

2025 HISPANIC OPPORTUNITY TOOLKIT

Children's Toolkit





Get ready for an exciting exploration about the Hispanic Opportunity!

Latinos in the U.S. are helping the country grow and get stronger! They are quickly starting new businesses, creating jobs, and bringing smart ideas to the table. More young Hispanic leaders are making a big difference in science, music, sports, and more!

Together, we'll discover how the vibrant Hispanic community is a powerful force building America's economic future.

Through five engaging lessons, we will learn about the incredible contributions of Hispanic individuals and communities to innovation, entrepreneurship, and the overall prosperity of the United States.



INDEX

Lesson One: How Hispanic People are Helping the U.S. Grow

Let's learn how Hispanic communities are making our country stronger by starting businesses, working hard, and sharing great ideas!

Lesson Two: Meet Young Hispanic Creators and Builders

Discover amazing young Hispanics who are developing new things, starting cool businesses, and shaping the future!

Lesson Three: How Different Talents Help the Economy

Find out how the unique skills and creativity of Latinos help our country grow and do well globally!

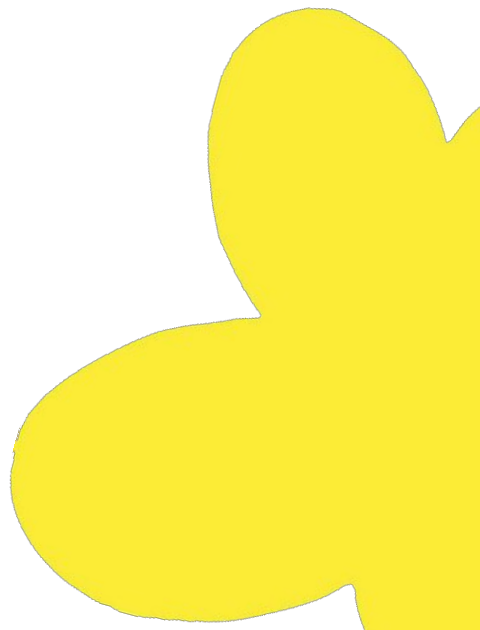
Lesson Four: Get Inspired by Hispanic Leaders

Learn about awesome Latino and Latina leaders who are making a big difference in jobs, communities, and the economy!

Lesson Five: Working Together for a Better Future

Celebrate how Hispanic communities all over the U.S. help make the country stronger by working hard and sharing ideas with others!

Join us as we celebrate the Hispanic Opportunity! ¿Listos para comenzar?





LESSON ONE

How Hispanic
People are Helping
the U.S. Grow

The Hispanic Opportunity - Celebrating Our Economic Strength:

Let's Celebrate Hispanic Heritage Month!

Every year, from **September 15 to October 15**, we celebrate **Hispanic Heritage Month**!

- Did you know that **Latinos help the U.S. economy in big ways**? Just like many countries in Latin America celebrate their **independence** in September, we also celebrate how **Hispanic communities help our country grow!**
- More and more **Hispanic-owned businesses** are opening every year. These businesses give people **jobs** and bring amazing **new ideas!**
- Lots of young Hispanics are becoming **leaders** in jobs like science, art, sports, and technology.



**2025
HISPANIC
OPPORTUNITY
TOOLKIT**
hispanicstar.org



#SomosEconomicPower



Hispanic Heritage Month - Celebrating Our Economic Strength:

- When **more people get chances to succeed**, it helps the **whole country** do better!
- **Speaking two** (or more languages), like Spanish and English, is a superpower! It helps people **work together** and better **understand each other**.
- Hispanic culture brings us so much to enjoy—like **delicious food**, **fun music**, and **beautiful art**. It makes the U.S. **special** and attracts people from all around the world!
- Thanks to the **hard work and creativity** of Hispanic communities, many businesses and industries in the U.S. are doing great!



2025
HISPANIC
OPPORTUNITY
TOOLKIT hispanicstar.org



- **What is the theme of Hispanic Heritage Month this year?**
 - A) Celebrating Hispanic Culture
 - B) The Hispanic Opportunity: Powering America's Economic Future
 - C) Hispanic Contributions to Arts and Music
 - D) Remembering Hispanic History



**2025
HISPANIC
OPPORTUNITY
TOOLKIT** hispanicstar.org



#SomosEconomicPower

POP QUIZ

○ What is the theme of Hispanic Heritage Month this year?

