

HISPANIC STAR

A close-up photograph of three diverse women of various ethnicities smiling and blowing colorful confetti towards the camera. The confetti consists of small, multi-colored paper pieces in shades of purple, blue, yellow, and green, creating a festive and joyful atmosphere. The women are positioned in the foreground, with their faces and hands partially visible as they blow the confetti.

Diversity is beautiful

Inclusion and humanity are now more important than ever



HISPANIC STAR

UNIFICATION PLATFORM FOR HISPANICS

#HispanicStar



**CORPORATE PLEDGE to
advance Hispanics in the
workplace.**

.....
#HispanicPromise



**ACTION PLAN to mitigate the
economic impact for Hispanics
in response to COVID-19.**

.....
#ReadyToAct



**CHANGING PERCEPTION
CAMPAIGN to bring visibility to
Hispanics in the US.**

.....
#ReadyToShine



ACTIVATING ON A NATIONAL LEVEL

When you partner with the Hispanic Star you are partnering with many.

100+

Coalition of Hispanic organizations and top leaders, part of the Hispanic Star Alliance

30+

Hispanic Organizations Backing the Hispanic Promise

5000+

Hispanic Star Ambassadors - nationwide leaders ready to take action

150+

150 companies signatories of the Hispanic Promise, including Fortune 500

50+

Hispanic Star Hubs activated nationwide



HISPANIC STAR HUBS

A broad network to drive action, dialogue and change at the local level.



Organize and execute support programs at the community level.

Customized to specific local needs based on the on-the-ground knowledge, insights and data.

- **Specific Brand Sponsored Campaigns.**
- **Support for Local Associations Initiatives.**
- **Current Focus, Covid Relief.**



Support Hispanic-owned small businesses.

Connect small and large businesses to one another, building ongoing relationships in relevant markets.



25 HUBS

Albuquerque, Austin, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Houston, Los Angeles, McAllen, Miami, Minneapolis, New Jersey, New York City, Philadelphia, Phoenix, Puerto Rico, Salt Lake City, San Diego, San Francisco, St. George, St. Louis, Washington DC.



HISPANIC STAR HUBS CURRENT PROJECTS

TEXAS

Bringing food and Despensas to more than 10,000 Rio Grande Valley residents.



MIAMI

The Miami Hub is donating food and products to healthcare workers with the goal of reaching more than 10,000 Hispanics.



NEW YORK

Partnership with community organizations & churches to distribute healthcare products to Hispanics in the Bronx area, reaching more than 5,000 families.





HISPANIC STAR VISION



Leading the future of America's growth

INSPIRE

Boost self-confidence and pride in the Hispanic community through showcasing its contributions and significance to this country.

EMPOWER

Educate and equip a broader Hispanic audience with facts and figures on demographics, economic power and representation opportunities.




ACT

Generate collective action to advance the US Hispanic community through networks across government, business and grassroot communities.



Using awareness to drive the need of visibility in the market.

BRIGHT STARS

-  **Be a Hispanic Star: CAMPAIGN WITH US.**
Bring visibility to the Hispanic community.
-  **Become the ROLE MODEL of your industry.**
Help improve REPRESENTATION of Hispanics.
-  **Help us boosting SELF CONFIDENCE & PRIDE**
Inspire millions of hispanics in the country.



Showcasing the remarkable contributions of the Hispanic community in the United States.



SHINING STARS

Using our grassroots power to create engagement to our community.

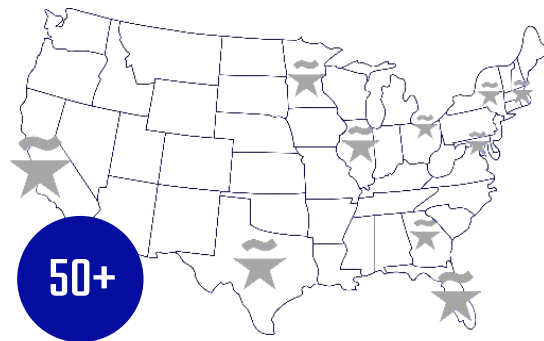
✧ **Create an ecosystem of Hispanics through Hispanic Star HUBS**

Across over 50 cities within United States.

