



- ☐ Lifetime Achievement
- ☐ Outstanding Large Business (Number of Colorado employees _____)
- ☐ Outstanding Small Business (Number of Colorado employees _____)
- ☐ Outstanding Foundation
- ☒ Outstanding Philanthropist
- ☐ Outstanding Professional Fundraiser
- ☐ Outstanding Professional Grantmaker
- ☐ Outstanding Service Organization
- ☐ Outstanding Volunteer
- ☐ Outstanding Volunteer Fundraiser
- ☐ Outstanding Youth (18 and under)
- ☐ Outstanding Youth Group (18 and under)

Nominator Information

Submitted/Nominated By:

Name:	Verónica <i>First</i>	Figoli <i>Last</i>
Organization:	Denver Public Schools Foundation	
Address:	1860 Lincoln St. <i>Street Address</i>	9th Floor <i>Apt/Unit #</i>
	Denver <i>City</i>	CO <i>State</i>
		80203 <i>ZIP Code</i>
Primary Phone:	720-423-3553	Email: vfigoli@dpsfoundation.org
Relationship to Nominee:	Professional business relationship	

If your nominee is not selected, would you like them to be notified that they were nominated? ☒ Yes ☐ No

If your nominee is selected, can we share a copy of the nomination with them? ☒ Yes ☐ No

Refer to the Nomination Instructions for Complete Directions

Please remember:

- Each nomination must include:
 1. Nomination Form
 2. Nomination narrative
 3. Two letters of support (additional letters will not be accepted)
- The nomination deadline is **Monday, July 15, 2019 at 5:00 PM (MST)**
- No exceptions!
- All nominations must be complete when submitted
- If you would like feedback on your nomination from a member of the Awards & Selection Committee (not the judges) before formally submitting your nomination, please submit your draft materials by **July 1** via email with a note to that effect.
- Complete nominations must be emailed to DeAnn Acosta, CFRE, deann@afpcc.org.

Thank you for supporting National Philanthropy Day in Colorado
afpcc.org

Questions? Contact DeAnn Acosta: deann@afpcc.org

Rob and Lola Salazar

Narrative Questions:

1. What are the nominee's **specific** achievements?

To fully understand the scope of the Salazar's achievements, it is important to also recognize from where they came. Both Rob and Lola attended DPS schools in their early years before proceeding to attend college. After graduating, Lola served as a teacher for Jefferson County Schools, where she taught for 10 years. Simultaneously, Rob started his career as a certified public accountant and eventually formed his own CPA and consulting firm at the young age of 26. Rob received national recognition for his specialization in the healthcare industry, and still works today in the field as part of Central Street Investors, Inc. where he manages investments such as student housing, commercial and industrial real estate, healthcare and more. Although professional success is quite an achievement, the real feat is what they decided to do with their success. In 1999 the Salazars decided to combine their work into a family foundation that would support organizations that are committed to improving the quality of education and students' access to it. As long time believers in the power of public education and providing quality schools for all students, the Salazar Family Foundation was created with the mission "to impact the lifelong learning of students through supporting the growth and efforts of organizations committed to improving the quality of education." Since then, the Foundation has contributed millions of dollars in the community.

Years later, Lola opened a successful small business called Lola's Sugar Rush in Littleton, a family-friendly candy shop that was open for eight years. In 2016 the Salazars were recognized for their outstanding leadership and commitment to service by the University of Denver where they were inducted into the Hall of Fame in 2016 by The Latino Leadership Institute at the University of Denver, further showing the positive impact they have on their community.

2. What **impact** has the nominee had on the community through financial contributions and/or volunteerism? What impact has the nominee had on efforts to promote diversity?

To say that the commitment the Salazars have shown to DPS and the DPS Foundation over the years is noteworthy, would be an understatement. Over the past 15 years, the Salazar Family Foundation gave more than \$1 Million to DPS Foundation and committed to acts of service through volunteerism at several schools as well, showing that their commitment goes beyond financial contributions. They were part of the School Partners Program for Bryant Webster, Kepner Middle School, Lincoln Elementary, Schenck Elementary, and North High School from 2006-2010 where they donated hundreds of hours of community service to each school by spending time with the students, planning days of service to improve the schools, and more. One example of the impact they made on the schools was at Schenck Elementary. In 2007, the Salazar Family Foundation made a generous donation to Schenck Elementary, where Lola attended school as a child. Thirty new IMAC computers were purchased for the school along with a software application called "Smart Tutor" which provides a fun, individualized and interactive learning tool designed to improve student's reading and writing skills. Additionally, Lola served as an

Achieve Gala chair in 2012, assisting in planning the DPS Foundation's largest fundraising event of the year.

Their financial and philanthropic generosity extends far beyond DPS. The Salazar Family Foundation recently gave \$1.5M to Mi Casa Resource Center for the new Mi Casa Headquarters building in Westwood neighborhood, which is where Lola grew up. The headquarters will be named "Salazar Center for Family Prosperity" to recognize the family's contribution.

In 2016, The Salazar Family Foundation gave \$500K to the University of Northern Colorado. The money is committed to support the new UNC Campus Commons. Additionally, the Salazar Family Foundation significantly supports Metro State University of Denver with grants for student scholarships.