A) Celebrating Hispanic Culture

B) The Hispanic Opportunity: Powering America's Economic Future

C) Hispanic Contributions to Arts and Music

D) Remembering Hispanic History



- **How are Hispanic-owned businesses helping the U.S. economy?**
 - A) By only selling food
 - B) By not paying taxes
 - C) By creating jobs and new ideas
 - D) By staying small

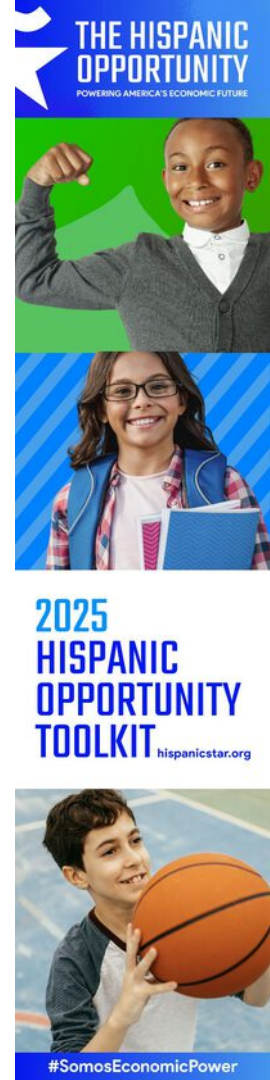


#SomosEconomicPower



POP QUIZ

- **How are Hispanic-owned businesses helping the U.S. economy?**
 - A) By only selling food
 - B) By not paying taxes
 - C) By creating jobs and new ideas**
 - D) By staying small



POP QUIZ

- Why is being bilingual (speaking two languages) helpful in the economy?
 - A) It only helps with talking to family
 - B) It's not important for jobs
 - C) It makes you forget your first language
 - D) It helps people connect and work together



POP QUIZ

- Why is being bilingual (speaking two languages) helpful in the economy?
 - A) It only helps with talking to family
 - B) It's not important for jobs
 - C) It makes you forget your first language
 - D) It helps people connect and work together**



2025
HISPANIC
OPPORTUNITY
TOOLKIT hispanicstar.org



#SomosEconomicPower

POP QUIZ

- **What does the hard work of Hispanic communities contribute to**
 - A) To the success of many industries in the U.S.
 - B) Only to their own families
 - C) To avoid problems in the economy
 - D) To nothing important



- What does the hard work of Hispanic communities contribute to

A) To the success of many industries in the U.S.

B) Only to their own families

C) To avoid problems in the economy

D) To nothing important



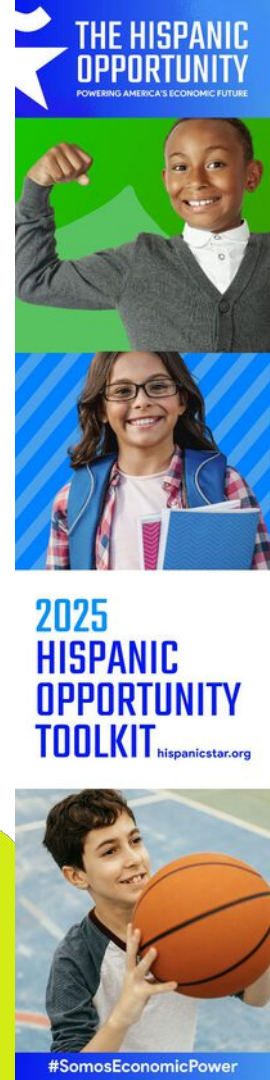
#SomosEconomicPower



THE HISPANIC
OPPORTUNITY
POWERING AMERICA'S ECONOMIC FUTURE

POP QUIZ

- **What is one way Hispanic culture makes the U.S. unique and helps the economy?**
 - A) By making everyone speak Spanish
 - B) Through its creativity and innovation that benefits businesses
 - C) By keeping to itself
 - D) By not participating in the economy



