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FOREWORD BY CLAUDIA ROMO EDELMAN

Let’s set the record straight. One voice. One message. The time for Hispanics is now. We are the generation who can and must finish the job. We owe it to our ancestors as well as to the future generations. We are ready to break through.

I’m very proud to introduce you to our 2022 Hispanic Heritage Month Toolkit. When we began this journey three years ago, our goal was to raise awareness about the incredible contributions Hispanics make to the country and share, loud and clear, a call to action for unification.

Then COVID-19 hit. Our community was disproportionately affected, in part because so many Hispanics were working on the frontline every day. So it also felt right to shine a light on the resilience, strength and ability to rise above obstacles that we value and live as Hispanics.

Much has been done, much has been accomplished, and with all that we’ve been through I know that we are moving towards the finish line. We have the numbers - we are 62.1 million. We are driving workforce growth and we are driving economic growth. We are breaking through obstacles, disparities, discrimination, and a lack of opportunities. We are a crucial element to our society, economy and culture. Hispanics are the future of America.

Now is the time for both Latinos and our supporters to take action. I know you are ready. Hispanic Heritage Month represents a critical opportunity for the Hispanic community to unify voices under a single narrative so that we can break through the noise. It is time to own our narrative, change our perception and to get closer to becoming a stronger, and more unified community. Our common goal needs to be for Hispanics to be seen, heard and valued.

Let’s set the record straight and make sure the entire country knows that Hispanics are positive contributors to the country, and that Hispanic progress is American Progress. Let’s join forces this Hispanic Heritage Month to break through the noise as one narrative, one voice. Let’s celebrate the contributions we have made. Let’s celebrate our heritage.

I truly hope that the toolkit we prepared with love is useful and equips everyone with all you need: unifying data, messaging and assets. I also hope you take action and activate as many people and organizations as possible to use it- from your company, organization to sports clubs, and children’s schools. Together we can move mountains. This is the time. It is our time.

Let’s make 2022 the year we break through, together. Latino Unity and Latino Pride. Together we shine.

Un abrazo,
Claudia
HISPANIC HERITAGE MONTH 2022

| OBJECTIVES |

1. **Make Hispanic Heritage Month mainstream and important.**
   This month must be visible, relevant and substantial. We must mobilize cities, media, companies and organizations to reach critical mass. Whenever you walk the streets, enter stores, or see positive role models, our objective is that you see and hear Hispanics.

2. **Position Hispanics as major contributors to the country.**
   We aim to elevate an aspirational, positive narrative of Hispanics in the U.S. We are providing data, facts and storytelling under celebratory, aspirational themes and activities to aid our partners in positioning Hispanics as essential contributors and positive role models.

3. **Make the Hispanic Star visible everywhere.**
   Use the Hispanic Star iconography front and center as a symbol of unification for Hispanics. The Hispanic Star was created to change the narrative and perception of Hispanics, moving it from invisible to visible, from negative to positive. Just as the rainbow is a symbol for the LGBTQ+ community, we aim to have the Hispanic Star everywhere, used by everyone to elevate the community under one powerful, unified symbol.

4. **Showcase Hispanic Stars.**
   Reposition and highlight Hispanics as contributors in every space. Make it clear to employees and Hispanic ERGs that we care about them through the solutions, assets and resources made available through the Hispanic Star. We are taking action to develop, better understand, and celebrate the Hispanic workforce.

5. **Create connection through a unified kickoff.**
   The Hispanic Heritage Month Opening Ceremony represents a catalyst for unification of the community, as we gather leaders, community members and partners across sector and industry. Be a part of this unified effort to emphasize your support for the community, to amplify the common narrative showcasing Hispanic contributions to the country and to elevate the celebration of Hispanic Stars past, present and future.
| IMPORTANT DATES |

11 APRIL
First part of the Toolkit will be released on www.hispanicstar.org/toolkit in Spanish and English

31 AUGUST
Deadline for customized assets submissions request via info@hispanicstar.org

15 SEPTEMBER
Kick off with us at the Hispanic Heritage Month Opening Ceremony at www.hispanicstar.org

HISPANIC HERITAGE MONTH NARRATIVE
OVERARCHING THEME

HISPANICS ARE A PRO FOR AMERICA. HISPANIC PROGRESS IS AMERICAN PROGRESS
WE ARE THE GENERATION THAT CAN BREAKTHROUGH

This year, our theme for Hispanic Heritage Month speaks to the current state of our community. Latinos are about to cross the finish line. After the results of the 2020 Census, it was more clear than ever that Latinos are positive contributors to the country and the growth engine of America.

