

# 2022 HISPANIC ECONOMIC IMPACT SUMMIT

Presented by:

**BANK OF AMERICA**



**FRIDAY** 09 | 23 | 22  
7:30AM – 4:30PM  
**EXPLORIA STADIUM**





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# MESSAGE FROM THE HCCMO PRESIDENT



**GABY ORTIGONI**  
HCCMO PRESIDENT/CEO

Thank you for joining us today as we continue celebrating Hispanic Heritage Month. Our Chamber is proud to dedicate the Hispanic Economic Impact Summit to the non-profit segment this year. Most of us have been impacted in one way or another by a not-for-profit organization. Either by enjoying an art museum, experiencing a cultural performance, participating in an educational program, or because we or someone we know has been helped by one.

Today, during this event, we will have the opportunity to learn more about the economic impact non-profits have in our region. Also, with this event, we intend to create awareness in our Hispanic business community about the importance of our involvement and how our time, knowledge, and financial investments can help improve the lives of many community members.

We are grateful to our presenting sponsor, Bank of America, and all our sponsors who continuously support our mission. A very special thank you to all the non-profit organizations for the services you all provide to help improve the lives of everyone in Central Florida.

We invite all participants to get involved by becoming financial contributors, board members, or volunteers to increase the representation of Hispanics and other diverse groups in the different non-profit sectors. ¡Gracias por hacer la diferencia!

Gaby Ortigoni  
President/CEO, Hispanic Chamber  
of Metro Orlando

## HCCMO STAFF



**GABY ORTIGONI**  
*President & CEO*



**PEDRO TURUSHINA**  
*Vice President of Investor  
Relations & Marketing*



**YETZENIA NEGRON**  
*Director of Programs  
& Events*



**ALEJANDRA ESCOBAR**  
*Director of Membership  
& Business Development*



**NELIA CASTRO**  
*Programs &  
Events Manager*



**BRENDA GUNN**  
*Office Assistant of  
the President/CEO*



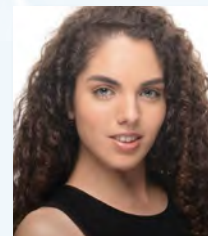
**GRICEL VALERA**  
*Membership &  
Finance Manager*



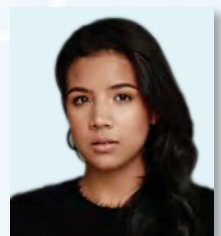
**ANDREA BRACHO**  
*Membership Coordinator*



**JESSIE BOJANOVICH**  
*Marketing & Media  
Coordinator*

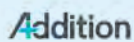


**ISABELLA MORALES**  
*Event Coordinator*



**MARIANA BETANCOURT**  
*Membership Intern*

# HCCMO TRUSTEES



# HCCMO 2022 EXECUTIVE BOARD OF DIRECTORS



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**GABY ORTIGONI**  
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# HCCMO 2022 BOARD OF DIRECTORS



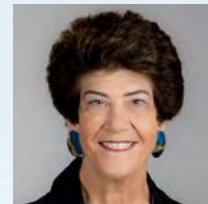
**NICHOLAS ABRAHAMS**  
Vice President, Corporate  
Engagement | Orlando Economic  
Partnership



**JANICE ABREW — CORIANO**  
Communications, Events &  
Community Affairs Mgr. | Rosen  
Hotels & Resorts



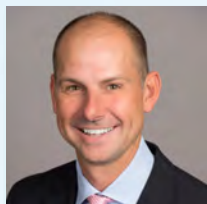
**WILMER ALVAREZ**  
Vice President | Orlando Health  
Foundation



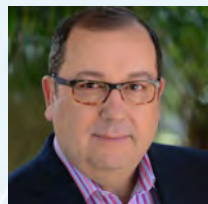
**JANET BALANOFF**  
Assoc. Vp For Equity & Diversity |  
Seminole State College



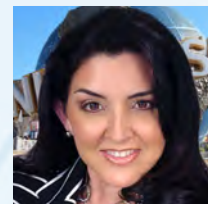
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President & Founder | Dick  
Batchelor Mgmt. Group, Inc.



