



FORT WORTH
HISPANIC CHAMBER
OF COMMERCE



ALTRUISTA
MENTORSHIP

Build your Mentor Network



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EXECUTIVE SUMMARY

The Fort Worth Hispanic Chamber of Commerce (FWHCC) Mentorship Program is designed to address critical gaps in professional development, personalized guidance, and meaningful networking for employees and entrepreneurs. Without these opportunities, organizations often face lower engagement, diminished leadership potential, and higher turnover—challenges that disproportionately affect underrepresented groups.

Research underscores the power of mentorship: structured programs can increase employee engagement by up to 50% (Gallup, 2022), while 94% of employees say they would stay longer at organizations that offer mentorship opportunities (LinkedIn Workplace Learning Report, 2023).

Our initiative provides targeted guidance, strengthens leadership pipelines, and fosters deeper professional connections, directly enhancing retention, inclusivity, and organizational effectiveness.

We are grateful to the organizations that have contributed resources and support to ensure this program is meaningful, impactful, and responsive to the needs of our community.



DALLAS
FORT WORTH
INTERNATIONAL
AIRPORT



Neeley School
of Business



PROGRAM RATIONALE AND PROBLEM STATEMENT



OVERVIEW

Despite the growth of our membership, many entrepreneurs, young professionals, and business leaders within the Fort Worth Hispanic Chamber of Commerce lack access to structured mentorship opportunities that could accelerate their growth, expand their networks, and improve long-term career or business outcomes.

WHY THIS MATTERS:

- Entrepreneurs often operate in silos, missing out on critical industry insights, funding readiness guidance, or operational mentorship. Pairing them with seasoned business owners in their sector can lead to stronger business decisions and increased survival rates.
- Young Professionals frequently struggle with career path visibility and upward mobility. Mentorship programs can expose them to new industries, leadership opportunities, and career ladders they may not otherwise encounter.
- Mentors benefit from community visibility, thought leadership recognition, and the opportunity to build their future talent pipeline by identifying mentees with strong potential for internships or employment.

SUPPORTING STATISTICS

- Small Business Growth: Mentorship increases business survival rates. A study by UPS found that 70% of small businesses that received mentoring survived more than five years, double the rate of non-mentored businesses (UPS Store/Score, 2022).
- Workforce Pipeline: According to the National Mentoring Partnership, 76% of people believe mentors are important, but only 37% currently have one — showing a significant unmet need.
- Career Development: Employees and young professionals with mentors are 5x more likely to be promoted (Forbes, 2023), and 94% say they would stay longer at an organization if it invested in their career (LinkedIn Learning Report, 2023).
- Diversity Impact: Mentorship has been shown to be one of the most effective tools for increasing diversity in leadership, with organizations seeing a 24% increase in minority representation in management roles when mentorship programs are implemented (McKinsey, 2022).

OUR OPPORTUNITY:

By launching a flexible, chamber-wide mentorship program, we can:

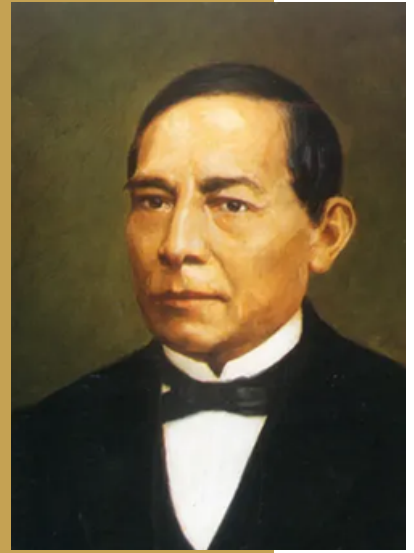
- Strengthen member engagement
- Close knowledge gaps for entrepreneurs
- Empower young professionals with career visibility
- Equip mentors with tools to recruit, lead, and shape future leaders

This program directly supports FWHCC's mission to Fostering and economic environment for our members, individuals, and the greater Fort Worth Area.



