



SEPTEMBER
CAUSE OF THE MONTH:
Hispanic and Latino
Heritage Month

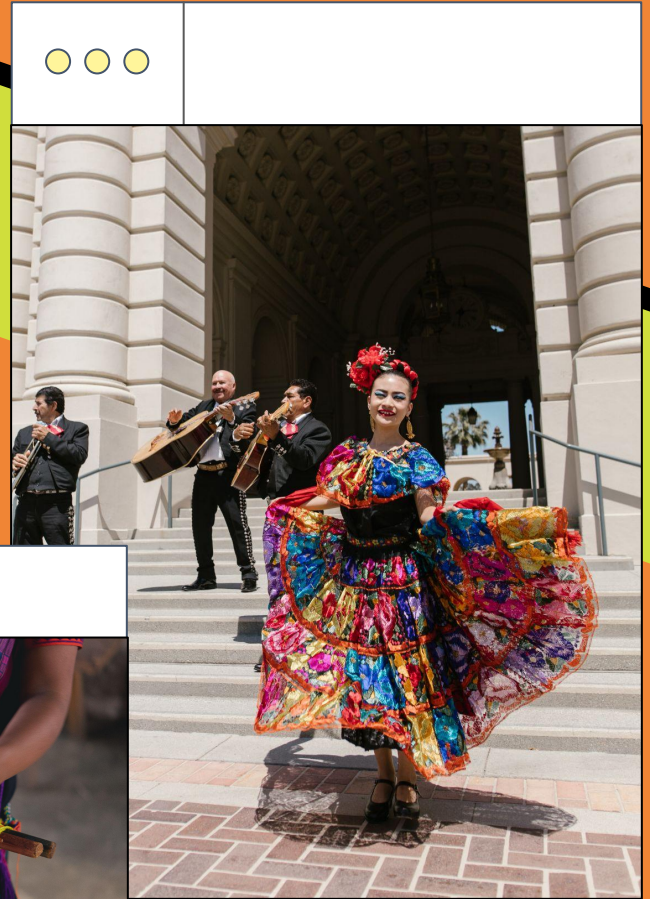
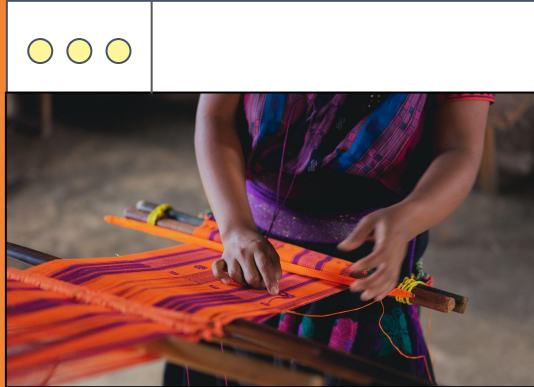
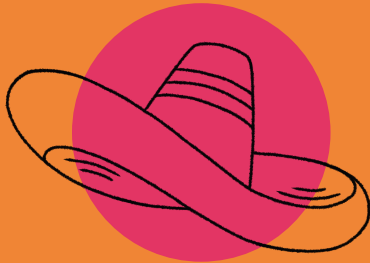
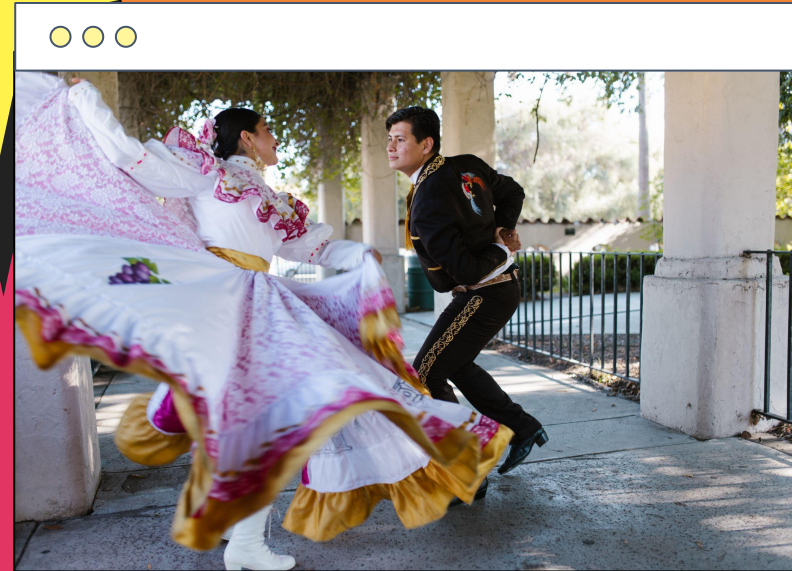


