

**Council Perspectives:
Immigration and Corporate Philanthropy**

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Council Perspectives: Immigration and Corporate Philanthropy

Introduction

The United States has long been known as a nation of immigrants. From the first settlement in Jamestown, Virginia in 1607 to the waves of Europeans who passed through Ellis Island between 1892 and 1952, the United States has been a magnet for people seeking new opportunities.

During the first decade of the 21st century, however, immigrants to the United States aren't just coming from Europe—they are also coming in overwhelming numbers from Asia and Latin America. No longer predominately European and Christian, today's immigrants are driving a rapid demographic shift that will severely test the idealized notion of an American melting pot.

The Great American Melting Pot

In the early 20th century, the term “melting pot” was widely used to describe the vision of an America in which people of different nationalities, ethnicities, and races blended together to build a new society.

“Understand that America is God's Crucible, the great Melting-Pot where all the races of Europe are melting and reforming! A fig for your feuds and vendettas! Germans and Frenchmen, Irishmen and Englishmen, Jews and Russians—into the Crucible with you all! God is making the American.”
—*The Melting Pot* by Israel Zangwill, 1908

The Conference Board Contributions Councils met in Phoenix, Arizona in February 2008 to discuss immigration issues, their implications for U.S.-based corporations operating in an increasingly global economy, and the challenges and opportunities immigration poses for corporate philanthropy professionals. Thirty-eight council members attended, representing many of the largest corporate grantmakers in the United States.

Guest speakers provided current data on both global and U.S. immigration issues and trends; perspectives from immigrant communities; policy implications for federal, state, and local governments; and potential approaches for new philanthropic programs. Speakers included:

- Ángel Cabrera, president, Thunderbird School of Global Management
- Irene Lee, senior program associate, Annie E. Casey Foundation
- Janet Napolitano, governor, State of New Mexico
- Daranee Petsod, executive director, Grantmakers Concerned with Immigrants and Refugees
- Marcelo M. Suárez-Orozco, Ph.D., Courtney Sale Ross University professor of globalization and education, New York University, and co-director, immigration studies at NYU
- Raul Yzaguirre, founder/executive director, Center for Community Development and Civil Rights at Arizona State University, and former president of the National Council of La Raza

This *Council Perspectives* report provides key themes and issues that emerged from the meeting's discussions and presentations. Because of the significance of the immigration question to multiple aspects of U.S. society today—both business and otherwise—Contributions Council members wished to share this discussion on the councils' web pages.

Carolyn Cavicchio is senior research associate for global corporate citizenship at The Conference Board.

Summary of Key Issues/Discussion

Importance of immigration:

- It is a global phenomenon that shows no signs of abating.
- It is critical to the long-term economic vitality of both the sending and receiving countries.
- It affects every aspect of our society.

Benefits to corporations:

- A stronger, more diverse workforce
- An expanded consumer/customer base
- An enhanced global competitiveness

Current trends:

- Immigration today no longer focuses on the United States as the “new world”; now, it is global.
- Labor forces in developed countries will decline without further immigration.
- One in five U.S. children is the offspring of an immigrant; this number is projected to increase to one in three by 2040.
- Fifty-five percent of the U.S. foreign-born population is of Latino origin; one-third is Mexican.
- Immigrants represent 12 percent of the U.S. population and 15 percent of the overall workforce.
- Thirty-eight percent of scientists and engineers with doctorates and 29 percent of those who hold masters degrees are immigrants.
- Forty-five percent of low-skilled workers are immigrants.
- Immigrants will account for 60 percent of U.S. population growth between 2000 and 2050.
- By 2009, Asians and Latinos will command nearly 14 percent of U.S. buying power.
- Migrants sent home an estimated \$269 billion in recorded remittances in 2006—more than twice the official aid received by developing countries.

Challenges for corporate grantmakers:

- Immigration is a controversial, politically volatile issue; affiliation with this issue has the potential to negatively affect a company’s brand.
- Immigration does not seem to easily fit within most companies’ current funding priorities.
- In a “competition” for limited philanthropic dollars, how can one make the case for immigrants versus other vulnerable populations?
- The post-9/11 security climate has focused attention on the issue of illegal immigration and the risks this may pose to national security.
- Most companies lack the cultural competence to work with immigrant communities, even if they wanted to do so.

Potential grantmaking opportunities:

- Develop an immigrant integration funding focus.
- Fund the collection of objective data on immigration issues.
- Support the UN Millenium Development Goals/UN Global Compact.

Rethinking Immigration

Presenter: Marcelo M. Suarez-Orozco, Ph.D, NYU

Immigration has been fundamental to the human experience for the past 60,000 years. Today, we're experiencing the largest wave of global migration ever: between 190 and 200 million immigrants and refugees worldwide.

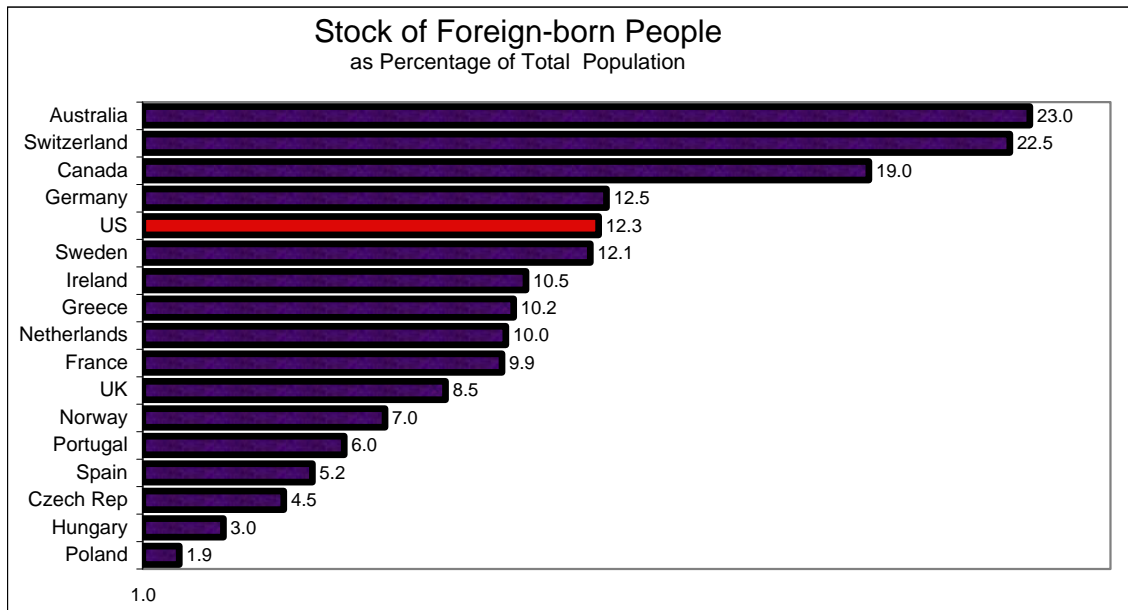
Last year, there were 1.5 billion international journeys. Transportation networks now allow such travel, and globally-interconnected economies help drive it.

The history of the United States is one of immigration—it is part of our national identity, our national “story.” However, immigration today is normative, not exceptional. And it no longer focuses on the United States as the “new world”; instead, immigration is global.

The epicenter of global migration is now Asia. China alone has more than 150 million internal immigrants. In India, 31 migrants per minute arrive in cities for a total estimate of 700 million by mid-century.