Hispanic progress is American progress. Things are falling into place. We are gaining momentum. We are ready, stronger than ever and need to join forces to break through. This is our time. Let’s unite forces for Hispanic Heritage Month.
KEY MESSAGES

1. Hispanic progress is American progress.
   a. Hispanics represent $1.9 trillion in purchasing power.
   b. $2.7 trillion is the US Hispanic GDP which represents 12% of the GDP. Latino economy is the third fastest growing economy in the entire world after China and India.
   c. 66% of new homes are bought by U.S. Hispanics.
   d. By 2050, one quarter of the US population will be Hispanic.
   e. Hispanic families are 44% larger than non-Hispanic families.
   f. 74% of U.S. new workers are Hispanic.
   g. More than 250% is the growth of the Latino workforce in the past 25 years.
   h. 215 billion dollars is the Federal, State and Local tax revenue from Hispanics.
   i. Young Latinos have higher aspirations for career success. 89% say it is very important in their lives, compared with 80% of the full population of 18- to 25-year-olds.

2. Hispanics are positive contributors to the U.S. Today, yesterday and tomorrow.
   a. Latinos are the growth and the economic power of the U.S. with more than 62 million people and with 1.9 trillion dollars in purchasing power.
   b. Latinos are job makers, business leaders and entrepreneurs. 8 out of 10 new businesses are started by Latinos. One out of every five entrepreneurs are Latinos. Latinas create small businesses 6x faster than any other group in the U.S.
   c. 75% of Americans view Hispanics as positive contributors to the country.
   d. Latinos represent 51% of the population growth in the country. The largest generation within the Hispanic community are GenZ with 32%.
   e. 40% of the workforce growth is Hispanic.

3. Hispanics are breaking through barriers, disparities and lack of opportunities.
   a. There’s a 21% increased representation in management, business, science and arts. Hispanics are reaching higher-skilled jobs. 18% increase in computer related occupations.
   b. Latinos are making inroads through education. Adults earning bachelor and advanced degrees increased 73%.
   c. 80% of Latinas have major life improvement plans.
   d. Between 2000 and 2019, the number of Latinas that earned a bachelor degree or higher, duplicated.
e. Among those who grew up lower middle class, 28% of Hispanics made it to the upper middle class or higher.

f. Hispanics are also more likely to escape poverty. Some 45% of Hispanics who grew up in the lowest income quintile made it to the middle class or even higher.

g. Latinos are leading upward mobility with home ownership growth of 28%, income growth of 77% and $959 billion in annual household spending.

h. Eight-in-ten of young latinos —including 80% of Latino youth and 86% of Latinos ages 26 and older— say that most people can get ahead in life if they work hard.

i. We have never been so strong, never been so ready. This is the generation that can break through.

4. Hispanics are shaping the culture and are an active and trusted part of the community.

   a. 19 million Hispanics are essential workers. Latino workers account for 43% of farming, fishing and forestry. In second place is building and grounds cleaning and maintenance at 37.9%, construction is at 35.7% of Latinos, food preparation and serving at 27.3% and transportation and material moving at 23.9%.
   
b. 75% of Americans see Latinos as positive contributors to the country.
   
c. 62% of Americans would trust their own children with a Latino.
   
d. Latin music is one of the top 5 consumed music genres (surpassing country music).
   
e. 57% of all millennials listen to Latin music.
   
f. 44% say Latino culture is having a positive effect on America.

5. Hispanics embody 200% of a person. 100% Hispanic and 100% American.

   a. Latinos have contributed to the U.S. since the very beginning of the country’s existence. We are the second oldest ethnic group after native Americans and have contributed to this great nation since the 16th century in sports, culture, retailing, media, entertainment, agriculture and more.
   
b. Spanish was spoken in the U.S. territory 100 years before English.
   
c. Latinos have fought to defend our freedom in every war. Most of the soldiers who fought for the U.S. Independence were Hispanics.
   
d. Latinos have had a major impact on America’s culture. In the 1500’s Latinos developed ranching and grazing economies through the Southwest.
   
e. Brazilian and Afro-caribbean rhythms helped shape the sounds of American Jazz.
   
f. The Latino contribution is fundamental because no other contribution has been so long standing or so continued in the history of America.
| THE U.S. HISPANIC MANIFESTO |

**We are Hispanic stars. Together we shine.**

**Opening Statement**

For many, the Hispanic community is often hard to define.

Simply explained, we are a large group of hard-working, passionate and full-of-values individuals who have contributed and continue to contribute to American society, culture, economy and overall progress.

People call us Hispanics, Latinos, Latinas, Latinx, Latine, Latino Millennials, U.S. Hispanics. These labels have been distracting and confusing, and despite having been created by the Census, other groups and imposed on us, they often stir up passionate opinions of preference. Throughout this Manifesto, we will use the terms indistinguishably as we choose to be agnostic to the labels and want to focus on building the “meaning” and associations adherent.

The Hispanic community is a far-from-monolithic group, of over 62.1 million people living in the United States, represents a diverse set of residents and citizens whose origins span from over 26 Spanish and Portuguese-speaking countries and a myriad of rich and fascinating backgrounds. The diversity of Latinos is very rich and wide. 1 in every 3 African Americans in 2022 are Latinos, making 14.4 million Latinos identify as Afro-Latinos; a quarter of Hispanics consider themselves indigenous or Native American; 22% Latinos identify as LGBTQ.

Our ancestral differences and varying nationwide experiences have often inhibited collective action.

