



The Latino Prosperity Story

Latino Prosperity is a national nonprofit organization dedicated to building Latino economic power and closing the Latino wealth gap through research, policy development, organizing, and advocacy.

Latinos should not simply be the subjects of economic policy. We should be helping shape it.

Latino families consistently identify the economy, jobs, affordability, housing, and financial security among their most important concerns.¹ Latinos also make up a growing share of the American workforce, consumer economy, entrepreneurial sector, and population. Yet Latino leaders and Latino-serving institutions remain underrepresented in many of the major policy debates and decision-making bodies shaping the future of the economy.

Latino Prosperity exists to help change that.

Our goal is to build the research, policy, organizing, and advocacy capacity Latino leaders and institutions need to engage earlier, more strategically, and with greater influence in the decisions shaping our economic future.

Our Theory of Change

Our theory of change is grounded in a simple belief:

When Latinos lead, organize, and help write the rules of the economy, Latino families gain greater opportunity, and all working families benefit.

Representation alone is not enough. Lasting influence requires connecting representation to knowledge, organization, credible policy solutions, public engagement, and the ability to act.

Our work follows a simple cycle:

¹ Equis Research. (2026, July). *Summer 2026 economy poll*. <https://www.weareequis.us/research/memo-summer-2026-economy-poll-c3>; UnidosUS. (2026, May). *Bipartisan poll of Hispanic voters: The road to the 2026 midterms*. <https://unidosus.org/>

- 1 **Listen and Research.** We identify the economic challenges and opportunities affecting Latino families through data, research, and direct engagement with communities, practitioners, academics, government, and business leaders.
- 2 **Develop Solutions.** We translate that evidence into ambitious, actionable policy recommendations.
- 3 **Organize Leadership.** We bring together Latino nonprofit leaders, researchers, advocates, business leaders, workers, and community institutions around shared priorities.
- 4 **Build Public Will.** We use data, storytelling, convenings, communications, and thought leadership to elevate Latino economic experiences and connect them to broader debates about economic mobility.
- 5 **Mobilize for Change.** We engage policymakers, regulators, elected officials, corporations, and other decision-makers to move ideas into action.
- 6 **Change the Rules and Who Writes Them.** We work to secure policy and institutional change while increasing Latino representation where consequential economic decisions are made.

Our goal is not simply to produce reports. It is to turn Latino knowledge, leadership, and organization into measurable policy influence.

Latino Lived Experience Is Our Lens, Not the Limit of Our Work

Our work is rooted in the lived experiences of Latino communities, but the policies we champion are designed to benefit far more than one population.

Many of the barriers that disproportionately affect Latino families are also barriers faced by millions of Americans trying to build economic security and wealth for the first time.

- A first-generation college student trying to turn a degree into economic mobility.
- A first-time homebuyer trying to enter an increasingly unaffordable housing market.
- An entrepreneur without inherited wealth, established banking relationships, or access to traditional sources of capital.
- A worker navigating technological change and trying to ensure that innovation creates opportunity rather than displacement.
- A family trying to move from earning an income to owning assets and building intergenerational wealth.

These experiences are particularly visible in Latino communities, but they are not uniquely Latino. That is why Latino lived experience is our lens, not the limit of our work.

When we identify gaps in mortgage lending, barriers to small-business formation, failures in workforce systems, inequities in access to capital, or weaknesses in savings and wealth-building infrastructure, we are often exposing larger systemic problems that constrain economic mobility for millions of working families.

Latino communities provide a powerful lens because they sit at the intersection of many of the economic, demographic, technological, and policy forces reshaping the country. And because Latinos represent such an important and growing share of America's workers, entrepreneurs, homeowners, students, and consumers, solving for Latino prosperity increasingly means solving for American prosperity.

The policies we champion are not simply Latino-specific remedies. They are often universal solutions discovered through a Latino lens.

What We Work On

LatinoProsperity focuses on the economic issues that most directly affect Latino families' ability to build security, ownership, and wealth. Our work includes areas such as:

- Wealth creation and asset building
- Homeownership and access to mortgage credit
- Financial services and consumer protection
- Entrepreneurship and access to capital
- Workforce development and economic mobility
- Artificial intelligence, technology, and the future of work
- Latino leadership and representation in economic policymaking

We are especially interested in emerging policy debates where major economic decisions are being made, but Latino perspectives and leadership are not yet sufficiently represented.

Our objective is not to work on every issue affecting Latino communities. It is to identify areas where rigorous research, organized Latino leadership, and sustained advocacy can make a meaningful difference.

A Research-to-Action Organization

We believe research should begin a policy strategy, not end it.