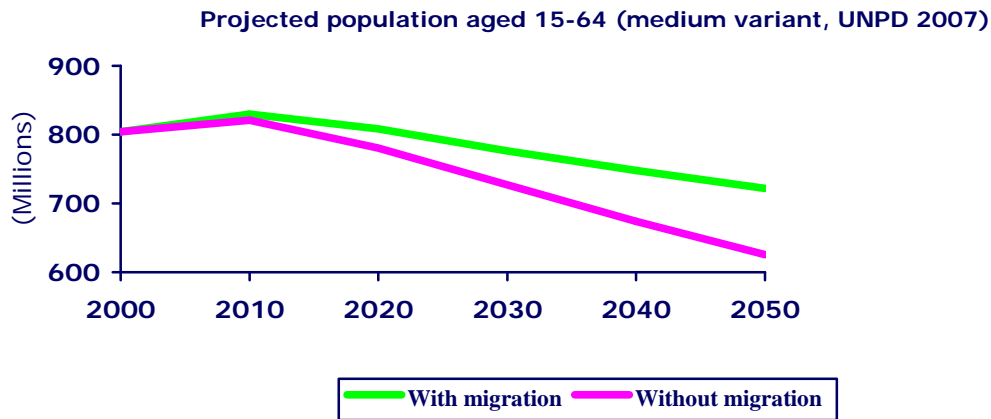
In Europe, changes have been dramatic:

- Leicester, England will be the first European city with a non-white majority.
- Frankfurt, Germany today is about 30 percent immigrant.
- Rotterdam is 45 percent immigrant.
- By 2015, Amsterdam will be 50 percent immigrant.
- Sweden has 1,000,000 immigrants.



Source: EuroStat

UNDP data shows that the labor forces in developed countries will decline without further immigration, given the current low fertility rates and rapidly aging populations in those countries.



Immigration in the United States

Since 1990, about a million new immigrants per year have entered the United States. There are now approximately 38 million immigrants, the largest number in history but proportionately less than the largest immigration wave in U.S. history.

Approximately 70 million people in the United States now are immigrants or second generation. Of this population, more than 12 million are unauthorized.

The second generation is the fastest growing sector of the immigration-origin population.

- One in five children in the United States is the offspring of an immigrant.
- This ratio is projected to increase to one in three by 2040.

The current immigration experience in the United States is one of hyper-diversity. More than 190 countries are represented in New York City public schools, and over 90 languages are spoken in Los Angeles public schools. Economic backgrounds of immigrants include the most educated and affluent to people with a limited education and the working poor.

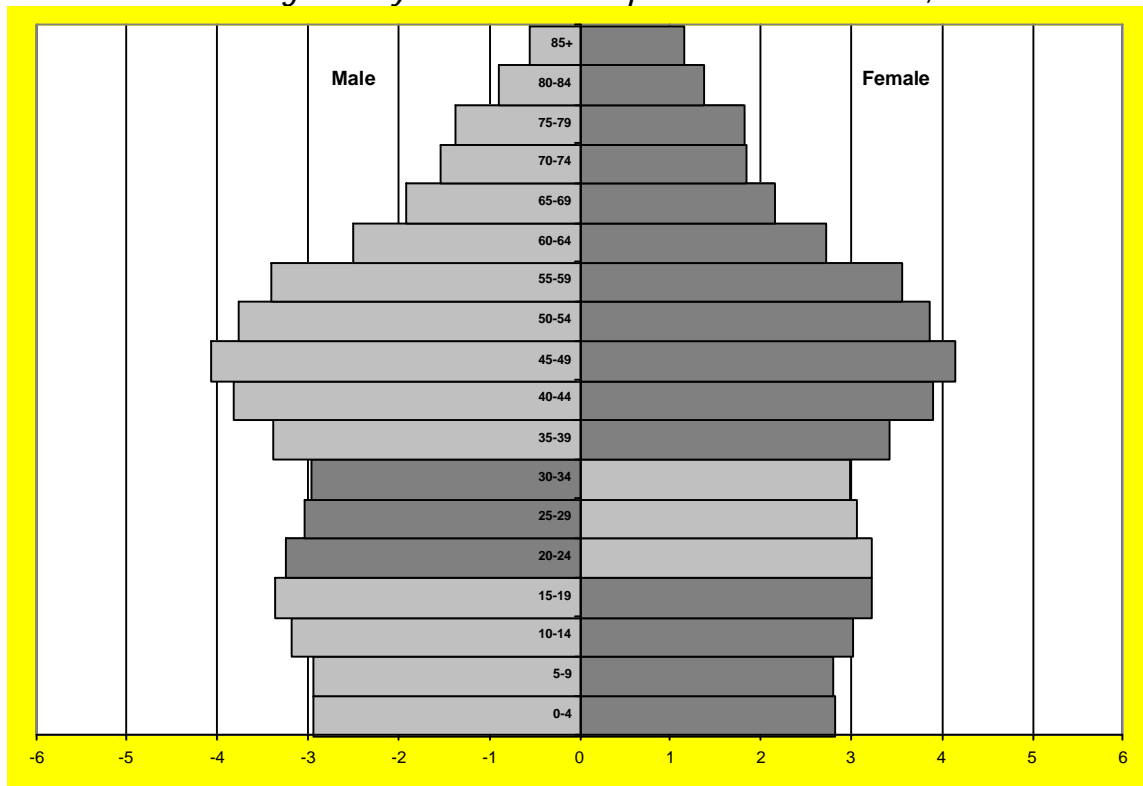
By 2007, 11 of the top 12 leading countries for immigrants entering the United States were Latin American, Caribbean, or Asian.

Universe: 2006 foreign-born resident population		
Country of Birth	Number	Percentage
Mexico	11,534,972	30.8%
Philippines	1,634,117	4.4
India	1,505,351	4.0
China	1,357,482	3.6
Vietnam	1,116,156	3.0
El Salvador	1,042,218	2.8
Korea	1,021,212	2.7
Cuba	932,563	2.5
Canada	847,228	2.3
Dominican Republic	764,930	2.0
Guatemala	740,986	2.0
Jamaica	643,067	1.7

Source: Pew Hispanic Center, January 2008

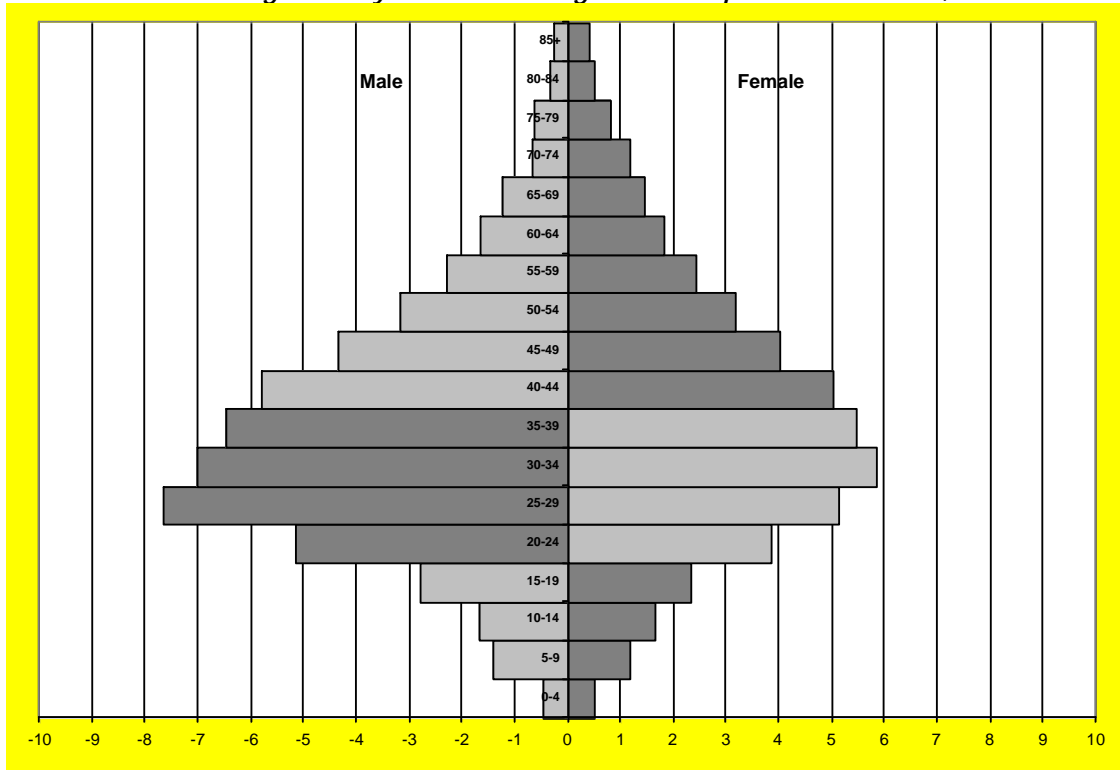
Over one-third of the foreign-born population now is Mexican and 55 percent is of Latino origin. One in six babies born today has a Latina mother. As the following tables indicate, this is the fastest growing sector of the U.S. child population.

