

FIGHT TODAY
FOR A BETTER
TOMORROW
UNIDOSUS

The Power of US

2023 Impact Report



A Message from the President and Board Chair

We are excited to present UnidosUS's Impact Report for 2023, a year marked by notable achievements. Thanks to your support, we and our partners built upon our 55-year legacy of impact and secured victories that have far-reaching impacts on the Latino community and beyond. It was a year that truly captured the resounding Power of US!



In the face of a challenging Congressional environment, we navigated the complexities of advocacy and policymaking, achieving significant milestones. One significant win was our successful advocacy for the inclusion of DACA recipients in accessing private insurance, CHIP, and Medicaid coverage under the Affordable Care Act. Additionally, we helped to ensure the Biden Administration's much-needed extension of Temporary Protected Status (TPS) for hundreds of thousands of immigrants, enabling them to live and work legally in the U.S.

Our continuing leadership led to historic gains in Latino influence at the highest levels of government. Through our work in the Proyecto 20% coalition, we worked on both the nominations and confirmations of three Latina leaders to pivotal posts within the Federal Reserve Board of Governors (the first ever Hispanic to serve on that consequential body), Federal Communications Commission, and Department of Agriculture. Additionally, we convened the first Treasury Department summit dedicated to advancing economic opportunities for Latinos. And UnidosUS was the only Hispanic organization invited to participate in the inaugural Senate AI Summit, where we engaged with industry leaders to shape the future of technology.

Last year, we further expanded the UnidosUS *familia*. We allocated \$17.3 million to Affiliates and community-based partners to enhance programs, training and services all around the country. And we bolstered our institutional capacity by welcoming 35 new staff members—including filling key leadership roles—growing our expertise across our policy, programs, communications, human resources and finance functions. Additionally, we expanded our professional development initiatives, benefiting 85 staff members. Our first in-person staff retreat since 2020 convened a record 140 staff members.

Together, we continue to chart a course towards a brighter future for all.

Looking ahead, our commitment to transformative initiatives remains unwavering. Our HOME initiative, aimed at creating four million new Latino homeowners by 2030, will continue to leverage our more than 25 years of experience operating one of the largest HUD-certified housing counseling networks, with nearly 50 housing counseling agencies in 27 states and a national call center. As we look to 2024, we will redouble our efforts to grow Latino political power and agency by establishing an accurate understanding of the Hispanic electorate. We will do this through more accurate polling of Latino voters nationally and in states; advocacy on the issues that matter to our community; and direct nonpartisan community engagement to get out the vote.

This report not only reflects on our achievements in 2023 but also points to the work ahead to grow wealth, foster health, and build political power for Latinos in 2024 and beyond. None of this would be possible without your unwavering support and dedication to our shared goals. Together, we continue to chart a course towards a brighter future for all.

Thank you, and *adelante*.



Janet Murguía

PRESIDENT AND CHIEF
EXECUTIVE OFFICER



Luis Granados

BOARD CHAIR

2023 Moments of Impact

In 2023, we launched bold initiatives, made important investments to strengthen our staff and leadership, and achieved transformational impact for our community.





2.7M

Hispanic mothers, infants and toddlers were able to access nutritious foods they need to thrive through our advocacy.



\$17.3M

In grants for Affiliates and community-based partners to support programs, training, and strengthen services.



\$4M

In investments for our newly launched HOME (Home Ownership Means Equity) initiative, which aims to create four million Hispanic homeowners by 2030.



500K

People, almost all of them children or immigrants, had Medicaid coverage restored after it was wrongfully terminated.



837K

Latinos supported through the expansion and extension of Temporary Protected Status (TPS), shielding them from deportation and/or giving them work authorizations.



50

Affiliate leaders participated in the first UnidosUS White House special briefing as part of the Changemakers Summit.



35

Staff members were onboarded, including key leadership positions.



\$590K

Plus equipment secured so Affiliates could conduct effective digital outreach.

Home Ownership Means Equity

Four Million New Hispanic Homeowners by 2030



Patricia Garcia Duarte intimately understands the barriers too many Latino families face on the path to homeownership. She's lived through them—and has experience breaking them down.

