-type: none">• 36% work more than one job to make ends meet.• When asked to “List up to three things that you would like in your life for yourself”, the majority of respondents answered “financial stability and security”.
Housing	<ul style="list-style-type: none">• 49% of respondents spend over 51% of their income on housing.• A prominent theme was the desire to own a home or property.

“This employee survey is to serve as an initial attempt to gather data and gauge the needs of the hourly workers of La Fonda on the Plaza. We feel this sample is a decent representation of the needs of the hospitality industry in New Mexico. La Fonda Foundation and University of New Mexico’s Cradle to Career Policy Institute will work together to collect data and analyze it continuously so that the impact of the Foundation’s efforts are continuously measured.”

–Dr. David Purcell, Senior Research Scientist at the Cradle to Career Policy Institute at the University of New Mexico.

Our story so far

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Employee Training

La Fonda Foundation recognizes that offering employee training is an essential component of additional wrap-around services that will contribute to the overall well-being, development and upward mobility of hourly employees. Wrap-around services are designed to provide comprehensive support to employees and their families that address their needs beyond what is available in the existing workplace and community programs. The first training program was aimed at helping employees understand basic financial management, including the importance of building a budget and how to maintain a good credit score. The training sessions were held during the work day, onsite at La Fonda on the Plaza, and employees were encouraged to remain clocked in during the sessions so there was no wage impact. Future programs planned for 2024 include qualifying for a mortgage, resources for private education for children, and other opportunities for higher education and salaried jobs.



3

Community Partnerships

Promoting and participating in collaborative relationships are at the core of La Fonda Foundation. This enables organizations to work together and not reinvent the wheel, amplifying the impact on the community by leveraging programs that already work.

Two examples of such partners are Guadalupe Credit Union and Homewise. Both are trusted partners that provide financial literacy and housing purchase education in a bilingual fashion.

Our story so far

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Employee Emergency Fund

While creating systemic change for hourly employees in New Mexico is the ultimate goal of La Fonda Foundation, we recognize that life happens and unexpected financial crises and emergencies occur. We are working to create and launch an employee emergency fund in early 2024 to offer financial support to hourly employees living from Santa Fe County and north to the Colorado border who are facing unexpected expenses or hardships. Requests can be made from \$100-\$5,000 based on the need they are experiencing. The goal is to streamline the application process so that approved funds are disbursed to the applicants as soon as possible when people need support the most.

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Advisory Board

Since the inception of La Fonda Foundation, it was recognized that pulling together an advisory board of respected community leaders would be critical to the Foundation's long-term success. The Foundation's Founding Members and the Executive Director wanted to mobilize those willing to contribute their expertise, insight, diverse perspectives, and passion to help shape and guide the Foundation's investment and efforts toward achieving its goals. Alongside the Founding Members, eight individuals were asked to join the Advisory board. This group includes two people who are hourly employees in the hospitality industry of New Mexico. A list of Founding and Advisory Members is shown below.

Thank you for your ongoing support of our program.

Founders

- La Fonda Hotel
- Jenny Kimball
- John F. Rizzo

Advisory Board Members

- Carol Anglin, La Plazuela Dining Room Manager at La Fonda on the Plaza
- Ross Chaney, Community Advocate
- Christopher Goett, President and CEO of Santa Fe Community Foundation
- Hervey Juris, Professor Emeritus, the Kellogg School, Northwestern University
- RJ Martinez, LANL Foundation Early Childhood Program Manager/Santa Clara Pueblo Tribal Councilman
- Alvaro Quintanar, La Fonda on the Plaza
- Jen Schroer, Secretary for the Aging and Long-Term Services Department for the State of New Mexico
- Jose Villareal, Manager of LevelUp Program for Santa Fe Public Schools

Initial Community Partners

- Guadalupe Credit Union
- Growing Up New Mexico
- Santa Fe Community Foundation
- McCune Foundation
- Dallas Foundation
- Literacy Volunteers of Santa Fe
- Homewise
- United for Affordable Housing
- UNM's Cradle to Career Policy Institute
- LANL Foundation

To support La Fonda Foundation, visit:
<http://www.dallasfoundation.org/lafonda>