POP QUIZ

- What is one way Hispanic culture makes the U.S. unique and helps the economy?
 - A) By making everyone speak Spanish
 - B) Through its creativity and innovation that benefits businesses**
 - C) By keeping to itself
 - D) By not participating in the economy





LESSON TWO

Meet Young Hispanic
Creators and Builders



Overview:

- Get ready to meet some **awesome young Hispanic kids and teens** who are using their **creativity and big ideas** to start cool businesses and designing amazing things!
- Today, we'll learn about some real-life **young heroes** who are making a difference in **science, technology, and business**. They're helping to shape the world of tomorrow!
- And guess what? **Your ideas matter too!** You can also be a leader and help build a better future!

- **Innovation in Tech:**

- Did you know that many young Hispanics are creating new apps and technologies that help people every day?



- **Innovation in Tech:**

- Whether it's making learning fun with new software, or designing robots, young Hispanic minds are full of ideas!



**2025
HISPANIC
OPPORTUNITY
TOOLKIT** hispanicstar.org



#SomosEconomicPower

- **Innovation in Tech:**

- By learning about technology and science, you too can create something amazing that helps the economy grow.



- **Entrepreneurship:**

- Did you know that more and more young Hispanics are starting their own businesses, from cool online stores to innovative services?



#SomosEconomicPower



- **Entrepreneurship:**

- These young entrepreneurs are creating jobs and bringing new products and services to our communities.



- **Entrepreneurship:**

- Your passions and hobbies could even turn into a future business that contributes to the economy!



- **Meet some Latino Young Innovators and Entrepreneurs:**

Name: David Lopez

Age: 23

Hometown: Arvada, Colorado

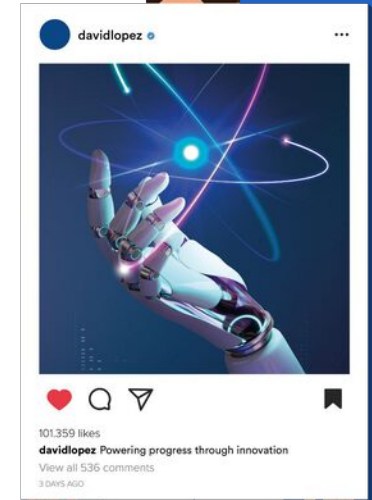
About David:

David Lopez is a **young tech entrepreneur** who is making a big impact in the world of technology. At just 23 years old, **he co-founded Gritly**, a company that helps people learn the skills they need for entry-level tech jobs. **His goal is to make tech careers accessible to everyone**, no matter their background. [Axios](#)

David's hard work and dedication earned him **a spot in Google's Latino Founders Fund**, a program that supports Latino entrepreneurs. With this support, he plans to grow Gritly and help even more people start their careers in technology. [Axios](#)

Why David Inspires Us:

- He shows that with **determination and creativity**, young people can create companies that help others
- He believes in **the power of technology to change lives** and is working to make that happen
- David is a **proud Latino who uses his success to inspire others** in his community



- **Meet some Latino Young Innovators and Entrepreneurs:**

Name: **Julissa Prado – Founder of Rizos Curls**

Age: In her 30s

Hometown: Los Angeles, California

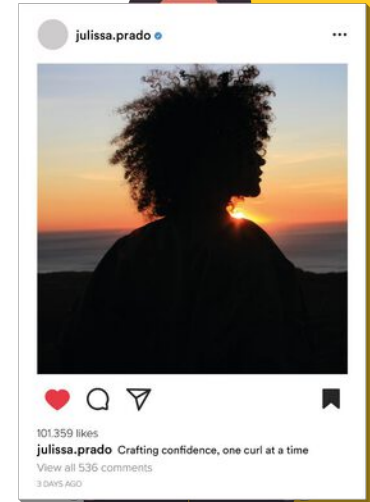
About Julissa:

Julissa Prado is the **founder of Rizos Curls, a beauty brand dedicated to curly hair care**. She **started her business in 2017 from her cousin's garage**, using her large Mexican family for support. Growing up in Los Angeles, Prado's passion for hair and strong work ethic were ingrained from a young age, **earning her the nickname "the hair girl"** in her community. [Glamour](#)