Age-Sex Pyramid for Non-Hispanic Whites in the U.S., 2006



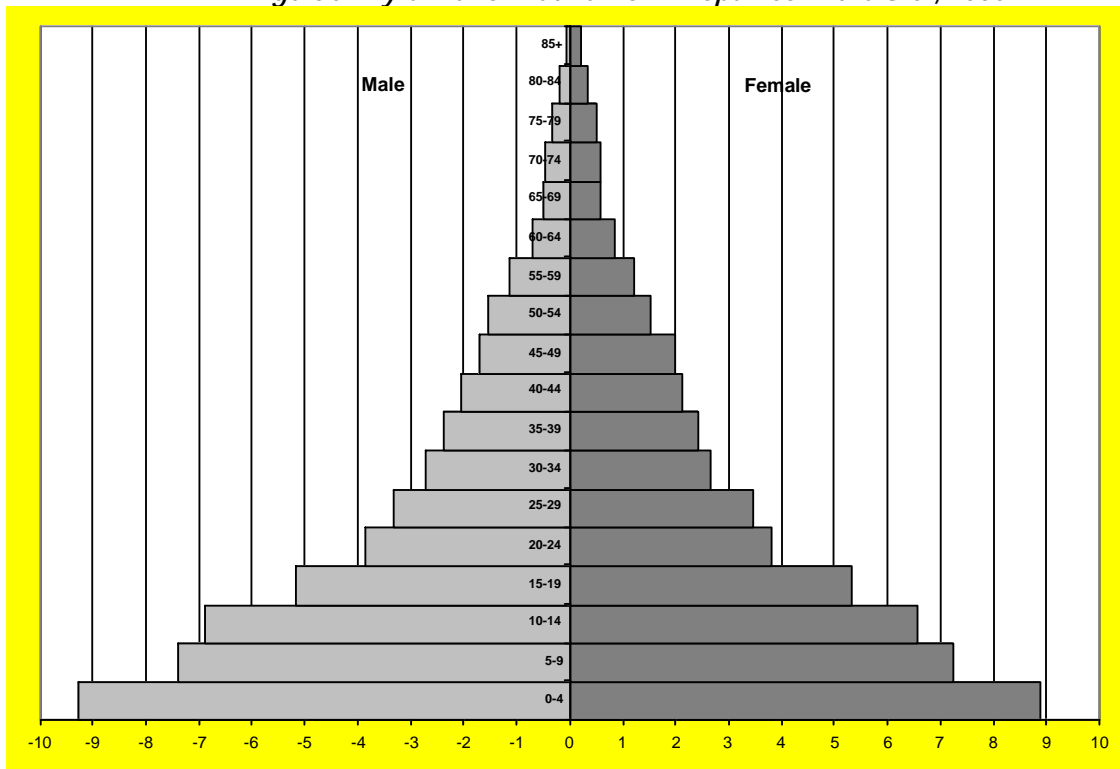
Source: U.S. Census Bureau, Current Population Survey

Age-Sex Pyramid for Foreign-Born Hispanics in the U.S., 2006



Source: U.S. Census Bureau, Current Population Survey

Age-Sex Pyramid for Native-Born Hispanics in the U.S., 2006



Source: U.S. Census Bureau, Current Population Survey

In Conclusion

Structural demand for immigrant workers varies by region:

- In the United States, it is driven by economic interests.
- In China, it is a reflection of the country's entry into the global economic system.
- In Europe and Japan, it is the result of powerful and unavoidable demographic factors.

As countries rely on immigrants to do everything from knowledge-intensive work to the “dirty, dangerous, and demanding” jobs, those workers' children and families will follow course. We are facing a more, not less, diverse future.

A host country's failure to properly address the realities of immigration in the global era and its inability to educate and ease the transition of immigrants' children will shape those youths' sense of belonging, citizenship, labor market participation, and long-term patterns of adaptation in advanced postindustrial democracies.

Council Member Q&A

Q: How does today's experience in integrating immigrant populations compare to past waves of immigration?

A: The context of migration today is quite different from 100 years ago. A century ago, immigrants came to the United States at a time of massive industrialization. They came in and got on an elevator that was going up, and they went along for the ride. Today, education will make the biggest difference in the success of immigrant children. One hundred years ago, on the Lower East Side, 80 percent of the Irish and Italian immigrants didn't complete high school but were still able to find well-paying jobs. Today, if 80 percent of the immigrant students failed to graduate from high school, the impacts on our economy (or any host economy) would be devastating. We're doing really well integrating around 25 percent of the kids, but the lives of about 50 percent decline educationally, economically, and healthwise over time.

Q: What gives us confidence that the kind of world you portray with immigration will be viable, given the United States' history of exclusion?

A: We don't have a good track record for transferring higher-level skills or educating immigrant children. This is the fundamental challenge going forward—and we're not focused on it; instead, we're looking at other issues, such as controlling the border. We're having a dysfunctional, dystopic conversation about banalities. The Bertelsmann Foundation just convened a group in Berlin to look at which countries are doing a good job at integrating immigrants. Europe is having a proactive conversation on this, but the United States isn't.

Q: What is the likelihood of changing the U.S. Constitution?

A: This is unlikely. We won't punish U.S.-born children of illegal immigrants by denying them citizenship. This would go against huge precedent and against the history of immigration law in the United States.

Q: Are other countries doing a better job at integration? If so, what are they doing?

A: New Zealand, Canada, Australia, Finland, and Sweden are all doing a good job at collapsing the education differences in one generation. Language skills are the most significant indicator of long-term success; these countries are doing a good job of teaching their languages to immigrant children. There is also an issue of scale at work here—the entire population of Sweden would fit into New York City.

“The U.S. is a language graveyard. Languages come here and are buried. German immigrants, Japanese immigrants ... they came here and learned English, and stopped using their languages.”

—Marcelo M. Suárez-Orozco

Immigrant Integration: Opportunities for Corporate Philanthropy

Presenter: Daranee Petsod, Grantmakers Concerned with Immigrants and Refugees

The Importance of Immigration

Why is immigration important?

- It is a global phenomenon that shows no signs of abating.
- It is critical to the long-term economic vitality of both the sending and receiving countries.
- It affects every aspect of our society.

Immigrant workers play a pivotal economic role in the United States. They fill gaps created by retiring baby boomers (20 percent of the U.S. population will be over age 65 by 2030) and constitute 83 percent of the growth in the working-age population. Although they represent just 12 percent of the populace, they make up 15 percent of the overall workforce.

Forty-five percent of low-skill workers are immigrants; however, 38 percent of scientists and engineers with doctorates and 29 percent of those with masters degrees are immigrants. The greatest U.S. job growth from 2004 to 2014 will be in the high and low ends of the workforce (21 percent professional and 19 percent service), where immigrant workers are most represented. Immigrants will constitute 60 percent of the total U.S. population growth between 2000 and 2050, according to the U.S. Census Bureau.

Immigrant purchasing power is also growing. It has increased 347 percent among Latinos and Asian immigrants since 1990, compared to a 158 percent increase in total U.S. buying power. By 2009, Asians and Latinos will command nearly 14 percent of U.S. buying power.

Immigration is relevant for corporations because it:

- creates a stronger, more diverse workforce;
- builds the workforce of the future, particularly in math and sciences;
- represents an expanded consumer/customer base;
- enhances global competitiveness;
- develops the next generation of global leaders;
- connects to global business models and objectives; and
- addresses health disparities.

Challenges for Corporate Philanthropy

Although immigration presents many opportunities for companies, few have focused their charitable giving on this topic. What are the challenges that have prevented companies from funding in the immigration area?

- It is a controversial, politically volatile issue.
- Companies have concerns about brand protection, given the controversy surrounding immigration.
- It can be difficult to find a fit for immigration within current funding priorities.

