



# NATIONAL HISPANIC HERITAGE MONTH



SEPTEMBER 2022

# Cause Toolkit



This toolkit is intended to provide your company with inspiration and resources to best engage employees in your Groundswell Workplace Giving Program, by highlighting Hispanic Heritage Month. You can choose from the resources included in this toolkit to determine what will work best to educate and engage your employees around this cause.

## AN OVERVIEW OF HISPANIC HERITAGE MONTH



Hispanic Heritage Month is observed annually in September-October to celebrate the contributions that generations of Hispanic and Latinx Americans have made to American history, society, and culture. The beginning of Hispanic Heritage Month - September 15 - is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Additionally, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively. Across the country, communities come together during this time in paying tribute to the generations of Hispanic and Latinx Americans who have positively impacted and enriched our nation and society. Many local and national nonprofits are working to empower, protect and support Hispanic communities across multiple issue areas.

# HISPANIC HERITAGE MONTH

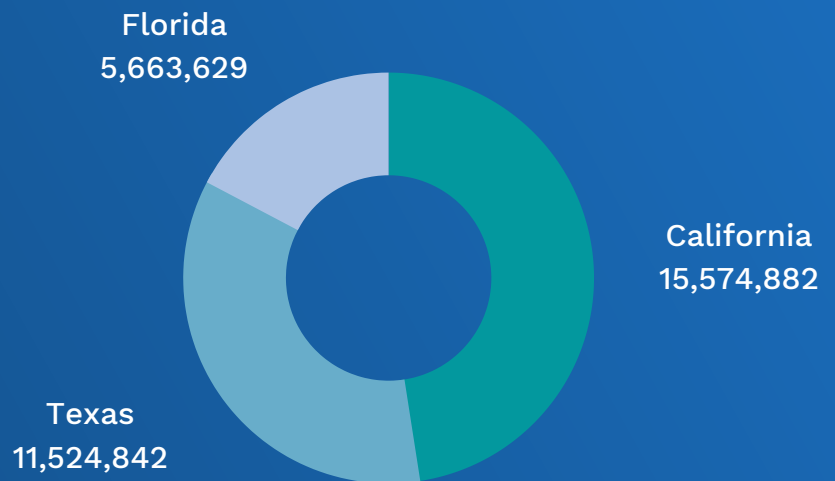
## Hispanic & Latinx Facts & Data

### 4 out of 5

the number (80% as of 2019) of Hispanic or Latinx people who are U.S. citizens, up from 74% in 2010.



More than 50% of the 60.6 million Hispanic/Latinx population in the U.S. lives in these three states: Florida, Texas & California.



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## Nonprofit Spotlights

Right now, there is a tremendous opportunity to support this important cause through established organizations fighting for rights, acceptance, and cultural celebration of Hispanic and Latinx Americans. Listed below are a selection of cultural and social justice nonprofits you can find on the Groundswell app:



### Hispanic Federation

Hispanic Federation (HF) is the nation's premier Latino nonprofit membership organization. Founded in 1990, HF seeks to empower and advance the Hispanic community, support Hispanic families, and strengthen Latino institutions through work in the areas of education, health, immigration, civic engagement, economic empowerment, & the environment.



### La Casa de las Madres

The mission of La Casa de las Madres is to respond to calls for help from domestic violence victims, of all ages, 24 hours a day, 365 days a year. We give survivors the tools to transform their lives. We seek to prevent future violence by educating the community and by redefining public perceptions about domestic violence.



### Techqueria

Techqueria is a nonprofit that serves the largest global community of Latinx professionals in tech. Techqueria's mission is to empower Latinx professionals with the resources and support that they need to further their careers and become leaders in the tech industry.



### Hispanic Women's Corporation

HWC empowers Latina women and youth by serving as an effective voice for their communities. HWC demonstrates its commitment to this mission by supporting and promoting Latinas through: Leadership Development, Women's Empowerment, Higher Education, Health & Wellness, Youth Leadership, and Financial Literacy.



### Canal Alliance

Canal Alliance exists to break the generational cycle of poverty for Latino immigrants and their families by lifting barriers to their success. Every day, we educate, empower, support, and partner with motivated immigrants and their families to best meet all their unique needs—from putting food on the table, to becoming U.S. citizens, to learning English, to graduating from college.



### United We Dream

United We Dream is the largest immigrant youth-led community in the country. We create welcoming spaces for young people – regardless of immigration status – to support, engage, and empower them to make their voice heard. Our vision is a society which celebrates our diversity and we believe in leading a multi-ethnic, intersectional path to get there.



### NALEO Educational Fund

NALEO Educational Fund is the nation's leading 501(c) (3) non-profit, non-partisan organization that facilitates full Latino participation in the American political process, from citizenship to public service.

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# Engage Your Employees

### KICKOFF

Company-wide email or blog post on/around September 15 stating what the cause is, your company's support for the cause, and your call to action. This could include links to resources, and highlighting specific nonprofits that have been vetted for donations - linked via your company's Groundswell dashboard.

### MID-POINT

Share nonprofit recommendations from the Employee Resource Group (or from Groundswell's impact team) as well as links to what to READ, WATCH, or LISTEN to better understand the Hispanic/Latinx community and its culture.

### END

Share the results of the campaign—how many employees participated/donated, number and amount of donations, etc.

If there is a time-sensitive match that expires at the end of this campaign, remind employees to log into their Groundswell account to donate.

### EMPLOYEE RESOURCE GROUP ENGAGEMENT

Give the Hispanic/Latinx Employee Resource Group a platform to share more about what it does, what it means to be a part of the Hispanic/Latinx community both broadly and more specifically at your company. Formats to consider: brown bag lunch, Town Hall, Blog Post on internal company network, etc.

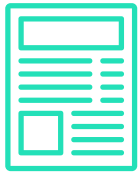
Solicit recommendations from the Hispanic/Latinx Employee Resource Group around nonprofits to donate to - whether a list for the month, or specific charities to highlight each week. Provide 2x matching for employees that donate to these specific charities.

Solicit recommendations from the ERG for books to read, films and documentaries to watch, and podcasts to listen to.

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## Shareable Resources



### READ

- [Shadowshaper: Legacy](#) by Daniel Jose Older
- [Hurricane Season](#) by Fernanda Melchor
- [Postcolonial Love Poem](#) by Natalie Diaz
- [Spirit Run](#) by Noe Alvarez
- [Clap When You Land](#) by Elizabeth Acevedo



### WATCH

- I'm No Longer Here (Ya No Estoy Aqui)
- Real Women Have Curves
- City of God
- La Llorona



### LISTEN

- [Level Up Latina](#)
- [Barrio Chef](#)
- [LatinX On The Rise](#)
- [Alt Latino](#)
- [Latinos Out Loud](#)

## HISPANIC HERITAGE MONTH

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# Social Media Messaging

“Yes, I am the first Latino poet laureate in the United States. But I’m also here for everyone and from everyone. My voice is made by everyone’s voices.”

– Juan Felipe Herrera

Join us in celebrating the generations of artists and creators - like Juan Felipe Herrera - during #HispanicHeritageMonth

Join us in celebrating #HispanicHeritageMonth by supporting local and national nonprofits that are working to empower, protect, and support Hispanic and Latinx communities across the nation like @lacasasf, @NALEO & @HispanicFed.

### SAMPLE HASHTAGS

#HISPANICHERITAGEMONTH

#REPRESENTATIONMATTERS

#LATINX

#LATINO