Rizos Curls was created to address the lack of clean **beauty products for natural hair textures, specifically catering to Latina women**. The brand is entirely self-funded and thrives thanks to Prado's resourcefulness and her family's assistance. Her Mexican heritage profoundly influences the brand, from product formulations to clean beauty practices, reminiscent of traditional family remedies. [Glamour](#)

Why Julissa Inspires Us:

- She **turned a passion into a thriving business** from humble beginnings
- She emphasizes **the importance of Latina representation in beauty and business**
- Her story showcases **the power of community support** and cultural pride [Glamour](#)



- **Meet some Latino Young Innovators and Entrepreneurs:**

Name: Hailey Muniz - Cybersecurity Prodigy

Age: Teenager

Hometown San Antonio, Texas

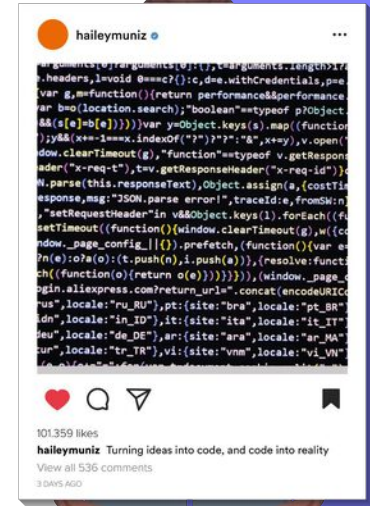
About Hailey:

Hailey started coding when she was just **11 years old**. She is a standout high school student from San Antonio, Texas, already earning national attention for her talent in cybersecurity and tech innovation. She placed in the **top 40% of college-level cybersecurity competitions**—while still in high school! In 2024, she led her team to **1st place at the Jaguar Innovation Challenge** with a clever invention called **“Bin Bot,”** an AI-powered smart trash can.

She's also earned a **Google UX Design Certificate** and created a **museum app** to make visits more fun and interactive for guests. She loves **video games and robotics** and dreams of working for NASA one day. Her favorite subject in school is **computer science**, but she also enjoys **art and graphic design**.

Why Hailey Inspires Us:

- She's **already a leader in tech** as a teenager!
- She solves real-world problems with **creativity and coding skills**
- She shows how young Latinas can make a **big impact in STEM**



- **Meet some Latino Young Innovators and Entrepreneurs:**

Name: Ruben Flores-Martinez - Empowering Young Entrepreneurs

Age: Early 30s

Hometown: Chicago, Illinois

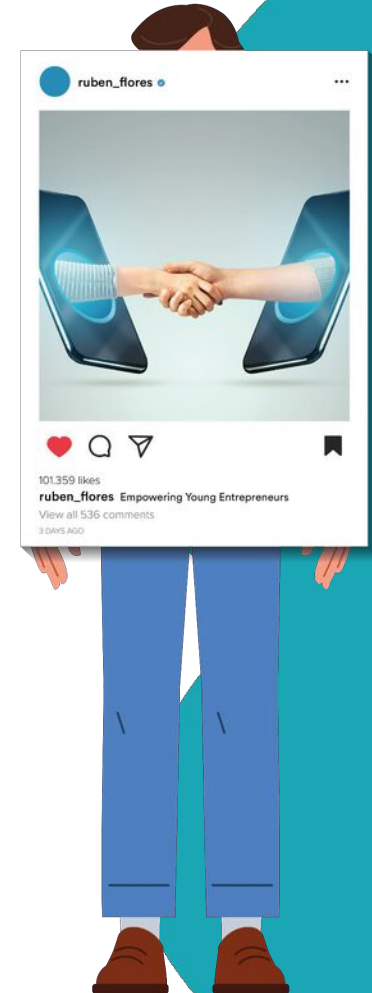
About Ruben:

Ruben Flores-Martinez is the **founder and CEO of CashDrop, an app that helps people launch businesses from their phones** without paying high startup fees. He **moved from Guadalajara, Mexico to the U.S. at age 13** and taught himself to code online.

