

# Warren Morrow

Warren was born to Rosamaria Celis and Walter Morrow in Mexico City, Mexico. His family immigrated to Tucson, Arizona when he was ten years old and he moved to Iowa in 1995 to attend Grinnell College. Inspired by a Latino leadership conference he attended his last year of college, Warren decided to forego medical school and he and his friends created



the Latino Leadership Project (LLP) in Des Moines in order to teach leadership development to high school students to help them create prosperous futures. LLP and Warren helped connect undocumented Latino students with sponsors that allowed for these students to secure college loans at prestigious private colleges, further their education, gain DACA status, and eventually reach permanent citizenship.

Warren also helped create the Latino business corridor known as La Placita that allowed for Latinos and women of color to pursue entrepreneurship while owning their places of business. While creating La Placita, Warren worked hard to create his own business, Coopera Consulting which specializes in bringing together unbanked populations and local credit unions. Through Coopera Consulting, Warren expanded services to Credit Unions across the United States, allowing many to stay

in business and grow others. Morrow also dedicated many hours to mentoring others who wanted to start companies in the Des Moines area and helped them navigate the American bureaucracy that kept women-owned, Latino and Hispanic immigrant communities from achieving their dreams.

Weeks prior to his passing Warren had meetings to create his vision of a center where nonprofits could have a space where the public would be welcome to partake in their services and volunteer of their time and talents. This conversation led to the formation of what later became the Latino Forum and in 2016 branched out to create a 501(c)3 called the Iowa Latino Center whose mission is to create a space for and by Latinos to serve their changing needs.

After his passing the Iowa Credit Union Foundation honored Warren by creating the Warren Morrow Memorial Scholarship Program that encourages Iowa high school seniors and post high school students to learn about credit unions in order to prepare them for their futures. Coopera created the Warren Morrow Hispanic Growth fund to improve opportunities for more Hispanic individuals and families to receive needed financial services through credit unions.

Former mentees, his friends and his wife founded the Warren Morrow Memorial Concert in 2012 which has since grown to the Warren Morrow Latin Music Festival. The festival celebrates various Latin music genres and artists while raising money for the charities Warren loved. Since its inception, the event has awarded over ten thousand dollars to Latino-serving agencies in Central Iowa.

Warren was a dedicated family man, spending time not only with his wife, Christina Fernandez-Morrow and their daughter, Ariana, but with his nieces and nephews, as well as being a foster parent to kids in need of a safe home.