**MICHAEL BROWN**  
CEO  
Travel + Leisure



**JOHN A. DE ARMAS**  
President  
Kings Service Solutions, LLC



**ANGELA LAGOS**  
Assistant Director, Diversity &  
Inclusion | Universal Orlando Parks  
& Resorts



**KIMBERLY LOPEZ**  
Partner | Akerman  
Prospera Representative



**MARIO MENDOLARO**  
Principal Counsel | Walt Disney  
World Resort



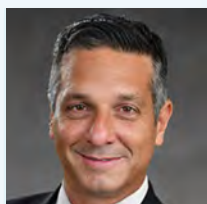
**ARNALDO OLIVERAS**  
President | 180 Commercial Real  
Estate Advisors



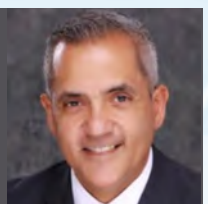
**MADELINE OTERO**  
VP & Corporate Controller  
Tupperware Brands



**JULIANA PEÑA**  
Manager, Air Service & Business  
Development | Orlando  
International Airport Mco



**RON PICCOLO, PH.D**  
Chair, Dept. Of Mgmt. & Galloway  
Professor Of Mgmt | College Of  
Business, Ucf



**DAVID RODRIGUEZ**  
Economic Developer Manager  
Osceola County



**ANA CAROLINA SALAZAR**  
Owner & Founder | Bold Digital  
Marketing Studio  
Chair Ambassador Prog



**KAREN SKYERS**  
Attorney At Law  
Skyers Law, P.A.



**SHELLY WILKES**  
Sr. Vp, Marketing & Social  
Responsibility | Orlando Magic



# ARE YOU A MEMBER ?

The Hispanic Chamber of Commerce of Metro Orlando serves as the leading voice of the Hispanic business community for 29 years by providing high-quality programs and events. With more than 1700 active members, HCCMO is one of the largest chambers in the State of Florida.

## JOIN TODAY AND TAKE ADVANTAGE OF ALL THE MEMBERSHIP BENEFITS:

- Free Admission to Business After Hours, Member Benefit Brunch, & Café with the Members
- Professional Development Seminars/Webinars
- Chamber Committees & Community Engagement
- Networking Opportunities
- Create Your Own Profile in Chamber Master
- Ribbon Cuttings
- Advocacy & Connections with Elected Officials
- Add More Credibility to Your Business
- Marketing & Branding
- Opportunities
- Member to Member Discount
- Access to Other Business Resources
- Leadership Development Opportunities
- Awards & Recognition

FOR MORE INFORMATION VISIT [HCCMO.ORG](http://HCCMO.ORG) OR CALL 407.428.5870



## Smart planning moves your business forward, faster

You've got a lot to think about as a small business owner — managing cash flow, funding a business plan, and marketing your services. Find guidance and solutions that may help you to start, manage, and grow your business better at [wellsfargo.com/smallbusiness](http://wellsfargo.com/smallbusiness).

# THANK YOU TO OUR EVENT SPONSORS

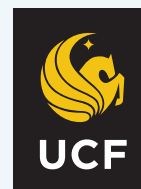
## PRESENTING SPONSOR



## GOLD SPONSOR



## BRONZE SPONSORS





# INNOVATOR. SUSTAINABILITY LEADER. PARTNER OF CHOICE.

As we look ahead to a cleaner, greener future, OUC is investing today for tomorrow – by demonstrating a clear, continuous commitment to solar energy, electrification, energy efficiency and affordability, and sustainability.

At the same time, we're leveraging new technologies and diversifying our portfolio with renewable energy to meet our goal of net-zero carbon emissions – positioning OUC for success as *the* partner of choice on the road to a better community and a better world.

To learn more, visit [OUC.com](https://www.ouc.com).



## Leaning in on entrepreneurship

Small businesses and entrepreneurs are vital to thriving communities in Florida and around the United States.