At age 16, he built his first website. Even though he didn't have access to college due to his immigration status, **he followed his dream, and CashDrop has now raised over \$2.7 million.** In 2022, Ruben launched **The Latino Renaissance**, a \$1 million fund to help 1,000 Latino small business owners grow. <https://www.worklife.vc/blog/cashdrop-founder-ruben-flores-martinez>

Why Ruben Inspires Us:

- He **overcame huge obstacles by never giving up** and teaching himself new skills
- He **helps other young people, especially Latinos**, start their own businesses
- He proves that **creativity, courage, and hard work** can open any door



EXERCISE

My Bright Idea for the Future!

Now it's your opportunity to think like an innovator or an entrepreneur! What problem do you see in the world around you? What cool product or service would you create to solve it?

Your Turn to Be a Creator!

1. Find a Problem:

Think of something that could be better or easier at your **school**, in your **neighborhood**, or even in the **world**.

2. Think of a Solution:

Can you come up with an idea for a **new product, service, or invention** that could help fix the problem?

3. Describe Your Idea:

Draw a picture or write a few sentences about your idea.

What does it do? How does it work?

4. How Does it Help People and the Economy?

Could your idea **create jobs**, help people **save money**, or bring **something new and helpful** to others?

5. Share Your Bright Idea!

Tell your **classmates, teacher, or family** about your awesome idea and how it could **make a difference!** You can probably turn it into a school project!





LESSON THREE

How Different Talents
Help the Economy

Many Skills, One Powerful Community:

- Did you know that the Hispanic community includes people with all sorts of amazing talents and skills?



**2025
HISPANIC
OPPORTUNITY
TOOLKIT**
hispanicstar.org



#SomosEconomicPower



Many Skills, One Powerful Community:

- Did you know that from doctors and engineers to artists and chefs, this diverse group contributes in every area of our economy?



Many Skills, One Powerful Community:

- Did you know that when everyone's unique skills are valued, it makes our economy stronger and more innovative?



**2025
HISPANIC
OPPORTUNITY
TOOLKIT** hispanicstar.org



#SomosEconomicPower



Representation in Different Fields:

- Did you know that Hispanic professionals are making important contributions in fields like science, technology, healthcare, and education?



Representation in Different Fields:

- Seeing Latinos succeed in different careers inspires young people to pursue their dreams and add their talents to the economy?



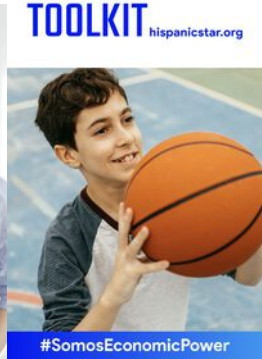
#SomosEconomicPower



THE HISPANIC
OPPORTUNITY
POWERING AMERICA'S ECONOMIC FUTURE

Representation in Different Fields:

- Did you know that when young Hispanics see role models in various fields, they are more likely to aim high and contribute their skills to the workforce?



EXERCISE

Our Community's Talent Show!

Let's celebrate the diverse talents and imagine how these skills contribute to the bigger economy!

Show What Makes You Shine!

1. Share Your Talent:

Think about something you're **good at** or something you're **learning**.

It could be **drawing, singing, coding, helping others, playing sports, cooking**—anything you enjoy!

2. Imagine it as a Job:

How could you use your talent in a **job** one day?

For example, if you love to draw, you could be an **artist or designer**. If you love helping others, maybe you'll be a **nurse, teacher, or coach**!

3. Class Talent Share:

If you're in a group or class, take turns sharing your **talent and a job** you could do with it in the future.

4. How it Helps the Economy:

Talk about how all these different **skills and jobs** work together to help people, build businesses, and make the world better.

Every talent matters, and each one helps our economy grow!





LESSON FOUR

Get Inspired by
Hispanic Leaders

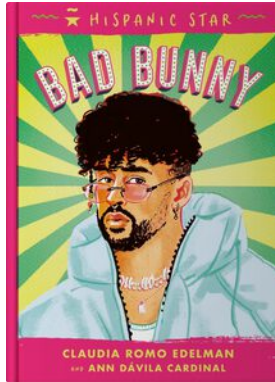
Overview:

We know that **great leaders** can make a **big difference** in the world!