All of these donations go back to The Salazar Family Foundation's core mission, which is to encourage Denver-area students to achieve their educational goals. Through the Foundation, the Salazar's have also been a major contributor to The Denver Foundation, the Jefferson Foundation, Latin American Educational Foundation and Escuela de Guadalupe since its inception in 1999.

3. What **leadership qualities** does the nominee possess that promote philanthropy and/or volunteerism?

Those who have worked with the Salazars describe them as leaders who have integrity, focus and determination. They are the kind of leaders who don't dictate, but instead lead by example and ask you to join in with them. Members of the community recognize their hard work ethic as something that truly sets them apart, as they work tirelessly to provide opportunities for children and those less fortunate in the community that they were raised in. Carmen Lerma Mendoza, Executive Director, Salazar Family Foundation, who works closely with the Salazars, describes them as truly compassionate, and giving individuals who are "genuinely concerned with helping for the greater good of the community."

Lola's drive to serve on many organization leadership boards over the years has inspired others in her community, including the Latino community, to do the same. She has served on several organization's board of directors, including the DPS Foundation's Board of Directors from 2002-2008, the Latin American Educational Foundation from 2007-2008, and the Jefferson Foundation in 2007. Serving as School Partners for several DPS schools over the years required a large commitment of volunteer hours and days of service, which encouraged others to engage in giving back to schools with them.

The Salazars lead in terms of volunteerism and generosity in every aspect of their lives, and on a daily basis. Because of them and their generosity, thousands upon thousands of kids have had opportunities they wouldn't have otherwise, and our community has been strengthened.



THE DENVER FOUNDATION

July 8, 2019

National Philanthropy Day
AFP Colorado Chapter

Dear Nominating Committee:

I am pleased to submit a letter of support for Rob and Lola Salazar to be recognized as the National Philanthropy Day's 2019 Outstanding Philanthropists. Rob and Lola are energetic entrepreneurs who are actively investing in making their hometown even more vibrant, welcoming, and equitable. Both graduates of Denver Public Schools, they share a deep connection to the community where their stories began.

Through their private foundation and donor-advised funds at The Denver Foundation, the Salazars give to organizations providing educational opportunities through scholarships, literacy programs, and direct support to schools. They were instrumental in supporting the Foundation's expansion of our Common Sense Discipline program, allowing more students to stay in the classroom learning. They are also engaged supporters of the local Latino community through grants to organizations such as Museo de las Americas and Escuela de Guadalupe. Recently, the Salazars provided a lead gift to Mi Casa Resource Center's capital campaign, helping to create the Salazar Center for Family Prosperity.

Rob and Lola are dedicated to passing on their charitable DNA; they involve their adult children in learning about and supporting the community. Additionally, they regularly allow The Denver Foundation to share their story – helping us to inspire others to give back.

Their investments in expanding the quality of education and learning opportunities for current and future students will have long-term impacts on the lives of children. These gifts are made out of the Salazar's love for the community – the truest indicator of outstanding philanthropists. We are grateful to be a philanthropic partner of Rob and Lola.

Sincerely,

Sarah Harrison
VP, Philanthropic Services Group
The Denver Foundation



National Philanthropy Day
Association of Fundraising Professionals
July 2019

Re: Letter of support for Outstanding Philanthropist

Dear committee members,

I am honored to support the nomination of Lola Salazar for **Outstanding Philanthropist** for National Philanthropy Day Colorado.

Denver philanthropist, Lola Salazar, has chosen to invest in Denver Scholarship Foundation (DSF) in part because the Scholars we serve reflect her personal belief in the power of hard work and determination to achieve success in life. Homegrown, self-made success story, Lola, attended Denver Public Schools (DPS), and credits her modest Denver upbringing not only for her success, but also for implanting her in a commitment to pay it forward.

Lola recognizes that today's society places great emphasis on a college education, which is often not affordable for every DPS student.

Through a thoughtful partnership, Lola created the Salazar Family Foundation Scholarship at DSF to support DSF Scholars in creating self-sustainable careers that fuel passions, build our local workforce, and create opportunity for others. The \$25,000 Scholarship, honors Lola and Rob's affinity to DPS. The Salazar Family Foundation Scholarship will support DSF Scholars who are graduates of Abraham Lincoln High School attending any institution on the Auraria Campus (Metropolitan State University at Denver, Community College of Denver, or University of Colorado at Denver). The funding is critical to supporting low-income students in getting to and through college completion. Through the support of the Salazar Family Foundation Scholarship, DSF Scholars, will have access to associate and bachelor's degree programs that will forever change their life's trajectory.

There is no doubt that Lola is leaving a legacy of giving in Denver's community. She genuinely cares about our community and that spirit is embodied in her day-to-day efforts. Her passions for giving back often spark encouragement in others to join in on making our city a better place to live. For these reasons, I am honored to enthusiastically recommend Lola Salazar for the 2019 Outstanding Philanthropist for National Philanthropy Day Colorado.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Lorii Rabinowitz". The signature is fluid and cursive, with a large, stylized "L" and "R".

Lorii Rabinowitz

Chief Executive Officer