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ABOUT OUR CAUSE OF THE MONTH

For September, we are commemorating Hispanic and Latino Heritage Month by highlighting nonprofits that celebrate and support Hispanic and Latino communities.

“It is now forbidden not to smile in the face of problems, not to fight for what you want, not to give up everything out of fear, not to make your dreams come true.”

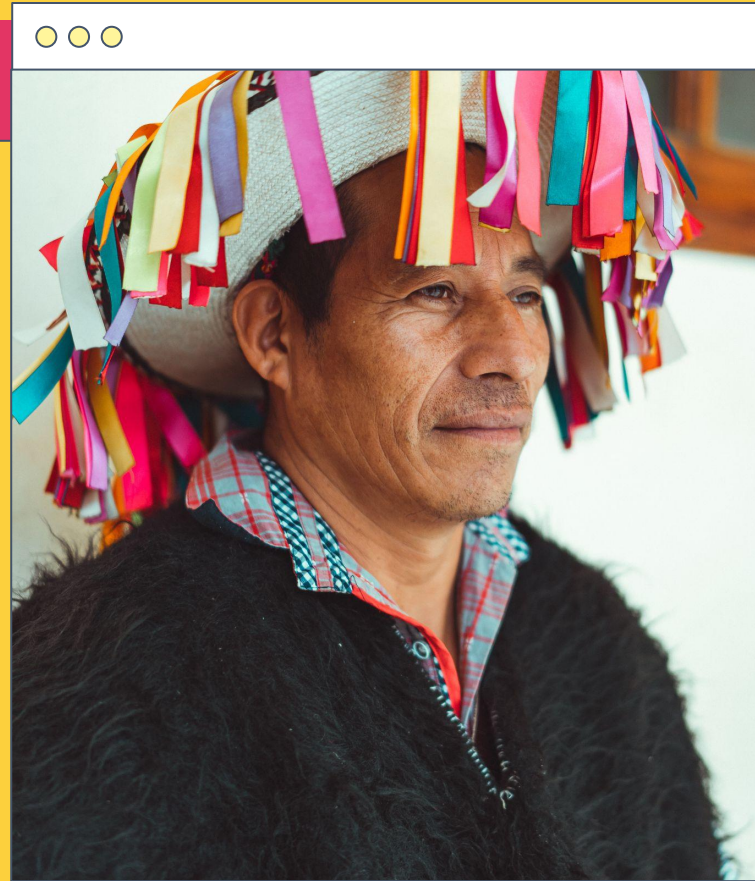
—Pablo Neruda, Chilean poet-diplomat,

Winner of the Nobel Prize in Literature

Each year, the United States observes National Hispanic and Latino Heritage Month from September 15 to October 15 by celebrating the histories and cultures of American citizens whose ancestors came from Spain, Latin America, and the Caribbean. The independence days of Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Mexico, and Chile fall between September 15–18, important dates to keep in mind as we empower our family, friends, and colleagues.

In 2023, the theme of Hispanic and Latino Heritage Month is “Driving Prosperity, Power, and Progress in America.” This September, we come together to recognize the significant biases and barriers that our communities continue to face, even as we celebrate the significant impact of Hispanic and Latino cultures.

In this toolkit, you will find intersectional ways to engage with nonprofits who celebrate and uplift Hispanic and Latino communities in the U.S. and around the world, so that your organization can make a positive social impact.



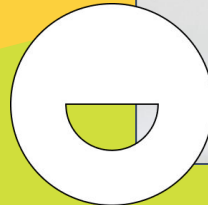
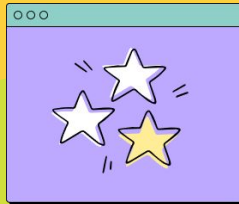
WHAT IS CAUSE OF THE MONTH?