Today, we're going to learn about **inspiring Latino leaders** who have helped make the **U.S. economy and communities stronger**.

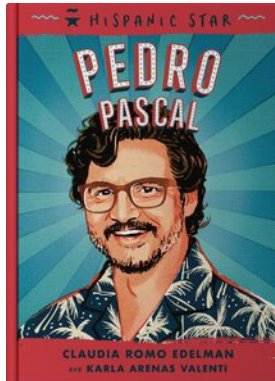
These role models show us that with **hard work, big ideas, and never giving up**, Hispanics can be **leaders** who help shape a better future for everyone!





Bad Bunny

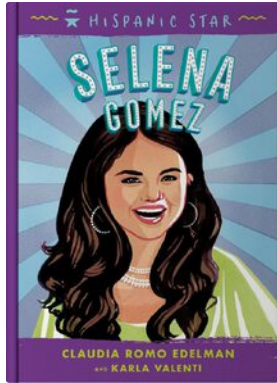
Music that connects the world. Bad Bunny is a famous musician whose songs are loved all over the world. His music brings people together and helps create jobs in the music industry, showing how art and culture can be a powerful part of our economy.



Pedro Pascal

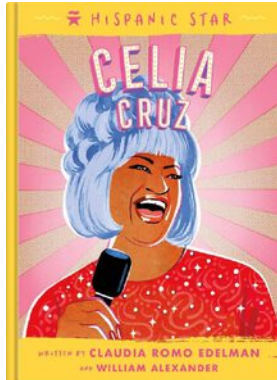
From Chile to Hollywood. Pedro is a talented actor who has starred in popular shows and movies. His success in entertainment showcases how diverse talents can achieve global recognition and contribute to the economy through the arts and media.





Selena Gomez

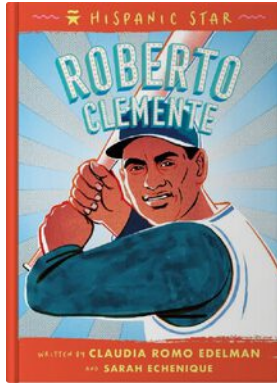
Music and more! Selena is a superstar singer and actress, but she also started her own beauty company! She shows us how creativity and business smarts can lead to success, creating jobs and inspiring young entrepreneurs to follow their dreams.



Celia Cruz

The Queen of Salsa. Celia was a legendary Cuban singer who brought the vibrant sounds of salsa music to the world. Her powerful voice and energetic performances captivated audiences globally, enriching the music industry and inspiring countless artists with her iconic style and joyful spirit.





Roberto Clemente

A hero on and off the field. Roberto was an amazing baseball player, but he was also a hero who helped people in need. He showed us how sports can bring communities together and inspire us to give back, which helps our economy by creating jobs and spreading kindness.



Sonia Sotomayor

From the Bronx to the Supreme Court. Sonia became a Supreme Court Justice, one of the most important jobs in the country! Her hard work and dedication show us that everyone deserves a chance to succeed, and when everyone can participate, we all can progress.



Sylvia Rivera

Fighting for fairness. Sylvia was a brave leader who fought for everyone to be treated fairly, no matter who they loved. Her work helped make workplaces and communities more inclusive, which means more people can contribute their talents and ideas to our economy.



Ellen Ochoa

A star in STEM. She was the first Latina in space! As an engineer and astronaut, she has made incredible contributions to space exploration and science. Her journey shows that with hard work and a passion for STEM, Hispanics can reach for the stars and power innovation in our country.



EXERCISE

My Leadership Dream!

Think about what kind of leader you would like to be in the future. What issues do you care about? How could you use your leadership skills to make a positive economic impact in your community or even the country?

Be a Leader for Good!

1. What Do You Care About?

Think about something you'd like to help fix or make better—like **protecting nature**, **creating more jobs**, or **making sure everyone is treated fairly**.

2. Imagine Your Leadership Role:

What kind of **leader** would you be? Would you be a **mayor**, a **business owner**, a **teacher**, a **scientist**, or **something else**? What job would help you make a difference?