✧ **Provide the tools to equip the community** to know about their own contributions and how to sell advocate and advance

✧ **STRATEGIC INDUSTRIES to empower Hispanics.**

Hispanics in Tech / Hispanic Star in Pop Culture /



Hispanic Star Hubs gather action-oriented leaders nationwide to take action and mobilize grassroots at the local level.

Changing the perception of Hispanics by providing supporting systems in strategic sectors.

- ✂ **Focus on Arts & Culture, Technology, Media & Communications,** key strategic industries where perception is made.
- ✂ **Mobilize Leaders to Include Hispanics.** Advocate with key corporations, industry associations and schools.
- ✂ **Provide funding to local organizations.** Connect corporations to grassroots associations for next generation of Hispanics.

| SCHOLARSHIPS | INTERNSHIPS | APPRENTICESHIPS | MENTORSHIPS |
|--|---|--|---|
| YOUNG STUDENTS | GRADUATES | YOUNG PROFESSIONALS | PROFESSIONALS |
| <ul style="list-style-type: none">✓ School GRANTS✓ Basic learning | <ul style="list-style-type: none">✓ Short term TRAINING✓ Practical knowledge | <ul style="list-style-type: none">✓ Mid term PLAN✓ Looking for a career | <ul style="list-style-type: none">✓ Long term PROGRAM✓ Skills to move up |
|  |  |  |  |



RECOVER & SHINE

Helping Hispanic families return to prosperity while building self-confidence and pride.

U.S. HISPANICS & COVID-19.

17%

of the U.S. workforce is Hispanic

23%

of small business employees are Hispanic.



44%

of U.S. Hispanics are in denial when asked about the psychological impact of COVID-19.



49%

of Hispanics say someone in their household has had either pay cut or lost their job due to COVID-19.

65%

of US Hispanics see COVID-19 as a major threat to health.



34%

of COVID-19 deaths in New York City are from the Hispanic Community.

20.1%

of the U.S. Hispanics under 65 years of age do not have medical insurance.



1 of every 4 businesses that are online are at the brink of closing.

Source: American Express and Small Business Pulse Survey

Hispanic-owned businesses are contributing more than **\$700 billion** in sales to the economy annually.



50% of U.S. Hispanics see COVID-19 as a major threat to personal finances.

Unemployment rate for Hispanics is increasing **25% faster** than the rest of the population



Only **16%**

of Hispanic Americans can work from home.



66%

say they would not get paid if COVID-19 caused them to miss work for two weeks or more.

U.S. HISPANIC-OWNED BUSINESSES WERE FACING CHALLENGES EVEN BEFORE COVID-19.

44%

of small firms declared that they have difficulties paying operating expenses.

47%

of Hispanic-owned businesses applied for financing, only 38% received funding.

31%

Hispanics with less than high school degree were unable to pay their monthly bills in full.

18.9 million Hispanics work in essential functions.



Over **1 million** Hispanics work in healthcare.



Over **1 million** Hispanics work in food supply.



1 million Hispanics work in transportation.



1 out of 3 working in the food preparation & serving related occupations are Hispanics.

1 out of 5 truck drivers are Hispanics.

1 out of 4

- medical assistants are Hispanics.
- childcare workers are Hispanics.
- telecommunications line installers/repairers are Hispanics.
- taxi drivers are Hispanics.

1. U.S. Census Bureau - Census Bureau of Economic and Social Statistics
2. Pew Research Center - Hispanic Population in the U.S.
3. Census Bureau - Hispanic Population in the U.S.
4. U.S. Census Bureau - Hispanic Population in the U.S.
5. U.S. Census Bureau - Hispanic Population in the U.S.
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10. U.S. Census Bureau - Hispanic Population in the U.S.



Hispanic Chamber of Commerce
www.hispanicchamber.org

THE HISPANIC RESPONSE & RECOVERY PLAN

Framework of action to mitigate the immediate economic impact of COVID-19 and to set a path to recovery for Hispanic-owned small and medium enterprises, entrepreneurs, and independent workers. The plan is structured on acting first on what needs attention **now**, then **near** and finally **next**.



COMMUNICATE

Communicate and be an all-encompassing platform to share information, insights, resources, and best practices.

- Directory of Resources
- Daily Webinars
- Weekly Coronavirus Updates



ORGANIZE

Organize and coordinate actions and serve as a marketplace for visibility and opportunities for the affected Hispanics.