When she was growing up in Arizona, Patricia's parents worked hard. But banks would not approve a mortgage for them since her father was a seasonal farm worker. A stroke of good luck allowed them to obtain a plot of land in a rent-to-own deal. Now in their 80s, they are proud homeowners with a legacy to pass down to their relatives.

BARRIERS TO LATINO HOMEOWNERSHIP:

- The Federal Reserve Bank of St. Louis found that in 2022, **Latino homeownership stood at 48.7%**, notably lower than the 76.6% rate among white homeowners.
- In 2021, **more than one in three Latino renters cited insufficient savings for a down payment** as their main barrier to entering the housing market, according to the Hispanic Wealth Project.
- Latinos tend to have **higher debt-to-income ratios** compared to white mortgage applicants. This is partly because many Latinos work in lower-paying sectors and reside in expensive housing markets.
- Latinos, on average, **are younger and more likely to be first-time homebuyers**. However, the availability of affordable starter homes in the U.S. housing market has been steadily declining, according to National Association of Hispanic Real Estate Professionals (NAHREP).

But in Arizona and throughout the country, systemic barriers remain that prevent too many families from achieving their homeownership dream. This is why today Patricia works to break down those barriers and builds on her parents' legacy as Executive Vice President of Homeownership Initiatives at our Arizona Affiliate Chicanos Por La Causa (CPLC).

Patricia knows her family's reality would have been far different if they had to remain as renters. The data shows that over the course of their lives Latino homeowners can obtain 28 times the wealth of Latino renters. The challenge is how to open homeownership opportunities to more Latino families.

Drawing on decades of experience and impactful work, UnidosUS will utilize its critical insight and longstanding reputation to achieve the ambitious goal of creating four million new Hispanic homeowners by 2030. This vision is supported by investments in our national housing counseling network and expertise spanning policy, advocacy, programs, and communications.

That is why in 2023 we launched a bold initiative to empower more Latino families through homeownership. With your support, along with the backing of anchor funder Wells Fargo, as well as leading sponsors JP Morgan Chase and PNC Bank, we aim to reshape the economic trajectory of Latinos. That is the power of HOME (Home Ownership Means Equity).



SEE HOW THE HOME INITIATIVE IS EXPANDING HOMEOWNERSHIP NATIONWIDE.

[IMPACT.UNIDOSUS.ORG](https://impact.unidosus.org)

Empowering the Latino Workforce

Our Commitment to
Advance Digital Equity



Originally from Venezuela, Mario and his wife came to the United States in search of a better life. In his home country, he was a successful dentist, but his credentials didn't transfer here. So, he began working as a delivery app driver to make ends meet. However, he quickly realized that he needed to develop his digital skills to be successful in this new line of work.

DIGITAL SKILLS FOR LIFE GOALS:

- **Bridging the digital divide:** Addressing inequalities in digital access and literacy to ensure everyone has equal opportunities to thrive in the digital era.
- **Educational opportunities:** Enhancing access to online learning platforms, empowering individuals to pursue educational opportunities and lifelong learning.
- **Job readiness:** Providing participants with essential digital skills crucial for success in today's job market.

DIGITAL SKILLS FOR LIFE IMPACT AT A GLANCE:

- **Over 2,264 individuals have enrolled in DS4L programs nationwide since 2022.**
- The program boasts a successful 78% retention rate, **with 87% of participants expressing satisfaction and a willingness to recommend the training to their peers.**
- **70% of participants report a self-perceived increase in their knowledge** of digital skills following the program.
- Remarkably, **82% of program graduates actively apply the acquired skills** in their day-to-day life and work.

In his pursuit of becoming a delivery app driver, Mario also encountered a steep language barrier and needed culturally and linguistically competent support. Our Digital Skills for Life (DS4L) program at an UnidosUS Affiliate, Hispanic Unity of Florida in Hollywood, Florida, provided him with the tools and skills to improve his smartphone proficiency, enhance digital communication to reach clients and use GPS apps for efficient deliveries.

The training received at the program not only helped Mario make a living but also bolstered his confidence to tackle new challenges and explore novel opportunities in both his personal and professional life. With the generous support of both Amazon and Google, this is just one instance of how the DS4L program is breaking down language barriers and enabling broader access to these critical digital skills.

