



July 21, 2006

Ms. Evern D. Cooper
President
The UPS Foundation
55 Glenlake Parkway, NE
Atlanta, GA 30328

Dear Ms. Cooper,

The enclosed funding proposal is being sent in response to your invitation to the Georgia Hispanic Chamber of Commerce (GHCC) to apply to the UPS Foundation for support.

As the largest Hispanic chamber of commerce outside of Miami, FL, we welcome your interest in GHCC and the great help your support would be to our ongoing efforts. With Hispanics being one of the most influential minority populations on Georgia's economy (with buying power up over 700% since 1990 according to the Atlanta Journal-Constitution), assistance from the UPS Foundation would be invaluable in facilitating the training, education, support and networking opportunities we provide to this vibrant community.

Our proposal will demonstrate how funding from the UPS Foundation will enable GHCC to increase its reach throughout Georgia, providing more comprehensive resources to entrepreneurs statewide than we have been able to accomplish at our current funding levels. Since all indications are that the Hispanic community's impact on the state's economy will continue to grow, it is crucial that GHCC's knowledge-base, resources and expertise are available to as large a constituency as possible.

Once again, thank you for your interest and for the opportunity to submit this proposal to the UPS Foundation,

Sincerely,

Sara Gonzalez
President & CEO
Georgia Hispanic Chamber of Commerce

II. Specific Program/Project Details and Goals

Although GHCC's goal has always been to provide support and resources throughout the state of Georgia, the following statistics emphasize the need for even more concerted efforts to fulfill that goal:

- At a rate of 17%, Georgia's Hispanic population grew faster than in any other state in the nation from 2000 to 2002.*
- Hispanic buying power in Georgia increased from \$1.3 billion in 1990 to \$10.2 billion in 2002.**
- Georgia ranks 13th in the U.S. for the number of Hispanic owned firms, which in 2001 totaled 13,251.†

* *U.S. Census Bureau, Sept. 2003*

** *Georgia Department of Education, 2002*

† *Georgia Trend, 2001*

These figures demonstrate not just the growing numbers of our constituents, but the growing need they have for the opportunities, training, support and education we provide. By furnishing them with such resources, we do more than assist them as individuals, entrepreneurs and business-owners. We also help the state reap the economic benefits of a growing, highly motivated and financially successful population.

III. Giving Approach

In relation to the UPS Foundation's Giving Approach, GHCC's Statewide Satellite Outreach Program (SSOP) does not directly focus on hunger, literacy or volunteerism. However, the successful results of SSOP will indirectly address these issues by building, demonstrating and nurturing models for success within the Hispanic business community.

Hunger: Our programs do not focus on feeding the hungry, but the results enable Hispanic entrepreneurs and businesses to flourish and prosper, thereby creating financial stability and well-being for both individuals and the community. The family that is able to take better care of itself because of the tools we provide for succeeding in business is the family that will teach and encourage others to do the same.

Literacy: In addition to providing seminars in English and Spanish, GHCC enables its members to better themselves financially and for some, to experience their first taste of success. While we hope that our efforts will enhance the limited educational opportunities to which some of our members have had access, their success will help ensure the education of their children and other family members.

Volunteerism: As with all our seminars and workshops, the SSOP will solicit and encourage the participation of local business leaders and other appropriate lecturers and teachers. In addition, those who benefit from attending these programs and other GHCC services are more likely, in turn, to volunteer their services for various community causes as they pursue their business goals.

UPS Foundation participation in SSOP will have a more direct impact on GHCC strategies, as described in the Giving Approach.

Volunteerism: As described above, the expansion of our programs to a statewide audience through satellite sites will increase the number of opportunities for local businesses and business leaders to volunteer as mentors, teachers and experts.

Leadership: As we give our members the tools for business and financial success, we find that today's aspiring entrepreneurs do, in fact, become tomorrow's business leaders.

Sustainability: By expanding and enhancing our statewide operations, GHCC will certainly reach a greater audience and provide more "return

on investment” for our efforts. These results, in turn, will continue to produce benefits for our members and their communities, as well as provide distinct financial benefits to the Georgia economy. We believe this “daisy-chain reaction” of positive results will build a strong foundation for the long-term effectiveness and viability of GHCC’s Statewide Satellite Outreach Program.

IV. Closing

This proposal is respectfully submitted along with the Georgia Hispanic Chamber of Commerce's deepest gratitude for the UPS Foundation's interest in our work and our organization. We sincerely appreciate being given the opportunity to present the details of our Statewide Satellite Outreach Program to you, and hope that we will be able to look forward to the prospect of working with you to make the program a reality in the very near future.