



Hispanic Unity of Florida's
Partnership Opportunities

www.HispanicUnity.org

Empowering a new generation of Americans for 34 years



United States: “Mother of Exiles”

Century by century, immigrants have journeyed in steerage class, across great oceans, **in the hopes of building better lives in America** for themselves and their families. **Arriving with little more than the clothes on their backs with no** understanding of the life that awaits them on America’s shores – **they come with hopes and dreams.**

The new immigrant moves in with relatives or friends and pursues skills to **conquer the language, understand the culture, establish economic stability** and then send for the family who lays in wait.

Describing the United States as a nation of immigrants is more than cliché.

American Dream





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 the "Ellis Island"
for new immigrants arriving in South Florida.**



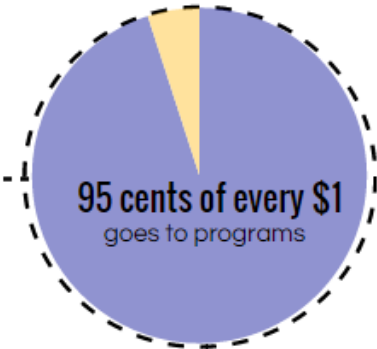
About Hispanic Unity of Florida (HUF)

VISION

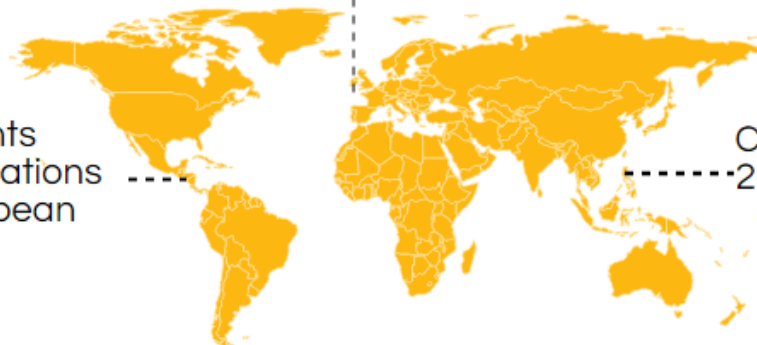
Everyone is empowered to live their American dream

MISSION

Empowering immigrants and others to become self-sufficient, productive and civically engaged



60% of Clients hail from Latin Nations and the Caribbean



Clients from 25 different countries



Benefits of Partnering with Hispanic Unity of Florida (HUF)

Benefits of Partnering with HUF and its strong brand

- Public Relations value of being an invested partner with a well-respected community organization
- ROI on your marketing investment through media exposure and face-to-face consumer marketing access
- Increased loyalty from your employees and customers for supporting a social cause/important community program
 - Socially-conscious consumers are willing to pay extra for products and services from companies that have implemented programs to give back to society.
(Source: Nielsen Global Survey of Corporate Citizenship, Q3 2011)

Why do Corporate Executives invest in social service organizations?

70% of corporate executives expect an **enhanced reputation** for the company, brand, or both from social spending

43% of Americans want companies to support **local quality of life issues**

44% of corporate executives expect to **bolster employee skills** from social spending

43% of socially conscious consumers think companies should promote **racial, ethnic and cultural inclusiveness**



HUF Board of Directors



Officers

Lily Pardo, Chair
WSVN/Channel 7



Steve Sampier, Past-Chair
Community Volunteer



Guillermo Gomez, Chair-Elect
HSBC



Jorge González, Treasurer
Community Volunteer



Chuck Tatelbaum, Secretary
Tripp Scott, P.A.



Melida Akiti
Memorial Healthcare System



Abraham Cárdenas
Merrill Lynch



Manuel Catedral
MasterCard



Malena Dorn
Broward Center for the Performing Arts



Barbara Grevior
Community Volunteer



Rolando J. Mora
KPMG, L.L.P.



Emma Pfister
Templeton & Company



Christina Paradowski
Tripp Scott, P.A.



Oscar Primelles
Community Volunteer



Jesus Socorro
MBAF, LLC



Angie Stone
Citrix Systems, Inc.



Jose Tarafa
MasTec Network Solutions



Legal Counsel
Catalina Avalos
Tripp Scott, P.A.



HUF Partners & Community Investors



JPMORGAN CHASE & Co.