At JPMorgan Chase, we are taking actions to support business owners and entrepreneurs in Latino and Hispanic communities by:

- Providing additional loans
- Increasing access to coaching, technical assistance and capital
- Building on our supplier diversity efforts through additional spending with Latino and Hispanic suppliers

Learn more at [jpmorganchase.com/racialequity](https://jpmorganchase.com/racialequity)

JPMORGAN CHASE & CO.





# EVENT AGENDA

## BREAKFAST & NETWORKING

### WELCOME REMARKS

MISTRESS OF CEREMONY

**YETZENIA NEGRON**

*Director of Programs & Events, HCCMO*

MASTER OF CEREMONY

**PEDRO TURUSHINA**

*Vice President, HCCMO*

**GABY ORTIGONI**

*President & CEO, HCCMO*

## PRESENTING SPONSOR

**BANK OF AMERICA**

**GLORIA BAILEY**

*Business Banking, Market Executive*

**JODIE HARDMAN**

*Market Executive*

## GOLD SPONSOR & EVENT HOST

**ORLANDO CITY SOCCER CLUB**

**KAY RAWLINS**

*Club Founder | SVP Of Community Relations  
President | Orlando City Foundation*

## KEYNOTE SPEAKER

**CENTRAL FLORIDA FOUNDATION**

**MARK BREWER**

*President & CEO, Central Florida Foundation*

## NON-PROFIT SPEED STORY TELLING

*Attendees will be able to visit the following participating non-profits*



## LUNCH & PANEL DISCUSSION: BOARD CONNECTION

SPEAKERS:

**ANDREW SMITH**

*Grant & Special Projects Manager  
Edyth Bush Institute for Philanthropy &  
Nonprofit Leadership at Rollins College*

**TRACEY OLAEZ CNP, MBA**

*Membership Manager  
Edyth Bush Institute for Philanthropy &  
Nonprofit Leadership at Rollins College*

**RACQUEL ASA**

*City of Orlando Nominating Board Member*

IMPACT PANEL

**GRACIELA NORIEGA JACOBY**

*Chief Operating Officer of  
HFUW—Moderator*

**JENNIFER EVINS**

*President & CEO, United Arts  
of Central Florida*

**YOLANDA LONDOÑO**

*Civic and Community Advocate*

## HEART OF FLORIDA UNITED WAY BREAKOUT SESSIONS

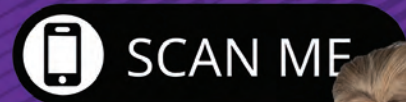
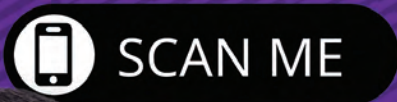
- 1 WALK IN MY SHOES
- 2 FINANCIAL JENGA
- 3 211 — GET CONNECTED. GET HELP.
- 4 "READ UNITED" VOLUNTEER ACTIVITY





# SAVE UP TO 20% OFF

SINGLE MATCH TICKETS TO  
ORLANDO CITY & ORLANDO PRIDE HOME MATCHES





# KEYNOTE SPEAKER



## MARK BREWER

PRESIDENT & CEO CENTRAL FLORIDA FOUNDATION

Mark joined the Foundation in 2000 and has earned respect for building community partnerships that meet issues head-on and produce measurable results. He has worked with hundreds of individuals, families, and corporations to establish philanthropy plans, endowments, funding strategies, and planned gifts. More than 150 regional nonprofit boards have enlisted Mark's assistance through the Foundation with strategic and scenario planning initiatives that included the use of endowed investments to sustain their organizations. He is a well-known national speaker on the independent sector, philanthropy's role in America, venture philanthropy strategies, and the independent sector's public policy role. In his leadership role at the Central Florida Foundation, Mark frequently advises private and corporate foundation grant makers across the region and plays a public policy advisory role on strategy and advisory boards around the state of Florida.

