. Mattel Foundation

Deanna M. Xavier
Vice President and
Administrative Director

5150 Rosecrans Avenue Hawthorne, California 90250 Telephone 213 978-5150

January 29, 1985

Dr. Hector P. Garcia Founder American G.I. Forum U.S. 1315 Bright Street Corpus Christi, TX 78403

Dear Dr. Garcia:

Thank you for your letter of January 22 with reference to The National Hispanic University. We are deeply appreciative of the work of The NHU and particularly its services for children, as our Foundation's primary focus is on the young.

Other than for national programs such as Reading is Fundamental, however, our grants are limited to the U.S. communities in which a significant number of Mattel employees live. The Southern California area represents the greatest concentration of Mattel communities at the present time.

The National Hispanic University approached us in late October 1984 soliciting sponsorship of its November 29-December 2, 1984 national convocation. We responded December 5 expressing our regrets. Copies of this exchange of correspondence are attached.

We subsequently received a letter dated December 14, 1984 from Dr. Roberto Cruz advising of his intent to submit a grant proposal for two bi-lingual Children's Centers which The NHU operates in the San Francisco Bay Area. As the Bay Area does not encompass any Mattel facility, we wrote Dr. Cruz on December 27 to forestall his having to prepare a detailed proposal for our consideration. Copies of these letters also are attached.

We are sorry our funding guidelines do not provide us with the flexibility to consider a contribution to The National Hispanic University at this time. The Mattel Foundation consistently has been responsive to projects designed to alleviate hardship or accentuate opportunity for better lives for children. Some of the recipients of our Foundation grants are:

o Para los Ninos, a comprehensive child care and development program in the Skid Row area of Los Angeles which serves a predominantly (90%) Hispanic population.

Dr. Hector P. Garcia Page Two January 29, 1985

- conter for the Improvement of Child-Caring, Inc., specifically to train parents of young Hispanic children in the Lennox School District (enrollment 80% Hispanic) of Los Angeles County to help their children develop the skills necessary to succeed in school.
- O Neighborhood Youth Association, to support a tutoring program to promote educational achievement in low-income minority youth in the Harbor and West areas of Los Angeles. Hispanic participation in the program last year was 72%.

We appreciate the opportunity to review our Foundation's interests with you, and will be happy to answer any other questions you may have.

Sincerely,

Deanna Xavier

Vice President and

Administrative Director

DX/do

Mattel Foundation

5150 Rosecrans Avenue Hawthorne, California 90250 Telephone 213 978-5150

Deanna M. Xavier
Vice President and
Administrative Director

December 5, 1984

Ms. Maria Ochoa Valtierra Coordinator, Community Outreach National Hispanic University 255 E. 14th Street Oakland, CA 94606

Dear Ms. Valtierra:

Your letter of October 25 was among the mail awaiting my return from an extended trip to the Orient. Consequently, my apologies for not getting back to you before today.

We note the national convocation for which you sought support concluded last Sunday, December 2. Nevertheless, as our Foundation does not participate in courtesy advertising or other fund-raising events, our response would have been, regretfully, to decline your thoughtful invitation. Enclosed, for your interest, is a copy of our funding guidelines.

We appreciate your inquiry and trust the convocation was a success.

Sincerely,

Deanna Xavier
Vice President and

Administrative Director

DX/do

Policies and Guidelines

<u>Priorities</u>

The Foundation's focus is on direct human care services for children and the handicapped. Grants are considered for programs that operate within communities in which Mattel has a significant presence or are national in scope.

Application Procedures

Applications are to be made in writing to Deanna M. Xavier, Vice President and Administrative Director, and should include:

- information concerning the organization including legal name, history, activities and board composition
- a detailed but concise description of the program for which funds are sought
- a program budget and the amount requested
- a list of other sources of financial support with amounts indicated
- a copy of the organization's latest audited financial statements
- a copy of the organization's most recent Form 990 (Income Tax Return of Organization Exempt From Income Tax)
- a copy of the organization's IRS determination letter.

Timetable

The Board meets semi-annually in June and December. Grant applications must be received by April 1 in order to be considered for the June meeting and by October 1 for the December meeting.

Non-Qualifying Programs and Organizations

No awards will be made for:

- programs operating outside the United States
- capital facilities
- research activities
- endowments
- individuals
- religious, fraternal, political, athletic, social or veterans organizations
- labor groups
- programs receiving substantial financial support from federal, state, or local government agencies
- elementary and secondary schools
- fund-raising events
- courtesy advertising



The Decade of the Hispanic:

A MIDPOINT REPORT ON HISPANIC GAINS IN

• CORPORATE AMERICA • GOVERNMENT • TECHNOLOGY • ECONOMICS • HEALTH • EDUCATION •

THE NATIONAL HISPANIC UNIVERSITY

255 East 14th St., Oakland, CA 94606 (415) 451-0511

October 25, 1984

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E FOBEFTO CRUZ Ph D . ' Drie Hispanic University

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Mattel Ms. Deanna Xavier Vice President 5150 Rosecrans Avenue Hawthorne, CA 90250

Dear Ms. Xavier:

RECEIVED OCT 29 REC'D

On behalf of the Board of Trustees of The National Hispanic University (NHU), the only national Hispanic postsecondary institution in the United States, we would like to seek the support of Mattel for a very important event which we are sponsoring.

