



EVERFI®

Toolkit: Awareness Months & Holidays

September 2025

How to Use This Toolkit

Purpose and Benefits

Nationally-recognized awareness months give you a great opportunity to engage your workforce in DEI conversations and learning all year. We’re making it easier for you with our **Toolkit: Awareness Months and Holidays**. It’s packed with resources that save you time, enabling you to focus on helping your employees gain a deeper understanding and appreciation of one another.

Contents

This easy-to-use toolkit contains the following for the month of **September**:

- Tips and resources that you can include in your employee newsletter or intranet
- Employee lunch & learn ideas with suggested activities and discussion questions
- Additional tools to share with your leaders and supervisors
- Ideas for employee giving and community service projects

***Note:** the resources and links in this toolkit are samples and suggested ideas. Please take some time to carefully review each item’s contents before use, to ensure it is a good fit for your organization.*

Contents

- 2** How to Use This Toolkit
- 3** September Theme: National Hispanic Heritage Month / Latino Heritage Month



September

Theme: National Hispanic Heritage Month / Latino Heritage Month

1. Sample Content for Your Employee Newsletter or Intranet

September 15th kicks off [National Hispanic Heritage Month](#) (NHHM) and National Latino Heritage Month, which ends on October 15th. The timing of this honorary month is [designed to include](#) the national independence days of several countries such as Guatemala, Honduras, El Salvador, Nicaragua and Costa Rica (Sept. 15), Mexico (Sept. 16), Chile (Sept. 18), and Belize (Sept. 21).

Did You Know?

While the terms Hispanic and Latino/a/e/x are used by many people to refer to themselves, these words have very different meanings. In general, Hispanic refers to a language-based connection: a person who themselves speak, or whose ancestors spoke, Spanish. In contrast, Latino/a/e/x often describes someone from the geography of Latin America.

Some individuals identify themselves or their heritage in other ways, however, using gender-neutral terms like Latine or Latinx, or identifiers that include the country of their heritage, such as Dominican or Mexican-American--or simply American. How do you know which term to use? It is very important to use whichever terminology is preferred by the person or group you are addressing. For more on the importance of language and using the right terms, check out

this article: [What is the Difference Between Hispanic and Latino?](#)

Dig Deeper

Watch/Listen to a TED Talk about the work these individuals are doing to make a difference today:

- Emmy-award winning actress [America Ferrera](#) describes how her Latina identity is a superpower, not an obstacle (14 mins).
- How [José Andrés](#) and his World Central Kitchen charity fed the people of Puerto Rico after a hurricane (13 mins).
- [Germán Santillán](#) is working with local communities to preserve the ancient chocolate-making traditions of the Indigenous people of Oaxaca, Mexico (6 mins).

Visit and Learn:

- Take a virtual tour of one of the [top 10 museums located in South America](#), or the beautiful [Frida Kahlo Museum](#) in Mexico City, Mexico.
- Check out the Smithsonian National Museum of the American Latino in the U.S. (see online exhibits such as "[¡Presente! A Latino History of the United States](#)").

2. Employee Lunch & Learn Suggestion: Cultural Conversations

- **Learn from each other.** If your company has a formal affinity group or informal group of Hispanic and Latino/a/e/x employees who'd like to participate, invite them to share their stories about their heritages, cultures, and experiences.
- **Consider watching and discussing [America Ferrera's TED Talk video](#).** In the video, she describes how she engaged "covering" to downplay or hide aspects of her Latina identity to help her fit in. Discuss what colleagues can do to support each other so they don't feel the need to "cover" their identities at work.
- **Food.** For employees participating in person, consider offering some Hispanic/Latino food and beverages at the lunch & learn. For participating employees working from home, consider sending a food delivery gift card with guidance to purchase lunch from a Hispanic and Latino-owned restaurant, if possible.



3. Additional Resources to Share with Leaders and Supervisors

In America Ferrera's TED Talk video above, Ferrera describes the negative stereotypes and biases she faced as she struggled to get hired in Hollywood. Share this article with company leaders and supervisors to help build awareness about, and combat, stereotypes and biases that can cause harm at work: [5 Unexpected Unconscious Bias Examples](#).

4. Foster Collaboration and Conversation Through Employee Resource Groups

Commemorate Hispanic Heritage Month/Latino Heritage Month by encouraging employee participation in giving or volunteering. Here are a few ideas to get you started:

- Highlight organizations that are dedicated to supporting Hispanic or Latino/a/e/x communities, heritages, and cultures on your employee intranet or engagement portal.
- Remind employees of any benefits that your company provides, such as paid time off for volunteering or other volunteer incentives, to show your support for employee volunteering.
- Help employees search for volunteer opportunities and create a volunteer campaign to track hours dedicated to this cause area. This tracking report can help you plan for next year so you can see the list of favorite organizations that your employees support.



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