



Hispanic Unity of Florida

Mission, Social Impact & Partnership Opportunities

www.HispanicUnity.org

Call or Email us Today

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Empowering a new generation of Americans for 33 years

U.S.: “Mother of Exiles”



United States: “Mother of Exiles”

Century by century, decade by decade, immigrants have journeyed in steerage class, across great oceans, in the hopes of building better lives in America for themselves and their families. No matter their origins, the classic tale spins the story of immigrants who survive inhumane conditions, docking at Ellis Island in New York’s harbor, hearts racing at the sight of Lady Liberty. Arriving with little more than the clothes on their backs, a few dollars in pocket change, with no job, language, skills or understanding of the life that awaits them on America’s shores – they still come with hopes and dreams. The new immigrant moves in with relatives or friends of relatives and pursues skills to conquer the language, understand the culture, establish economic stability and then send for the family who lays in wait in the Old Country. Describing the United States as a nation of immigrants is more than cliché.

About Hispanic Unity of Florida (HUF)



South Florida's Unique Story

South Florida's geographic location has made it a popular destination for Caribbean and Latin American immigrants, as well as others from throughout the world. Though countries of origin and points of entry differ from the "classic" immigrant tale, their issues and needs remain the same.

An Institution is Born

Hispanic Unity was founded in 1982 by community leaders to ease the acculturation transition for newcomers from other nations. **HUF has served as South Florida's "Ellis Island" for new immigrants arriving in Broward County.**

About Hispanic Unity of Florida (HUF)



Mission

Empowering Hispanics and other members of the community to become self-sufficient, civically engaged and to lead productive lives

About Hispanic Unity of Florida (HUF)



- 33 Years of Serving the South Florida Community
- 17,000 clients assisted annually from 28 countries in four (4) languages
- **60%** of HUF's clients hail from Latin nations and the Caribbean, complemented by
- **40%** American-born clients including African-Americans, Caucasians, and others.
- Key Program Areas: Education, Economic Development, Civic Engagement and Health
- Serving Children & Families: Preschoolers, Youth and Adults
- 95 cents of every dollar raised go to HUF programs! (Source: 2013 IRS/ 990 tax return)

HUF Board of Directors

Officers

Lily Pardo, Chair

WSVN/Channel 7

Yvonne Lopez, Chair-Elect

City of Coconut Creek

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Tripp Scott, P.A.



Valued HUF Partners & Community Investors



J.P.Morgan



THE
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"THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT."



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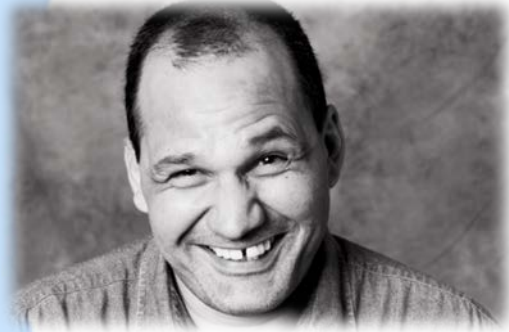
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NOVA SOUTHEASTERN
UNIVERSITY

**WELLS
FARGO**

The Faces of Hispanic Unity



HUF Signature Programs



Center for Working Families (CWF)

The Center for Working Families® (CWF) is a new approach to help low-income families reach financial stability. The CWF approach is to bring together – or bundle – access to a full range of essential economic supports, including income enhancement and work supports, employment services, and asset building services in one convenient location to help families build self-sufficiency, stabilize their finances, and move up the economic ladder. This model teaches clients to “Earn It”, “Keep It” and “Grow It.”

