

Hispanic Heritage FOUNDATION

2020



Hispanic Heritage FOUNDATION

Mission

The **Hispanic Heritage Foundation** (HHF) is a 501 (c) 3, nonprofit which inspires, prepares, and connects Latinos in four areas of focus: education, workforce, leadership, and culture.

HHF's mission and programs have been recognized by **The White House, US Congress, Fortune 500 Companies, US Army**, other nonprofits, and even the **Government of Mexico**.

With the support of generous donors and creative partnerships, HHF has reached millions of Latinos/as across the country and into Latin America through agile, creative, impactful, high-profile, innovative programs **since 1988**.

LEADERSHIP
EDUCATION
WORKFORCE
CULTURE

OVERVIEW

Hispanic Heritage Awards

Hispanic Heritage Youth Awards

Code as Second Language

Latinos on Fast Track

Leadership & Service

2020 Innovation

Financial Empowerment Series

LOFT Network & Reach

Hispanic Heritage Awards®



32nd

Social Media Metrics

#HHA32 garnered 15M+ impressions



59 MEDIA PLACEMENTS
GENERATING 188M
MEDIA IMPRESSIONS

HHA Reach:

Honorees, Presenters & Performers	Followers	100M+
Leadership Awardees	Constituents	~7M
Partners	Non-Profits	40+
Partners' Network	Constituents	~15M

PBS Viewership:

176
Markets

1.1M
Unique Viewers

22%
Hispanic Audience

HHF YouTube Viewership

2M



[32nd Annual HHA Behind the Scenes](#)

[Sizzle reel](#)



Hispanic Heritage Awards

Entering its **33rd** year, the prestigious Hispanic Heritage Awards is a **star-studded program** that has honored global Latino leaders for their impact in various fields. It is a celebration of **Hispanic cultural pride**, accomplishment and vision that take place in Washington DC and co-hosted by **40 top national Hispanic organizations**.

The Awards feature dazzling stage production featuring hottest top Latino entertainers (watch the sizzle reel) and will be broadcast once again this year on October 6th nationally on PBS Stations.

The Awards - created by The White House in 1988 to commemorate Hispanic Heritage Month in America - are considered among the highest honor for Hispanics by Hispanics and bring together an influential audience of community and business leaders, Ambassadors, Members of Congress, celebrities, corporate partners, youth, among others.



Hispanic Heritage Youth Awards

Entering its **22nd** year, the prestigious **Hispanic Heritage Youth Awards** (YAs) have honored high-achieving Latino high school seniors and tracked them throughout college and into successful careers in various fields through the award-winning **LOFT** workforce development and sourcing program.

Over **20,000 students** apply annually with about 200 selected (3 recipients are chosen per category in each region) and celebrated at 10 ceremonies across the country. (This year's celebrations will be virtual.)

 **Youth Awards Video**

The application drive includes millions of impressions made with partner logos on posters in more than 6,000 high schools, retail partners, other non-profits, elected officials offices, multi-media outreach featuring celebrities (watch America Ferrera).

Students receive grants for their education or innovative ideas to impact their communities The alumni become mentors to the younger recipients to create a sustainable model of leadership, service and workforce development.

Average GPA 3.5

Countless hours of community service and serve as the main feeder to LOFT workforce and leadership Network

Youth Award Categories Include:

- Business & Finances
- Engineering
- Entrepreneurship
- Education
- Healthcare & Science
- Media & Entertainment
- Sports
- Technology
- Social Justice



Code as a Second Language

Code as a Second Language

Code as a Second Language (CSL) is a national initiative to introduce and teach Latino youth computer programming, provide tech career paths, build coding networks, and transform communities. The program has gone from a pilot seven years ago to more than 75 markets including rural and urban regions, Puerto Rico, and is expanding to Mexico City reaching **100,000 young Latinos**.

Currently, there are **more than 1 million tech jobs that are unfilled**. Plus, 7 out of 10 new jobs over the next decade are filled by a Latino, but very low percentage will be in tech fields where jobs are most needed.

CSL has evolved into year-long CSL Academies with certis/badges, and placements into Internships, Fellowships and Mentorships to go along with Coding Jam Sessions, Boot Camps, and weeklong Coding Camps. The students are all funneled into the LOFT Network for additional instructions, connectivity to others including mentors and resources along with other HHF programs.



HHF also hosts Coder Summits for CS students along with professionals to network, learn about industry trends and opportunities as well as access mentors and tech professionals working for top tech companies. Network are funneled into internships, mentorships, and placed into full-time positions through the LOFT Source.

This year, HHF launched CSL Virtual Camps to continue to educate underserved students at home during COVID-19 crisis while introducing them to tech career paths. Just over the summer, HHF will reach thousands of students who have missed months of school and are stuck at home mired in the education crisis which has become a “tech equity gap” that is broadening because of the pandemic. .