Hiram & Lucia Montero



U.S. Citizenship and Immigration Services





HUF Signature Programs: Unity 4Kids/Unity 4Teens

Education

Adults

- 700+ adults learned English

Preschoolers

Nationally Accredited (NECPA)

- 94% preschoolers expanded cognitive skills
 - 82% of parents read to their kids 5x per week
- HUF has the top, Five Star grade for preschools*

Middle School Youth

- 92% of youth improved grades & attendance
- 91% made significant gains in positive youth development factors

High School Youth

- 100% of high school seniors headed to college
- 85% improved reading grades
- 84% improved science grades
- 100% decreased or had zero external suspensions



I learned how to read at HUF.



HUF Signature Programs: Economic Development/Health & Family Care



Economic Development

- 451 learned how to start or strengthen their small business
- 5,153 received FREE tax preparation and \$5.7 million in tax refunds
- 87% of our Center for Working Families clients reduced debt/improved their credit score



Health & Family Care

- 1,812 learned how to prepare healthy meals
- 760 clients submitted applications through the Affordable Care Act Marketplace (ACA)
- 362 clients purchased a Qualified Health Plan



I expanded my business by working with Emerging Entrepreneurs.



HUF Signature Programs: Civic Engagement



Civic Engagement

- 1,477 assisted with US Citizenship and Naturalization
- 600+ clients became new American citizens



Legal Assistance

- 90+ clients received FREE legal services through our partner, Legal Aid Service of Broward County



I became a US Citizen with the help of Hispanic Unity.

2013 Highlights

- ✓ Assisted 20,000 clients
- ✓ 28 different countries
- ✓ 19 programs and services
- ✓ More than 3 languages + sign language

Center for Working Families (CWF):
 2013 tax - income tax relief/benefit planning
 • 21% of participants were placed in a savings account
 • 17% of participants received or established a college account
 • 48 participants purchased auto/parent/child education

Volunteers Receive Tax Assistance (VITA) Free Tax Preparation:
 During the year tax preparation services for over 1000 Hispanic Community:
 • Served 15.2 million of tax returns to Broward County
 • Served 4,727 low to moderate income clients over a 4-month period

CWIC Engagement and Educational Classes:
 2013 Adult Learning Spanish 30% registration, an additional 1000+ students received assistance for naturalization
 • 1500 clients attended the water class
 • 1500 clients passed their naturalization exam
 • 2000 clients received services through special community events
 • 2000 clients received legal services, in collaboration with legal aid of Broward County

English for Speakers of Other Languages (ESOL):
 Provided English classes to 1,000+ students

Evening Entrepreneur (E) in partnership with Broward ECONIC:
 Provided entrepreneurship education and support in English and Spanish
 • 75+ entrepreneurs participated

Total 2013 Revenue	2013 Revenue	2013 Revenue
Government	1,234,567	28%
Individual	876,543	20%
Corporate	543,210	12%
Foundation	321,098	7%
Other	210,987	5%
Total	4,488,102	100%

Total 2013 Expenses	2013 Expenses	2013 Expenses
Programs	3,210,987	72%
Administrative	1,234,567	28%
Total	4,445,554	100%

Annual Report
Name listed

THANK YOU

Our vision would not be possible without the remarkable corporations, individuals and foundations listed here. With our partner's support, every day we move closer to fulfilling our vision of empowering everyone, including our vision that 17,000+ we serve annually, to live their American dreams.

We thank them for their support. We thank them for their commitment to building community. We thank them for their vision and above all - we thank them for their trust in us and our movement to empower a new generation of Americans.

HISPANIC UNITY OF FLORIDA

Member of USA for 2013 Global Engagement Year
 Old for "Services" and for "Empowerment Year"

Thank You Ad
Logo Placement

Dear Hispanic Unity,

Thank you for your support of Hispanic Unity. We hope you enjoy learning about the exciting initiatives that are going on at HUF through this monthly e-newsletter. Thank you for sharing in our pride as we work to empower a new generation of Americans!

Meet Antonio Ruiz
 CHIEF, L.P.A.
 HUF Board Member

Marlene Willy Conzatti
 HUF Board Chair &
 HUF Board Member

William Clark Lumberton
 HUF Board &
 HUF Board Member

Congrats to our Unity Week Graduates!
 A huge thank you to all of the family and friends that came out to watch seven of our Unity Week preschool graduates. Also, thank you to our Mothers of Graduates who joined with us for your support. We are proud of our graduates and wish them much success in life!

Quarterly E-Newsletter
Logo Placement



Check Presentation
Board of Directors &
Social Media

Hispanic Unity of Florida website screenshot showing logo placement and various program information.

