

The U.S.

Hispanic Manifesto

We are Hispanic Stars. Together we shine.





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.

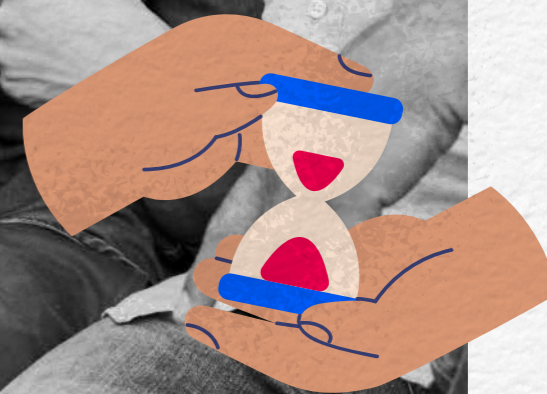
People call us Hispanics, Latinos, Latinas, Latinx, Latino Millennials, U.S. Hispanics. These labels were created by the census and other groups, and have been imposed on us, yet often stir up passionate internal opinions about preference.

This far-from-monolithic group, constituted by over 62 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. 14.4 million Latinos identify as Afro-Latinos, a quarter of Hispanics consider themselves indigenous or Native American. And 22% of Latino millennials are more likely to identify as proud members of the LGBTQ community.

Our ancestral differences and varying nationwide experiences have often inhibited collective action that could be strengthened through community unification.

And that's what this Manifesto is all about.

We Latinos have been and will continue to be a strong force that boosts this country forward. Sadly, we are not recognized. The general population fails to notice - even we fail to notice. Non-Hispanic Americans know we exist, but they haven't really heard us. They know we are here,



but they don't see us or acknowledge us enough.

This Manifesto is a call to action, a call to inspire change, a rallying cry to unify us Latinos, in order to have a more organized and visible impact in our communities and the country as a whole. We are here to break through the stormy skies 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, true impact that we represent

Together, we can change our perception, our own narrative, and come out from the shadows. We can finally be seen as the highly positive group of Americans that we encompass. We encourage each Hispanic to celebrate what makes us different, while unifying our community towards a common goal, the need to empower our wonderful community.

Our Identity

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

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

Whether we or our ancestors came from Mexico, Cuba, Puerto Rico, Venezuela, DR, Guatemala, Colombia or Argentina to name a few, we have been submerged in a common experience, overflowing with the values, passions, and pain points that unite us at the core.

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



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. And most of all, we work hard.

We come in many colors and looks, we are diverse by definition and up to now very fragmented as a group. However, we share a large number of common traits and values, and together we can get further than we even imagine. What unites us is our immense desire to progress, our unique passion for life and our very own way to achieve the American Dream.

Our History

Even though we have been here way before the United States existed as a nation and continue to drive the country's progress, Hispanic contributions are often unknown or forgotten.

We must ensure that they are not lost, but rather recognized, remembered and honored. Most people are unaware of the incredible role Hispanics have in culture, business, science, economy and arts.

We are the largest minority in the country, the 7th largest economy in the world and had a total economic output [GDP] of \$2.7 trillion in 2019.

We Hispanics are more than the stereotyped landscapers, nannies, or delivery persons - we are thought leaders, music, acting and filmmaking icons, athletes, doctors, entrepreneurs and top corporate executives, we are taxpayers, voters, Army and Navy corps. We are families, individuals, young people and beloved grannies, and we need to act together as one. **We are Latinos in unity and pride.**

