



2016 – 2022 STRATEGIC PLAN GOALS

Update



PROGRAM TASKFORCE

Taskforce Chair: TBD

Update by: Andres Connell

- 1. Create a programmatic decision tool to analyze the degree to which a new program aligns with the Mission – In progress**
- 2. Replicate 2Gen:
Focused on Family Strengthening Program – In progress**
- 3. Strengthen employment services – In progress**
- 4. Strengthen the Data Management System:
Identify, launch and implement new database, staff training,
increase capacity – In progress**



PROGRAM PLAN GOALS

5. Create and launch a 2Gen training plan for management and front-line staff – **Fall 2022**
6. Reorganize Program Staff Structure - based on 2Gen approach and changes in service delivery model – **In progress**
7. Create a more comprehensive approach to assist families in meeting their basic needs (housing, food and health (COVID-19 vaccine)) – **Completed**



PROGRAM PLAN GOALS

8. Create a plan to assist clients with immigration and other critical services as a result of new immigration laws – **In progress**
9. Work with FIU's on "The State of Hispanics & Immigrants in Broward" Research Study – **Completed**
10. Create a communication plan around the study; use the study as foundation for the 2022 & beyond HUF Strategic Plan and 2022 & beyond advocacy plan – **In progress**



PUBLIC POLICY & ADVOCACY

Committee Chairs: Carolina Cardozo and Dan Schevis

Update by: Otto Valenzuela



PUBLIC POLICY & ADVOCACY PLAN GOALS

- 1. Secure sustainable funding for dedicated PP&A staffer for 2022 & beyond – In progress**
- 2. Develop a plan to: 1. Highlight HUF's & CIFC Coalition work in key program areas; 2. Promote HUF research on issues which then positions the agency as "thought leaders" and advances HUF's advocacy work in these issue areas; 3. Support PP&A staff & volunteers & CIFC coalition in outreach & messaging to elected officials – Pause**



PUBLIC POLICY & ADVOCACY PLAN GOALS

- 3. Build a formal advocacy network of peer organizations (local and throughout the state) to advance each other's work. Identify the groups. Create goals and outline working relationship/partnership – In progress**
- 4. Cultivate & grow relationships with state & congressional elected officials and their staff, by connecting with them in person or virtually – Completed and on-going**



FINANCE & OPERATIONS

Committee Chair: **Lisette Rodriguez**



FINANCE & OPERATIONS PLAN GOALS

- 1. Reorganize the finance area to provide more support for the growing program & organizational needs – In progress**
- 2. Create and execute plan to strengthen operations: facilities & technology to support the growing needs of the agency & HUF management team – In progress**



FINANCE & OPERATIONS PLAN GOALS

3. Review HUF's HR support and develop short & long-term plans to provide more support for growing HR needs – **In progress**
4. Quarterly Budget & Scenario Planning Tracking and Re-Projections – **Completed and on-going**



DEVELOPMENT

Committee Chair: Christina Paradowski



DEVELOPMENT PLAN GOALS

- 1. Tools & Resources: Check-in with Board Members Semi Annually on their development goals and address challenges – Priority**
- 2. Accountability: Review & Report quarterly to the board, on board over-all fundraising performance including plan on how to continue momentum or correct direction – Priority**
- 3. Board Chair to work with an "ad hoc" Development Task Force to create an annual plan to focus the board members on specific board development activities – Priority**



GOVERNANCE

Committee Chair: Anthony “Tony” Abbate

- 1. Recruitment: Build candidate file: Minimum two candidates for every open position (board expertise, committee leadership & board officers) – Completed and on-going**
- 2. Create a standing sub-committee for ongoing review of the agency's by-laws – Completed**
- 3. Create Board-Driven Annual Calendar – Priority**



MARKETING

Committee Chair: Lesli Cartaya-Franco



MARKETING PLAN GOALS

- 1. Create and launch Brand Guidelines Manual – Completed**
- 2. Create HUF's 40th Anniversary Plan – Completed**
- 3. Branding: Conduct Research among KEY HUF stakeholders including board of directors, employees, clients, donors/funders and potential donors/funders) – Completed**



MARKETING PLAN GOALS

4. Create & execute a 2021 & 2022 MarCom Transition Plan – **Completed**
5. Continue to make adjustments to the State of Hispanic and Immigrant Broward Research Paper – **In progress**
6. Execute HUF's 40th Anniversary Campaign, including Ebook, social media monthly campaigns through end of year – **Completed**



MARKETING PLAN GOALS

7. Increase storytelling of HUF and its mission – **In progress**
8. Solidify and increase HUF's social media presence on all social media platforms – **In progress**
9. Create a robust digital plan to include google ads, SEO, content creation – **In progress**



Empowering a
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2019-2022

HUF Brand Refresh and Personality

Pandemic Communications

CEO Transition

40th Anniversary

Broward County Equity Initiative





Empowering a
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2020

Annual Report



2020

A Year of Reinvention & Resilience



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The Logo

Brand Colors

The Logo

Logo & Tagline Lock-Up

Department Logos

Sub-Brands

Each sub-brand has an approved logo, which may be used on its unit-specific materials. The sub-logos are generally intended for standalone use, such as a departmental document or promotional item that is distributed separately from (main) **HUF**-branded documents/items. The **HUF** logo and sub-brand logo variants are the only logos authorized to represent **HUF**.