- In the current post-9/11 security climate, companies are talking about H1B visas, not immigrant education and integration or other systemic issues.
- Carving out a focus on immigrants versus other vulnerable populations can be difficult.
- Regulatory issues, particularly for the banking industry, can be an obstacle.
- Most companies lack cultural competence in working with immigrant communities.

In order to circumvent these challenges, corporate grantmakers should focus their funding on “immigrant integration.” Concentrating on how immigrants can best become fully assimilated into U.S. society minimizes the controversy and politics that surround the immigration issue. Integration also moves us away from the “immigrant striver” versus “immigrant problem” dichotomy.

Immigrant Integration as a Funding Focus

A focus on integration provides multiple entry points that allow corporations to meet both their giving and business objectives, and can connect immigrant funding to giving priorities, branding, marketing, and human resources efforts for companies. It also refocuses the discussion on immigration as an asset, not a liability.

Immigrant integration is a two-way process where immigrants and natives work together to build a stronger, healthier, and more economically vital society through health care, employment, education, civic participation, arts, and cultural programs. Such an approach reaps benefits not just for immigrants, but also for the sending and receiving societies.

The four cornerstones of an immigrant integration focus are:

1. Mutual responsibility, mutual benefit
2. Intentionality
3. Multi-stakeholder involvement
4. Multi-strategy approach

Pathways to Integration		Role of Newcomer Community	Role of Receiving Community
Community-wide Planning Efforts	Intentional and inclusive planning allows newcomers and long-time residents to work together to facilitate immigrant integration and promote overall safety, health, and well-being of communities.	Seek opportunities to participate actively in broad community planning endeavors.	Systematically engage newcomers in community planning efforts.
Language and Education	Eliminating language barriers, promoting English proficiency, and providing educational opportunities are key to successful integration.	Learn English while maintaining native language. Utilize and support the local school system.	Offer quality English classes; ensure language access. Provide equitable access to quality education.
Health, Well-being, and Economic Mobility	Programs that promote health, well-being, and economic mobility are essential to helping immigrants establish a foothold and to strengthening the broader community.	Be self-sufficient and support family. Contribute to the economy by working, paying taxes, and starting new businesses.	Provide services that support self-sufficiency, such as job training, health care, and housing. Offer access to training opportunities, living-wage jobs, and support for entrepreneurship.
Equal Treatment and Opportunity	Fair laws and policies are critical building blocks for successful integration.	Be responsible, contributing community members; help promote equal treatment and opportunity for all.	Enact and enforce laws that promote equal treatment and opportunity, and provide resources to protect newcomers' rights.
Social and Cultural Interaction	Such interaction fosters understanding, creates a sense of belonging, and facilitates mutual engagement.	Adapt to a new culture without losing identity and native culture. Engage with long-time residents to find common ground.	Learn about and respect diverse cultures. Engage with newcomers to find common ground.
Civic Participation and Citizenship	Opportunities for newcomers to participate in civic life are vital to integration.	Commit to the new community, learn about civic processes, engage in the life of the broader community.	Promote citizenship and opportunities for community participation, from involvement in the local PTA to voting on Super Tuesday.

Source: Grantmakers Concerned with Immigrants and Refugees

Council Members Q&A

Q: How can we leverage what is already out there regarding funding in this area?

A: Grantmakers Concerned with Immigrants and Refugees has a toolkit that highlights best practices, as well as levels of investment and evaluation. (*See Resources on page 36.*)

Q: Immigrants coming from countries with nondemocratic governments have no experience with democratic ideals/principles, such as volunteerism. How can we promote involvement in the third/independent sector among immigrants?

A: It's very challenging when dealing with populations that have no history of civic engagement. You'll need to take a "peer education" approach, having other groups talk to immigrants about the benefit of civic engagement.

Rivers of Gold: Remittances and Philanthropy

**Presenters: Irene Lee, Annie E. Casey Foundation
Louella Chavez D'Angelo, Western Union Foundation**

Worldwide, there are more than 190 million migrants working abroad. If these people constituted a state—"migration nation"—it would rank as the world's third largest.

Immigrants sent home an estimated \$269 billion in recorded remittances during 2006—more than twice the official aid received by developing countries. If that total includes the informal network of remittances, the number may increase by up to 50 percent, which, according to the World Bank, would make it greater than the total direct foreign investment to developing countries.

To best meet emerging needs, corporations and foundations must take this major global trend into consideration.

What Are Remittances?

Remittances are family-to-family transactions by an individual (usually a person who has emigrated from his/her city or country of origin) sending money to another individual (usually a relative). Remittance transfers are typically person-to-person payments and of low monetary value.

A quote from a study published by the Multinational Investment Fund and Pew Hispanic Center sums it up well:

“...remittances are the expression of profound emotional bonds between relatives separated by geography and borders, and they are the manifestation of a profound and constant interaction among these relatives regardless of the distances between them.”

To get a sense of the scope and scale of remittances, look at the money that flowed into Latin America during 2006. Remittances from workers in the United States, Europe, and Japan totaled \$60 billion. Foreign direct investment, on the other hand, totaled \$45 billion, while official development assistance totaled just \$6 billion.

Asia and Oceania receive the highest proportion of remittances, totaling more than US\$114.4 billion annually. This figure represents 15 percent of exports. A sampling of remittances to this region includes:

- Southern Asia: \$46 billion (India and Pakistan)
- Southeast Asia: \$33 billion (Philippines and Vietnam)
- East Asia: \$23 billion (China and Korea)
- Central Asia: \$11 billion (Kazakhstan and Uzbekistan)
- Oceania: \$1.4 billion (Fiji and Samoa)

Source: United Nations International Fund for Agricultural Development (IFAD)

These are the figures for which there is a paper trail; they don't include cash and goods that are personally carried from country to country.

Profile of a Remitter

Remitters represent two-thirds of all immigrants in the United States. The typical remitter:

- Sends money regularly, at least 10 times a year
- Has an income below \$30,000 (65 percent)
- Has a basic education below high school (70 percent)
- Sends about \$3,500 annually
- Has a longstanding commitment with his/her relatives (at least five years)
- Uses intermediaries to send money (85 percent)
- Does not have a bank account (56 percent)

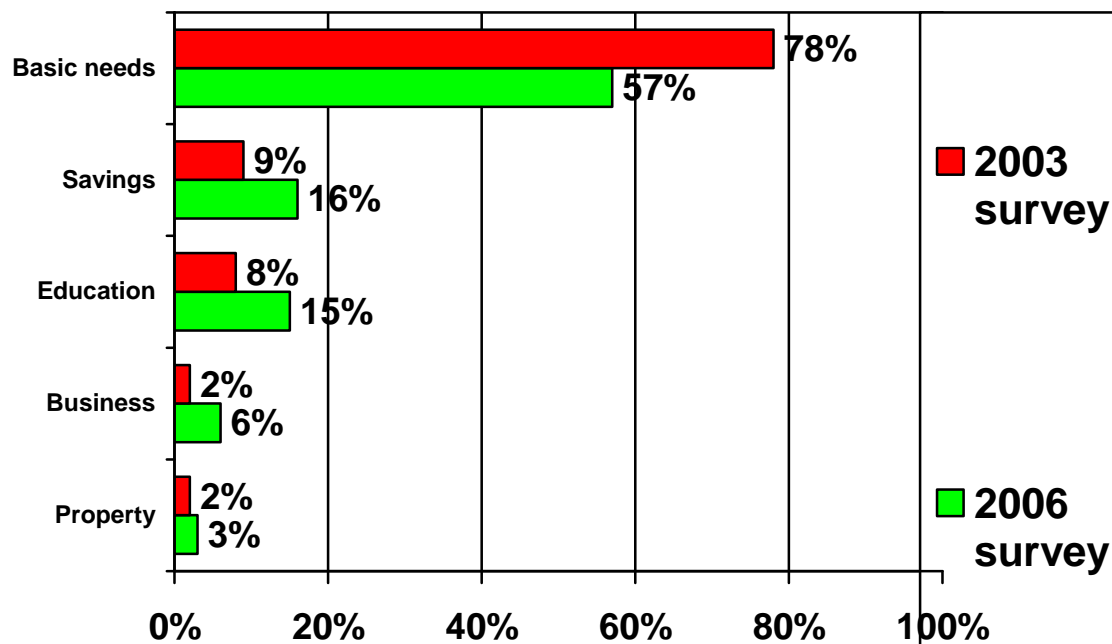
Source: Inter-American Development Bank

PROFILE OF MIGRANT REMITTERS							
	Mexico	Dominican Rep.	Jamaica	El Salvador	Guatemala	Bolivia	Nicaragua
Over 40 years old	18%	15%	17%	15%	26%	24%	51%
Female	40	55	43	64	33	52	41
Some college or college degree	14	60	75	19	12	42	35
Income > \$35,000	3	3	4	3	3	18	8
U.S. Citizenship	13	43	56	17	12	16	14
Uses Internet	24	63	76	31	23	36	24
Daily	45	40	44	30	57	36	41
Monday–Friday	17	18	27	20	9	14	15
Weekends	12	19	19	25	9	10	15
Rarely	26	23	9	25	26	40	29