Impact

- As of 2013, more than 600 participants have utilized CWF services for assistance to become financially stable. As a result:
 - 51% of participants were placed in jobs after enrolling in the program
 - 25% of participants improved their employment status within 12 months of enrolling in the program
 - 71% of program participants contacted reported receiving access to low or no-cost tax preparation services
 - 100% of enrolled participants completed the financial literacy and job readiness education workshop
 - 65 participants purchased assets (a house, a car) and/or pursued higher education
- Clients were provided with ongoing coaching and support as well as services in career goal setting, employment, increasing net income, reducing debt and raising credit scores

Community Partners : Ways to Work (car loans for purchase or repairs), IDA (a 4-time matching gift for education, home purchase or small business funding), FIU Learning Skills for Life (free vocational education opportunity), DCF, Memorial Healthcare Systems, Broward Regional Health Planning Council, Broward General, NCLR and Florida KidCare (health benefits for children), Family Central through CSC for child care services

Key Program Funding Partners : This program would not be possible without the support and leadership of the United Way of Broward County, The Jim Moran Foundation, W.K. Kellogg Foundation, JP Morgan Chase and the Children’s Services Council of Broward County.

HUF Signature Programs



Volunteers Income Tax Assistance (VITA)

HUF has provided the 100% FREE Volunteer Income Tax Assistance Program (VITA) to the low to moderate income communities of Broward County for more than 14 years. The services are provided from numerous community sites and offered in three languages (English, Spanish, French, Haitian- Creole and American Sign Language.)

Impact

- Served 5,153 low to moderate income clients
- Results in 2013/2014
 - Ran 17 sites throughout Broward County
 - \$5.6 million in tax refunds to families *and* Broward County
 - Additional savings of more than \$900,000 in tax preparation costs to the clients

Community Partners:

- CAC, Hands-On Broward, Center for Independent Living, NSU, FAU, Urban League of Broward County, Jack & Jill, and many others
- More than 130 trained and IRS-certified volunteers

Key Program Funding Partners

This program would not be possible without the support and leadership of the Children's Services Council of Broward County, the Internal Revenue Service and the United Way of Broward County.

HUF Signature Programs



Emerging Entrepreneurs

Emerging Entrepreneurs is the redesigned program model formerly known as the Small Business program at Hispanic Unity. Hispanic Unity recognized the need for a new level of education and support for many who are looking to start or reinvent their current businesses. To this end, Hispanic Unity has partnered with the experts of Broward SCORE to provide a comprehensive program in both English and Spanish based on Broward SCORE's 5 Simple Steps model for starting and running a successful business.

Impact

- 164 participants attended the 5 Simple Steps program and graduated in 2014.
- 4 businesses opened as a result of the guidance and assistance received through the Emerging Entrepreneurs program
- The program piloted an array of single subject workshops to provide additional small business education to the community – 287 participants attended and scored the value to their businesses at 95%

Community Partners Broward SCORE and Accion USA

Key Program Funding Partners: This program would not have been possible without the support of: JP Morgan Chase and Bank of America

HUF Signature Programs



Unity 4Teens/Middle School

Unity 4Teens was initiated 14 years ago in response to the growing need for structure, enrichment and mentoring opportunities for some of the most underserved youth in Broward County. Today, Unity 4Teens serves at-risk, primarily low-income, youth ages 11-15 who attend Apollo, Attucks, Olsen and McNicol Middle Schools. Our youth are primarily Hispanic, black (African-American, African Caribbean) and immigrant. The schools they attend share low levels of student achievement, high levels of food subsidies (85% average), low family income, high rates of crime and a large population of newcomers to the United States with language and cultural barriers.

Impact

- Provided youth development services to 498 students in 2013-2014
- Offered quality educational, recreational and cultural programming promoting social, physical, intellectual and emotional development of youth
- Results:
 - 76% of youth improved their school grades or attendance;
 - 100% of youth maintained a clean record while enrolled in the program;
 - 94% of youth decreased negative patterns of behaviors
 - 100% of participants did not become pregnant or cause a pregnancy
 - Offered a six-week summer program that served more than 300 students

Community Partners: Broward County Public Schools

Key Program Funding Partners: This program would not be possible without the support and leadership of the Children's Services

Council of Broward County, NSU, JM Family Enterprises Inc. and SE Toyota Dealers

HUF Signature Programs



Unity 4Teens/High Schools

Unity 4Teens / High School program was initiated four years ago in response to the growing need for structure, enrichment and mentoring opportunities for some of the most underserved youth in Broward County. Today, Unity 4Teens/High School program serves at-risk, primarily low-income, youth ages 16-19 who attend Miramar and Stranahan High Schools. Our youth are primarily Hispanic, black (African-American, African Caribbean) and immigrant. The schools they attend share low levels of student achievement, high levels of food subsidies (87% average), low family income, high rates of crime and a large population of newcomers to the United States with language and cultural barriers.