Short History

Lesson



The Quiet Power of the “Don” — and Why It Still Matters Today

In the 1500s Spain, titles weren’t just labels—they were life. “Don” came from the Latin dominus, meaning “master,” and was reserved for the elite—dukes, lords, and those with land, money, and influence.

When Spain colonized Latin America, the title Don traveled across the ocean. At first, it was used for conquistadors and Spanish elites. But over time, it evolved. In small towns and rural communities, Don and Doña became badges of honor—not just for the rich, but for the wise, the generous, and the respected.

The Village “Don” – The Original Mentor

Imagine a small Mexican village 200 years ago. There’s no university, no bank, no internet. But there’s Don Mateo, the elder who owns a few cows, speaks both Spanish and Nahuatl, and has settled land disputes for 30 years. Young men line up outside his home—not because he’s rich, but because he’s trusted. They ask:

- “How do I ask for her hand?”
- “Should I plant maize this year or beans?”
- “How do I keep the neighbor from stealing my water?”

The Don wasn’t a king. He was more powerful than that: he had influence, rooted in community trust.

FROM VILLAGE WISDOM TO NATIONAL LEGACY: DON BENITO JUÁREZ

Now scale that up. One of the most famous “Dons” in Latin American history wasn’t born into wealth. Don Benito Juárez, Mexico’s first Indigenous president, started as a shepherd who didn’t speak Spanish until his teens. But he was mentored by a local priest who saw promise in him—a local “Don” in spirit.

Juárez grew to become a lawyer, a statesman, and the leader who stood up to European invasion. Despite racism and classism, the people called him Don Benito, because he led with humility and strength. That title—Don—became a symbol of earned respect, not inherited privilege.

Why It Still Matters Today

When you call someone Don or Doña, especially in the Latino community, you’re not just being polite. You’re saying:

- “You’ve walked the path. You’ve earned our respect.”
- “We trust your wisdom.”
- “You’re a pillar of our story.”

We are reviving a tradition in Fort Worth where knowledge isn’t hoarded, it’s handed down—not in lecture halls, but in kitchens, construction sites, storefronts, and Zoom rooms.

You don’t have to be born into a title to become someone people seek for advice—you earn it through service, community, and corazón.

What Makes This Program Unique

Built for Impact, Not Just Interaction

This program is designed to move beyond surface-level networking. It offers mentees access to real-world insights from leaders in their industries — whether they're entrepreneurs needing help scaling or young professionals navigating their career path.

Focus on Altruistic Leadership

We are cultivating a community of leaders who give back. Our mentors are selected not just for their expertise, but for their desire to lift others. This focus on servant leadership ensures a mentorship culture rooted in genuineness, humility, and purpose.

Symbolic Recognition

All participants will receive a custom pin symbolizing their commitment to the program. This creates a visible symbol of connection, pride, and shared purpose across our chamber and community.

Cultural Identity & Tradition

We honor our heritage by recognizing mentors who complete a full cycle of guidance with the title of "Don" or "Doña" — a time-honored sign of respect and dignity in Latino culture. This title acknowledges not only experience but generosity of spirit.

Visibility and Legacy for Mentors

Mentors receive community recognition, the opportunity to be featured in our communications, and a pathway to recruit future talent. Their participation helps shape the future leadership pipeline of Fort Worth and beyond.

Flexible, Yet Structured

Unlike rigid programs, our mentorship initiative balances structure with autonomy. We provide suggested topics, soft accountability check-ins, and group feedback sessions — while giving mentors and mentees the freedom to meet on their own terms.



The Culture we are creating.

This isn't just a program — it's a movement to build a chamber of "Donas y Dones" who model excellence, generosity, and cultural pride. We are creating a space where leadership is not transactional but transformational.