Source: Manuel Orozco and Katy Jacob, Inter-American Dialogue 2007

Why Remittances Matter

According to remittance recipients in Mexico surveyed by the Inter-American Development Bank (IDB), the majority used remittances to pay for basic needs. However, from 2003 to 2006, the survey indicates that remittance use for savings, education, business, and property increased, while use for basic needs—still the major use of funds—decreased.



SOURCE: IDB SURVEYS IN MEXICO, 2003 & 2006

Over time, remittances are more stable than private capital flows, showing a steady rise over the past 17 years. Remittances also tend to be what economists call “countercyclical,” meaning that they rise dramatically during economic downturns, in times of political turmoil, or when natural disasters strike. This is not surprising: overseas workers step up their giving when their families and communities need it most.

Remittances are one of the most effective ways we know of fighting poverty. According to Dr. Dilip Ratha of the Migration Policy Institute, poverty drops an impressive—and measurable—3.5 percent when remittances rise just 10 percent. And recorded remittances have doubled in the past five years.

According to the United Nations, studies indicate that remittances have a “multiplier” effect on local economies. For example, Mexico receives more than \$24 billion in remittances each year. This money makes up 25 percent of the start-up capital for all small businesses in that nation. Likewise, remittances bring Morocco more money than tourism, and Sri Lanka more money than tea.

Remittances play a major role in the Annie E. Casey Foundation's (AECF) strategies to help vulnerable children and families succeed. AECF supports policy research and recommendations to make fees more transparent, increase competition among money transfer operators, and encourage banks to enter the market. It also supports policies and practices that lead to more competition and consumer choice for poor families and neighborhoods.

Other funders also recognize the importance of remittances to their immigrant integration agendas and family economic success approaches. Remittance sending is a common, costly, and critical financial transaction for working poor immigrant families.

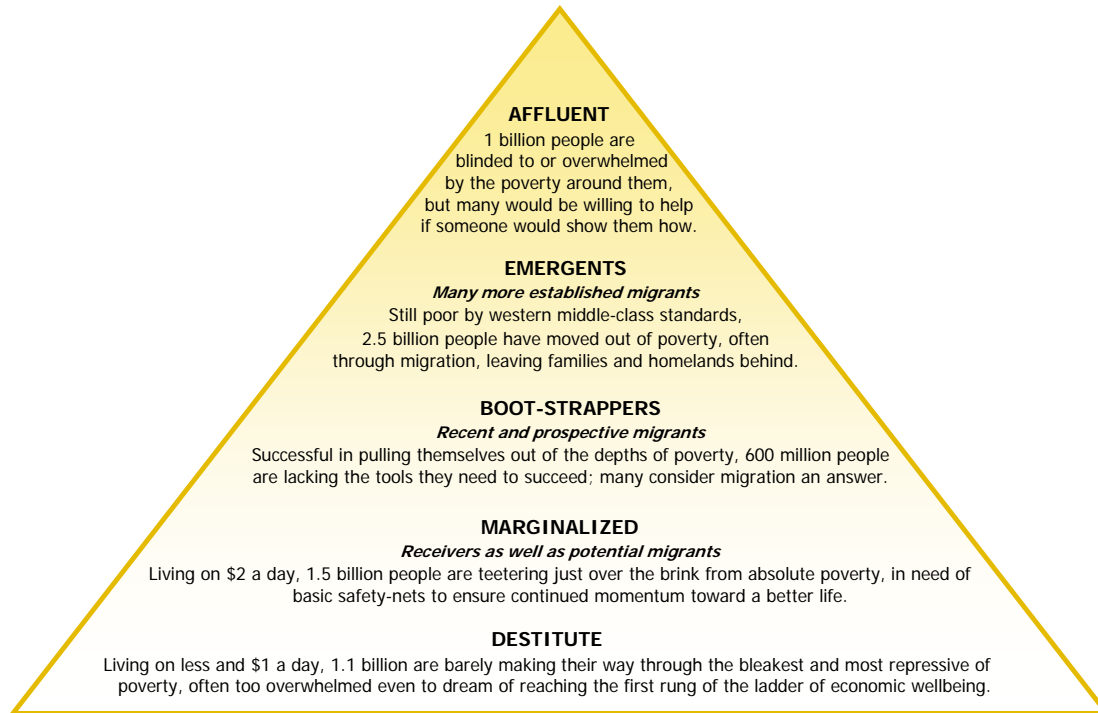
Council Member Q&A

Q: What vehicles outside of standard banking institutions do immigrants use to transfer money?

A: Increasingly, phone technologies will play a role. Immigrants will leave home with the equivalent of a phone card and will use it to transfer money home. They trust banks less than they trust money transfer companies.

WESTERN UNION: REMITTANCES AND PHILANTHROPY

Reaching Up the Ladder of Economic Well-being



Remittances are a very large part of what Western Union does. It has approximately 315,000 locations worldwide, in more than 200 countries, and is growing. That's 10 times more locations than McDonald's.

Since 2000, the Western Union Foundation has donated more than \$40 million to over 1,250 charitable initiatives, drawing on the support of more than 5,000 employee, agent, and corporate partners. Perhaps the most striking example of the company's commitment is Our World, Our Family—a five-year, \$50 million commitment to facilitate global economic opportunity.

With Our World, Our Family, Western Union is opening doors to education and inclusive finance, supporting global citizens on their journey to a better life. The program focuses both corporate and foundation efforts to yield a greater impact in four key areas that touch every rung on the ladder of economic well-being. (See sidebar on page 22 for an explanation of these key areas.)

Western Union: Our World, Our Family

- ***Our World Learns*** addresses unmet educational needs with new tools called learning packs, which are designed to enhance basic money management and language skills. Learning packs are distributed at agent locations and through community partners. They will ensure that customers who come to Western Union for a safe, reliable, convenient financial transaction walk away with something more.

Western Union is also introducing new family scholarships that reach across generations and across borders. By focusing on the educational needs of whole families, the company recognizes that people succeed or fail together.

- ***Our World Strives*** can help Western Union's expanding customer base move toward financial security through entrepreneurship and wealth generation. A volunteer mentor corps made up of employees, agents, and others will deliver small business and personal finance guidance to customers seeking new pathways to opportunity. The company is also designing kiosks for agent locations and a special web portal—like Myspace for migrants—that enables customers to track their remittance, money management, and savings goals. These tools will help customers secure better jobs and plan for the future.
- ***Our World Gives*** is a community development model very similar to Western Union's business model. It's bottom-up, not top-down, and based on a partnership with the local people the company wishes to serve. It listens to them, learns what their needs are, and gives them choice and control. For example, the company's 4+1 Program in Zacatecas, Mexico is built around Mexican hometown associations—migrant clubs in U.S. cities that have organized to raise funds for their communities back home. Together with the three levels of government in Mexico—national, state, and local—Western Union creates a group of “4,” and each partner matches the funds raised by the hometown associations.

Western Union is currently working on ways to apply this bottom-up model of community engagement to a broader range of issues, creating new global giving circles that build on the 4+1 concept. This will enable employees, agents, and community members to pool their funds to amplify the effects of their gifts on the social issues they care about most.