**And that’s what this Manifesto is all about**

We Latinos have been and will continue to be a strong force that propels this country forward. Sadly, we are often not recognized. Many times, the general population fails to notice us - even we fail to notice us. People know we exist, but they haven’t really heard us. They know we are here, but they don’t really see us.

This Manifesto is a call to action, a call to inspire change, a rallying cry to unify us Latinos to have a more organized and visible impact in our communities and the country as a whole. We are here to break through the clouds covering us and ensure that we are seen, heard and valued.
We have been stars shining for centuries, even before the birth of the United States as we know it today. However, we’ve been hidden by negative perceptions and false realities, making it hard for anyone to see the true beauty, true potential, and true impact we represent.

Together, we can change our perception, rewrite our own narrative, and emerge from the shadows. We encourage each Hispanic to celebrate what makes us different, while unifying our community towards a common goal - to empower our wonderful community.

**Our Identity**

Hispanic-American identity is something real, something new and something that goes beyond the immigrant identity.

We are proud of our origins, yet we are often shy to portray our true identity, especially at school and at work. We are afraid of discrimination, stereotypes, biases.

Hispanics are a uniquely American community, connected through values, language, common experiences in this country, unique immigrant stories, and much more.

Whether our origins are from Mexico, Cuba, Puerto Rico, Venezuela, the Dominican Republic, Guatemala, Colombia or Argentina (to name a few), we have been brought together in this country, sharing values, passions, and pain points that unite us at the core. We come in many colors and looks.

But what unites such a diverse and large community is not widely known. The reality is that what really unites us all is our **desire to progress**, our unique passion for life and **drive to achieve the American Dream**.

As a group, we tend to be younger and more vibrant than other communities. We are the engine behind America’s growth. We are nurses, essential workers, students, teachers, farm workers, neighbors, and best friends. We are innovators and trendsetters. We sing, dance, cook, and laugh. But most of all, we work hard.

We are diverse by definition, yet, we share a large number of common traits and values, and together we can get further than we even imagine.

**Our History**
While Hispanics were in this country long before the United States existed as a nation, and continue to drive the country’s progress, our contributions are often unknown or forgotten. We must ensure they are not lost or invisible, but instead recognized, remembered and honored.

Latinos have fought to defend our freedom in every war. We are the second oldest ethnic group after native Americans and have contributed to this great nation since the 16th century in sports, culture, retailing, media, entertainment, agriculture and more. The Hispanic contribution is fundamental because no other contribution has been so long standing or so continued in the history of America.

We are the largest minority in the country with 62.1 million, we have a GDP of 2.7 trillion dollars (it’s the third fastest growing after China and India), we represent 1.9 trillion dollars in purchasing power. 215 billion dollars in federal, state and local tax revenues come from Latinos and we paid 102 billion dollars to social security.

Hispanics are more than the stereotyped landscapers, nannies, or delivery persons - we are thought leaders, musicians, actors and filmmakers, athletes, doctors, entrepreneurs and top corporate executives. We are taxpayers, voters, Army and Navy corps. We are families, individuals, young people and beloved grandparents.

We are shaping the future of the U.S.

2025
- Hispanics will likely contribute more to the U.S. GDP growth than non-Hispanics
- Latina nurses are expected to grow from 18% to 25% of the population
- College enrollment of Latinos will increase 26% between 2015 and 2026

2030
- The Hispanic voter population is expected to grow to 18% by 2036 and it’s projected to grow to more than a quarter of the eligible electorate in Florida and Nevada

2050
- The projected U.S. Hispanic population is 132.8 million people (30.2% of the total pop)
- Latinos will be the largest voting segment in 3 top states in terms of electoral college votes
- 53 million Latinos will be NFL fans
- 2 out of every 5 MLB players will be Hispanic

2060
- Hispanics under 18 years old will account for 31.9% of the total U.S. youth population
- 1 in 3 women in the country will be Latina
Our Future

But what is missing?

We need a unified voice. We need a shared agenda to take action together.

We need to know who we are and communicate it to the world through our actions and our narrative. We don’t need a single leader to guide us, we have hundreds of leaders who can blaze the trail and speak up together to help our community.

Millions of us are U.S. born, and proudly carry our roots, our cultural family values, our respect for others, our gratefulness for those who paved the way, for those who sacrificed everything so we could grow in the land of the free.

We must advance the Hispanic agenda - the recognition, understanding, and access of Hispanic Americans societally, economically and culturally. We must raise a common Hispanic consciousness, that goes beyond the word ‘Latino’ or a box on the U.S. census forms.

So, how do we become that unified force?

Our Commitment
The Hispanic Star is a symbol to unify us all, regardless of country of origin, age or affiliations. Symbols are powerful unifiers and the Hispanic Star can help crystalize our collective commitment to unification. An icon of unity and pride.

The Hispanic Star is also a platform to showcase the incredible contributions of Latinos to the country. A tool to unify our messaging and voices, and coordinate action paths. An inspiration to be overt and proud of ourselves, our communities and our accomplishments. A way to clearly show that Hispanics are positive to America. America is made of stars, Hispanics are one of them.