Our culture promotes:

- Growth with purpose
- Intergenerational solidarity
- Cultural pride through leadership
- Long-term relationship building

We believe leadership is not just about where you're going — **it's about who you bring with you.**

Program Objectives & Goals



Program Objectives

Develop Altruistic Leaders

Foster a culture of servant leadership by encouraging mentors to lead with generosity, cultural pride, and purpose.

Enhance Professional Growth & Skill-Building

Provide mentees with personalized guidance, industry-specific insights, and leadership development to help them grow professionally and personally.

Strengthen Intergenerational and Industry Connections

Connect entrepreneurs, professionals, and emerging leaders across industries and age groups to share experience, knowledge, and opportunities.

Promote Member Engagement and Retention

Deepen involvement within the FWHCC community through meaningful one-on-one relationships that inspire continued participation and leadership.

Support Talent Pipeline Development

Enable mentors to identify and develop potential hires, interns, or collaborators, helping to organically grow their teams or businesses.

Celebrate Cultural Identity in Leadership

Incorporate cultural traditions such as the titles “Don” and “Doña” to instill pride, recognition, and continuity of Hispanic values in leadership.



Program Goals

Capacity	Engagement	Feedback	Recognition	Build Network
Match 30+ mentor-mentee pairs per cohort (with options for expansion every 3 months)	Achieve at least 80% completion rate per cycle, ensuring participants meet for a minimum of three structured sessions.	Host one in-person reflection and feedback session at the end of each cohort to gather testimonials and highlight success stories.	Issue pins and formal recognition to 100% of participants for visibility and pride.	Build a mentor alumni network (Don/Doña Circle) to sustain leadership involvement and offer peer support for future cohorts.



Program Design and Process



ON DEMAND MENTORSHIP: THE PROGRAM WILL RUN IN 3-MONTH CYCLES, ALLOWING NEW PARTICIPANTS TO OPT IN REGULARLY WHILE KEEPING THE COMMITMENT MANAGEABLE.



ONE-ON-ONE MENTORSHIP MODEL: EACH MENTEE IS PAIRED WITH ONE MENTOR, BASED ON RANKED PREFERENCES, INDUSTRY ALIGNMENT, AND PROFESSIONAL GOALS.



FLEXIBLE MEETING STYLE: WHILE WE RECOMMEND 3–4 MEETINGS OVER THE PROGRAM PERIOD, MENTORS AND MENTEES ARE FREE TO DETERMINE THEIR OWN SCHEDULE AND FORMAT (VIRTUAL, IN-PERSON, OR HYBRID).

INTEREST SURVEY + OUTREACH

Gather participant interest and general availability (Month 0)

APPLICATION & SELECTION

- Participants indicate whether they want to be a mentor, mentee, or both.
- They complete a brief form outlining:
 - Industry/sector
 - Areas of expertise or interest
 - Communication preferences
- Mentor will take a leadership personality test to assess style
- (Weeks 1–2)

MATCHING & ORIENTATION

Mentors and mentees are matched based on ranked preferences and professional goals.

We send a matching onboarding email that outlines:

- Program expectations
- Provide a mentorship guide
- Offer suggested topics and timelines
- (Week 3)

MENTORSHIP PERIOD (3 MONTHS)

- Encourage 1 meeting per month (minimum)
- Mid-cycle check-in email or virtual “progress call”
- Optional assignments (e.g., goal setting, coffee with another member)
- (Months 1–3)

CLOSURE & RECOGNITION

- End-of-cycle in-person session for reflection and feedback
- Mentee can select another mentor request
- Issue pins to all participants yearly
- Recognize mentors with the honorary “Don” or “Doña” title after their first completed Mentorship.

Program Policy & Procedures

Eligibility & Participation

- Chamber Membership:
- Participants must be current members of the Fort Worth Hispanic Chamber of Commerce, or approved partners through special invitation.
- Application Required:
- All participants (mentors and mentees) must complete the official interest form, including preferences availability, and goals.
- Commitment:
- Participants are expected to remain active throughout the full 3-month mentorship cycle.