- With ***Our World Speaks***, Western Union is committed to being a leading advocate for the diversity of migrant communities at the United Nations and other forums, and will continue to work with peer companies to advocate for greater global economic opportunity. While funding is a critical means to support those who need it most, as a company, Western Union also can have a powerful influence by using its corporate voice for change.

Raul Yzaguirre Discusses Policies, Politics, and Practicalities of Immigration

Presenter: Raul Yzaguirre, Center for Community Development and Civil Rights, ASU

“Let’s start with terms. The term ‘illegal alien’ has always bugged me. And is it really illegal? Cubans who do the same thing as Mexicans who come across the border aren’t illegal. We prefer terms such as ‘undocumented’ or ‘out of status.’ I see signs that say ‘What part of *illegal* don’t you understand?’ I don’t understand any of it! It’s the wrong term.

“I do not support open borders. We are a sovereign nation and have a right to decide how to deal with these issues. But whatever we do should be humane and should punish the exploiters, not the victims. The employers who bring people here illegally and then don’t give them what they were promised—they should be punished.

“The immigration debate is not about policy. What is at issue is racism. What defeated the immigration bill was racism; hate radio won. We’re talking about communities across the country whose demographics are changing. This is not new; it’s gone on for generations here in the United States. You can take any of the negative portrayals and statements about Hispanics and substitute almost any ethnic group.

“This is about culture, about language policy; it’s not about immigration. Neighborhoods are changing, and people are losing their sense of familiarity. This unfamiliarity causes a certain kind of reaction—it’s called xenophobia, fear of other cultures. And we can learn to get over it.

“If we look at American values, a core value is hard work. Latinos have the highest workforce participation rate. So, if we want the United States to continue to be an economic power, we should want more Latin American immigrants, not fewer.

“We have to expose the hate groups, and bring this argument back to a rational debate. If the debate was about immigration broadly, and there was a policy decision made that we don’t want any immigration from any country because we don’t need an increased population, I’d understand that. But when it’s about one ethnic group, one culture, then it’s a civil rights issue, it’s about hate.”

Council Member Q&A

Q: What can companies do to address these issues?

A: Don't support hate radio programs. These stations are owned by companies and supported by corporate advertisers; we need to work on these companies to not do this. Hate radio causes hate crimes against Latinos and others. This is a serious issue and we need to address it.

Q: What can corporate funders do to address these problems?

A: You should be funding advocacy groups that are effective and successful—ADL, Southern Poverty Law Center, and the major Latino groups. You should support the credible academic organizations that are gathering empirical data about the impacts of immigration.

Q: What can we do for Latino youth?

A: Our security depends on how well we train our military. Now that Latinos make up such a large part of the military, we need to make sure they are well educated, since they will be manning the high-tech weapons developed by the Pentagon.

Q: States and cities are developing their own solutions, given the paralysis in Washington. We're aware of the states where fear dominates the public policy. Are there states where positive things are happening?

A: No. But the bad policies are failing. Businesses are closing down as result of immigration crackdowns.

Q: Would a guest worker program that did not lead to citizenship be acceptable to the Mexican community?

A: No, though it's hard to make the case for this.

Q: How has engaging in the struggle changed in the past 30 to 40 years?

A: The issues are the same, but how we deal with them has changed. When I started organizing, my greatest lament was that we lacked institutions to support change. Hispanic Association on Corporate Responsibility, New American Alliance, National Council of La Raza—we now have the infrastructure we need to deal with these issues. So we can now react, attack, or be proactive, which we couldn't do before.

Immigration: A State Government Perspective

Presenter: Governor Janet Napolitano, State of Arizona

Immigration is a significant issue in Arizona, which shares a 350-mile border with Mexico. Governor Janet Napolitano spent an hour with members of the Contributions Councils on Super Tuesday to share her perspectives on this hot-button issue.

“The immigration system is tragically flawed, completely broken, and real people are suffering as a result.”
—Arizona Governor Janet Napolitano

In Arizona, the costs—both human and financial—associated with illegal immigration are high and varied:

- As a result of increased border security, people are crossing in more and more dangerous places. There are now 250 deaths in the desert per year.
- There is a very structured, well-organized black market for smuggled human beings. This has led to an increase in violent crime, as smugglers fight over the best routes.
- When illegal immigrants are arrested, the federal government is supposed to reimburse the state for incarceration costs. In Arizona, this expenditure totals \$400 million to date, contributing significantly to the state deficit.
- The public education system absorbs the cost for educating children of non-English speakers and illegal immigrants. Fifteen percent of the students in Arizona’s public schools don’t speak English. In the Mesa Unified School District alone, students speak 68 languages.

These costs have resulted in a rising tide of anger and bitterness across the state and have contributed to unhappy and unwise politics. People have been elected to the state legislature whose sole goal is to beat the illegal immigration drum. Anti-immigrant initiatives have been passed by voters (including Hispanic voters) in overwhelming numbers; for example, students who are illegal are no longer eligible for in-state tuition at Arizona colleges and universities.

What is the solution? Governor Napolitano thinks the first priority is to elect a new U.S. president who will take on immigration as a national issue. Any national immigration initiative needs to address the following:

- Security at the border. Security does not mean a wall—a 15-foot wall simply means there will be a 16-foot ladder.
- Higher numbers of visas issued to allow access to people for whom there are jobs. This also requires a process to adjust visa levels over time, as necessary.
- A plan to deal realistically with the over 12 million undocumented immigrants who are already here. Amnesty is not an answer; we need a process to address them, and to regularize this population (paying a fine, learning English).

In the absence of national policy, states are enacting their own sanctions. In Arizona, Governor Napolitano signed an Employer Sanction Law. If an employer is found to have twice hired illegals, the employer will lose its license to do business in Arizona. This was done to give employers a real stake in the issue, and to help solve this problem.

What can companies do to address immigration issues?

- Help children of immigrants by setting up funds to provide social service benefits.
- Provide adult literacy classes to illegals (no public funding is available for this service).
- Offer college tuition assistance.
- Fund the collection of objective data, such as employment trends and needs as well as research on the future of the economies of Mexico and Central America, so we can know what to anticipate regarding immigration growth.
- Increase the number of public voices involved in the debate, resulting in less polarization of the issue.

Council Member Q&A

Q: Is there any collaboration underway among the four border governors?

A: Yes, the four U.S. border governors (Arizona, California, New Mexico, Texas) meet annually with the six Mexican border governors (Baja California, Chihuahua, Coahuila, Nuevo León, Sonora, and Tamaulipas). But without federal policy in the United States *and* Mexico, there is a limit to what the governors can do.

Q: Illegal immigration has been framed primarily as a law enforcement issue. How do you see it?

A: You can have all the law enforcement you want, but if you don't address the labor issues at the same time, law enforcement won't matter. One of the costs of the dominance of the illegal immigration issue is the lack of discussion regarding Arizona's economic competitiveness, and the importance of speaking multiple languages and learning about other countries and cultures.

Immigration and Corporate Social Responsibility: Not So Bad for Business

Presenter: Angel Cabrera, Thunderbird School of Global Management

Hope Drives Immigration

There are two competing forces in the world: individual freedom and tribal protection. Individual freedom (both personal and business) focuses on buying the best products at the best prices, selling to buyers who most value our products, investing where we can obtain the highest returns, and setting up shop wherever we choose. National or regional tribal protection, on the other hand, focuses on maintaining the status-quo, cultural norms, political balances, and access to resources. When they come into conflict, guess which one wins?

Many immigrants will choose to make perilous journeys—often illegal ones—for the chance to create a better life for themselves and their children. And although we're used to thinking about immigration as a U.S. issue, the flows of people, natural resources, capital, and knowledge are all changing in surprising ways.

4. GLOBAL FLOWS: The flows of people, natural resources, capital, and knowledge are changing in surprising ways



Source: Forum of Young Global Leaders, World Economic Forum, 2007

Where Will Your Customers Be?

In 2005, there were 1.3 billion middle-income consumers worldwide. By 2020, there will be 2.3 billion, 80 percent of which will be living in developing countries. One hundred million of those new consumers will be located in the developed world; the developing world will be home to 900 million new consumers (572 million of them in China alone).