For every major initiative, we ask:

- What needs to change?
- Who has the authority to change it?
- What does the evidence tell us?
- Whose voices need to be part of developing the solution?
- Who must be organized behind it?
- What legislative, regulatory, executive, administrative, or institutional pathway exists?

- And what advocacy strategy is required to move the recommendation from an idea into implementation?

This research-to-action approach is central to how LatinoProsperity works. We bring together research, policy development, organizing, communications, coalition building, and advocacy so that each strengthens the others.

Building a Collaborative Field

Closing the Latino wealth gap is bigger than any single organization. Progress requires researchers, community organizations, advocates, philanthropy, government, business leaders, and other institutions working together around shared goals.

LatinoProsperity seeks to connect and convene within that broader ecosystem. We bring together organizations and leaders committed to Latino economic mobility and wealth creation, create space to exchange research and ideas, identify opportunities for collaboration, and help align efforts when collective action can have greater impact.

Our goal is not to duplicate others' work or claim ownership of an agenda that belongs to a much broader community. It is to strengthen the connective tissue among organizations already doing important work, help promising ideas travel across sectors and geographies, and create opportunities for leaders to act together when our collective voice can be more influential than any one organization acting alone.

Over time, we hope LatinoProsperity can serve as a trusted table where organizations with different expertise, constituencies, and perspectives can come together around a shared objective: building greater economic security, ownership, and wealth for Latino families.

Building Latino Leadership

Our mission is not only about securing better economic policies. It is also about changing who participates in making them.

Latinos will not gain meaningful access to decision-making rooms simply by pointing to our population size, purchasing power, or economic contribution. Influence must be built through organized leadership, credible ideas, sustained advocacy, and the power to shape the rules before they are written.

Too often, Latino leaders are asked to respond to policy proposals after major decisions have already been made. We want Latino leaders to be present earlier.

LatinoProsperity works to expand Latino participation in commissions, advisory councils, task forces, regulatory processes, corporate forums, and other institutions that shape economic policy.

We also seek to strengthen networks of Latino policy expertise by connecting nonprofit leaders, researchers, practitioners, advocates, entrepreneurs, and community voices to major economic debates.

Our measure of success is not only whether a particular policy changes. It is also whether more Latino leaders have the knowledge, relationships, tools, and influence to shape the next policy debate.

Building a Policy Organization for the Future

LatinoProsperity is also interested in a broader question: "What should a policy and advocacy organization built for this era look like?"

Traditional policy institutions were designed for a different information, political, and technological environment.

Today, artificial intelligence is transforming how research is produced and analyzed. The media environment is fragmented. Public trust in institutions is weaker. Political polarization makes traditional coalition building more difficult. Communities expect greater participation and transparency. Influence increasingly moves through networks of experts, leaders, creators, advocates, and institutions rather than through a small number of established organizations.

We believe LatinoProsperity can build a more modern model. That means combining rigorous research with organizing and advocacy. It means using technology to increase the capacity and reach of a relatively small organization while preserving the human judgment, trust, relationships, and lived experience that technology cannot replace.

It means making policy development more participatory. It means creating networks of Latino leaders who can share research, policy tools, messaging, and strategies and mobilize more quickly when opportunities emerge.

And it means viewing research, communications, organizing, leadership development, and advocacy not as separate departments, but as parts of one integrated system for producing change.

Our aspiration is to build a next-generation Latino policy institution: rigorous enough to produce credible ideas, nimble enough to respond to emerging issues, connected enough to organize leaders, technologically sophisticated enough to use new tools responsibly, and advocacy-oriented enough to move ideas into policy.

What Success Looks Like

We envision an organization that can identify an emerging economic challenge before the debate is settled, produce credible research on what it means for Latino families, convene leaders and experts, develop practical policy solutions, organize institutions around those ideas, communicate them effectively, and mobilize an advocacy strategy to achieve change.

We want Latino leaders to be organized and prepared when major decisions are being made about artificial intelligence, housing, financial services, workforce transformation, entrepreneurship, education, and wealth creation.

We want policymakers to no longer ask at the end of a process:

■ *"What does the Latino community think?"*

Instead, Latino leaders should be helping frame the question from the beginning.

And we believe the result will extend beyond Latino communities.

If we can make it easier for a first-generation family to buy a home, for an entrepreneur without inherited capital to access credit, for a student to turn education into economic mobility, or for a worker to benefit from technological change, we are helping build an economy that works better for millions of Americans.

That is the larger proposition behind LatinoProsperity:

When Latinos are organized, equipped to lead, and empowered to help write the rules, we can create an economy that works better for Latino families and for working families across America.