- Hispanic Star Hubs
- Mapping Existing Efforts
- Hispanic Star Volunteer & Service Wall



MOBILIZE

Mobilize in favor of Hispanics affected by COVID-19. Take collective network action and support Hispanics towards safety and a quicker recovery.

- Incentivize Corporate America
- Raise Awareness and Donations
- Create Visibility and Promotion Platforms



US HISPANICS: SENTIMENT

PURE HISPANIC RESILIENCE.

- Over the past 60 days, Hispanics have gone from being in **denial to realistic**, even more than the overall population.
- Hispanics are **1.5X more optimistic** than the overall population.

March 17th, 2020



41% were in denial and **37%** were Realistic + Optimistic.

April 23rd, 2020



0% were in denial and **90%** were Realistic + Optimistic.



THE HISPANIC STAR CAMPAIGNS

LEAD SPONSORS

Partners mobilizing their media activation to expand the brand through communication.



HISPANIC PROMISE SIGNATORIES

A universe of +100 companies to use Hispanic Star across their platforms and communication.



BUILDING A BRAND

For Latino empowerment to represent pride and unity



HISPANIC STAR HUBS

Hispanic Star network mobilization to empower and bring the Hispanic community together.



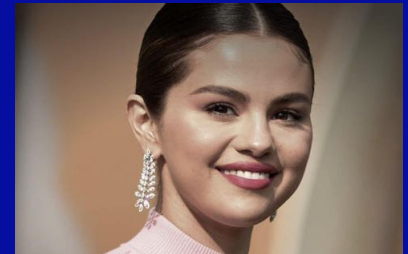
MEDIA COVERAGE

Earned advertisement promotion of the Hispanic Star through media partnerships.



INFLUENCER SUPPORT

Celebrity power to expand the Hispanic Star across social media platforms.





'EL PENDÓN ESTRELLADO'

Official Spanish Version of the National Anthem

El Pendón Estrellado (The Star Spangled Banner), performed by the 2019 winner of "La Voz" Jeidimar Rijos, recognizes the role of the Hispanic community in the **advancement of America throughout history**. The official Spanish language version of the U.S. national anthem was commissioned by President Franklin D. Roosevelt in 1945 as part of his Good Neighbor Policy with Latin America.



+220

national media features



74.6 M

media impressions



\$2.2M

estimated ad value



98.8%

positive sentiment

https://www.youtube.com/watch?v=bZ1LB1XQ-Us&feature=emb_title

'EL PENDÓN ESTRELLADO' video coverage:



CBS



TELEMUNDO

FOX
NEWS



UNIVISION

yahoo!

TIME

LA
Times

People
EN ESPAÑOL

Chicago
Tribune

YouTube

ONGOING



'ESTAMOS UNIDOS'

Uniting forces to take action and provide relief
to Hispanic essential workers.

The united taskforce of the Hispanic Creative Industry through the Hispanic Response and Recovery plan kicked off the Estamos Unidos campaign in partnership with P&G.

Estamos Unidos aims to raise awareness and relief for those who need it the most, including the 30% of the Hispanics who are currently working in essential functions, including healthcare, food supply, and transportation services.

In addition to the campaign, this project represents a partnership to promote and support the Hispanic community during COVID-19 crisis. In partnership with the Hispanic Star, **P&G is donating products to Hispanic families in need** and also **Personal Protective Equipment to health workers on the frontline**.

https://www.youtube.com/watch?v=Mgdqy_ncr-A&feature=youtu.be

A partnership to support the Hispanic community

'GOOD EVERYDAY'

**A legacy of doing good.
A commitment to doing better.**

Diversity and inclusion make the world a better place. P&G is committed to making a positive impact by employing 140 different nationalities and creating meaningful change through strategic partnerships. We have a long history of supporting and giving back to the Hispanic community.

P&G is a founding partner of Hispanic Star, a platform created to unify, drive advancement and celebrate achievements in the Hispanic community. Hispanics are critical contributors to the future of the United States representing over 50% of projected population growth.



**P&G IS A FOUNDING PARTNER OF HISPANIC STAR,
A PLATFORM CREATED TO UNIFY VOICES, DRIVE
ADVANCEMENT AND CELEBRATE ACHIEVEMENTS
IN THE HISPANIC COMMUNITY.**

MY CAUSE ✓

Hispanic Star

Hispanic Star's mission is to be a catalyst for U.S. Hispanics coming together as a proud, unified group and overcoming barriers, especially those related to COVID-19.