Logo on Website &
Online Marketing
Materials

HISPANIC UNITY OF FLORIDA

For Immediate Release:
Contact:
 Josie Bacallao
 Hispanic Unity of Florida
 jbacallao@hispanicunity.org
 954-683-2028 (Mobile)
 954-342-0298 (Direct Line)

Pilot Program: Parental Involvement and Student Achievement

Billywood, FL, April 30, 2015 - Recognizing the important and crucial role parents play in their child's success in school, Hispanic Unity of Florida (HUF), a nonprofit devoted to helping children and families become self-sufficient and lead productive lives, has launched a pilot Family Strengthening program to assist parents improve their parenting skills.

The Family Strengthening Program (FSP) is an evidence-based family strengthening and training program, to empower families to develop and practice positive discipline techniques with their children. The FSP will enhance the parent's knowledge, skills and confidence as parents. As a result, children also will be empowered and will significantly reduce problem behaviors as well as improve social competencies and school performance.

Press Release
Name listed

Friend Level
\$10,000

As a Supporter partner, you will receive all of the benefits of a Friend partner plus:

Supporter Level
\$15,000



Share Partner News with HUF Fans & Followers
Once, annually



Make presentations at appropriate programs
Once, annually



Annual Report
Name listed



Thank You Ad
Logo Placement



Quarterly E-Newsletter
Logo Placement



Check Presentation Board of Directors & Social Media



Logo on Website & Online Marketing Materials



Press Release
Name listed

As an Influencer partner, you will receive all of the benefits of a Supporter partner plus:

Influencer Level
\$25,000



Partner Profile:
Newsletter & Social Media
Includes logo

Share Partner News with
HUF Fans & Followers
Twice, annually



Annual Report
Logo Placement



Thank You Ad
Logo Placement



Quarterly E-Newsletter
Logo Placement



Check Presentation
Board of Directors
& Social Media



Logo on Website &
Online Marketing Materials
Includes link to Partner website



Press Release
Name listed



Make presentations at
appropriate programs
Once, annually

As a Leader partner, you will receive all of the benefits of an Influencer partner plus:

Leader Level
\$50,000



Partner volunteer/team building activities w/Social Media
Varies by program



Annual Report
Premium Logo Placement



Thank You Ad
Premium Logo Placement



Quarterly E-Newsletter
Premium Logo Placement



Check Presentation
Board of Directors & Social Media



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Press Release
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Make presentations at appropriate programs
Once, annually



Partner Profile: Newsletter & Social Media
Includes logo



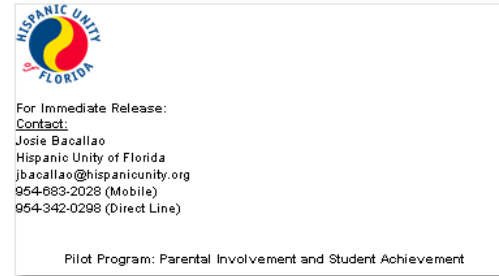
Share Partner News with HUF Fans & Followers
Three times, annually

As an Investor partner, you will receive all of the benefits of a Leader partner plus:

Investor Level
\$75,000



Exclusive Partner Page on HUF Website



Press Release Announcing Partnership



Annual Report Premium Logo Placement



Thank You Ad Premium Logo Placement



Quarterly E-Newsletter Premium Logo Placement



Check Presentation Board of Directors & Social Media



Logo on Website & Online Marketing Materials Includes link to Partner website



Press Release Name listed



Make presentations at appropriate programs
Twice, annually



Partner Profile: Newsletter & Social Media Includes logo



Share Partner News with HUF Fans & Followers
Four times, annually



Partner volunteer/team building activities w/Social Media
Varies by program

As a Visionary partner, you will receive all of the benefits of an Investor partner plus:

Visionary Level
\$100,000



For Immediate Release:
Contact:
Joste Bacallao
Hispanic Unity of Florida
jbacallao@hispanicunity.org
954-683-2028 (Mobile)
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Pilot Program: Parental Involvement and Student Achievement



Press Release
Announcing Partnership

Featured in Media
Coverage or Dedicated Ad



Annual Report
Premium Logo
Placement



Thank You Ad
Premium Logo
Placement



Quarterly E-Newsletter
Premium Logo
Placement



Check Presentation
Board of Directors
& Social Media



Logo on Website &
Online Marketing Materials
Includes link to Partner website



Press Release
Name Listed



Make presentations at
appropriate programs
Twice, annually



Partner Profile:
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Includes logo



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HUF Fans & Followers
Four times, annually



Partner Volunteer/Team Building
Activities w/Social Media
Varies by Program



Exclusive Partner Page
on HUF Website

Call or Email us Today

Josie Bacallao, President/CEO

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