Mark has played a leadership role in national and community initiatives. His service focus is on organizations that grow philanthropy or play strategic grant-making and public policy roles. In the Central Florida region, Mark serves on the Orlando Economic Partnership board, a public-private partnership, working to create quality jobs, economic growth, broad-based prosperity, and a sustainable quality of life for the region. He is also a Foundation for Orlando's Future board member.

Most recently, Mark was named one of Orlando Business Journal's CEOs of the year for 2021 and identified as one of Orlando Business Journal's 2021 Power Players. The program identifies 50 Central Florida business leaders who are helping grow and innovate the way business is done throughout Metro Orlando.

# EVENT SPEAKERS



## ANDREW SMITH

Grant & Special Projects Manager  
Edyth Bush Institute for Philanthropy &  
Nonprofit Leadership at Rollins College



## TRACEY OLAEZ CNP, MBA

Membership Manager  
Edyth Bush Institute for Philanthropy &  
Nonprofit Leadership at Rollins College



## RACQUEL ASA

City of Orlando  
Nominating Board Member



## GRACIELA NORIEGA JACOBY

Chief Operating  
Officer of HFUW



## JENNIFER EVINS

President & CEO  
United Arts of Central Florida



## YOLANDA LONDOÑO

Civic and  
Community Advocate



# 2022 HISPANIC ECONOMIC IMPACT SUMMIT

## OUR PARTICIPATING NON-PROFITS



A Gift For  
Teaching

A GIFT FOR TEACHING For nearly 25 years, A Gift for Teaching has proudly served public schools in Orange and Osceola counties as the primary provider of free supplies to teachers for students who need them most. Open the entire school year, eligible teachers have the opportunity to shop at a store, online, and through a mobile unit for free educational resources that are donated and funded by generous community partners.

**Mission:** To provide educational resources that empower teachers to inspire future leaders

**Vision:** Every student in Central Florida has the tools and experiences to succeed



Catholic Charities  
of Central Florida  
A Ministry of the Diocese of Orlando

Catholic Charities of Central Florida (CCCCF) has been serving families and individuals in our Central Florida community since 1962 and remains a vital service provider in our region by continually evolving our services to meet the growing and changing needs of our community.

The mission of Catholic Charities of Central Florida is “to embrace all those in need with hope, transforming their lives through faith, compassion, and service.”

## CENTRAL FLORIDA FOUNDATION

Central Florida Foundation serves as a launchpad for high-impact philanthropy. They coordinate the commitment and investment of multiple philanthropists, nonprofits, and community partners to target today's most critical challenges and those on the horizon to truly transform our community.

**Mission:** Building Community by Building Philanthropy



# DiscoverABILITY

DiscoverABILITY is a non-profit organization that strives to help individuals with disabilities find and secure employment. Their services are free to individuals with disabilities, as they have been a provider for Vocational Rehabilitation since 2005. Services include Employment services, Vocational Evaluations, Psychological Evaluations, On-the-Job Training, Job Coaching, Self-Advocacy Training, Pre-Placement Training and more!

**Mission:** To encourage and enhance opportunities for every person willing to work and promote inclusion and diversity through employment.”



HFUW – Brief Description As Central Florida’s largest nonprofit funder of health and human service programs, Heart of Florida United Way (HFUW) collaborates with private, public, and nonprofit sectors to address critical community needs. HFUW serves ALICE (Asset Limited, Income Constrained, Employed) households in Orange, Osceola, and Seminole counties. These ALICE households are one emergency away from financial ruin. HFUW helps the ALICE population by connecting them to health, education, and financial stability resources so they can thrive.

**Mission and Vision:** Heart of Florida United Way stands up for the education, health, and financial stability of every person in Central Florida. United Way is focused on prevention and finding long-term solutions for pressing problems. Known as Investing in Results, this philosophy is guiding our work to move the needle in four critical impact areas: education, health, financial stability, and basic needs.



The Crummer Graduate School of Business’ Edyth Bush Institute for Philanthropy & Nonprofit Leadership at Rollins College is Central Florida’s premier source for nonprofit training, certificates, and custom programming. The Center’s various programs and courses strengthen nonprofit and philanthropic organizations through education and management support designed to strengthen board governance, enhance the business practices of nonprofit organizations, and expand the influence of the nonprofit sector

**Mission:** To strengthen the impact, effectiveness, and leadership of nonprofit and philanthropic organizations through education and management assistance.



