



**Empowering a
New Generation
of Americans**

Annual Empowerment Partner Opportunities

Empowering a new generation of Americans for 41 years

www.HispanicUnity.org

Updated for 2023



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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





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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.**



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About Hispanic Unity of Florida (HUF)

41 Years of Service
Established in 1982



Clients from 30+
countries
60% of clients from Latin
& Caribbean nations

Vision

Everyone is empowered to live *their* American dream

Mission Statement

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

Key Programs

Civic Engagement, Economic Development, Education



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Benefits of Partnering with HUF

- 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)

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**



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HUF Programs & Services

Civic Engagement

- Citizenship classes
- Naturalization Application (N-400) assistance
- 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
- HUD-Certified Counseling & Education for First Time Home Buyers
- Emerging Entrepreneurs, Small Business Education in Spanish
- Broward Tax Pro, Volunteer Income Tax Assistance program

Education

- English classes for Speakers of Other Languages (ESOL)
- Unity 4Kids, Licensed Pre-K & Voluntary Pre-kindergarten
 - Nationally Accredited (NECPA) and 5-Star rating from Early Learning Coalition
- Unity 4Teens, After School and Summer Program for youth, serving Title I middle and high schools
- Family Strengthening Program
 - Serving 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)



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Sponsorship Benefits

	\$100K	\$75K	\$50K	\$25K	\$15K	\$10K
Exclusive Partner Page on HUF website	•					
Announcement promoting partnership	•	•				
Partner Profile: Newsletter & Social Media	•	•	•			
HUF Social Media: Sharing Partner News with HUF Fans & Followers	•	•	•	•		
Invitation to Board of Directors meeting for special recognition & thank you	•	•	•	•	•	
Special Thank You Recognition: website and e-newsletter	•	•	•	•	•	•
Logo on Annual Empowerment Partners Webpage & Online Marketing Materials	•	•	•	•	•	•
Logo included in Quarterly E-Newsletter	•	•	•	•	•	•
Press Release, listed as supporter	•	•	•	•	•	•
Annual Report, name or logo included as supporter	•	•	•	•	•	•



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Contact Us Today!

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