The Hispanic Star aims to serve as a catalyst for action. A framework to mobilize players from all walks of life towards shared agendas and common dreams. A network of support. A convener, a facilitator and platform to accelerate collective action to drive systemic change.

The Hispanic Star commitment is to be a unifier - a community of Hispanic stars rising above any limitations.
The Hispanic Star Call to Action

Be a united community. Let’s stand by each other, let’s support each other, let’s buy from each other, mentor each other, open the door for each other. Let’s understand we all are connected by our desire to progress. Let’s commit to share the access code and move from the scarcity mentality to the abundance mentality. Let’s inspire each other, celebrate each other’s achievements, and support each other’s growth.

Be proud. Let’s develop a vision of Latinos as stars. Educate everyone about our data and the powerful force we represent for America. Let’s understand and be proud of our past, our colorful Hispanic culture and rich history. Let’s make sure every Latino knows about the contributions of Latinos to the country. Let’s make sure every Latino child has Latino role models and heroes. Let every mother and father speak to their children of their Hispanic origins with pride. Let’s develop community self-awareness and celebrate the importance of Hispanics yesterday, today and tomorrow. Let’s showcase our community in a fair and favorable light.

Set the record straight. Let us create a unifying messaging framework and sing from the same song sheet. Let’s change our perception by influencing the industries where perception is created, such as media, journalism, films, art, music and education. Let’s develop novels, children’s books, museums, and TV shows. Let’s continue supporting the development of the social, artistic and cultural aspects that make Hispanics so unique. Together, let’s move the perception of Latinos from negative to positive, from invisible to visible, from takers to makers.

Create strong networks of support. Let’s quicken the pace of upward mobility by developing strong networks of Latinos in every company, in every industry, in every geographic region. Let us be bold and ask for support, and let us be generous and interested in giving support to each other. Every time we get somewhere, take someone else with you.

Advance our common agenda of progress. Better education, better health, better jobs and better gender equality. That is the agenda for progress for all Latinos. Let’s advance it together. Let’s support all Latino and Latino-friendly organizations. Let’s support Hispanic-owned businesses and Latino colleagues, neighbors and friends. Let’s get one million jobs in the next ten years for Hispanics. Let’s unite our voices to get better policies, better corporate environments, and have equal opportunities. Because together, we can achieve the goal, and make sure every Latino is seen, heard and valued.

And always remember:
America is made of stars, Hispanics are one of them.
We are Hispanic stars. Together we shine.
THE U.S. HISPANIC DECALOGUE

1. We are proud to be U.S. Hispanics. 100% Latino. 100% American.

2. We care for each other, for our community, for our country, for the world.

3. We celebrate our differences and collaborate for a better common good.

4. We speak English, Spanish and Spanglish, but most of all we speak with our hearts.

5. We are committed to preserving the Latino values and traits, such as hard work, honesty, trust, family, resilience and passion for life.

6. We pledge to support each other and those who support our communities.

7. We will make continued efforts to eliminate stereotypes and promote the awareness of the true Latino identity and contribution to the U.S.

8. We will continue to honor those before us and teach our history, uniqueness and flavor to the new generations.

9. We will always celebrate life, equality, unity and human rights.

10. We will continue pursuing, transforming and achieving the American Dream.
We are the Breakthrough Generation.

Latinos, Hispanics, Millennials, Centennials, Latinx.

Many of us came from a different country, yet most of us are U.S. born.

100% Hispanic, 100% American. A proud generation on its own.

We live in two cultures, dream in dos idiomas, and speak with the heart.

We care for each other, for the planet, for America, and the rest of the world.

We push, thrive, and always give it a try. We are Latinos and Latinas breaking silos. We are loud, colorful, with spark.

We’re the largest minority in the country and the 8th largest global economy.

We know we can not only achieve, but transform the American Dream.

We are the engine behind America’s growth. We are nurses, essential workers, students, teachers, farm workers, neighbors, and best friends. We are innovators and trendsetters. We sing, dance, cook, and laugh. And most of all, we work hard.

We are here to break through.
We owe it to our ancestors and to the generations to come.

We are entrepreneurs, scientists, high tech engineers, top executives, athletes, tax payers, voters, Army and Navy corps.

We are families, individuals, young people, and we need to act together as one. We are Latinos in unity and pride.

Much has been done, much has been accomplished, we’re about to cross the finish line. Now is the time for both Latinos and Hispanic supporters to go the extra mile, it’s time to break through.

During Hispanic Heritage Month we want to celebrate, educate, raise awareness, organize, set new goals and succeed more than ever, ever before.

We encompass and unite ‘The Breakthrough Generation’.

Our symbol is the Hispanic Star and together, we shine!
MESSAGES FOR SOCIAL MEDIA

Please feel free to include these messages in your Hispanic Heritage Month presentations, speeches, social media posts and overall materials you are planning to share during the month.

- **Hispanic progress is American progress.** Latinos are united around their desire to progress and achieve the American Dream. Hispanic Progress is a Pro for America.

- **We are the Breakthrough Generation.** We are the generation who must finish the job. We owe it to our ancestors and to the generations to come.