The Hispanic Heritage Scholarship Fund is dedicated to investing in the college education of Hispanic/Larino students in Central Florida. Our scholarships, student workshops and events are designed to help students earn their bachelor’s degrees, develop critical life skills and connect to the local community.

**Mission:** is to enhance the post-secondary educational success of Hispanic students in Central Florida

**Vision:** to ensure post-secondary completion rates of Hispanic students who can contribute to the Central Florida economy



nonPareil is a post-secondary, not-for-profit serving adults with autism spectrum disorder. We provide training that enables them to acquire skills that will enhance their ability to live a more productive and independent life.

**Mission and Vision:** nonPareil's goal is to continue delivering a world-class technical training and work-readiness program while implementing best practices that offer the best opportunities for their students to have a BETTER FUTURE! They want to expand to help more young men and women with autism.



ORLANDO CITY  
FOUNDATION

**Mission:** To bring health and wellness to under-served communities using the power of soccer.

**How they do it:** They accomplish this by providing free soccer programming, investing in safe places to play by installing mini soccer pitches and focusing on urban gardens and access to healthy food choices by establishing community gardens and nutrition education.



Prospera is an economic development, nonprofit organization specialized in providing bilingual assistance to Hispanic entrepreneurs trying to establish or expand their business. They provide services especially designed for Hispanic small business owners, to empower them through training, consulting, grants, and access to capital.

**Mission:** To help start, sustain, and grow Hispanic-owned businesses to achieve community prosperity.

**Vision:** To emphasize the power of economic opportunity and act as a catalyst for positive community change by contributing to the growth and success of Hispanic-owned businesses



SALT (Service and Love Together) Outreach, founded in 2011, is a registered 501c3 non-profit organization based in downtown Orlando. They work with the unsheltered community to help them take the next steps in ending their homelessness, by providing services like showers, laundry, case management, and mental health counseling through our comprehensive mobile drop-in center program.

**Mission:** To share Christ's love by serving the unsheltered through comprehensive mobile drop-in centers.

**Vision:** That every metropolitan area in the U.S. has a comprehensive drop-in center for people experiencing homelessness.





Stand Up Survivor is a 501 c3 non-profit organization based in Orlando, FL dedicated to educating, equipping, and empowering domestic violence survivors and their communities globally.

**Mission:** To provide life-saving services that allow survivors of domestic violence to find freedom while healing, become self-sufficient, and thrive.

**Vision:** To see domestic violence eradicated from the world we live in today and for generations to come. They envision men, women and children knowing that home is a safe place where they can feel love, find support and comfort.



United Arts of Central Florida is the local arts agency uniting the community and fueling the arts. With the help of individual donors, corporations, foundations and public funding, United Arts inspires creativity, builds community and strengthens the economy in Central Florida. United Arts is proud to facilitate arts education programs for all ages and provide critical funding and comprehensive marketing for local art, science, and history organizations and individual artists. Mission and vision of your organization – event program.

**Mission:** To enrich communities by investing in arts, science and history.

**Vision:** All people of Central Florida have access to quality arts, science and history.



Victim Service Center of Central Florida is the Certified Rape Crisis Center in Orange, Osceola and Seminole Counties. They serve all victims of sexual assault, violent crime and traumatic circumstance through free and confidential crisis intervention, therapy, advocacy and outreach.

Victim Service Center of Central Florida strives to provide individualized services and resources to victims of sexual assault, violent crime, and traumatic circumstances, through crisis response, advocacy, therapy, and community awareness.

