Hispanic Unity of Florida’s Partnership Opportunities

www.HispanicUnity.org

Empowering a new generation of Americans for 37 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.
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

Established in 1982

37 YEARS of service

Key Program Areas
- Education
- Economic Development
- Civic Engagement
- Health

60% of Clients hail from Latin Nations and the Caribbean

Clients from 25 different countries

95 cents of every $1 goes to programs
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 Signature Programs: Unity 4Kids/Unity 4Teens

**Education**

*Adults*
- 670+ adults learned English

*Preschoolers*

*Nationally Accredited (NECPA) and 5-Star rating from Early Learning Coalition*
- 100% preschoolers demonstrated gains in cognitive, literacy & English Language skills
- 100% of VPK students met or exceeded expectations for kindergarten-readiness

*Middle School Youth*
- 100% made significant gains in positive youth development factors –
  - Did not obtain a new law violation; did not become or cause pregnancy; did not use alcohol and/or drugs

*High School Youth*
- 92% improved reading
- 89% improved science grades
- 94% decreased or had zero external suspensions

*I learned how to read at HUF.*
HUF Signature Programs: Economic Development/Health & Family Care

Economic Development
- 792 learned how to start or strengthen their small business
- 5900+ received FREE tax preparation and $6.0 million in tax refunds
- 85% acquired employment or a better job

Health & Family Care
- 756 Comprando Rico y Sano participants learned how to prepare healthy meals
- 178 clients purchased a Qualified Health Plan through Affordable Care Act Marketplace (ACA) with $1.7M in premium savings
- Two First Time Homebuyer's Program clients bought a new home

I expanded my business by working with Emerging Entrepreneurs.
HUF Signature Programs: Civic Engagement

Civic Engagement
- Program expanded to Miami-Dade County
- 884 applications were submitted for U.S. Citizenship
- 4,200+ clients assisted with Citizenship classes

Legal Assistance
- 120+ 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 of Florida.
The above partnership levels also include: your organization’s **logo on HUF’s website** & online marketing materials; inclusion in **quarterly e-newsletter**; inclusion in **thank you ad** (local print media); listed in **press releases**; and included in **annual report**.

<table>
<thead>
<tr>
<th>Feature Description</th>
<th>Visionary $100,000</th>
<th>Investor $75,000</th>
<th>Leader $50,000</th>
<th>Influencer $25,000</th>
<th>Supporter $15,000</th>
<th>Friend $10,000</th>
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<tr>
<td>Featured in media coverage or dedicated ad</td>
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<td>Make presentations at appropriate programs</td>
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Annual Report  
Name listed

Thank You Ad  
Logo Placement

Quarterly E-Newsletter  
Logo Placement

Check Presentation & Social Media

Logo on Website & Online Marketing Materials

Press Release  
Name listed

For Immediate Release:
Gables
Jamie Barreto
Hispanic Unity of Florida
JBarreto@Hispanicunity.org
954-386-3226 (Office)
954-348-0296 (Direct Line)

Palm Beach, FL — April 10, 2015 — Recognizing the importance and critical role parents play in child development, Hispanic Unity of Florida (HUOF), a nonprofit dedicated to helping children and families become well-equipped and successful, 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, designed to help families develop positive discipline techniques and behaviors. The FSP will improve the parent’s knowledge, skills, and confidence as well as the well-being and safety of all children, ultimately reduce problem behaviors as well as improve social competencies and school performance.
As a Supporter partner, you will receive all of the benefits of a Friend partner plus:

Share Partner News with HUF Fans & Followers
*Once, annually*

Make presentations at appropriate programs
*Once, annually*

- Annual Report
- Thank You Ad
- Quarterly E-Newsletter
- Check Presentation & Social Media
- Logo on Website & Online Marketing Materials
- Press Release

Supporter Level
$15,000
As an Influencer partner, you will receive all of the benefits of a Supporter partner plus:

**Partner Profile:**
- Newsletter & Social Media
  - Includes logo

**Share Partner News with HUF Fans & Followers**
- Twice, annually

**Influencer Level**

$25,000

- **Annual Report**
  - Logo Placement
- **Thank You Ad**
  - Logo Placement
- **Quarterly E-Newsletter**
  - Logo Placement
- **Check Presentation & 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:

- 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 & Social Media

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

- Press Release
  - Name listed

- 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:

- **Exclusive Partner Page on HUF Website**
- **Press Release Announcing Partnership**

**Investor Level**

$75,000

- Annual Report
  - Premium Logo Placement
- Thank You Ad
  - Premium Logo Placement
- Quarterly E-Newsletter
  - Premium Logo Placement
- Check Presentation & 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:

- Annual Report Premium Logo Placement
- Thank You Ad Premium Logo Placement
- Quarterly E-Newsletter Premium Logo Placement
- Check Presentation & 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
- Exclusive Partner Page on HUF Website

Press Release Announcing Partnership

Featured in Media Coverage or Dedicated Ad
Call or Email us Today

Shani Wilson, Development Director

Direct: (954) 342-0430 | Mobile: (754) 260-0409

SWilson@HispanicUnity.org