Impact

- Youth development services to 200 students at Stranahan and Miramar High Schools in 2013/2014
- Participants received academic, enrichment, prevention and leadership development services
- Results Achieved:
 - 100% of students decreased external suspensions
 - 67% of students improved Reading grades
 - 59% of students improved Math grades
 - 69% of students improved Science grades
 - Offered five to six week summer program which included a 9th grade academy and college readiness activities

Community Partners: Broward County Public Schools

Key Program Funding Partners

This program would not be possible without the support of the Children's Services Council of Broward County, Department of Education/21st Century, TK Foundation and CITI

HUF Signature Programs



Civic Engagement

HUF's Civic Engagement program provides high quality citizenship class with a qualified teacher, a curriculum approved and recommended by the USCIS, small classes and a convenient class schedule. The Civic Engagement program assists clients with the preparation for the naturalization process, including one-on-one assistance with the N-400 form (citizenship application), the citizenship interview, legal advice and referrals.

Impact

- Served 1,300 Legal Permanent Residents in 2012 from Broward, Miami-Dade and Palm Beach Counties.
- 570 Legal Permanent Residents passed their Naturalization Interview and became US Citizens
- HUF Became BIA (Board of Immigration Appeals) Certified

Community Partners Broward County Public Library

Key Program Funding Partners This program would not be possible without the support of the United States Citizenship and Immigration Services (USCIS), American Express (AMEX), NALEO – National Latino for Electoral Officials, and JM Family Enterprises, Inc. and SE Toyota Distributors

HUF Signature Programs



Unity 4Kids Preschool & VPK

Unity 4 Kids (U4K) Preschool and VPK was developed by Hispanic Unity of Florida to provide children of low-income families with early literacy and school readiness services. Unity 4Kids is a licensed and certified early childhood education center offering a literacy-enriched environment - in dual language - to instill a lifelong love of learning in the youth served.

The culturally competent program adheres to the highest academic standards and curriculum in a state-of-the art facility while providing opportunities to increase parent involvement in their child's academic success. U4K provides them with the tools to be ready to learn when they enter school, while maintaining affordable, accessible childcare for low-income families.

Impact

- **Results:** 93% of the children achieved significant gains in communication, personal and social problem solving, fine motor and gross motor skills (target: 75%)
- 5-Star Rated Preschool program (Early Learning Coalition)
- Served 39 low-income families in 2014
- Graduated 33 preschoolers to Kindergarten in 2012 to 2014
- Parenting classes taught by Family Central
- Outstanding parent engagement created the first Unity 4Kids PTA (Parent Teacher Association)

Community Partners Family Central, Early Learning Coalition

Key Program Funding Partners: This program would not have been possible without the support of: Target, A.D. Henderson Foundation, Tate Family Fund at the Community Foundation of Broward, Winnie & Jose Zambrano and Publix

Pilot Funders for Parenting Education Program: Kenny & Sandy Tate, Beatriz & Albert Miniaci, Regions and the Harold Rosenberg Fund, at the Community Foundation

\$100,000 VISIONARY PARTNERSHIP



Marketing Benefits	Reach
Newsletter/ Logo	7,000 Circulation
Press Release / Listing	50+ Media Outlets
Annual Report/Logo and Listing	18,500 users/141,000 page views
Facebook: Partner logo	2,000+ Fans
Check Presentation/Board Meeting & Photo in HUF Newsletter	7,000 Circulation
Thank You Ad/ Listing/ local newspaper	163,000 Circulation; 474,000 Readers
Logo/ HUF online marketing materials	18,500 users/141,000 page views
Logo placement & link to partner website	18,500 users/141,000 page views
Story and picture of check presentation in newsletter	7,000 Circulation
Partner profile on Facebook	2,000+ Fans
Page on HUF website with photo of partner representative, quote and link to website	18,500 users/141,000 page views
Pitch stories to local media – community publications, print and online	