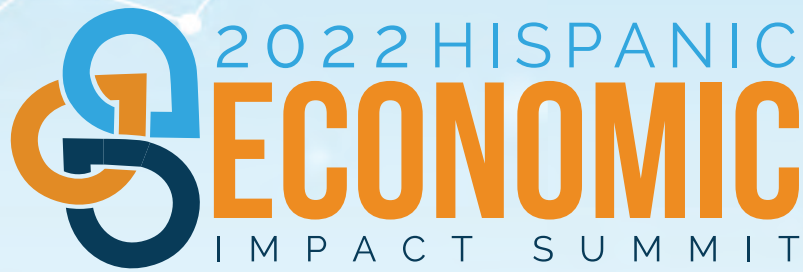
Their vision is to transform victims' lives and prevent violence in our community.



Junior Achievement has over 100 local JA Areas across the nation (Central Florida being one of them), and together we are the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. JA's programs—in the core content areas of work readiness, entrepreneurship and financial literacy—ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century.

**Mission:** To inspire and prepare young people to succeed in a global economy. The inspiration piece comes from community volunteers who not only deliver our lessons, but share their experience.

**Vision:** The vision of Junior Achievement of Central Florida is to empower and prepare the workforce of Central Florida. Junior Achievement's proven lessons in financial literacy, work and career readiness, and entrepreneurship are shown to positively impact the lives of young people.



# TAKE ACTION TODAY

*To make a difference in our community*

CONNECT WITH THE EVENT PARTICIPATING NON-PROFITS TO LEARN HOW YOU CAN GET INVOLVED IN CHANGING YOUR COMMUNITY FOR THE BETTER:



TO LEARN MORE ABOUT THE PARTICIPATING NON-PROFIT ORGANIZATIONS AT THE HISPANIC ECONOMIC IMPACT SUMMIT  
**CONNECT WITH HCCMO AT [HISPANICCHAMBER.NET](http://HISPANICCHAMBER.NET)**





## Supporting Hispanic teammates, clients and communities

At Bank of America, we value all our differences — in background, experience or viewpoints, such as socioeconomic status, race, national origin, religion, age, gender, gender identification and expression, sexual orientation, ethnicity, disabilities, and veteran status. We're stronger when we connect our diverse backgrounds and perspectives to better meet the needs of our teammates, clients and communities. We are committed to investing in our Hispanic-Latino communities by being a great place to work for our employees, supporting our clients and being proactive in our neighborhoods where we live and work.

### Investing in our teammates

**Our diversity makes us stronger**, and the value we deliver as a company is strengthened when we bring broad perspectives together to meet the needs of our diverse stakeholders.

- To further drive our culture of inclusion, we're continuing our focus on **courageous conversations** where employees listen, speak up and gain new perspective from different viewpoints.
- Bank of America's **Hispanic-Latino Executive Council (HLEC)** is comprised of more than 260 U.S.-based senior Hispanic-Latino leaders who help influence strategies that **grow talent representation** and deepen relationships with Hispanic-Latino clients.
- Our award-winning **Hispanic-Latino Organization for Leadership & Advancement (HOLA)** employee network promotes inclusion, teamwork and professional development and has more than 19,000 members across 40 chapters.



Our board of directors is **50% diverse** and includes a Hispanic-Latino director

Our management team is **more than 50% diverse**, and includes a Hispanic-Latino leader

**19% of our U.S. workforce is Hispanic-Latino**, exceeding financial services benchmarks

## Committing to our clients

We deliver products and services that meet the diverse needs of our clients.