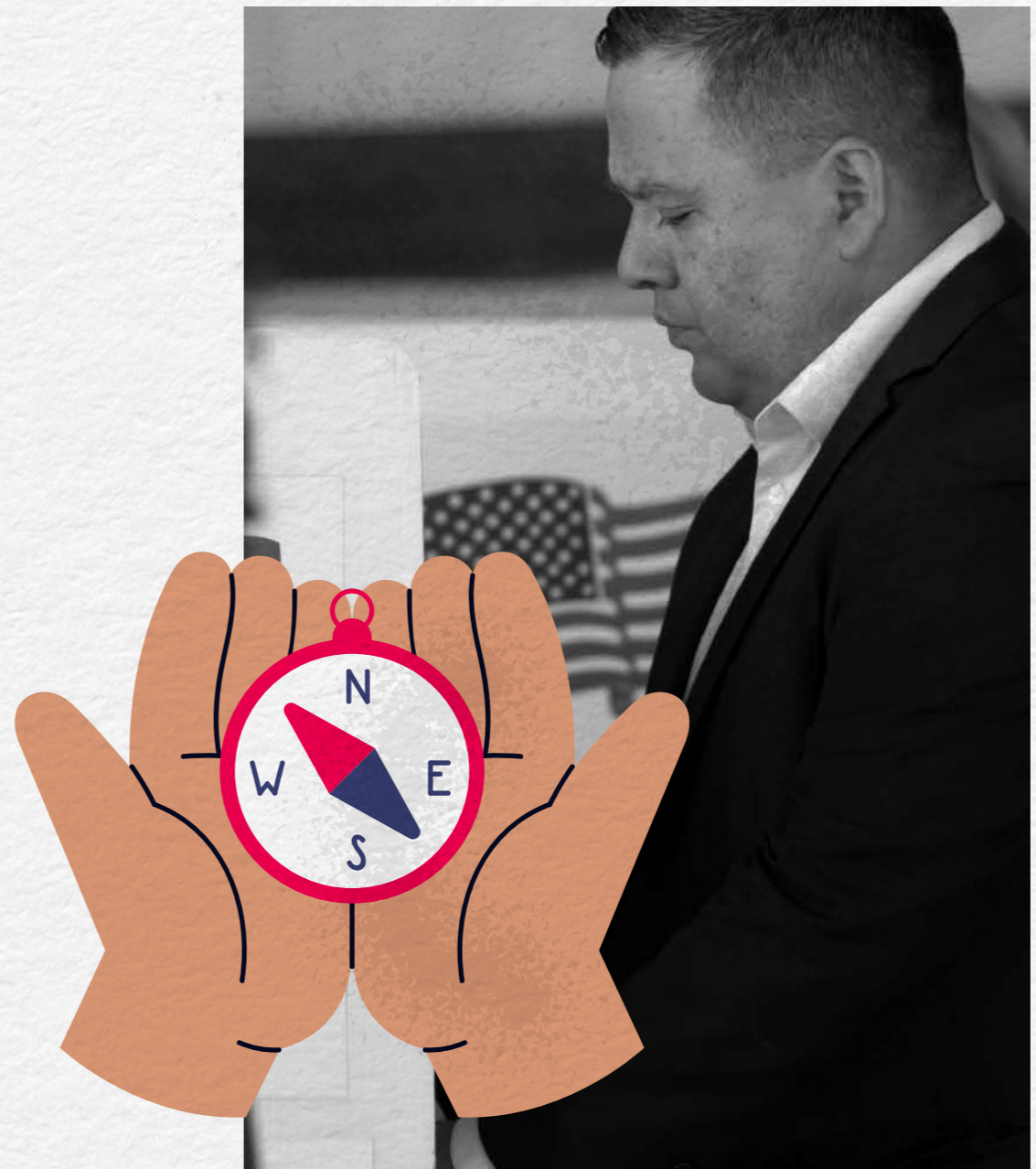




We are *shaping* the future of the U.S.

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



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

2030

-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



Our future

But what is missing?

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

We don't want to start a revolution, but a daily educational and raise-awareness process. We need to know who we are and communicate it to the world through our actions and our narrative. We don't need one Jesse Jackson, we already have hundreds of leaders that can set up the way and speak up together to help our community.

We agenda - advance 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.

We need a powerful voice that reflects this uniquely American culture. We are not an immigrant culture, yet we are influenced by it.

Millions of us are already U.S. born but 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.

Our Commitment



The Hispanic Star symbol is a great tool and a way to start and crystalize our commitment to unification. An icon of unity and pride. A catalyst for action. An inspiration to be overt and proud about ourselves, our communities and our accomplishments. A platform to showcase the incredible contributions of Hispanics to the country. A way to reframe that Hispanics are positive to America. America is made of stars, Hispanics are one of them.

Our commitment is to unify and to become a community of Hispanic stars rising above any limitations.

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 us understand that we all are connected by our desire to progress, and that the higher we go, the lonelier it gets. Let's commit to share the access code and move from the scarcity mentality to the abundance mentality. Let's inspire each other, let's celebrate each other's achievements, let's 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 us 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 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 depict our community in a fair and favorable light, always.

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, paintings, music, entertainment and education. Let us develop books, children books, museums, and shows. Let's continue supporting the development of social, artistic and cultural aspects that make Hispanics so unique.

Together, let us move the perception of Latinos from negative to positive, from invisible to visible, from takers to makers.

Create strong networks of support. Let's push upward mobility by developing strong networks of Latinos in every industry, in every company, 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 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

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

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

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

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

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

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

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

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

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

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





We are Hispanic Stars.
Together *we* shine.