Partnership Opportunities

with Hispanic Unity of Florida (HUF)

Empowering a new generation of Americans for 38 years

www.HispanicUnity.org

Updated for 2020
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.
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)

 Established in 1982
38 YEARS of service

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

95 cents of every $1 goes to programs

Clients from 30+ different countries

60% of clients hail from Latin and Caribbean nations

VISION
Everyone is empowered to live their American dream

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

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Comcast

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JM Family Enterprises, Inc.

Christina Paradowski, Secretary
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Dr. Rolando Garcia
Broward College

Legal Counsel
Catalina Avalos
Tripp Scott, P.A.
HUF Partners & Community Investors

Children's Services Council of Broward County
Our Focus is Our Children.

Jim Moran Foundation
"The future belongs to those who prepare for it"

JM Family Enterprises, Inc.

Toyota
Southeast Toyota Distributors, LLC

United Way
United Way of Broward County
Broward.org

JPMorgan Chase & Co.

UnidosUS
Stronger Communities, Stronger America

The TK Foundation

Citi

Kenny & Sandy Tate

Capital One

Susie and Alan B. Levan Family Foundation
HUF Signature Programs

Civic Engagement
• Citizenship classes in Broward and Miami-Dade Counties
• Assistance with Naturalization Application (N-400)
• Board of Immigration Appeals Recognized
• Voter Registration

Economic Development
• Center for Working Families, Financial Capabilities Coaching & Training
  • Benefits & Work Support
  • Career & Employment Development
  • Financial Education & Coaching
• First Time Home Buyers Program, HUD-Certified Counseling & Education
• Emerging Entrepreneurs, Small Business Education in Spanish
• Volunteer Income Tax Assistance, FREE Tax preparation

Education
• English classes for Speakers of Other Languages (ESOL)
• Unity 4Kids, Licensed Pre-K & VPK for 3-5 year olds
  • Nationally Accredited (NECPA) and 5-Star rating from Early Learning Coalition
• Unity 4Teens, After School and Summer Program for youth, ages 11-18
  ■ Serving 4 middle and 2 high Title I schools
• Family Strengthening Program
  ■ Serving 11 cohorts of parents and their children with parenting, communication, and conflict resolution skills

Advocacy & Legal Assistance
• Advocacy
• Immigration Clinics
• Legal Assistance (referrals to Legal Aid Service of Broward County)
## Comparison Chart of Sponsorship Options

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<th>$100K</th>
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<td>Featured in media coverage or dedicated ad</td>
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<td>Exclusive Partner Page on HUF website</td>
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<td>Press Release announcing partnership</td>
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<td>Partner volunteer/team building activities with social media</td>
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<td>Partner Profile: Newsletter &amp; Social Media</td>
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<td>Make presentations at appropriate programs</td>
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<td>HUF Social Media: Sharing Partner News with HUF Fans &amp; Followers</td>
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<td>Check Presentation with social media</td>
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<td>Logo on Website &amp; Online Marketing Materials</td>
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<td>Quarterly E-Newsletter</td>
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The above partnership levels also include your organization’s name or logo in:

- HUF’s annual **thank you ad** (local print media)
- List of supporters for HUF **press releases**; and
- HUF’s **annual report**
Contact us Today!

Shani Wilson
Development Director

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Mobile: (754) 260-0409

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