- We're proud to be the bank of choice for Hispanic-Latino clients and businesses. About one in every three checking accounts opened with us are by Hispanic-Latino clients. We serve **12.7 million Hispanic- Latino individuals and over 1 million business owners**.
  - We recently released our **fifth annual survey of Hispanic small business owners** to better understand the unique experiences and perspectives of Hispanic entrepreneurs. As a result, we gained perspective to help our clients manage their finances.
  - We feature Spanish-language on BAC.com > En Español, as well as through our mobile banking, direct mail, email statements, ATMs, financial centers, radio spots and other marketing materials.
  - Our Better Money Habits® website is offered in Spanish as **Mejores Hábitos Financieros™** and helps people build their financial know-how.
  - More than 4 million clients have indicated that they prefer communicating with us in Spanish. More than 2,600 of our financial centers have Spanish-language capabilities, with elements including on-site marketing, collateral and over 7,346 Spanish-speaking employees to assist clients.
  - We have over 2 million active users for the Spanish-language Mobile Banking app.
- We've made a **\$15 billion commitment** to help 60,000 individuals and families purchase an affordable home
  - We're investing **\$60 million to increase access to capital and career opportunities** for Black, Indigenous, and People of Color (BIPOC) affordable housing developers.
  - As part of our **\$1.25 billion five-year commitment to advance racial equality and economic opportunity**, we've directly funded or invested more than \$550 million, in addition to other ways we continue to make an impact in our communities.
- This includes:
    - **\$36 million to 22 Minority Deposit Institutions (MDIs) and Community Development Financial Institution (CDFI)** banks that support minority-owned businesses. This is in addition to our approximately \$100 million in deposits to MDIs and our existing \$2 billion CDFI portfolio.
    - **More than \$300 million to over 100 equity funds** to provide capital to diverse entrepreneurs and small business owners. Of the funds we have invested in, approximately 25% are led by Hispanic-Latino managers.
    - **\$25 million to 21 Hispanic-serving institutions (HSIs), Historically Black Colleges and Universities (HBCUs)** and community colleges in support of job skilling and placement.

## Connecting with our communities

Our ongoing work in communities helps drive diversity and inclusion, racial equality, economic opportunity and upward mobility, and delivers on our purpose.

- Our work to advance racial equality and economic opportunity, a commitment that spans across our company. Examples of this work include:



## Connecting with our communities (cont.)

- We're providing support to many organizations that predominantly serve the Hispanic-Latino community, like:
  - **La Casa Norte**, an organization that serves the Hispanic-Latino community in Chicago, to support ongoing Youth Continuum of care programs to combat homelessness.
  - **Altamed Health Services**, which has been serving Los Angeles on the front lines of the medical response for Hispanic-Latino, multi-ethnic and vulnerable populations, many of whom are uninsured
- Bank of America has a longstanding partnership with the **Association of Latino Professionals for America (ALPFA)**. On average, we receive more than 300 talent referrals from the organization annually.
- HOLA has a **five-year partnership with Feeding America** food banks across the U.S.:
  - We've provided \$130,000 in grants for supplies and financial literacy.
  - In 2019, HOLA members contributed **4,000+ volunteer hours**.
- Over 200 members facilitated Better Money Habits courses. We work closely with **UnidosUS**, as well as other critical partners like **Congressional Hispanic Caucus Institute, the U.S. Hispanic Chamber of Commerce and Latino Corporate Directors Association** on various initiatives to develop, support and empower people in low- and moderate-income communities
- We have a \$2 billion portfolio of loans and investments to 254 **Community Development Financial Institutions (CDFIs)** to finance affordable housing, economic development projects, small businesses, health care centers, charter schools and other community facilities and services. In addition, we've closed investments in 22 MDIs and CDFI banks – for example working with Ponce Bank in the South Bronx which provides financial services to the Puerto Rican community.
- In the past two years, we committed \$1,250,000 to the Hispanic Scholarship Fund's Support Services program, which empowers and enables students, parents, Scholars and Alumni to set a course for academic and career success. The funding brings the total support to the organization to \$3.6 million dating back from 2000 through 2021.
- We recently made a \$500,000 two-year investment in Excelencia in Education, a Latina-led national organization working to accelerate Latino student success in higher education, using data, practice and leadership with a Latino lens.
- Through a \$6 million partnership, we are partnering with 12 Hispanic Serving Institutions and the education firm EAB to launch Progresando in order to increase Hispanic-Latino representation in health careers and increase the number of culturally sensitive, Spanish-speaking health providers.
- In March, we announced **\$250 million in funding (loan capital) and \$10 million in philanthropic grants** for CDFIs and Minority Depository Institutions.
- Bank of America is contributing **\$25 million to help fuel the launch of a new Smithsonian Institution initiative** that will explore how Americans currently understand, experience and confront race.










Connecting with our communities (cont.)