Here are examples of the approved **HUF** sub-brand logos, which illustrate the standard format: **HUF** logo at left; program, department, justify left on the right, divided by a red line.

Sub-Brand logos follow the same guidelines as the **HUF** logo.



Center for Working Families
Economic Development



Pathway to Citizenship
Civic Engagement



First-time Home Buyers
Economic Development



Te Ayudo
Economic Development



Unity 4Kids
Education



Emerging Entrepreneurs
Economic Development



Unity 4Teens
Education



Comprando Rico y Sano
Economic Development



Family Strengthening
Education



1"
Minimum Size
on Print Applications

do not lock-up unless the logo is smaller than 2" the **HUF** logo and the tagline.

do not include the tagline, IF and ONLY IF, on digital platforms, such as Facebook, IG,

Pantone 186 C
RGB R224 G58 B62
CMYK C0 M91 Y76 K6
HEX #C8102E

Pantone 2255 C
RGB R147 G218 B73
CMYK C44 M0 Y86 K0
HEX #93DA49

Pantone 1495 C
RGB R255 G143 B28
CMYK C0 M49 Y96 K0
HEX #FFBF1C



Pandemic Communications

Staff and Partner Communications

Social Media Updates and Client Touchpoints

Media and Press





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Broward Tax Pro (VITA) Refresh

BROWARD TAX PRO

Kit de herramientas para socios

TEMPORADA DE TAXES 2022

Taxes Easy Free

954.964.8884

Datos generales

Los recursos y las plantillas de este kit pueden ser usados o adaptados para las campañas durante la temporada de impuestos de 2022, que comenzará el 24 de enero de 2022.

For Immediate Release

Contact: Carla Brown Lucas
(850) 597-9951 (office)
(772) 708-9696 (mobile)
CBLucas@BrownLucas.com

HISPANIC UNITY OF FLORIDA MAKES BROWARD TAX PRO PROGRAM AVAILABLE TO COUNTY RESIDENTS

Now in its 20th year, the Volunteer Income Tax Assistance (VITA) program has telephone hotline, along with in-person and online versions for participants

Hollywood, Fla. (February 21, 2022) – Hispanic Unity of Florida (HUF), a 40-year-old, Hollywood-based, nonprofit organization that serves diverse and multi-cultural working families from the United States and more than 30 other countries, announces that the highly successful Broward Tax Pro/VITA (Volunteer in Tax Assistance) program again is available. This year the program is available in English, Spanish, Haitian-Creole and Portuguese.

Also this year, HUF continues its partnership with Code for America, the national nonprofit that created the digital platform, Get Your Refund.

Since 2003, HUF has collaborated with more than three dozen community partners to provide no-cost tax preparation services to thousands of qualified Broward County residents through its volunteer- and partner-driven Broward Tax Pro/VITA program. During the 2021 tax season, more than 2,000 Broward County families and individuals took advantage of the Broward Tax Pro/VITA program and had their income taxes prepared by certified tax professionals. More than \$2.1 million was refunded to working families, and close to \$600,000 in tax preparation fees were saved.

“For 30 years, Hispanic Unity of Florida has proudly provided the Broward Tax Pro/VITA program to our friends and neighbors in the county,” said Felipe Pinzon, president and CEO of Hispanic Unity of Florida. “It is an excellent opportunity for individuals and families to keep more of their money and save on tax preparation fees.”

To qualify for the zero-cost program, Broward County families, or individuals, must make less than \$66,000 per year. Clients who meet the requirement will have the expertise of a skilled, IRS-

- continued -

Taxes Easy Free | **Broward Tax Pro**
EXPERT. SIMPLE. CONFIDENTIAL.

Call **954.964.8884** or visit **www.vitataxesfree.org**

\$0 cost Tax Preparation IN PERSON

Preparación de Impuestos sin costo alguno (\$0) EN PERSONA

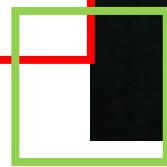
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2021





Empowering a New Generation of Americans

CEO Transition

EN ESPAÑOL

Conoce al colombiano Felipe Pinzón, el nuevo rostro de Hispanic Unity of Florida

By Yvonne H. Valdez
El Sentinel South Florida • Mar 22, 2021 at 9:16 pm

Expand



Hispanic Unity of Florida's Felipe Pinzon at his home in Weston, Thursday, March 18, 2021. (John McCall/South Florida Sun Sentinel)



Escucha este artículo

Fue cliente de Hispanic Unity of Florida hace más de dos décadas, para aprender inglés. Luego, ciudadano, gracias a la ayuda de esta organización. Es ahora su Director Ejecutivo y en enero entrante, 22 años después, se convertirá oficialmente en su Presidente y CEO.