The University is extending this partnership opportunity to Mattel to reach out to the Hispanic community and publicize your role at the local, regional and national levels. In return, your participation enables the NHU to bring together the Hispanic community with the national, public and corporate leadership -- mutually beneficial to all parties involved.

Our national convocation entitled, "THE DECADE OF THE HISPANIC: A Mid-Point Report on Hispanic Gains...," is scheduled for November 29 through December 2, 1984, at the Biltmore Hotel, Los Angeles. We expect 3,000 community and corporate leaders to attend this 1984 event of the year for the Hispanic community. events taking place at the convocation will be sessions honoring Hispanic and Black women; major sessions on Hispanic Gains in Business, Technology, Education and Health; the President's Reception sponsored by The Stroh Brewery Company including the presentation of Don Quijote awards to outstanding Americans; a salute to Hispanic women; a Gala Corporate Banquet highlighting corporate leaders from throughout the nation in a major session entitled "A Salute to Hispanic America," which culminates the convocation.

We would like to request that Mattel consider sponsoring the following:

\$800 Full-Page Program Ad Half-Page Program Ad **\$**400

Exhibit Booth (one) \$450

Table, Corporate Gala Banquet (10 settings) \$1,000 (Saturday, Dec. 1, 1984, 7 P.M.-9:30 P.M.)

Ms. Xavier October 25, 1984 Page 2 of 2

Our Board would also like to ask Mattel to identify a representative for whom we would provide VIP seating at all major functions of the Convocation. The National Hispanic University will promote your company with appropriate signs and convocation materials, upon your confirmation to participate.

We would like to respond to any questions which you might have regarding your participation. Please call Sandra Soto, (415) 451-0511 or me personally and we will provide you with further information.

Let's work together for mutual benefits.

Thanking you in advance.

Sincerely,

Maria Ochoa y Valtierra
Maria Ochoa y Valtierra

Coordinator, Community Outreach

MOV/sl

Encl: Convocation Brochure

Assembly Resolution

Mattel Foundation

5150 Rosecrans Avenue Hawthorne, California 90250 Telephone 213 978-5150

Deanna M. Xavier
Vice President and
Administrative Director

December 27, 1984

B. Roberto Cruz, Ph.D. President The National Hispanic University 255 East 14th Street Oakland, CA 94606

Dear Dr. Cruz:

Thank you for your letter of December 14 expressing your intent to submit a proposal in connection with two bi-lingual Children's Centers NHU operates in San Francisco.

Our Foundation's interest in local projects currently is limited to those operating in communities in which Mattel has a substantial employee population. The San Francisco Bay Area does not fall within this definition. It therefore would not be worthwhile for you to prepare a proposal for our consideration at this time.

Sincerely,

Deanna Xavier

Vice President and

Administrative Director

DX/do



THE NATIONAL HISPANIC UNIVERSITY

255 East 14th St. Oakland, CA 94606 (415) 451-0511

December 14, 1984

RECEIVED
DEC 19 REC'D

PRESIDENT

B. ROBERTO CRUZ, Ph.D.

The National Hispanic University

BOARD OF TRUSTEES

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Former U.S. Ambassador to Honduras and Colombia

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GEORGE McALMON, Esq Attorney-At-Law

TRUSTEE H. TIM HOFFMAN, Esq. Attorney-At-Law Ms. Deanna Xavier
Vice President and
Administrative Director
Mattel Foundation
5150 Rosecrans Avenue
Hawthorne, California 90250

Dear Ms. Xavier:

Thank you for your recent letter advising The National Hispanic University of the types of support which the Mattel Foundation renders to qualified applicants. We have reviewed your policies and guidelines for the Foundation and would like to advise you that we are interested in being considered for the two bi-lingual Children's Centers which The NHU operates in the San Francisco Bay Area.

Both of our Children's Centers provide direct service to children whose language is other than English as well as English speaking minority children.

We will submit a proposal before April 1 for your funding consideration. We hope that The NHU can work with the Mattel Foundation, as we see this consumer market growing twice that of the national average and constituting the youngest population in the country.

Thank you again for your letter and we hope to have an opportunity to meet you in the near future.

Sincerely,

B. Roberto Cruz, Ph.D.

President

BRC/1f

cc: George Brilts