CSL Launch Oak Cliff, TX

By the end of 2021, HHF is set to reach 100,000 underrepresented youth and pull them into the continuum of the LOFT Network.



Latinos On Fast Track (LOFT)

The Latinos On Fast Track (LOFT) program focuses on leadership and workforce development, as well as mobilizing the community through innovative, adaptable, and community-driven programming.

The LOFT Network is comprised of approximately 200,000 vetted Latinos (ages 15 - 40). The Network is inspired, educated, prepared, connected, and mobilized through about 100 trainings, summits, symposia, or Charlas including the virtual Hacking a Career Series, networking, and access to resources.

LOFT Source

HHF systematically and collaboratively places vetted Latino talent in internships, mentorships, and full-time positions at Fortune 500 companies and government agencies based on key industries.

Google Disney facebook SPACEX ExxonMobil NBCUniversal

LOFT Charla

The LOFT Charlas are local, self-organized discussions led by community leaders across the country they share personal experiences, ideas, and actions in compelling and inspiring five-minute presentations based on themes impacting our community.

In response to COVID-19, HHF launched Informative-style LOFT Charlas. HHF works with sponsor and partners to identify subject matter experts to share resources and current, relevant information for Charlas on specific themes such as financial empowerment, jobs, and bias and bigotry to name a few. In order to continue serving our community, HHF is hosting virtual LOFT Charlas weekly.

**A true pipeline
of talent that
has a
beginning,
middle, and end
to move the
community and
America
forward**

CHARLA THEMES

Financial Wellness

Investment

Mental Health

LGBTQ+

Hunger and Food Insecurity

Undocumented

Educational Equity

Racism in Latino Community

Retirement

Community

Hispanic Heritage FOUNDATION



Social Impact

In an effort to serve all Latinos, HHF has led service delegations to the US border with Mexico, volunteered on relief efforts in Puerto Rico and across continental US, building community gardens, supported the Census through creative private and public partnerships, founded #Masks4Farmworkers which has provided 1.2 million masks and PPE, volunteered locally with community centers and clinics, and is working to get out the vote as well as launched social media campaigns highlighting Latinx role models in STEM.

Leadership and Career Trainings

HHF works with students and professionals across the country (virtually and in-person) including ERGs/BRGs of Fortune 500 companies.

▶ **LOFT Labs**

To encourage innovation and entrepreneurship, HHF supports the ideas, vision, and leadership of their youth network through the LOFT LABS by providing access to experts and inspirational leaders, workspaces, legal and accounting guidance, funding, and access to a larger network to help ideas move forward

▶ **LOFT Leadership Institute**

In partnership with Trinity University, HHF hosts a year-round, intensive leadership program for various cohorts including the DREAMers, LatinAs, entrepreneurs and or other segments of community

▶ **Public Policy**

HHF has a strong presence on Capitol Hill and local governments across US, engaging by conducting research, hosting forums on issues such as tech, healthcare, education, access to wifi, workforce development, etc., as well as through efforts like Code on the Hill, Innovation Summits, Hackathons, and presentations by youth on social impact through tech

▶ **Financial Empowerment**

HHF has rolled out a robust multi-media Financial Empowerment Campaign, which includes workshops, Charlas, pod casts, and public awareness campaigns providing the Latino community with resources, tools, and guidance to jumpstart their journey to financial wellness.

What's Happening @HHF in 2020

By listening to the community, HHF has been taking the pulse of the community and providing a voice on a variety of issues including mental health, financial health, job searches, small business, educating children at home, reducing stress, and connecting to Latin America, among others.

Because of the COVID-19 crisis which has disrupted our lives, HHF has gone virtual with all programs, services, and activations, with great impact as audiences have grown beyond a venue or a region.

Additionally, we have expanded the themes of our LOFT workshops to take into consideration the overarching needs of our network - these include financial, career, and entrepreneurial needs. These are intended to provide valuable information, tools, and resources to get through the pandemic together.

COVID-19 Pivot Going All Digital

Charlas

COVID Comfort Series

Virtual Career Workshops

HHAs

Financial Empowerment Charlas (Chats)

To provide information, insight, and knowledge that will promote the financial wellness of the **HHF network**.

A three-part series of podcasts, accompanied by 4 Virtual Charlas, to bring financial empowerment strategies and advice to the HHF network. Network members, **Natalie Torres-Haddad** and **Tanya Mendez**, will serve as spokespersons and SMEs



Money Management Debt Management Wealth Mindset



"Financial Empowerment Charlas" Tour



04.29.20 **359 attendees**

08.12.20 **Topic: Net Worth**

08.26.20 **Topic: Debt**

09.09.20 **Topic: Managing Your Risks**



LOFT Network

HHF's LOFT Network is an ecosystem of over 200,000 vetted Latinos ages 15 - 36 in various fields are funneled into the Latinos On Fast Track (LOFT) Network which is how they are tracked, supported, and connected as a continuum of HHF's program.