Deed launched our “Cause of the Month” initiative in response to the important moments we see happening in the world around us.

We're here to provide inspiration for our partners and to drive action through volunteering, donating, and more.

Our goal is to educate ourselves and our partners about the intersectional, systemic impact these issues have on our communities.

With “Cause of the Month,” we endeavor to understand a greater narrative and convey it in a way that resonates beyond just one month of observance.





HOW TO USE THIS TOOLKIT



1

Solicit feedback from your employees and ERGs to identify the cause area(s) you'd like to emphasize this month and beyond.

Remember. Keep your organization's environmental, social, and corporate governance (ESG) goals in mind.

2

Identify partner nonprofit organizations, and reach out with engagement ideas. The more you can front-end the ideation and planning, the easier it will be to form partnerships.

Remember. Think about what your organization can do to help now, as well as beyond this moment and month of awareness.

3

Create a campaign on Deed to manage volunteer events, fundraisers, interactions with partner nonprofits, and more in one place. Think of Deed as your central hub for all programming around this "Cause of the Month."

Remember. Add the campaign to your Deed homepage, then pin the link to your email signatures, Slack channels, and meeting agendas.

IMPORTANT DATES THIS MONTH

SEPT 1	National Food Bank Day (U.S.)
SEPT 5	International Day of Charity
SEPT 8	International Literacy Day

September is also:

Suicide Prevention Month
Hunger Action Month




Other dates to keep in mind

- SEPT 10** World Suicide Prevention Day
- SEPT 15** International Day of Democracy
- SEPT 16** World Cleanup Day
- SEPT 18** International Equal Pay Day
- SEPT 30** National Public Lands Day (U.S.)



BESPOKE VOLUNTEERING

 Click on the nonprofit name to check out their profile on Deed!



Sort and pack meals for distribution to the community

The [San Antonio Food Bank](#)'s volunteer opportunities range from their sorting room, warehouse, garden and farm areas, their community kitchen, and even their off-site community kitchen at Haven for Hope. Whether you're an individual, group, or company there are many opportunities to volunteer.

- Opportunity:** Warehouse sorting and packing
Availability: Monday – Saturday
- Shift 1: 9 AM – 11:30 AM
 - Shift 2: 1:30 PM – 4 PM
 - Shift 3: 5:30 PM – 8 PM (Wednesday only)



Become a mentor

In [Bigs & Littles NYC](#)'s keystone mentoring program, youth ages 7–19 are carefully matched with a Big Sister or Big Brother who serves as adviser, role model, and adult friend. Mentoring matches meet twice monthly for activities such as enjoying a show or ballgame, working together on a service project, or spending time talking and exploring.

- Opportunities:** Mentorship
Availability: Twice per month for about eight total hours.

VOLUNTEERING OPPORTUNITIES



Team-based

Time: 1 hour

Create career cards for youth from Hispanic and Latino communities

Volunteers will partner with the [Greater North Texas Hispanic Chamber of Commerce](#) to create career cards on resume building, preparing for interviews, etc., for youth from the Hispanic Latino community. These cards will be shared with youth as part of the nonprofit's program to share insights from professional experts and steer them toward the path to better career opportunities.



Team-based

Time: 1 hour

Create flashcards on Hispanic and Latino Heritage Month for children

Volunteers will work with [The Heritage Society](#) to make flashcards on the history and importance of Hispanic and Latino Heritage month for children. The nonprofit will use these during its educational programs to give children insights into Hispanic and Latino culture, while commemorating the importance of diversity.



Team-based

Time: 1 hour

Make Latino craft discovery kits for children

Volunteers will partner with the [Neighborhood House](#) and work in pairs to make craft discovery kits for children with craft items associated with Latino culture, such as Diego Rivera murals, paper arpilleras, etc. The nonprofit will distribute these kits to children as part of its programs to enable them to learn more about Hispanic and Latino culture and its various folk art forms.

DONATE: CIVIL RIGHTS AND ADVOCACY

Click on the nonprofit name to check out their profile on Deed!



U.S.

