Partnership Opportunities
with Hispanic Unity of Florida (HUF)

Empowering a new generation of Americans for 40 years

www.HispanicUnity.org
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

Established in 1982
40 Years of Service

60% of clients hail from Latin Nations and the Caribbean
Clients from 30 different countries

Key Program Areas
Education
Economic Development & Health
Civic Engagement & Advocacy

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

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
BOARD OF DIRECTORS
Hispanic Unity of Florida

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JM Family Enterprises, Inc.

Christina Paradowski  
Chair-Elect  
Tripp Scott, P.A.

Angie Stone  
Secretary  
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Community Volunteer

Scott Karlen  
Merrill Lynch  
Wealth Management

Dan Schevis  
Community Volunteer

Carolina Cardozo, Esq.  
Community Volunteer
HUF SIGNATURE PROGRAMS

Education

• English Classes for Speakers of Other Languages (ESOL) by Broward County Public Schools

• 5-Star Rated, Nationally-Accredited Preschool: Licensed Pre–K & VPK for 3 to 5 Year-olds

• Year-Round, After-School & Summer-School Program for Youth — 11 to 18 Year-olds

• Family Strengthening Program

Economic Development and Health

• Center for Working Families:
  - Assistance in Accessing Healthcare - Medicaid, Medicare and Kidcare
  - Assistance in Accessing Food stamps (SNAP)
  - Nutrition Education
  - Career Advancement: Education and Vocational Skills Training
  - Employment Preparation & Placement
  - Financial Education & Coaching

• Free Tax Preparation

• Emerging Entrepreneurs: Workshops on Starting & Growing Your Business

• Financial Capability and Wealth Building—Pathways to Home Ownership

Civic Engagement and Advocacy

• Citizenship Classes and Naturalization Assistance

• Voter Registration Assistance

• Immigration Services and Immigration Clinics

• Legal Consultation and Referrals by Legal Aid Service of Broward County
# COMPARISON CHART
of Sponsorship Benefits

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<td>Invitation to Board of Directors meeting for special recognition &amp; thank you</td>
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CONTACT US TODAY!

Shani Wilson
Development Director
SWilson@HispanicUnity.org
754.260.0409

www.HispanicUnity.org