HHF's Reach

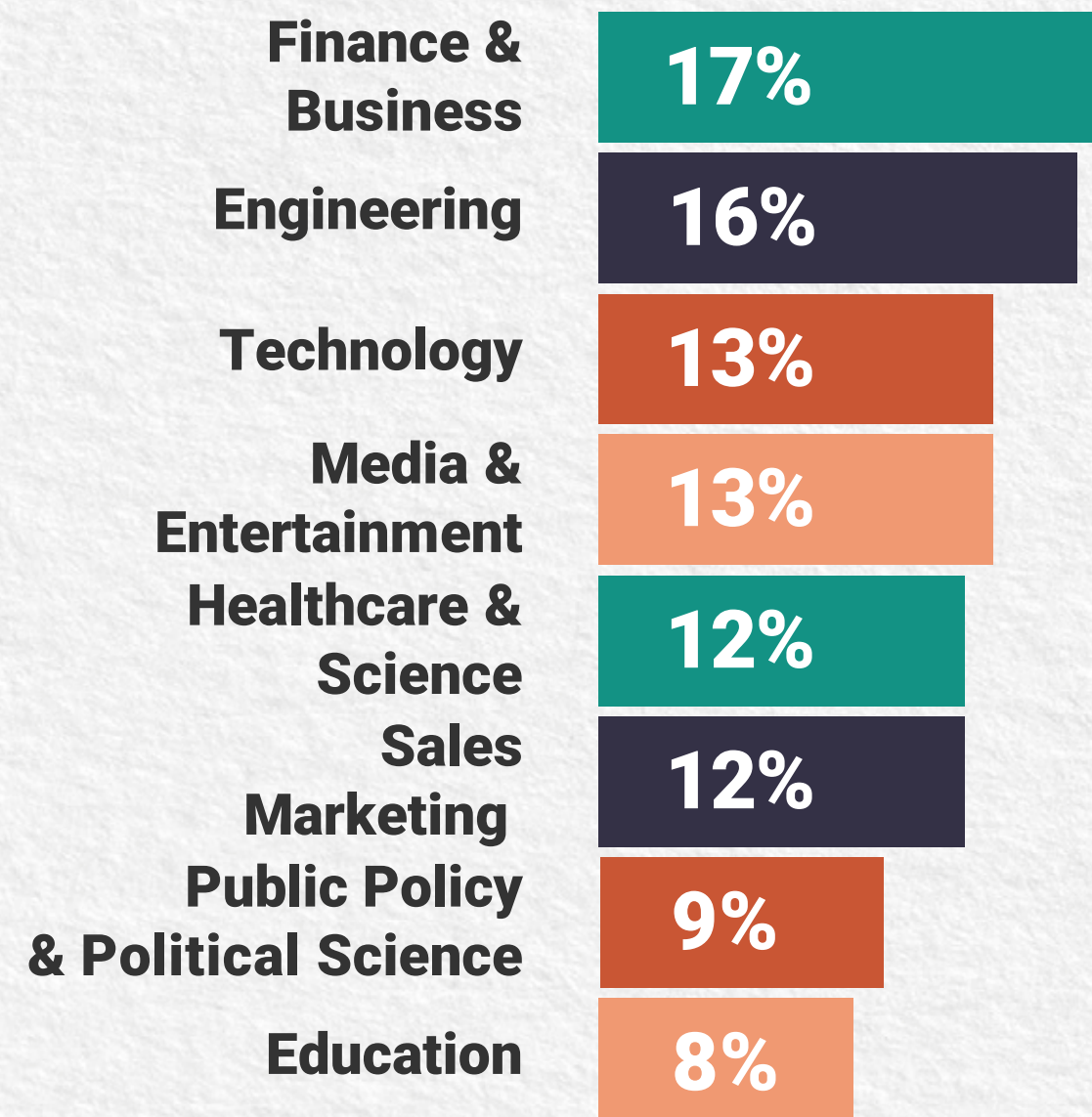
15M+ (HHF Social Media, Newsletter, and Website)

40M+ (Media Placements, Constituents Partners' Network, Partners 40+ Non - Profits)

15M+ (H Code Media Partnership)

2M+ HHF YouTube Viewership 100M+ (Honorees, Performers, and Leadership Awardees)

Breakdown





Hispanic Heritage

FOUNDATION

GRACIAS