

Cesar Chavez Day

March 31st





**WHO IS
CESAR
CHAVEZ?**

Early Life

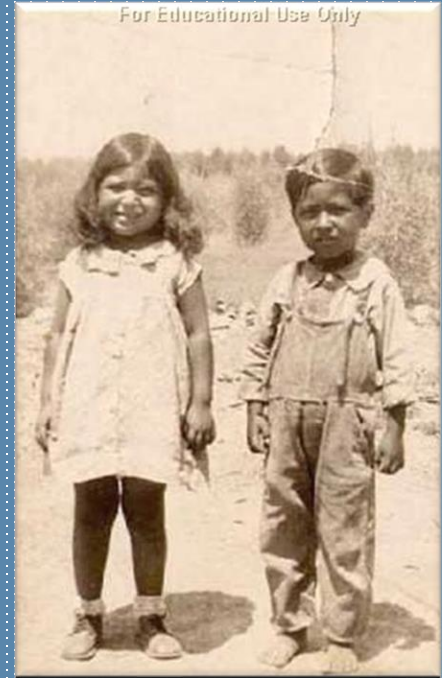
Cesar Chavez was born in Yuma, Arizona in 1927.

Cesar's father, Librado and mother, Dorotea were both born in Mexico.

For much of his childhood, Cesar and his family lived on their family farmland with his Abuela and their extended family.

When Cesar was 12 years old, his Abuela died, and the government seized the family property.

This was during the Great Depression era, where many Americans were struggling to get by.



Activism

Cesar Chavez served in the United States Navy from 1946 to 1948.



Upon returning from the Navy, Cesar befriended two social justice activists with whom he worked to create the Community Service Organization.



Cesar worked for the Community Service Organization for 9 years, moving all over California to hear the challenges facing farm workers, and support them in fighting for their rights.

Oficiales para el COMMUNITY SERVICE ORGANIZATION



En la foto: Frank de la O. Treasurer, Cesar Chavez, first vice-president, O. Recording Secretary, Herman Gallegos, President, Sra. Irving secretary, Henry Flemate, Sargeant at arms, Mike Aguilar. quienes fueron electos a sus respectivos puestos el 15 de mayo en la junta regular que se verifican cada dos semanas en la Escuela de San Jose, asistieron aproximadamente 85 miembros.



Family Life

Cesar Chavez married Helen Fabola in 1949 and by 1959 they had 8 children together.

Cesar and his family moved from city to city in order to support the farm workers and fight for their rights.

This means, that Cesar's family moved to these California cities over the course of 10 years:

San Jose

Salinas

Fresno

Brawley

San Bernadino

Madera

Bakersfield

In 1959 Cesar moved his family to the Boyle Heights neighborhood of Los Angeles.



United Farm Workers

In 1962, the National Farm Workers Association (NFWA) was founded – which would later become known as the United Farm Workers (UFW).

César Chávez was elected president, Dolores Huerta and Gilbert Padilla, vice-presidents, and Antonio Orendain, secretary-treasurer.

The union created a flag with a black eagle to represent the darkness of the experience of the farm worker, a white circle to signify hope, and a red background to represent the sacrifice and work the UFW would have to suffer in order to gain justice.

Their official slogan was “Viva La Causa” (Long Live our Cause). César wanted to build a strong union that could fight for justice.



The Delano Grape Strike & Boycott



Together with the Filipino union, Agricultural Workers Organizing Committee, the UFW organized a strike against major farm owners to fight for fair working conditions.

The major farm owners used violence and force to try to stop the strike, but Cesar Chavez had taught the workers the value of nonviolent protests, and the strikers persisted!

The strike was covered by national media outlets and NBC even aired a documentary called "The Harvest of Shame".

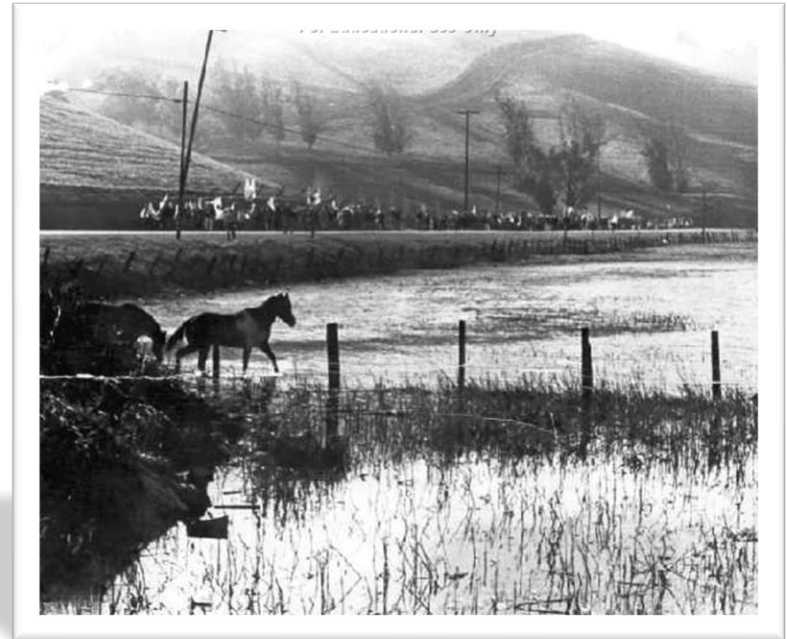
Eventually, people across the country began to boycott the grapes being grown in these fields.

In 1966 Cesar Chavez organized a 340 mile march from Delano to the California Capital of Sacramento to gain support from the public and the government.

By the time the march reached Stockton, there were more than 5,000 people marching

The organizations eventually agreed to recognize the union and sign a labor contract that would promise better working conditions and higher wages

The March



The Delano Grape Boycott was the first major victory for Cesar Chavez and the United Farm Workers, however Cesar Chavez continued to organize strikes, boycotts, marches and even hunger strikes, in order to draw attention to unfair farming conditions around the country.

Cesar Chavez fought for the rights of others until his death.

Cesar Chavez died on April 23, 1993.

April 29, 1993 in Delano, California, and more than thirty thousand people followed his simple pine casket for three miles. It was their last opportunity to march with a humble man of great strength and vision that had bettered the lives of many people.

Cesar Chavez Legacy



Awards & Recognition

In 1994, President Bill Clinton awarded César E. Chávez the Presidential Medal of Freedom Award, the highest civilian award. His wife, Helen Chávez accepted the honor at the White House in Washington, DC.

In 1990, César was awarded the Aguila Azteca, the highest civilian award by the Mexican government.

The State of California has declared César E. Chávez's birthday, March 31, a State Holiday to celebrate his life and work – which is why you have March 31st off from school each year!





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PUEDE!*

Interesting facts

List some interesting facts about Hispanic Heritage Month. Here are a few examples:

- Latino/a refers to people that are from or are descendent from Latin America. Not all Latinos speak Spanish. Some Latinos speak Portuguese and French.
- Hispanic refers to people who share a common language—Spanish.
- People who identify as Hispanic or Latino can be from any race or background.

How to celebrate

List some ways you can celebrate Hispanic Heritage Month. Here are a few examples:

- Discover Hispanic/Latino artists
- Read Hispanic/Latino authors
- Listen to Hispanic/Latino music
- Learn Hispanic/Latino-American history