UnidosUS

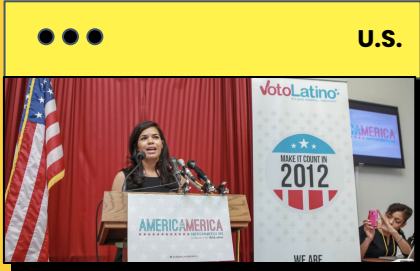
UnidosUS has contributed to a stronger America by elevating the voices of Latinos and defending and advancing our community's concerns. Today, the organization remains steadfast in its mission to realize a day where all Latinos thrive and their contributions are fully recognized.



U.S.

The Hispanic Institute (THI)

THI provides an effective education forum for an informed and empowered Hispanic America. The Hispanic Institute manages ongoing projects such as the study of Hispanic economic contributions, media monitoring, consumer fraud protection, citizenship education, and technology and telecommunication research.



U.S.

Voto Latino

Voto Latino is a grassroots political organization focused on educating and empowering a new generation of Latino voters, as well as creating a more robust and inclusive democracy. Through innovative digital campaigns, culturally relevant programs, and authentic voices, the organization shepherds the Latino community towards full realization of its political power.



U.K.

Latin American House

Latin American House aims to provide space and support for Latin Americans, Spanish and Portuguese speakers, and other communities in the London area. In addition to a safe space, the organization offers legal and social advice in relation to immigration and housing.

DONATE: CIVIL RIGHTS AND ADVOCACY



Click on the nonprofit name to check out their profile on Deed!



[Canning House: Hispanic and Luso Brazilian Council](#)

Canning House is the UK's leading think tank on Latin America. They are a global forum for thought-leadership and pragmatic debate on the region's political, economic, social, health and environmental issues, as well as resultant implications for business risks and opportunities.



[Global Infancia](#)

Global Infancia works to strengthen human rights legislation and civic engagement in Paraguay, with a focus on children and adolescents, in order to effect long-term change. Their work ranges from helping the government to enact laws to protect children, to working with journalists to improve civic engagement on issues which threaten children's rights, to working directly with children and their families in semi-urban areas of Paraguay to improve their lives.



[APERFOSA](#)

APERFOSA provides solutions to social challenges in the environment such as care for drug addicts, the elderly, hospitalized sick children, victims of trafficking and gender violence, homeless people, and support for immigrants and refugees who are in situations of vulnerability and social exclusion.

DONATE: CIVIL RIGHTS AND ADVOCACY

Click on the nonprofit name to check out their profile on Deed!



U.S.

League of United Latin American Citizens (LULAC)

LULAC is the largest Hispanic organization in the United States. LULAC advances the economic condition, educational attainment, political influence, housing, health and civil rights of Hispanic Americans through community-based programs.



Brazil

Rede Cidadã

Rede Cidadã promotes human and social development, for integration into the world of work, uniting companies, civil society, and public authorities. The organization's goal has always been to create work and income generation solutions and since its founding, Rede Cidadã has already helped 109,166 join the workforce.



U.S., Global

MADRE

MADRE works to help those who have been victims of gender violence and trains them to become powerful advocates to end it. MADRE works with local women's organizations to help meet basic needs for food, clean water, health care and more. They also train grassroots women's groups to advocate for policies based on rights, locally, nationally and globally.



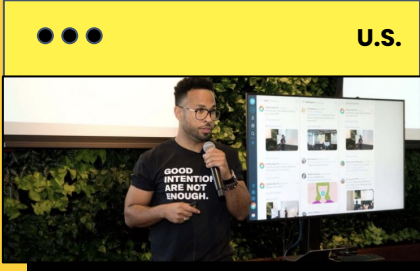
U.S., Global

Hispanic Federation

Hispanic Foundation is a US-based organization that works to empower and advance the Hispanic community and its institutions. Their community assistance programs are designed to support and uplift youth and families through the provision of direct social services in areas of education, immigration, health care, economic development, and the environment.

DONATE: ECONOMIC OPPORTUNITY

Click on the nonprofit name to check out their profile on Deed!



U.S.

Techqueria

Techqueria is largest global community of Latino professionals in tech, its mission is to empower Latino professionals with the resources and support that they need to further their careers and become leaders in the tech industry.