[Learn more](#) ✓ [Share](#)

HOW YOU CAN HELP

Set Hispanic Star as your cause and turn your everyday actions into acts of good every day.

Scan a receipt

Take a survey

WANT TO DO EVEN MORE? MAKE A DIRECT DONATION >

NEW CAUSE

THE P&G GOOD EVERYDAY IMPACT

Join us in supporting Hispanic Star in their efforts to ship Family Packs to Hispanic families in need due to COVID-19.

0 essential product packs shipped

GOAL: 10,000

0 people reaching together to help our community reach its goal

September 15 - October 15



HISPANIC HERITAGE MONTH

Celebrate your heritage in a meaningful way.

Hispanic Star.

A platform to change the perception of our community.

Based on both a unifying symbol - inclusive,
inspirational - and to demonstrate pride and
empowerment of U.S. Hispanics.

We aim to use Hispanic Heritage Month
to align under one theme:
showcasing the contributions of Hispanics.



***America is made of stars,
Hispanics are one of them.***

September 15th

HISPANIC STAR

KICKOFF TOGETHER HISPANIC HERITAGE MONTH

Join us for a unified gathering, marking a new time for the Hispanic community.



CELEBRATING A CONNECTED COMMUNITY

Connecting the Hispanic community and allies from around the country in unified celebration.



LAUNCHING A 'NATIONAL DIRECTORY OF SMALL BUSINESS'

A resource for individuals, companies and communities to support entrepreneurs and small business owners as their suppliers, vendors, contract workers (Hello Alice!, USHCC, LBAN, Hispanic Star Hubs)



MEDIA COVERAGE AMPLIFYING THE EVENT

National, regional and local media to highlight the National Directory in the news.



HISPANIC STAR HUB PROJECTS

Individuals coming together to drive action in favor of the community at the local level



UNIVISION

The New York Times

BuzzFeed

TIME

LATINO
LEADERS



HISPANIC STAR HUBS

Support the Hispanic community at the local level.

Join those **taking action in your local community** and participate in Hub Projects.

Invite your employees to join their local Hubs.

Partner with a Hub in the locality of your headquarters or business centers to support their efforts



EXAMPLE PROJECTS

TEXAS

Bringing food and Despensas to more than 10,000 Rio Grande Valley residents.

MIAMI

The Miami Hub is donating food and products to healthcare workers with the goal of reaching more than 10,000 Hispanics.

ability

CELEBRATE YOUR HISPANICS STARS

InternalActivation

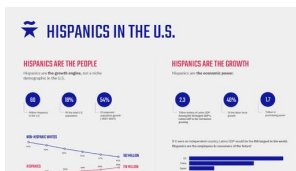
THE HISPANIC STAR TOOLKIT



CELEBRATE YOUR HISPANIC STARS

Highlight the Hispanics at your company.

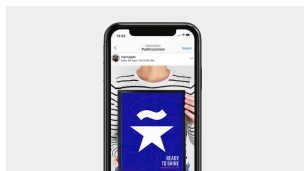
Build pride and self-confidence by showcasing their contributions throughout the month.



INTERNAL COMMUNICATION

Materials to be distributed internally

by all our partners, organizations, D&I / ERGs (Infographics, Visual Data , Video Assets)



SOCIAL MEDIA OUTREACH

Amplify the Hispanic Star through Visual Posts, Social Media Profile Customization Kit, Hispanic Heroes Stories.

HISPANIC HERITAGE MONTH IN A BOX

Have a meaningful celebration other than 'tacos & margaritas'.

We can help organize your event, equip your teams with relevant data about Hispanics and their important contributions to the US.



3-hour session including:

- Keynote from **Claudia Romo Edelman**.
- **ERG/ BRG breakout and training session** to bring understanding for management and development of Hispanic employees.
- **General data and information** to enlighten employees and management on the cultural perspective of Hispanics in the workplace.

