



Community Legacy Initiatives

Application

The Community Legacy Initiatives fund will invest in Toronto's Latin American, South American and Caribbean communities. It will fund broad based initiatives that build capacity and contribute to long-term economic and/or social benefits for these communities.

Each project will be assessed on the following criteria:

- Strong and diverse collaborative partnerships
- Demonstrated readiness to address relevant **systemic barriers**
- Degree to which the proposal will work to **improve the socio-economic outcomes** for the Latin American, South American and/or Caribbean communities in Toronto
- Potential for project sustainability
- Organization and Collaborative capacity

Note: Additional information may be required as part of the review process, staff will follow-up as needed.

Tell us about your group:

- 1) Using the table below, please provide the name and contact details for the lead applicant in the collaborative:

Name of Lead Contact: (First and Last Names; Occupation Title)	Oscar Vigil Executive Director
Name of Organization:	Hispanic Canadian Heritage Council (HCHC)
Mailing Address: (Suite #, Address, City, Province and Postal Code)	1280 Finch Ave. West, Suite 203 Toronto, Ontario, Canada M3J 3K6
Telephone number:	(416) 516-0851
Email address:	info@hispanicandianheritage.ca
Website:	www.hispanicandianheritage.ca

Note: Lead organizations will be agreeing to receive funding on behalf of their collaborative, and will be assessed for financial health and organizational capacity. The review will require the lead organization to provide: Letters Patent, most recent Audited Financial Statements, and a list of their Board of Directors along with their addresses.

Tell us about your concept:

- 1) Provide a detailed description of your initiative, its program components and/or its activities. Be sure to describe: (a) what will take place (b) the different activities (c) if applicable, the types of products which will be produced (i.e. brochures, videos, website, newsletters, white papers, etc.)

The main objective of this initiative is to build community capacity (nation building) while creating a practical approach to economic and social development among the Latino Hispanic communities in Toronto. As a strategy of active community engagement by consolidating identity themes, culture and heritage, we shall promote pride and resilience through an education campaign. On the economics side we shall create the conditions for an integrated business development and employment community based sustainable initiative focused on collective prosperity.

In many ways, and as a response to systemic marginalization of the Spanish speaking communities in Toronto and Canada, we are building on an anti-oppression framework to assume a collective policy of participation and inclusion as a positive response to a somewhat limiting lived experience here.

The actual tool proposed as this inclusionary mechanism, binding the community and building bridges with the rest of the city is the Hispanic Heritage Month. This annual celebration for Hispanic culture, business and social development in Toronto aims at showcasing the heritage, history and culture of our Hispanic, Latino and Aboriginal populations in the city while we strive for a transformative experience regarding social development and economic growth. This month is a campaign promoting Hispanic pride and solidarity within the community in working together to overcome barriers such as unemployment, high school dropout rates and invisibility of our community.

The Hispanic Heritage Month was declared unanimously by Toronto City Council in 2014, and in 2015 was approved by the Provincial Parliament. Currently is awaiting third reading at the closing of the session of the Federal Parliament. An important footnote to this process is that this Council has worked in this process informally for many years, but more formally in cooperation with the City of Toronto since 2009.

The implications of such declarations for this project are major in that they establish a strong sense of continuity and sustainability towards the future. The work done by our Heritage Council to entrench within the governmental and institutional system the Hispanic Heritage Month creates the conditions for many events and activities to take place in a coordinated manner providing business development and marketing, youth employment through job development, cultural events during the month of October as a focal point, but also during the rest of the year.

The deliverables of the project are:

A. Latinlicious! Taste of the Toronto Latin food

The HCHC will work with the Latin American and Spanish restaurants in Toronto to showcase their menus at promotional price to the Hispanic and general population throughout the