CA

Latino Canadian Scholarship Fund

Latino Canadian Scholarship Fund's mission is to support the needs of students, especially those who, because of economic or social circumstances, might have seen higher education and career trajectories as unattainable goals.



U.S.

Latino Economic Development Center (LEDC)

LEDC equips Latinos and other underserved communities in the U.S. and Puerto Rico with the skills and financial tools to create a better future for their families and communities. Participants in their programs learn how to buy and stay in their homes, join with their neighbors to keep their rental housing affordable, and start or expand small businesses.



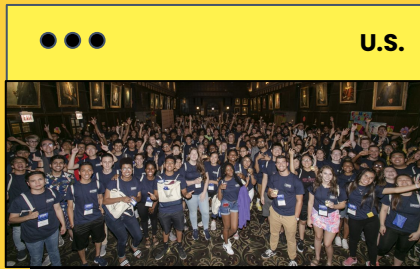
Argentina

Asociación Cultural para el Desarrollo Integral (ACDI)

ACDI's mission is to promote the dignity of the person through development activities, with special attention to education and economic welfare. ACDI recognizes the uniqueness of each person, who cannot be reduced to a number within an anonymous category such as "the poor, the sick, the disabled."

DONATE: ECONOMIC OPPORTUNITY

Click on the nonprofit name to check out their profile on Deed!



Red COMAL

Red COMAL is a national network of small-scale farmers, cooperatives, and community microfinance associations dedicated to economic advancement through integrated development and sustainable agriculture

TECHO

TECHO is a youth-led nonprofit organization present in Latin America and the Caribbean. TECHO Mexico seek to overcome poverty in slums through the collaborative work of youth volunteers with families living in extreme poverty in Mexico. They provide emergency housing for families, install basic service solutions for water and sanitation, and implement infrastructure projects to improve community life.

Hispanic Scholarship Fund

The Hispanic Scholarship Fund (HSF) empowers students and parents with the knowledge and resources to successfully complete a higher education, while providing support services and scholarships to as many exceptional students, HSF Scholars, and Alumni as possible.

Favela, Inc.

Favela’s mission is to cultivate and incubate sustainable favela-based impact ecosystems that facilitate innovation and access to education, infrastructure, and investment for favela-centric startups, nonprofits, and institutions. Favela seeks to fortify communities in the long-term, by providing their citizens with access to knowledge, networks, infrastructure, and partners that will allow them to be the protagonists of the socioeconomic development of their community.

Click on the nonprofit name to check out their profile on Deed!



U.S.

National Alliance for Hispanic Health (NAHH)

NAHH is a premier science-based and community-driven organization that focuses on the best health for all. NAHH's community-based members provide services to more than 15 million Hispanic people throughout the U.S. every year and as a national organization, NAHH serves over 100 million people annually.



U.S.

Celebration Nation Foundation

Celebration Nation Foundation's movements help shed light on the inequalities that exist within the Latino community, particularly regarding food insecurity. The Celebration Foundation Aims to establish events and programs nationwide to empower to the Latino community.



U.S.

National Latina Institute for Reproductive Health

The National Latina Institute for Reproductive Help builds Latina power to guarantee the fundamental human right to reproductive health, dignity and justice.



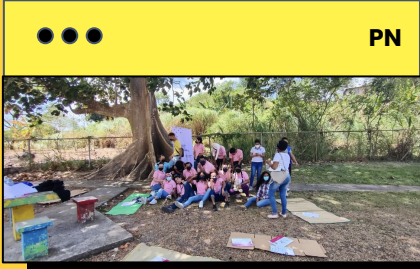
CA

Centre for Spanish Speaking Peoples

The Centre for Spanish Speaking Peoples aims to enhance the quality of life for its community, and deliver purposeful services to advance the social and economic integration of our community into broader Canadian society. Their services have extended to an HIV/AIDS Prevention Program that delivers sexual health education, counselling, and support groups in Spanish.

DONATE: HEALTH

Click on the nonprofit name to check out their profile on Deed!



PN

[Asociacion Panamena para el Planeamiento de la Familia \(APLAFA\)](#)

APLAFA works to improve the quality of life of the population in the Republic of Panama, offering education and sexual and reproductive health services of excellence, defending and promoting sexual and reproductive rights.