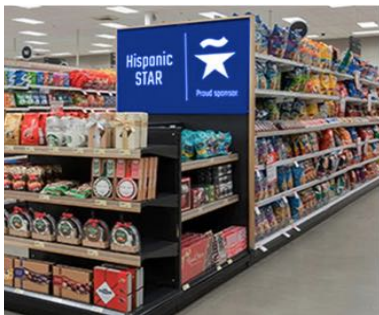
Hispanic Star merchandise for employees in your organization.



VISUAL ACTIVATIONS

External Activation

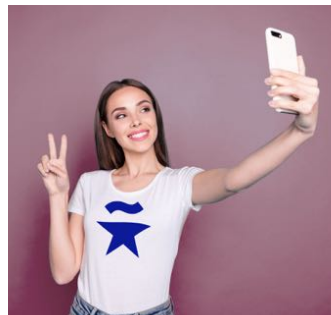
Activating the Hispanic Star symbol within companies, media, influencers and beyond!
Sending a strong and unified message together.



Companies (+100) to use Hispanic Star logo throughout their Hispanic Heritage Month activations and celebrations.



Media: Benefit from our special media rates during Hispanic Heritage Month.



Influencer activation to increase outreach on the following industries:

- ENTERTAINMENT (MUSIC, FILM, TV)
- MEDIA HOSTS
- FASHION
- SPORTS
- ACTIVISTS
- YOUTUBERS



Grassroots activation to make the Hispanic Star show up everywhere including:

- HISPANIC ASSOCIATIONS
- STREET ARTISTS
- ACADEMIC INSTITUTIONS
- NATIONAL BODEGA ASSOCIATION

Change the ongoing narrative and bring the Hispanic community from invisible to visible by **activating media channels, making the Hispanic Star a recognized emblem, and joining the collective effort towards perception change.**



JOIN THE CULTURAL CELEBRATION

External Activation

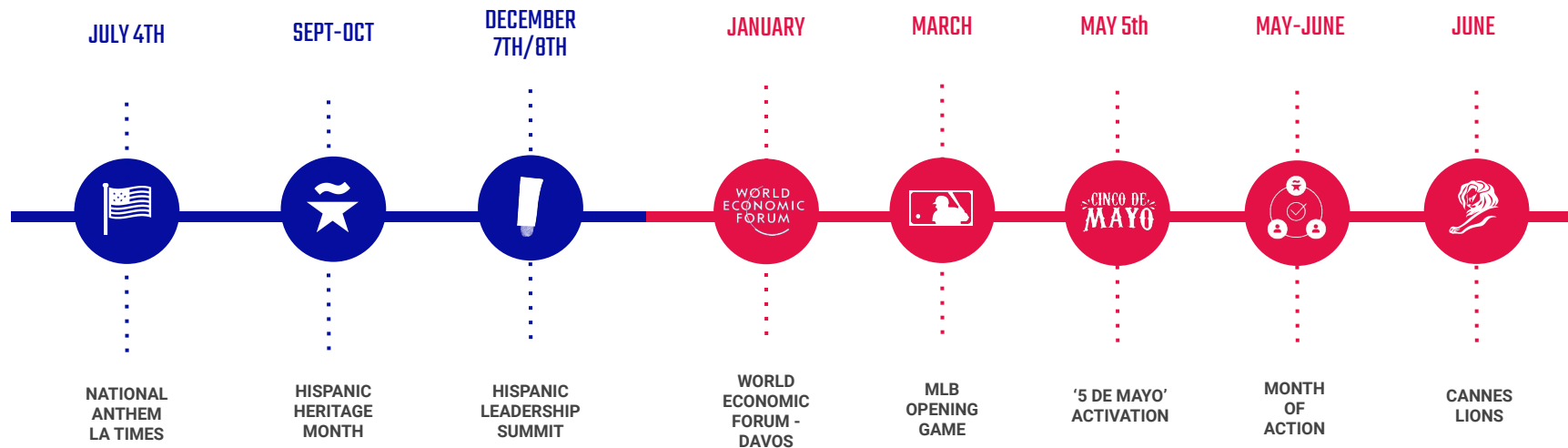
Ensure Hispanic heritage is showcased in all areas of culture from social media, to music, sports, film and more!



During Hispanic Heritage Month we will activate grassroots, celebrities, artists sports leagues, Spotify playlists and more to bring the Hispanic culture front and center.



HISPANIC STAR ACTIVATIONS



2020

2021



GRACIAS!