- **Latinos are the future of the U.S.** They represent more than half of the population growth in the country and 40% of the workforce growth. By 2060, 1 in every 3 women will be Latina.

- **Hispanics are critical to corporate America and to the economy.** With $2.7 trillion in GDP, the Latino economy is among the 10 top economies in the world (and the third fastest growing!)

- **Latinos are job makers, business leaders and entrepreneurs.** 1 out of 5 entrepreneurs is Latino, and 8 out of 10 new businesses are started by Latinos.

- **Hispanics are breaking through obstacles and disparities.** They are reaching higher-skilled jobs in management, business, science and arts. 21% more than 10 years ago.

- **Latinos are young, hardworking and optimistic.** Eight-in-ten young Latinos say most people can get ahead in life if they work hard, and 89% have higher aspirations for career success.

- **Hispanics are shaping the culture.** Today more than 57% of millennials listen to Latin music, and the genre is now one of the top 5 most consumed music genres in the U.S. (surpassing country music).

- **The Hispanic community is an active and trusted part of the community.** 75% of Americans view Hispanics as positive contributors to the country.
● Hispanics are 100% Hispanic and 100% American. The U.S. as we know it today wouldn’t be possible without the Latino influence.

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<thead>
<tr>
<th>RECOMMENDED HASHTAGS</th>
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<tbody>
<tr>
<td>#HispanicHeritageMonth</td>
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<td>#HispanicStar</td>
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<td>#TogetherWeShine</td>
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<td>● Hispanics are the future. They are 62.1 million people and responsible for 51% of population growth and 26% of the youth population. Latinos are the fastest-growing and second largest segment in the country. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration</td>
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<td>● Hispanics are the economic power. Latino GDP is $2.7 trillion, which represents 12% of the total GDP. If it were a standalone economy, it would be the 7th largest economy in the world. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration</td>
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<td>● 75% of Americans view Hispanics as contributors to the country. Latinos are job makers, business leaders and entrepreneurs. 8 out of 10 new businesses are started by Latinos. One out of every five entrepreneurs are Latinos. Latinas create small businesses 6x faster than any other group in the U.S. We are #TheBreakthroughGeneration #HispanicHeritageMonth #HispanicProgress</td>
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<td>● Latinos continue reaching more higher-skilled jobs. Latinos are breaking stereotypes and propelling upward mobility. We are #TheBreakthroughGeneration #HispanicHeritageMonth #HispanicProgress</td>
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<td>● Hispanics are driving the U.S. workforce, they represent 40% of the workforce growth and 19 million essential workers. Latino workers account for 43% of farming, fishing and forestry workers. 37.9% building and grounds cleaning and maintenance, 35.7% in construction and 27.3% in food preparation or serving. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration</td>
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• Latinos have contributed to the U.S. since the very beginning of the country’s existence. We are the second oldest ethnic group after native Americans and have contributed to this great nation since the 16th century in sports, culture, retailing, media, entertainment, agriculture and more. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

• Young Hispanics are ambitious and hard workers. Eight-in-ten of young latinos say that most people can get ahead in life if they work hard. 89% of young Latinos have higher aspirations for career success. We have never been so strong, never been so ready. This is the generation that can break through #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

• Latinos are making inroads through education. Adults earning bachelor and advanced degrees increased 73%. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

• Hispanics are breaking through and reaching higher-skilled jobs. There’s a 21% increased representation of Hispanics in management, business, science and arts, and an 18% increase in computer related occupations. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

• Latinos are shaping the culture of the country. 57% of all millennials listen to Latin music, which is now one of the top 5 music genres (surpassing country music) in the U.S. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

• 62% of Americans say they would trust their own children with a Latino. 44% say Latino culture is having a positive effect on America. Hispanics are an active and trusted part of the community. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

• Latinos are leading upward mobility with home ownership growth of 28%, income growth of 77% and $959 billion in annual household spending. Among those who grew up in the lower middle class, 28% of Hispanics made it to the upper middle class or higher, and 45% of them who grew up in the lowest income quintile made it to the middle class or higher. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

• The Latino contribution is fundamental because no other contribution has been so long standing or so continued in the history of America. Spanish was spoken in the U.S. territory 100 years before English and in the 1500’s Latinos developed ranching and
grazing economies through the Southwest. Hispanics are 100% Hispanic and 100% American. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

- In the past 25 years, the Latino workforce has grown more than 250%. Today 74% of new workers are Hispanic. And by 2050, one quarter of the U.S. population will be Hispanic. Hispanic progress has been American progress, yesterday, today and tomorrow. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

| SOCIAL MEDIA MESSAGING FOR CORPORATIONS |

- Hispanic progress is American progress. Hispanics in the U.S. represent $1.9 trillion in purchasing power. The Latino economy is the 3rd fastest growing in the world after China and India. This #HispanicHeritageMonth let’s recognize the enormous contributions Hispanics make to the country. #HispanicProgress #HispanicStar

- Hispanics are hard workers, trustworthy and are an integral part of the development of our company and this country. This #HispanicHeritageMonth we acknowledge our Hispanic employees and encourage them to be proud, celebrating their contributions and successes. #HispanicProgress #TheBreakthroughGeneration