3. How Would You Help the Economy?

How could your leadership **create jobs**, help **businesses grow**, or make life better for people?

4. What Makes a Good Leader?

Think about what a good leader should be like. Some ideas: **kind**, **smart**, **fair**, a **good listener**, **hardworking**, **brave**. Which of these do you have—or want to get better at?

5. Share Your Leadership Dream!

Draw a picture of yourself as a leader, or **write a few sentences** about your dream role and how you'd help people and the economy!





LESSON FIVE

Working Together for a
Better Future.

**¡Juntos Somos Más
Fuertes!**

- **Working Together for Economic Growth:**

- Did you know that when Hispanic communities work together, they create strong businesses and support each other's success?



- **Working Together for Economic Growth:**

- From family-owned restaurants to large corporations, collaboration within the Hispanic community is a key to economic growth.



#SomosEconomicPower

- **Working Together for Economic Growth:**

- By supporting Hispanic-owned businesses, everyone benefits from the unique products, services, and jobs they create.



**2025
HISPANIC
OPPORTUNITY
TOOLKIT** hispanicstar.org



#SomosEconomicPower

- **Cultural Exchange and Economic Benefits:**

- Did you know that the exchange of goods, ideas, and traditions between the U.S. and Latin American countries strengthens our economy?



THE HISPANIC OPPORTUNITY
POWERING AMERICA'S ECONOMIC FUTURE



2025 HISPANIC OPPORTUNITY TOOLKIT
hispanicstar.org



#SomosEconomicPower

- **Cultural Exchange and Economic Benefits:**

- Products and cultural influences from Hispanic countries enrich our markets and create new opportunities.



- **Cultural Exchange and Economic Benefits:**

- Learning about and appreciating different cultures helps us connect and build stronger economic ties with the world.



**2025
HISPANIC
OPPORTUNITY
TOOLKIT** hispanicstar.org



#SomosEconomicPower

- **Giving Back to the Community:**

- Did you know that many Hispanic entrepreneurs and businesses prioritize giving back to their communities through support and charitable work?



- **Giving Back to the Community:**

- This spirit of generosity strengthens communities and contributes to overall well-being and economic stability.



- **Giving Back to the Community:**
 - Even small acts of kindness and support can make a big difference in our communities.



#SomosEconomicPower



EXERCISE

Crossword Puzzle: Latino Leaders, Innovators & Builders

Use this as a class or home activity: Try solving with a partner or group!

ACROSS

- 2. Latino teachers, engineers, and scientists help build this (*6 letters*)
- 4. Latino workers are part of this system that moves packages, food, and goods (*9 letters*)
- 7. Sharing different cultures and ideas makes the U.S. this (*7 letters*)
- 10. A type of company that creates software, apps, or robots (*11 letters*)

DOWN

- 1. Latino workers and entrepreneurs help build this part of the economy with ideas and services (*8 letters*)
- 3. A person who helps lead a community, business, or country (*6 letters*)
- 5. The act of coming up with new ideas and making them real (*10 letters*)
- 6. A place where many Latinos work to help people feel better (*10 letters*)
- 8. First Latina Supreme Court Justice: Sonia ____ (*5 letters*)
- 9. Latina scientist Ellen Ochoa flew on this type of space vehicle (*7 letters*)

[Download Here](#)



EXERCISE

Crossword Puzzle: Latino Leaders, Innovators & Builders

Solution

ACROSS

- 2. FUTURE
- 4. LOGISTICS
- 7. DIVERSE
- 10. TECHSTARTUP

DOWN

- 1. BUSINESS
- 3. LEADER
- 5. INNOVATION
- 6. HEALTHCARE
- 8. SOTOMAYOR
- 9. SHUTTLE

THANK YOU!

for downloading the Hispanic Opportunity Children's Toolkit!

Packed with fun, interesting, and empowering stuff just for you! It's all about learning how Latinos help shape our communities with their amazing cultures, hard work, and big ideas.

We hope you have a blast exploring and discovering cool facts about Hispanic heritage and the awesome economic opportunities Latinos bring to the U.S.!

We encourage you to share what you learn with your family and friends at school.

And always remember—together, we shine!