ADVERTISEMENT

Special Announcement

A Message from Our President & CEO, Josie Bacallao

I've had many transformative moments in my lifetime. More than 20 years ago, the biggest milestone happened when I accepted a lunch date with friend and fellow United Way of Broward County board member, Maria Sanjuan.

On that afternoon, little did I know how much that one lunch would change my life. Maria extracted my commitment to join the HUF Board of Directors. It was the best decision I ever made, and it's been the most rewarding experiences of my professional life.

During the past 17 years, I have been honored to be part of our HUF Family and contribute to this organization, which has served more than 300,000 families and children in search of freedom and opportunity. And, I am above all proud and grateful to the HUF Family that made this possible including our dedicated staff, supportive board members, engaged volunteers, program partners and generous funders and donors.

My life will again change as I plan to retire next *December 2021*.

Next Generation of Leadership: Felipe Pinzon

I am delighted that the agency will be led by one of its own: Felipe Pinzon.

This January, Felipe Pinzon will become Executive Director and, January 2022, Felipe will assume the role of HUF's new President & Chief Executive Officer.

What's Next

HUF has been planning for this moment for the past several years.

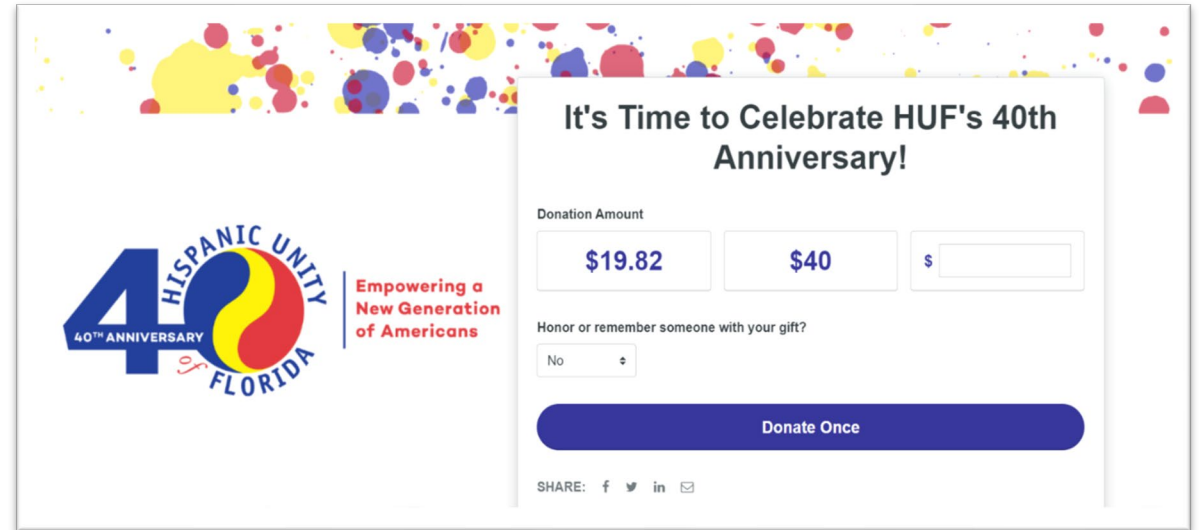
From now through the end of 2021, Felipe and I will be working together to execute our board's vision for the transition. Felipe also will begin an immediate search for a replacement Vice President of Programs.





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HUF's 40th Anniversary





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Broward County Equity Initiative

Broward County Equity Initiative Press Conference Talking Points

Felipe Pinzon - Talking Points

- Thank you, Dr. Baugh. I am Felipe Pinzon, President & CEO of Hispanic Unity of Florida.
- As Dr. Baugh mentioned, The Jim Moran Foundation has been instrumental in ensuring equitable outcomes for Broward County's most underserved families. Their support has been imperative for the accomplishment of the research studies.
- Since our inception, Hispanic Unity of Florida has served over 500,000 individuals. And yet, the findings in the report indicate that our communities continue to struggle.
- The "State of Hispanic and Immigrant Broward" Report provides an opportunity for all to pause and reflect on the story of Hispanic and immigrant communities within Broward County, how it has unfolded over the decades, and where we stand today as we plan for a more diverse, equitable, and inclusive future.
- Today, more than 34% of Broward County residents are foreign-born. Most of them are Hispanic. By 2040, 52% of the population in Southeast Florida will be Hispanic.
- The report found that Broward County has experienced dramatic demographic shifts in the past thirty years and that the county's recent population growth is being driven by Hispanic and Black migration. Hispanics and Blacks now make up more than 58 % of Broward County's population.



NEXT STEPS

Current Plan:

- 1. Committees and program staff will continue working on all priority goals**
- 2. Ongoing updates throughout 2022**

2023 Strategic Plan:

- 1. Identify and secure facilitator**
- 2. Agree on objectives, process, and timeline**