Technology offers an excellent snapshot of future markets for consumer goods.



How many more computers would need to be sold until there are 80 computers per 100 people?

- In the United States..... 11 million
- In the EU121 million
- In India852 million
- In China997 million



How many additional cell phones would need to be sold until they reach 90 percent of potential owners?

- In the United States..... 83 million
- In the EU less than 1 million
- In China843 million
- In India926 million



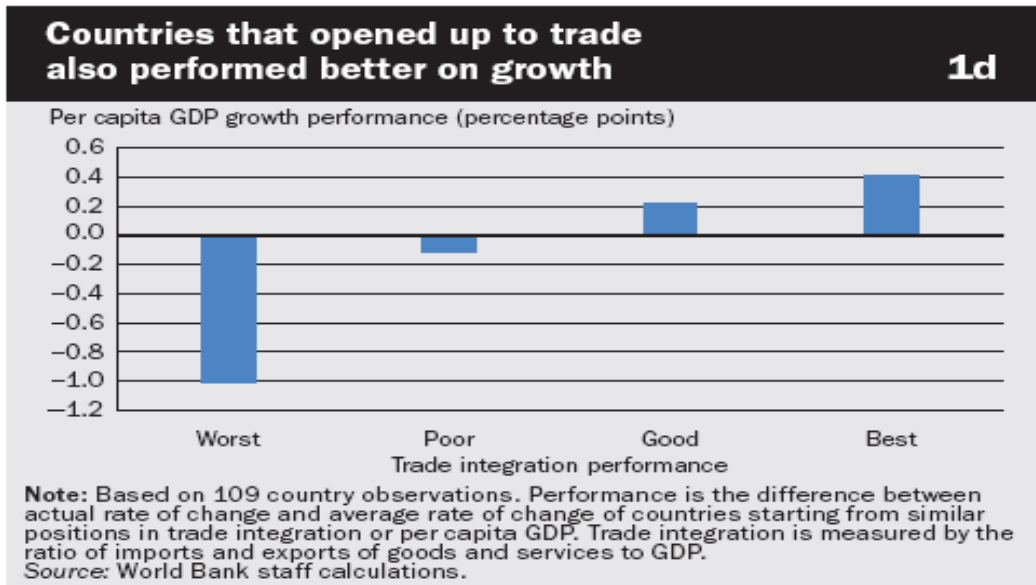
How many additional color TVs would need to be sold until they reach 99.99 percent of households?

- In the United States.....less than 1 million
- In the EU4 million
- In India132 million
- In China203 million

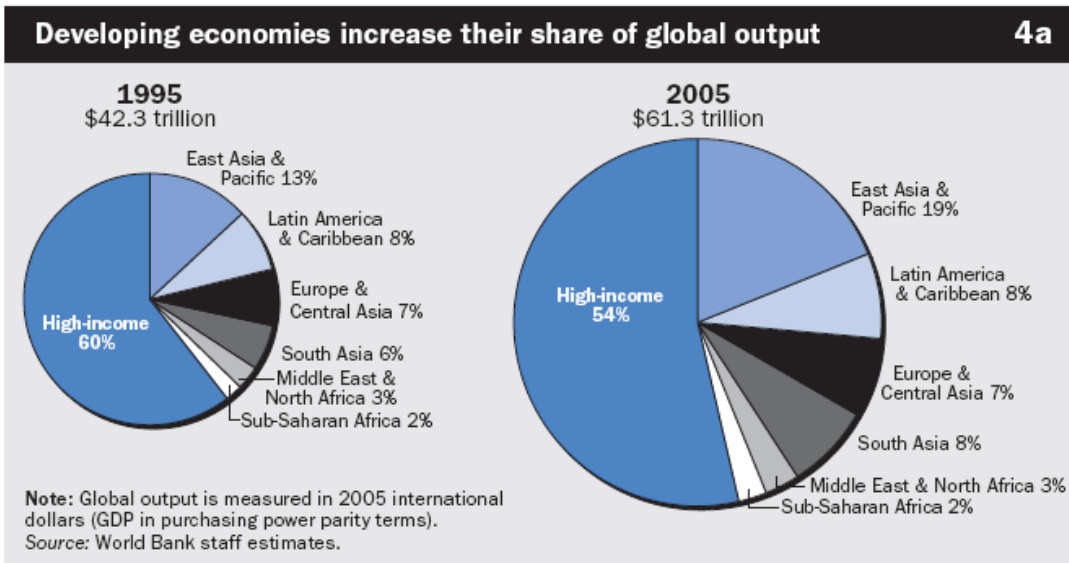
Source: Council on Competitiveness, 2007

Impact of Global Markets

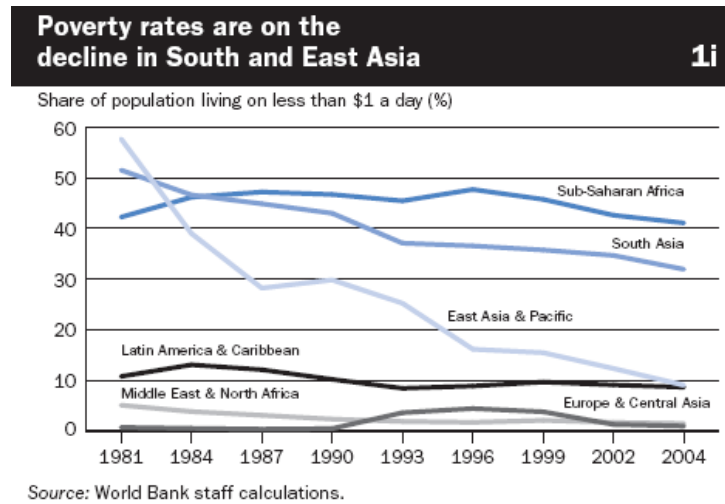
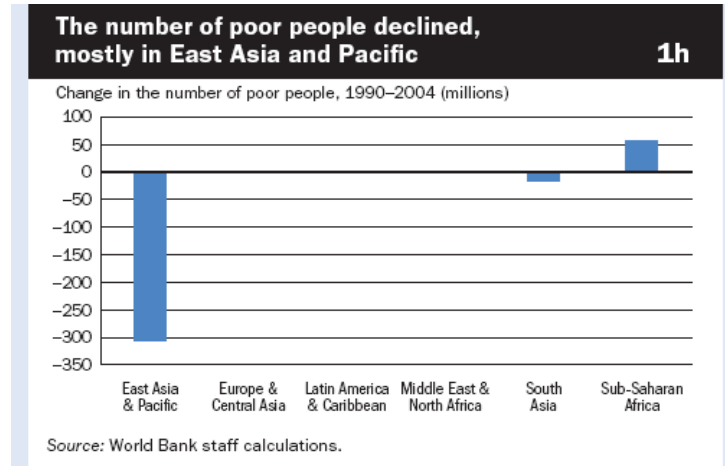
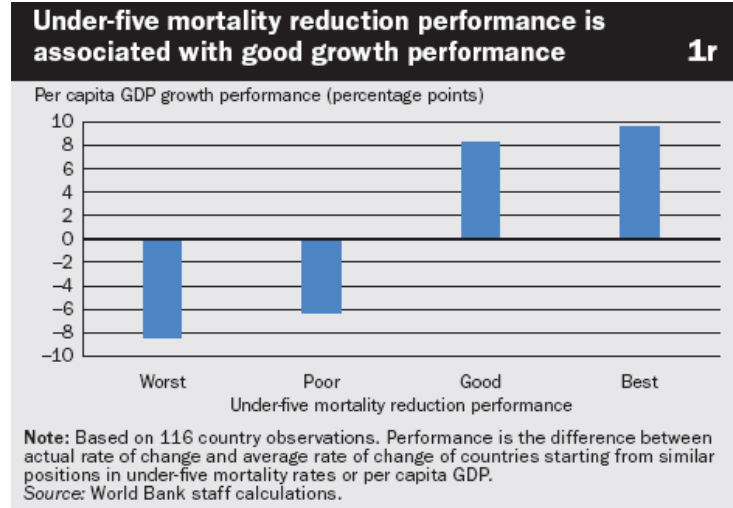
Current data from the World Bank indicates that the more countries trade, the better they do.