- There are 62.1 million Hispanics in the U.S. They represent an essential force for progress, with $1.9 trillion in buying power and $2.7 trillion in GDP. If they were a standalone economy, they would be the 7th largest economy in the world, and the 3rd fastest growing. This #HispanicHeritageMonth we proudly recognize and celebrate the extraordinary impact of Hispanics. #TheBreakthroughGeneration #HispanicProgress

- [Company/Organization Name] is proud to celebrate the accomplishments and contributions of our #HispanicStar employee [Employee Name] for their work [insert accomplishment]. You are part of #TheBreakthroughGeneration! #HispanicHeritageMonth #HispanicProgress

- [Company/Organization Name] is a proud supporter of the Latino community, recognizing their contributions and celebrating their heritage during #HispanicHeritageMonth and all year long. #TheBreakthroughGeneration #HispanicProgress

- This #HispanicHeritageMonth, [Company/Organization Name] is stepping up for the Hispanic community by [insert activity to support Latino advancement]. We hope you will join us in supporting and celebrating the community this month and throughout the year.
Hispanics are the future. They are 62.1 million people and responsible for 51% of population growth and 26% of the youth population. Latinos are the fastest-growing and second largest segment in the country. This #HispanicHeritageMonth, [Company/Organization Name] proudly recognizes and celebrates that Hispanics are an integral part of the U.S. #TheBreakthroughGeneration #HispanicProgress

Hispanics are driving the U.S. workforce, they represent 40% of the workforce growth and are 19 million essential workers. The time for Latinos is now, [Company/Organization Name] is a proud ally of the community and this #HispanicHeritageMonth we acknowledge the profound impact the Hispanic workforce brings to our country. #TheBreakthroughGeneration #HispanicHeritageMonth #HispanicProgress

Hispanics are breaking through and continue reaching more higher-skilled jobs. There’s a 21% increased representation of Hispanics in management, business, science and arts, and 18% increase in computer related occupations. Here at [Company/Organization Name] we want to shine a light on all of our Hispanic employees for being part of these tremendous contributions. #TheBreakthroughGeneration #HispanicHeritageMonth #HispanicProgress

Latinos are breaking stereotypes and propelling upward mobility. The time for Latinos is now, [Company/Organization Name] is a proud ally of the community and this #HispanicHeritageMonth we acknowledge the profound impact the Hispanic workforce brings to our country. #TheBreakthroughGeneration #HispanicHeritageMonth #HispanicProgress

Young Hispanics are ambitious and hard workers. Eight-in-ten of young latinos say that most people can get ahead in life if they work hard. 89% of young Latinos have higher aspirations for career success. Latinos have never been so strong, never been so ready. This is the generation that can break through and at [Company/Organization Name] we are ready to support in every way we can! #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

Latinos are making inroads through education. Adults earning bachelor’s and advanced degrees increased 73%. This Hispanic Heritage Month, let’s celebrate the progress this community has made in education and let’s keep opening more doors for the generations to come #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

Latinos are leading upward mobility with home ownership growth of 28%, income growth of 77% and $959 billion in annual household spending. Among those who grew up in the lower middle class, 28% of Hispanics made it to the upper middle class or higher, and 45% of them who grew up in the lowest income quintile made it to the middle class or
higher. Latinos are breaking through disparities, at [Company/Organization Name] we celebrate them not only this month, but all year long! #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

- In the past 25 years, the Latino workforce has grown more than 250%. Today 74% of new workers are Hispanic. And by 2050, one quarter of the U.S. population will be Hispanic. Hispanic progress has been American progress, yesterday, today and tomorrow. #HispanicHeritageMonth #HispanicProgress #TheBreakthroughGeneration

| TEMPLATES |

- **PRESENTATION TEMPLATES ABOUT THE CONTRIBUTIONS OF U.S. HISPANICS**
  Use this 10 min, 20 min or 30 min presentation to help raise awareness about the power of Hispanics in the U.S. Here you will find data about Hispanics and ways to activate to make this celebration bigger, better and bolder than ever. -
  Access here:
  English versions 10 min ppt | 20 min ppt | 30 min ppt
  Spanish versions 10 min ppt | 20 min ppt | 30 min ppt

- **HISPANIC HERITAGE MONTH ACTIVATION PROMOTION TEMPLATE**
  Include this as the body text of any internal or external newsletter you are planning to send regarding Hispanic Heritage Month 2022. It has a general overview of the importance of activating and celebrating the contributions of Hispanics in the U.S. - Access here.

- **OP-ED TEMPLATE**
  Use this short Op-Ed to spread the importance of unifying the community and celebrating Hispanic Heritage Month in a meaningful way. You can use the full piece or just parts in drafting your own article. It includes facts and figures about the Hispanic community, as well as calls-to-action to drive participation. - Access here.