- We created the **National Community Advisory Council (NCAC)** in 2005 with several community partner organizations, such as the UnidosUS, the Leadership Conference for Civil and Human Rights and the National Urban League, which provide insight on policies that affect our talent, clients and communities.
- The arts are an integral part of Hispanic-Latino culture, and Bank of America has sponsored art museums and exhibits including: Presenting sponsor of **Pacific Standard Time: LA/LA**, a collaboration of cultural and artistic exhibits that explore the connection between Latino art and the deep ties to Los Angeles.
- Lead collaborator of In **Focus/Enfoque**, a photography exhibit in Charlotte gathering more than 50 artists to confront complex and challenging issues that affect contemporary culture in Mexico.
- We have committed **\$1 million** to be the lead opening sponsor for the new **Molina Family Latino Gallery**, which will be located inside the National Museum of American History.

Recognition

	Fortune magazine named us one of the 100 Best Companies to Work for in 2022 for the fourth year; World's Most Admired Companies list (Ranked #1 in Megabank sector); Top Global Bank on Fortune 2021 change the World list for the fifth year; and to their 2021 lists for Best Workplaces for Women and Best Big companies to Work For
	Recognized by Forbes magazine on the Best Employer for Diversity list for 2022
	In 2022, named to LinkedIn's Top 50 Companies in the U.S. for the third year
	Recognized by LATINA Style Magazine in 2021 as one of the Top 50 companies to work for in the US; HOLA recognized as one of the Top 15 Employee Resource Groups of the Year
	Recognized in 2021 as Corporation of the Year by the Hispanic Information Technology Executive Council (HITEC)



For more information, visit us online at **bankofamerica.com/inclusion**.

# Why HCCMO



## LONGEVITY & REPUTATION 28 YEARS

HCCMO has been operating since 1993. For 29 years, it has served as the leading voice of the Hispanic business community of Metro Orlando.



## CORPORATE INVESTMENT

More than 40 corporate sponsors (Trustees) invest every year in the development of the Hispanic business community through HCCMO.



## DIVERSITY

Membership is comprised of 72% small and medium businesses & 18% large corporations / government.



## GROWING MEMBERSHIP

Over 1,700 members - HCCMO is one of the largest chambers in Central Florida.



## SOCIAL MEDIA & CONNECTIVITY

Vision Express e-newsletter has over 15,000 subscribers and social media has more than 13,000 followers.



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UNIVERSITY OF CENTRAL FLORIDA

# EMPOWERING HISPANIC ENTREPRENEURS



As a Hispanic Serving Institution, UCF is proud to provide learning and business opportunities that unleash the potential of the Central Florida community and fuel economic growth for our region.



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## PROGRAM DESCRIPTION

The **Hispanic Chamber of Commerce of Metro Orlando (HCCMO) Supplier Diversity Capacity Building Academy** is a 10-month business program geared towards the development of established, diverse-owned businesses looking to grow their business by gaining contract opportunities in the public and/or private sector.

## OBJECTIVES

Participants will meet once a month to learn techniques and best practices to get their company prepared to do business with public and private agencies. Each monthly session will be hosted by a different corporation or institution. By the end of the program, participants will have learned and applied their knowledge in the following areas:

- How to Position Your Business to Compete & Win Projects
- Preparing For Procurement Opportunities - Understanding a Contract
- Becoming Certified; Experienced Diverse Vendors Panel
- Preparing a Company to Be Risk Adverse, & Financially Ready For Growth
- Improving Negotiation & Presentation Skills
- Human Resources
- Legal & Insurance Considerations When Growing Your Business As a Diverse Supplier
- Preparing Your Company For Sustainable Growth
- Marketing Your Business to Corporate & Government Buyers
- Graduation & Matchmaking

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## We define our success through yours

We can only be successful if our employees, customers and the communities we serve have the opportunity to achieve their own vision of success. Bank of America is helping to build a better tomorrow by using our capital, expertise and innovation to foster a diverse workforce to address societal issues like climate change, gender equality and economic mobility. Shared success means creating responsible, sustainable growth for our company and our world.

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