PE

[Asociación Operación Sonrisa Perú](#)

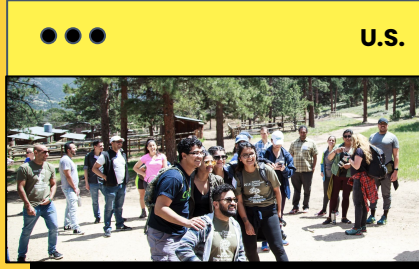
Asociación Operación Sonrisa Perú's mission is to bring free and specialized medical help to patients with cleft lip and palate, with few or few resources, so that they can be active members of their communities.



ES

[Fundacion Acompartir](#)

Fundacion Acompartir fights against exclusion and waste, as well as provides basic essentials like food, water, blankets, to people in need. They work to collect unsold products from companies and redistribute them to people in need.



U.S.

[GreenLatinos](#)

GreenLatinos is committed to addressing the natural resources and conservation issues that affect the health and welfare of the Latino community. They envision a healthy and equitable society where communities of color are liberated from disproportionate environmental burdens, free to breathe fresh air, drink pure water, access clean transportation and enjoy public lands, ocean, and waters.

DONATE: WOMEN AND GIRLS

Click on the nonprofit name to check out their profile on Deed!



U.S.

Mujeres Latinas en Acción - Latin Women in Action

Latin Women In Action is a comprehensive community-based social service agency. Its mission and goals are to provide essential services to not only Latinas, but any family or individual seeking support in New York City.



U.S.

Pro Mujer

Pro Muer empowers Latin American women to reach their full potential by providing access to financial and digital inclusion, health and wellbeing, and skills-based training opportunities.



Argentina

Chicas en Tecnologia

Chicas en Tecnologia is an Argentine nonprofit that seeks to reduce the gender gap in technology in the region. They work to motivate, train, and accompany the next generation of women leaders in tech.



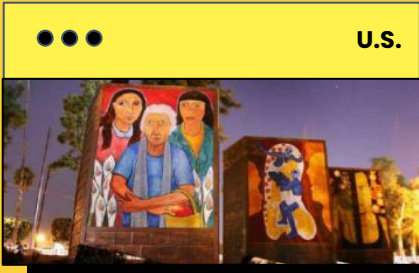
Guatemala

MAIA

MAIA works for gender equity in Guatemala, a country where indigenous women receive on average three years of education, with nearly 80 percent of of all living below the poverty line. Their goal is for MAIA graduates to achieve 15 years of schooling.

DONATE: LGBTQIA+

Click on the nonprofit name to check out their profile on Deed!



U.S.

[The Wall Las Memorias Project](#)

The Wall Las Memorias Project is a community health and wellness organization dedicated to serving Latino, LGBTQ and other underserved populations through advocacy, education and building the next generation of leadership.



Argentina

[Diverse Families Civil Association \(AFDA\)](#)

Familias Diversas Asociacion Civil (Diverse Families Civil Association) works for the social inclusion of all forms of families, especially LGBTQIA+ families. AFDA remove barriers to achieve full equality and non-discrimination. The organization seeks positive change in the lives of all families by empowering them.



El Salvador

[ELLA Global Community](#)

ELLA works to provide a platform through which queer women and nonbinary people can feel inspired to strengthen their community and raise awareness about their identities and the challenges resultant of discrimination and inequality.



Mexico

[The Association for Transgender Children](#)

Asociación por las Infancias Transgénero (The Association for Transgender Children) aims to assist the transition of infants and adolescents, providing them and their families with the support they need at this important stage, as well as a series of tools in the legal, educational, health and social fields.

DONATE: EDUCATION

Click on the nonprofit name to check out their profile on Deed!

U.S.



Latino Education Advancement Foundation

Latino Education Advancement Foundation believes that every low-income Latino/Latina student is entitled to an equal opportunity to succeed in higher education and to obtain social and economic mobility.

Puerto Rico



Delivery and Service Community Education Program, Inc. (PECES)

The mission of Programa de Educación Comunal de Entrega y Servicio, Inc. (Delivery and Service Community Education Program, Inc.) is to promote the educational, economic, and social development of southeastern Puerto Rico. PECES focuses on four areas: education, youth intervention and health, economic development, and community development.