- **DATA POINTS FOR SCRIPTS AND PRESENTATIONS**
  - Hispanic progress is American progress.
    - What unites Latinos is our desire to progress
    - Hispanics are approximately 62 million people, which represents nearly 19% of the total U.S. population.
    - 1 in every 4 children in the U.S. are Hispanic.
    - By 2060, 1 in every 3 women in the U.S. will be Latina.
51% of the population growth comes from Hispanics. 26% of the youth population. It is the fastest growing and second largest segment in the country.

17% of growth in civilian workforce.

959 billion dollars in annual household spending, with an income growth of 77% and home ownership growth of 28%, Hispanics lead upward mobility.

Latinos account for 20% of the key 18-34 demographic. Projected to grow up towards 25% in the next 5 years.

**Hispanics are economic power.**

- $2.7 trillion is the Latino GDP. If it were a standalone economy, it would be the 7th largest economy in the world, and the 3rd fastest growing. (Annual growth 7% faster than China).
- $1.9 trillion in purchasing power. It’s the highest one within key minority markets in the country ($1.6T Black Americans, $1.3T Asian Americans, $140B Indigenous Americans).

**Hispanics are growth.**

- 68% of auto industry growth.
- 68% of video game usage growth.
- 46% of new home growth.
- 86% of all new businesses in the last 10 years have been launched by Hispanics.
- 54% of projected population growth (2017-2027).

**Hispanics are entrepreneurs and leading in business.**

- Latino entrepreneurs start more businesses than any other ethnic group in the U.S. for the past 10 years.
- 25% is the average growth of Latino-owned companies in revenues (Pre-Covid data).
- 1 out of 5 entrepreneurs is Latino.
- Latinas create small businesses 6 times faster than any other group in America.
- 86% of all new jobs since the great recession have been created by Latinos.
- The number of Latino-owned businesses has grown 34% over the last 10 years compared to just 1% for all other small businesses.
● The present and future of America’s workforce is Hispanic.
  ○ 74% of U.S. new workers are Hispanics.
  ○ 40% of U.S. workforce growth is Hispanic.
  ○ +250% is the growth of the Latino workforce in the last 25 years.

● Hispanics are breaking stereotypes.
  ○ +80% are English speakers.
  ○ Hispanics are making inroads through education with a 73% increase in adults earning Bachelor’s / Advanced degrees.
  ○ +21% increased representation in management, business, science and arts. Hispanics are reaching higher-skilled jobs.
  ○ +18% growth in health care occupations.
  ○ +13% growth in computer related occupations.

● Hispanics are technology leaders.
  ○ 75% of Latinos are digitally active vs. 68% of the total population
  ○ Hispanics are 17% more likely to access the web. More through their phone than a computer.
  ○ 34% of Latinos are eSports fans vs. 18% of non-Hispanics.
  ○ 4 in 10 Latinos spend more than 5 hours/week listening to music online
  ○ Video streaming platform is the most popular amongst Hispanics.

● Hispanics are optimistic, ambitious and believe in hardwork.
  ○ 8 in 10 young Latinos say that most people can get ahead in life if they work hard.
  ○ Young Latinos have higher aspirations for career success. 89% say it is very important in their lives, compared with 80% of the full population of 18-25 years old
  ○ Hispanics know how to overcome difficulties. 45% of them who grew up in the lowest income quintile made it to the middle class or even higher, compared to 46% of whites and 25% of blacks.
  ○ Young Latinos are optimistic about their future. More than 7 in 10 (72%) expect to be better off financially than their parents.

● Despite all the incredible contributions Hispanics make to the U.S. they are still underrepresented, misrepresented and undervalued.
  ○ Only 4.3% of the executive suite is represented by Latino individuals.
  ○ Hispanics held only 3% of seats in the boardroom of the Fortune 500.
○ 70% of nearly 350 companies of the Fortune 500 did not have a Hispanic on their board.
○ Only 1% of Hispanics are elected and appointed officials in the U.S.
○ 0.5% of all primetime TV programming characters are Hispanic.
○ 15% less in hourly wages earned by Hispanic men, comparable to white men.
○ 33% less in hourly wages earned by Hispanic women, comparable to white men.

● **Latinas are the minority within the minority.**
  ○ During COVID-19, 21% of Latinas lost their jobs and 62% increased their family responsibilities during the pandemic (vs. 48% of white women)
  ○ 1 in 4 Latinas don’t have access to health insurance.
  ○ 28.3% of Latinas work on a frontline job.
  ○ For every 100 men promoted to manager, only 71 Latinas are promoted.
  ○ In senior level positions, Latinas represent 3% while white men represent 66%.
  ○ Latinas are the lowest paid segment in the U.S. making only 0.57 cents for every dollar made by white, non-Hispanic men. Not only that, but this wage gap increases while they age.
  ○ Latinas invest more time in unpaid work than anyone else. They spend 2X more on household activities and 3X more on caring for household members. They spend on average 7.2 hours per day in unpaid care and household work (vs. 4 hours for non-Latinas). During the pandemic, 50% of all Latinas reduced their work hours or quit jobs to take care of a child (vs. 29% of white women)
  ○ In the past 2 years (2020-2021), Latinas dropped out of the workforce at a higher rate than any other demographic group.
  ○ 50% of Latinas reported to have completely wiped out their savings to stay afloat financially (this is 2 times more than white women).