Matching & Participation Guidelines

Matches are made based on ranked preferences, industry interests, and professional goals.

Mentees can list top 3 preferred mentor types; matches are honored based on availability.

Meeting Guidelines:

- Recommended: 3 meetings per cycle (1/month)
- Format: Virtual, in-person, or hybrid — up to each pair
- Duration: 45–60 minutes per session
- Both parties are encouraged to set expectations and boundaries in the first meeting

Cultural Title of Recognition:

- Mentors who complete one full cycle will earn the honorary title “Don” or “Doña” in recognition of their altruistic service to the chamber community.

Program Pins:

- All participants will receive a FWHCC Mentorship Pin for each completed cycle, symbolizing growth and commitment.

Communication & Conduct

- Respect & Professionalism:
- All participants are expected to engage respectfully, arrive prepared, and maintain confidentiality.
- No Solicitation Policy:
- Mentorship is not a platform for sales or recruitment unless such opportunities are mutually agreed upon.
- Flexible Engagement:
- We understand that life happens — if you’re unable to continue, notify the program coordinator to adjust or reschedule your pairing.
- Feedback Channels:
- Informal feedback will be collected mid-cycle; final evaluations will be gathered during the final in-person session.

Confidentiality & Trust

- Conversations between mentors and mentees are expected to remain confidential, unless otherwise agreed upon by both parties.
- Any concerns or violations of conduct may be reported to the program coordinator and may result in dismissal from the program.

Program Adjustments & Growth

We believe in continuous improvement. Participants will be asked to share feedback that can help us shape future cohorts and better serve our members

Program Resources & Support

Supporting Success Every Step of the Way

The FWHCC Mentorship Program is more than just introductions — it's a guided, supported journey. We provide tools, structure, and recognition to ensure that both mentors and mentees feel confident and connected throughout the process.

PROVIDED RESOURCES

MENTORSHIP GUIDE	MENTORSHIP PLANNING TEMPLATE	GOAL-SETTING & REFLECTION TOOLS	PROGRESS CHECK-IN FORM
Includes expectations, meeting templates, sample discussion topics, cultural context, and best practices.	A simple worksheet to help each pair outline: <ul style="list-style-type: none">• Goals• Communication preferences• Meeting cadence• Milestones or topics to cover	Optional worksheets for mentees to track progress and reflect on key learnings after each session.	Mid-cycle survey to assess how things are going, offer support, and ensure follow-through.

PLATFORMS & COMMUNICATION TOOLS

MENTOR/MENTE E ONBOARDING EMAIL	VIRTUAL DISCUSSION GROUP	MONTHLY EMAIL REMINDERS	RECOGNITION & COMMUNITY VISIBILITY
A kickoff email that will : <ul style="list-style-type: none">• Set expectations• Have mentorship guide• Have mentorship planning template• Goal-Setting & Reflection tools• Offer Q&A and peer introductions	A private, chamber-hosted space where participants can share insights, questions, or articles with others in the program.	Helpful nudges to stay on track, offer new discussion ideas, and spotlight inspiring mentor-mentee stories.	Custom Pin: <ul style="list-style-type: none">• All mentors and mentees receive a mentorship pin for each completed cycle — a visible symbol of their contribution and growth. Honorary Titles for Mentors: <ul style="list-style-type: none">• Mentors who complete one full cycle are awarded the culturally significant title of “Don” or “Doña” and featured in our communications. Featured Spotlights on our marketing channels

Ongoing Support

If you encounter any challenges, need additional tools, or have ideas to improve the program, please reach out anytime.