World Bank data also shows that more and more nations are reaping the benefits of globalization.



Engagement in globalization is correlated with many positive outcomes.



Global Corporate Citizenship

For companies to succeed in global markets, they must have four competencies:

1. Global mindset
 - The world is not flat.
2. Global entrepreneurship
 - Turning differences into opportunities.
3. Global connections
 - Building global social capital.
4. Global citizenship
 - Changing the world, one business at a time.

Given the diversity of global markets, is there such a thing as a global citizenship agenda? Many would argue that the United Nations Millennium Development Goals (MDGs) serve this purpose. The eight MDGs form a blueprint agreed to by all the world's countries and leading development institutions.

- Goal 1: Eradicate extreme poverty and hunger.
- Goal 2: Achieve universal primary education.
- Goal 3: Promote gender equality and empower women.
- Goal 4: Reduce child mortality.
- Goal 5: Improve maternal health.
- Goal 6: Combat HIV/AIDS, malaria, and other infectious diseases.
- Goal 7: Ensure environmental sustainability.
- Goal 8: Develop a global partnership for development.

Since their adoption by all United Nations member states in 2000, the Millennium Development Goals have become a universal framework for development as well as a means for developing countries and their development partners to work together in pursuit of a shared future for all. The Millennium Declaration has set 2015 as the target date for achieving most of the goals. We are now at the midpoint between the adoption of the MDGs and the deadline, and our collective record in achieving these goals is mixed.

The years since 2000 have seen visible and widespread gains. The results achieved in the more successful cases demonstrate that success is possible in most countries, but that the MDGs will be attained only if concerted additional action is taken immediately and sustained until 2015. Below are some measures of progress:

- The proportion of people living in extreme poverty fell from nearly a third to less than one-fifth between 1990 and 2004. If the trend is sustained, the MDG poverty reduction target will be met for the world as a whole and for most regions.
- The number of extremely poor people in sub-Saharan Africa has leveled off, and the poverty rate has declined by nearly 6 percentage points since 2000. Nevertheless, the region is not on track to reach the goal of reducing poverty by half by 2015.

- Progress has been made in sending more children to school in the developing world. Enrollment in primary education grew from 80 percent in 1991 to 88 percent in 2005. Most of this progress has taken place since 1999.
- Women's political participation has been growing, albeit slowly. Even in countries where only men were allowed to stand for political election, women now have a seat in parliament.
- Child mortality has declined globally, illustrating that the right life-saving interventions are effective in reducing deaths from common child killers, such as measles.
- Key interventions to control malaria have been expanded.
- The tuberculosis epidemic appears on the verge of decline, although progress is not fast enough to halve prevalence and death rates by 2015.

Below are key challenges that still need to be addressed:

- Over half a million women still die each year from treatable and preventable complications related to pregnancy and childbirth. The odds that a woman will die from these causes in sub-Saharan Africa are 1 in 16 during the course of her lifetime, compared to 1 in 3,800 in the developed world.
- If current trends continue, the target of halving the proportion of underweight children will be missed by 30 million children, largely because of slow progress in southern Asia and sub-Saharan Africa.
- The number of people dying from AIDS worldwide increased to 2.9 million in 2006, and prevention measures are failing to keep pace with the epidemic's growth. In 2005, more than 15 million children had lost one or both parents to AIDS.
- Half the population of the developing world lacks basic sanitation. In order to meet the MDG target, an additional 1.6 billion people will need access to improved sanitation over the period 2005–2015. If trends since 1990 continue, the world is likely to miss the target by almost 600 million people.
- Most economies have failed to provide employment opportunities to their youth. Young people are more than three times as likely as adults to be unemployed.
- Global warming is now unequivocal. Emissions of carbon dioxide, the primary contributor to global climate change, rose from 23 billion metric tons in 1990 to 29 billion metric tons in 2004. Climate change is projected to have serious economic and social impacts, which will impede progress toward the MDGs.

Source: United Nations, *The Millennium Development Goals Report 2007*

For corporations, the UN Global Compact provides a vehicle for catalyzing actions in support of the Millennium Development Goals. The Global Compact is a framework for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labor, the environment, and fighting corruption. As the world's largest global corporate citizenship initiative, the Global Compact is first and foremost concerned with exhibiting and building the social legitimacy of business and markets.

UN Global Compact

- Human Rights
 - Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
 - Principle 2: make sure that they are not complicit in human rights abuses.
- Labour Standards
 - Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
 - Principle 4: the elimination of all forms of forced and compulsory labour;
 - Principle 5: the effective abolition of child labour; and
 - Principle 6: the elimination of discrimination in respect of employment and occupation.
- Environment
 - Principle 7: Businesses should support a precautionary approach to environmental challenges;
 - Principle 8: undertake initiatives to promote greater environmental responsibility; and
 - Principle 9: encourage the development and diffusion of environmentally friendly technologies.
- Anti-Corruption
 - Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

The anti-corruption principle is particularly relevant for U.S.-based companies seeking to expand into developing countries, where many U.S.-trained managers often confront widespread corrupt behavior for the first time.

The countries marked in shades of yellow on the map below represent those with the least corruption; those marked in shades of red, the greatest levels of corruption.



UN Global Compact Seven Years later

Country	Spain	Germany	United States
Business participants	331	100	117
Active business participants	292	93	96
Participants with more than 250 employees	162	56	52
Participants among FT Global 500	10	17	12
Companies	Abertis, BBVA, Cepsa, Endesa, Gas Natural, Santander, Iberdrola, Inditex, Repsol, Telefonica	Allianz, BASF, Bayer, BMW, Commerzbank, Daimler, Deutsche Bank, Deutsche Post/DHL, Deutsche Telekom, E.ON	Cisco, DuPont, eBay, Hewlett-Packard, Microsoft, Newmont, Nike, Pfizer, Starbucks, Sun
Non-business participants	144	18	76

Resources

Executive Actions from The Conference Board

Christopher Woock, “Speaking with Authority—the Case for Teaching English Language Proficiency on the Job,” The Conference Board, Executive Action Report 270, April 2008
http://www.conference-board.org/publications/describe_ea.cfm?id=1476

Organizations



Grantmakers Concerned with Immigrants and Refugees
P.O. Box 1100
Sebastopol, CA 95473-1100
707-824-4373
www.gcir.org
Ms. Daranee Petsod, Executive Director

GCIR promotes effective immigrant-related grantmaking by helping funders connect immigrant issues to their priorities and objectives; stay informed on the latest trends, issues, and best practices; and develop funding strategies. GCIR publishes research reports and issue analyses; organizes programs and conferences; connects funders with colleagues who share similar interests; develops communications tools and resources; and provides training, technical assistance, and consultation to funders.

Publications

“Investing in Our Communities: Strategies for Immigrant Integration. A Toolkit for Grantmakers,” Grantmakers Concerned with Immigrants and Refugees, 2006.

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Adult Literacy Education, Asian American Justice Center, 2007.

http://www.advancingequality.org/files/AAJC_Adult_Literacy_Education_report.pdf

Improving Workplace Opportunities for Limited English-Speaking Workers, The Manufacturing Institute/Center for Workforce Success, Jobs for the Future, 2006.

http://www.nam.org/s_nam/bin.asp?CID=201493&DID=238363&DOC=FILE.PDF

Making the Most of Family Remittances, Annie E. Casey Foundation, 2007.

<http://www.aecf.org/KnowledgeCenter/Publications.aspx?pubguid=%7B37AAFE6F-1052-4DC5-845B-4A861EB19930%7D>

Creating a Fair Playing Field for Consumers, Appleseed, 2005.

http://www.texasappleseed.net/pdf/report_financial_CreatingFairSummary_2005.pdf

Immigrant Integration in Low-Income Urban Neighborhoods, prepared for the Annie E. Casey Foundation by the Urban Institute, 2007.

http://www.urban.org/UploadedPDF/411574_immigrant_integration.pdf