\$75,000 INVESTOR PARTNERSHIP



Marketing Benefits	Reach
Newsletter/ Logo	7,000 Circulation
Press Release / Listing	50+ Media Outlets
Annual Report/Logo and Listing	18,500 users/141,000 page views
Facebook: Partner Logo	2,000+ Fans
Check Presentation/Board Meeting & Photo in HUF Newsletter	7,000 Circulation
Thank You Ad/ Listing/ local newspaper	163,000 Circulation; 474,000 Readers
Logo/ HUF online marketing materials	18,500 users/141,000 page views
Logo placement & link to partner website	18,500 users/141,000 page views
Story and picture of check presentation in newsletter	7,000 Circulation
Partner profile on Facebook	2,000+ Fans
Page on HUF website with photo of partner representative, quote and link to website	18,500 users/141,000 page views

\$50,000 LEADER PARTNERSHIP



Marketing Benefits	Reach
Newsletter/ Logo	7,000 Circulation
Press Release / Listing	50+ Media Outlets
Annual Report/Logo and Listing	18,500 users/141,000 page views
Facebook: Partner Logo	2,000+ Fans
Check Presentation/Board Meeting & Photo in HUF Newsletter	7,000 Circulation
Thank You Ad/ Listing/ local newspaper	163,000 Circulation; 474,000 Readers
Logo/ HUF online marketing materials	18,500 users/141,000 page views
Logo placement & link to partner website	18,500 users/141,000 page views
Story and picture of check presentation in newsletter	7,000 Circulation
Partner profile on Facebook	2,000+ Fans

\$25,000 INFLUENCER PARTNERSHIP



Marketing Benefits	Reach
Newsletter/ Logo	7,000 Circulation
Press Release / Listing	50+ Media Outlets
Annual Report/Listing	18,500 users/141,000 page views
Facebook Partner Listing	2,000+ Fans
Check Presentation/Board Meeting & Photo in HUF Newsletter	7,000 Circulation
Thank You Ad/ Listing/ local newspaper	163,000 Circulation; 474,000 Readers
Listing / HUF online marketing materials	18,500 users/141,000 page views
Logo placement & link to partner website	18,500 users/141,000 page views
Story and picture of check presentation in newsletter	7,000 Circulation

\$15,000 SUPPORTER PARTNERSHIP



Marketing Benefits	Reach
Newsletter/ Logo	7,000 Circulation
Press Release / Listing	50+ Media Outlets
Annual Report/ Listing	18,500 users/141,000 page views
Facebook Partner Listing	2,000+ Fans
Check Presentation/Board Meeting & Photo in HUF Newsletter	7,000 Circulation
Thank You Ad/ Listing/ local newspaper	163,000 Circulation; 474,000 Readers
Listing/ HUF online marketing materials	18,500 users/141,000 page views
Logo placement & link to partner website	18,500 users/141,000 page views

\$10,000 FRIEND PARTNERSHIP



Marketing Benefits	Reach
Newsletter/ Logo	7,000 Circulation
Press Release / Listing	50+ Media Outlets
Annual Report/Listing	18,500 users/141,000 page views
Facebook Partner Listing	2,000+ Fans
Check Presentation/Board Meeting & Photo in HUF Newsletter	7,000 Circulation
Thank You Ad/ Listing/ local newspaper	163,000 Circulation; 474,000 Readers
Listing/ HUF online marketing materials	18,500 users/141,000 page views



Annual Partnership Levels

Visionary Level Partnership	\$100,000
Investor Level Partnership	\$ 75,000
Leader Level Partnership	\$ 50,000
Influencer Level Partnership	\$ 25,000
Supporter Level Partnership	\$ 15,000
Friend Level Partnership	\$ 10,000

Note: Three-year Partnership agreements will be recognized for the total, cumulative giving throughout the three years (i.e. a \$25k three year commitment will be recognized as \$75k all three years) and receive additional marketing benefits.

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