Program Contact: Gilberto Atayde: gilberto.atayde@fwhcc.org

Evaluations & Metrics



Participation Metrics

- Number of mentor/mentee applications per cycle
- Number of matched pairs
- % of mentors/mentees who complete the full cycle
- Repeat participation (how many mentors/mentees return for future cycles)



Engagement Metrics

- Average number of meetings per pair
- % who complete at least 3 recommended sessions
- Attendance at kickoff and closing events
- Response rate to mid-cycle check-ins and end-of-cycle surveys



Satisfaction & Experience

- Net Promoter Score (NPS): “How likely are you to recommend this program to another member?”
- % of mentees who felt their goals were met
- % of mentors who would participate again
- % who say they feel more connected to the FWHCC community



Impact Outcomes

- % of mentees who report increased confidence or skills
- % of mentees who gained a new opportunity (job lead, referral, funding info, etc.)
- % of mentors who identified potential future collaborators, hires, or interns
- Number of participants promoted or expanding their business within 6–12 months (track via follow-up survey)



Demographics

- Participant breakdown by age, gender, industry, experience level
- Representation across sectors and backgrounds
- % of mentees from underrepresented groups matched with experienced leaders in their field

Evaluation Tools

- Pre-Program Survey: Baseline understanding of expectations, goals, and current professional standing
- Mid-Cycle Check-In: Light-touch survey or call to assess engagement and provide early support
- End-of-Cycle Survey: Evaluate experience, goal attainment, satisfaction, and suggestions
- Success Story Form: Capture testimonials and wins from both mentors and mentees
- Post-Program Follow-Up (3–6 months): Optional check-in to track long-term impact and progression

Long Term Vision



Alumni Network – The Circle of Doñas y Don

Establish a formal network of mentors who have earned the honorary title “Don” or “Doña.” This alumni group will:

- Serve as advisors to new mentors
- Be recognized as community thought leaders
- Support future programming and chamber initiatives



Pipeline Development for Chamber and Corporate Leadership

Use mentorship as a platform to:

- Prepare mentees for board service, civic leadership, or public office
- Help businesses build future hires, partners, or executives
- Increase representation of professionals in leadership roles across sectors



Youth + College Integration Track

Expand the program to include:

- High school and college students paired with early- and mid-career professionals
- Internship pipelines and career exploration opportunities
- Leadership training embedded in FWHCC workforce development initiatives



Certified Chamber Mentorship Curriculum

Build a formalized, bilingual curriculum (English/Spanish) that can be:

- Licensed or shared with other chambers
- Used to attract corporate sponsorship or workforce grants
- Integrated into FWHCC’s accelerator and leadership programs



Mentorship Meets Storytelling

Launch a mentorship-focused media campaign to:

- Capture stories of transformation
- Record mini video features and podcast interviews
- Reinforce the narrative: "Leadership is not about where you're going — it's who you bring with you."

Our Cultural Promise

This program will continue to champion altruism, inclusion, and cultural identity — ensuring that as we grow, we don’t just create more successful professionals...

We create legacy-minded leaders.



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SIGN UP PROCESS

BUTTONS BELOW HAVE CLICKABLE LINK

Mentor Sign Up

- No cost to sign up.
- Not all mentors will be selected.*

Mentor Display on Website

- Website updated Quarterly

Mentee Match Email

- If matched, expectations are emailed.

Mentee Sign Up

- Sign up for Professional Membership \$125 after submitted app (if not an active member)

Take Personality Test

- Send results to gilberto.atayde@fwhcc.org

Get Matched

- When matched, expectations are emailed.



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SPONSORSHIP OPTIONS

OFFICIAL PROGRAM

SPONSOR: \$25,000

- Company Highlight Video up to 1-minute every cohort
- Recognitions at Graduation and Onboarding events
- Premier Sponsor recognition on all event promotional marketing both digital and print
- 1/2 page ad in newsletters & printed materials leading up to the event after announcement
- Logo with hyperlinked URL on event page

STUDENT SPONSOR: \$125

- Sponsor a FWHCC Professional Membership for a student for 1 year and have them go through our Cohort.

GRADUATION SPONSOR: \$2,500

- Premier Sponsor recognition on all graduation event promotional marketing both digital and print
- 1/4 page ad in newsletters & printed materials leading up to the event after announcement
- Logo with hyperlinked URL on event page