



Prospectus

MISSION STATEMENT: Provide a forum for Latinos to promote inclusion and representation in leadership positions in water agencies to influence decision making for the benefit of all Californians.

OVERVIEW: Water is the lifeblood of all human and ecological activity. California supports a thriving \$3.7 billion economy that includes agriculture, technology and all types of businesses and recreation. However, climate change, drought and flood have caused very detrimental impacts to water supplies both in California and in the Colorado River basin. We have seen catastrophic extremes of extended droughts and major flooding. Water's importance is now more than ever one of the most critical issues facing California, the United States, and the world.

Water in California is managed through a large and complex system of federal, state, regional and local water entities that serve agricultural, municipal and industrial (M&I) users. This includes private sector companies that serve mostly customers in the M&I sector. Water policy in California is driven by federal and state laws as well as through the political participation of water agencies and public interests. In the past, most water agencies were obscure, low-profile entities that had little interaction with the public. Additionally, there was very low representation by Latinos in top level administrative and elected board positions in water agencies. Times have changed. First, water agencies are now in the public limelight and have had to engage their customers in their decision-making process. Second, California has become much more ethnically and socially diverse, with Latinos making up 39% of the state's population. As water issues in California have become increasingly critical, there is a recognition that a disproportionate have fallen on disadvantaged populations, especially Latino communities.

With the recognition that water issues are critical for California and that Latinos are disproportionately impacted by these issues, it is imperative to ensure that Latinos are "at the table" in water policy discussions, engagement and decision making. To help accomplish this, there is a need for a forum where Latino water leaders can promote inclusion and representation of Latinos in leadership positions in water agencies in California. This is where FLOW can make a major contribution to positive change.

STRATEGIES TO IMPLEMENT THE VISION: FLOW will promote inclusion of Latinos in the water sector by:

- Coordinating with educational institutions at various levels to promote careers in water.
- Seeking funding for and developing a scholarship program for continued education in water.
- Developing and maintaining a speaker bureau to promote the efforts of FLOW.
- Hosting events at water conferences to promote FLOW and garner support from agencies.
- Providing mentorship and other support to individuals in running for water board positions.
- Developing and maintaining programs to assist Latinos in advancing their careers in water.
- Monitoring and providing input in key local, state and federal water agency appointments.

BUDGET/USE OF PROCEEDS: FLOW management has developed an initial budget (copy attached) to initiate the strategies to implement the FLOW vision. It is envisioned that the funds to implement the budget will come from water entities in both the public and private sectors.

It is proposed that funding for FLOW be provided in three main forms:

1. Annual individual and corporate membership fees.
2. Annual memberships and/or budget allocations from local and regional public water agencies.
3. Private sector company membership fees and/or FLOW events and program sponsorships.

FLOW's main expenditures will be in four main outlays:

1. Annual operations is expenses, taxes, insurance, website management and legal fees.
2. Attendance and participation at conferences and other events.
3. Establishing and maintaining a scholarship program and a training/mentorship program.
4. Outreach such as promotional and educational materials, social media engagement and membership development and retainment.

The FLOW budget is overseen by the FLOW Legal and Finance Committee. FLOW is committed to providing an annual budget report detailing income and expenses for each fiscal year. Additionally, FLOW is in the process of registering as a 501(3)c corporation in California.

Financials are managed jointly among the Executive and Financial Committees.

- Major expenditures are approved by these Committees.
- Books are professionally kept, and available as required by the State of California.

MANAGEMENT TEAM: Currently FLOW membership is concentrated in the San Diego County, but outreach has expanded. In the future, FLOW's membership and focus could expand into other area. FLOW's efforts are led by a Board of Directors (Bios upon request) made up of individuals with extensive water experience. The work of the organization is carried out through the efforts of four committees:

- Legal and Finance Committee
- Communications and Media Committee
- Membership and Partnerships Committee
- Conferences and Events Committee

SPONSORSHIPS: We invite you to join as a founding corporate member

Platinum: \$10,000/year donation, 5 individual memberships, logo placement, scholarship recognition

Gold: \$7,500/year donation, 4 individual memberships, logo placement, scholarship recognition

Silver: \$5,000/year donation, 3 individual memberships, logo placement, scholarship recognition

Bronze: \$3,500/year donation, 2 individual memberships, logo placement, scholarship recognition

Partner: \$1,000-\$1,500/year donation, 1 individual membership

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FLOW is a nonprofit corporation