● **77% of Hispanic don’t know about their own contributions to the U.S.**
● **76% of Hispanics can’t be themselves in the workplace.**
● **90% of Hispanics identify as Hispanic but don’t act as a community.**

Unification is key when it comes to changing the narrative of Hispanics in the U.S. There is no doubt that this generation is the one that will break through. For that, we must act together not just to recognize these amazing contributions, but to keep powering Hispanic progress and moving forward.
| UNIFYING DATA SETS |

- Social media posts to spread the word about the power of Hispanics. - [Access here](#)
- Raw data about the Hispanic community from trusted sources about: Demographics, Behavior & Sentiment. - [Access here](#)

| UNIFYING BRANDING & COMMUNICATION ASSETS |

**ICONOGRAPHY - [Access here](#)**
- Branding Guidelines
- Logos
- Typographies

**DIGITAL ASSETS - [Access here](#)**
- Social Media
- Banners
- Video

**PRINT MATERIALS - [Access here](#)**
- Posters
- Stickers
- Cardboards & more

**MEDIA - [Access here](#)**
- TV
- Radio
- Out of Home
WAYS TO ACTIVATE

● ICONOGRAPHY
  ○ Make the Hispanic Star a recognized symbol and join the effort towards perception change.
  ○ Activate brandbook/applications within your existing communications plans.

● INTERNAL ACTIVATIONS
  ○ Highlight the Hispanics at your company.
  ○ Build pride and self-confidence by showcasing their contributions throughout the month.
  ○ Utilize the Hispanic Star internal communications toolkit to share within your company – from newsletters, to banners, to presentations - take advantage of all the opportunities to share the contributions of Hispanics within your company.
  ○ Provide training and workshops to develop your Hispanic employees and engage your non-Hispanic employees to better understand their Hispanic counterparts.
  ○ Invite your Hispanic employees to submit their stories for consideration in our book: Hispanic Stars Rising: Volume III.
  ○ Host a watch party for the Opening Ceremony or join your local Hispanic Star Hub event.

● EXTERNAL ACTIVATIONS
  ○ Use the iconography in store windows and advertisements. Donate your media space to raise awareness and visibility of Hispanic contributions.
  ○ Influencers: Activate the Hispanic Star ambassador network to share data, creative assets and create a consistent narrative across communications channels.
  ○ Grassroots: Make noise in cities nationwide through local activations.

● LOCAL LEVEL ACTIVATIONS
  ○ Engage with the Hispanic Star Hubs.
  ○ Create or join events with your local hub to mobilize the community.
  ○ Invite your employees to join their local hubs to grow the network of support & leadership in your locality.
EXAMPLES OF ACTIVATIONS
HISPANIC STAR EVENTS AND ACTIVATIONS

1. Join us for our 3rd annual Hispanic Heritage Month Opening Ceremony

Let’s break through together and celebrate our Heritage in a unified way, and recognize the contributions of Hispanic employees, consumers, and community members yesterday, today and tomorrow.

We will be connecting virtually from all corners of the country to elevate the Hispanic community’s understanding and celebrate their role in moving the country forward.

Tune in on September 15th, 2022 from 3:00-4:00 PM ET!


Launching in Hispanic Heritage Month 2022, Hispanic Stars Rising: Volume III will share the stories of over 90 new Hispanic Stars which emphasize the power of their Latinidad and their inspiring journeys.

We aim to raise the voices and celebrate the contributions and successes of Hispanic Stars nationwide in an effort to move the community from invisible to visible, from takers to makers, from negative to positive.

Hispanic Star Children’s Book: Creating role models for the next generation of Latino heroes. We want to provide every Latino child with access to the stories of their own heroes. Pledge copies to reach local communities, elementary schools and local libraries. Get copies for your company and support the promotion of Latino heroes.
3. Join Our Local Networking Events

Engage and celebrate with your local Hispanic community and build networks of support with local leaders. Elevate the conversation of Hispanic Heritage Month. Celebrations will take place in key cities across the country.


In conjunction with Wikipedia, join us for a Wikipedia Edit-a-thon to increase the visibility and understanding of Hispanic Stars & contributions. This activity aims to increase the visibility of Hispanics and their contributions throughout history. Wikipedia editors will come together for a hack-a-thon style effort to update or create Wikipedia pages pertaining to Hispanic history.

5. Speaking Engagements & Trainings

Elevate conversations and learn from Hispanic Star Network leaders through panel talks or one-on-one sessions. We will coordinate speaking engagements that lead into meaningful discussions and experiences with your audience.

Talent development, training, speaking engagements. Hire any of the speakers, trainers, academy for your events. We can also help you organize yours!

Areas of expertise include: Trends and data of the Hispanic Market as an opportunity for consumers and employees, Diversity and Inclusion: The Hispanic Promise in Corporate America, Hispanic Star 2022: Changing the perception about Hispanics, Empowering Latinas, Promote existing resources for Hispanics to access capital; create partnerships and leverage opportunities.