Brazil



Gol De Letra Foundation

Gol de Letra Foundation aims to promote the integral education of children, adolescents, and young people through sports, culture, and job training.

Colombia



Foundation for Entrepreneurship

Fundacion para el Emprendimiento (Foundation for Entrepreneurship works everyday to be the social actor that leads Learning by Playing in Latin America. The organization seeks to develop the competencies in children and young people so that they become the best version of themselves and can grow in the 21st century.

EMPLOYEE ACTIONS



- We recommend two actions supporting [Voto Latino](#):
 - ◆ **Volunteer as a poll worker.** You can also help a friend or family member register to vote using [their guide](#).
 - ◆ **Partner with them** to set up a volunteer hub at your workplace (think text and phone banking).
- **Become a speaker** with [Techqueria](#). Share your knowledge with the largest community of Latino professionals in the tech industry.
- **Read [the Poetry Foundation's](#)** “[Latinx Voices in Poetry](#).” This collection is a great way to explore Latino-American culture.
- **Support a Hispanic/Latino-owned small business.** [Here is a list](#) to get you started.
- **Explore the Smithsonian's online exhibits or attend one of their virtual events celebrating [Hispanic Heritage Month](#).**
- **Start a Hispanic/Latino literature book club with your family, friends, and/or colleagues.** [Here is a list](#) of Hispanic/Latino authors that includes short bios and their key works to get you started. Enjoy the classics and find new writers.
- **Learn Spanish.** Download a language-learning app and dedicate a couple minutes today to learning some common Spanish words and phrases.
- **Participate in the [Hispanic Heritage Virtual Run](#), either virtually or in person.** For inspiration, learn about the incredible running history and culture of the Tarahumara people from the Copper Canyons region of Mexico in [Runner's World](#).



EMPLOYEE RESOURCE GROUP (ERG) ACTIONS

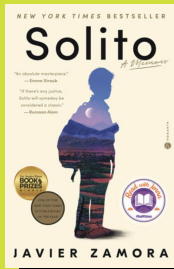
- **Arrange a collection drive at your workplace for farm workers that have had their livelihoods interrupted by extreme weather events.** [Celebration Nation Foundation](#) can arrange for clothing, hygiene supplies, and basic food stuffs to be sent straight to its warehouses.
- **Organize a group to attend a [Techqueria](#) networking event.** Their next Community Networking Night event is on September 20, from 5:30 pm - 7:00 pm EDT. [Register here.](#)
- **Schedule a lunch-and-learn.** [Pro Mujer](#) offers a range of resources, trainings, and workshops to help individuals and companies better understand gender and the implications of gender equity. Consider inviting the nonprofit to host a training at your workplace.
- **Host an in-person/virtual potluck.** Circulate a shared doc where everyone can share their favorite recipes, dishes, and restaurants. Then circulate the document and gather for a virtual event where teammates can teach each other their favorite recipes or order takeout from their favorite local Hispanic/Latino-owned restaurant.
- **Organize a virtual dance lesson.** Host other ERG groups virtually and invite a professional dance instructor to teach the group a Latin dance like salsa or bachata. Your team will get to celebrate incredible Hispanic/Latino artists and music and learn some new moves.



EDUCATE



READ



[Solito](#) tells the story of poet Javier Zamora's journey from his small town in El Salvador, through Guatemala and Mexico, and across the U.S. border at the age of nine. What was expected to be a two-week journey became life-altering months alongside fellow migrants who became his family. *Solito* provides an intimate account of Zamora's story, as well as the miraculous kindness and love delivered at the most unexpected moments.



LISTEN



The global Hispanic/Latino community is evolving and growing fast. [Alt.Latino](#) is here to celebrate it and all of its nuances through music. Each episode, NPR Music's Felix Contreras and Anamaria Sayre sit down with a different living legend or rising star to discuss Latino culture, heritage, and the shared borders of the community's experiences.



WATCH



[Going Varsity in Mariachi](#) premiered at the 2023 Sundance Film Festival as part of the U.S. Documentary competition, and provides a vibrant look into the world of competitive scholastic mariachi. Set in south Texas, this energetic documentary captures the highs and lows of Edinburg North High School's Mariachi Oro as they strive for the state championship. *Going Varsity in Mariachi* explores identity, cultural roots, and pressing social issues with a nuance that foregrounds frankness, boldness, and joy.

CRAFTING YOUR CAMPAIGN

Establish a kick-off.

A meeting, presentation, or even an engaging email can jump-start your campaign.

Communicate with employees.

Make sure that employees know how to get involved and where to find more information. Include calendar invitations, build a custom campaign on Deed, and use Slack/Teams to promote each opportunity.

Keep up the momentum.

Stagger your programming and celebrate any and all impact along the way to keep employees engaged.



CRAFTING YOUR CAMPAIGN



With each **“Cause of the Month”** toolkit, we empower you to support organizations that can immediately benefit from volunteers and donations. Some organizations address a niche within the cause area; others address broader issues. However you engage, every hour volunteered and dollar donated makes a real difference.

Every **“Cause of the Month”** toolkit includes actionable resources, ERG initiatives, and other employee engagement opportunities. Choose what works for you and launch a campaign with timely programming that your employees want to engage in.

TRACK YOUR PROGRESS



As the month progresses, you'll want to see how your employees are making an impact.

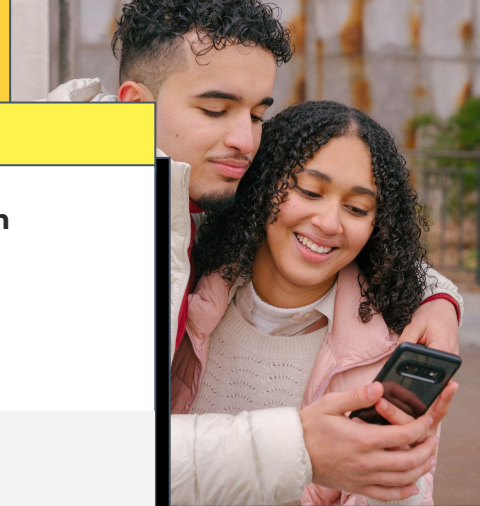
You can track their progress on an individual level and see a snapshot of total impact throughout the month on Deed.

Key Metrics:

- Number of participating employees
- Number of employee donors and total donations
- Total hours volunteered
- Number of ERG events held

Easily track all of these metrics with Deed and our next-gen reporting features!

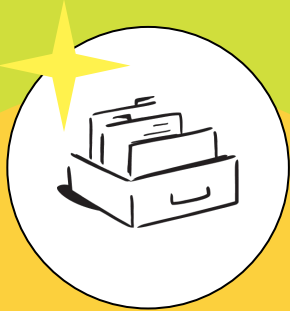
Our new survey tool means you never have to choose between quantitative and qualitative data.



Deed is not just a platform—we're your partner.

Deed's all-in-one, out-of-the-box platform provides all the features you need to run a successful social impact program. Our Partner Success team is here to support you along the way.

Deed offers:



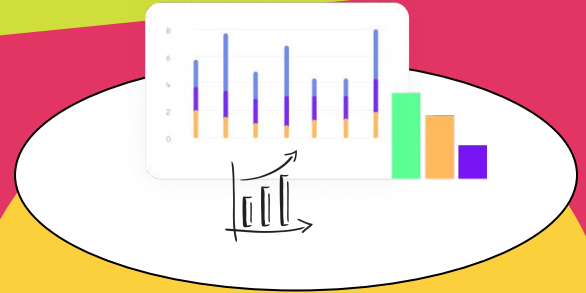
A Rich Content Library:

Exclusive partnerships and integrations provide unique opportunities.



Powerful Giving & Matching:

Streamlined processing and expedited disbursement enhance every donation.



Easy Admin and Reporting:

Cutting-edge tools make program management as exciting as it is effortless.

Your dedicated Partner Success team will optimize your program and share the broader industry insights you need to make a meaningful social impact.



**SEPTEMBER
CAUSE OF THE
MONTH:
HISPANIC
AND LATINO
HERITAGE
MONTH**

A white mouse cursor with a black outline is positioned over the word 'LATINO' in the main title.

Questions? Get in touch!
nonprofits@joindeed.com