In an increasingly digital landscape, access to essential digital literacy skills has become imperative for economic and social participation. Since 2022, the DS4L program, developed in collaboration with *Google.org*, is tailored specifically for Hispanic adults. It's all about being inclusive and empowering people. Developed by UnidosUS and executed by 29 local community-based Affiliate organizations nationwide, this 20-hour curriculum equips participants with foundational digital literacy skills, empowering them to navigate the digital world effectively.

Our vision for digital equity, from building digital literacy to shaping more equitable policy on Artificial Intelligence, has one simple goal: ensuring Latinos aren't left behind. By supporting UnidosUS, you help break down the digital divide and empower the Latino workforce with essential skills for success in the digital age.



LEARN MORE ABOUT HOW UNIDOS US'S PROGRAMS
HELP HISPANIC WORKERS THRIVE.
IMPACT.UNIDOSUS.ORG

The Power of Advocacy

Supporting Our Community's Recovery and Success



Year after year, we and our network of Affiliates tirelessly tackle a broad spectrum of issues, spanning from education to career pathways, health to housing and voting rights to civil rights. In 2023, our Affiliates continued to be key partners in informing, elevating and advancing UnidosUS's policy agenda by joining conversations with policymakers and voicing expertise across all the concerns that impact the Latino community.

In our ongoing commitment to mitigating harms while uplifting our community's determination and resilience, UnidosUS remains a leading advocate for civil rights. Emphasizing the necessity of adopting a cultural lens to mitigate bias, we recognize the importance of addressing the unique challenges faced by Latinos. These are some of the key issue areas that continued to shape our efforts in 2023.



SOME 57% OF LATINOS BETWEEN THE AGES OF 16 AND 64 HAVE LOW OR NO DIGITAL SKILLS CAUSED BY A LACK OF ACCESS TO DEVICES, SERVICES, AND DIGITAL READINESS SKILLS. THIS MAKES HISPANIC WORKERS PARTICULARLY VULNERABLE TO JOB DISPLACEMENT FROM TECHNOLOGIES SUCH AS ARTIFICIAL INTELLIGENCE.

Ensuring Responsible AI Development

Artificial Intelligence (AI) technologies have the potential to create life-changing opportunities for Latinos and other communities, bridging the digital equity gap. But current practices fall short of this vision.

Latinos will account for a stunning 78% of new U.S. workers between 2020 to 2030. However, some 57% of Latinos between the ages of 16 and 64 have low or no digital skills caused by a lack of access to devices, services, and digital readiness skills. This makes Hispanic workers particularly vulnerable to job displacement from technologies such as artificial intelligence.

Today our nation can innovate in the right way by making sure these tools are developed and can be accessed with inclusivity, transparency, and equity at the forefront. That is why this year we welcomed the current presidential administration's executive order on managing the risks of AI. We testified in Congress and recommended democratic standards, engagement with impacted groups and equitable infrastructure investments for AI oversight. We also represented our community and joined with other civil rights and tech leaders at the U.S. Senate's Inaugural AI Insights Forum.

Our aim is to establish robust legal guardrails for AI, ensuring its benefits are shared while safeguarding Latinos' civil rights. Your generous contributions ensure that we can persist in advocating for equitable policies and developing programs that can eliminate the digital divide and empower Latinos for the jobs of the future.

Protecting our Community's Access to Health Care

Two hours and 22 minutes. That's the average wait time for a Floridian seeking Spanish-language support from the state's Medicaid call center.

Call centers are many people's only realistic option to provide the state with information needed to renew their Medicaid eligibility. These delays prevent many eligible families from renewing health care—something we advocated to protect with your support in 2023.

As of April 1, 2023, when Medicaid pandemic protections expired, states were permitted to reevaluate eligibility, leading to the termination of many families' Medicaid for the first time since February 2020. Over half of the 10 million people terminated are estimated to be from communities of color, with more than 70% potentially still eligible.

Terminations often result from missing paperwork due to unnecessary state-imposed red tape and bureaucracy. We, along with a coalition of sister organizations, continue to call for all states to minimize procedural termination rates and to halt terminations solely due to missing paperwork.

Our work to protect health care for the most vulnerable has helped safeguard Medicaid coverage for nearly 500,000 individuals—many of them children or immigrants—who had been wrongfully terminated. With your support, we will continue to build on our decades of experience to accelerate the systems change needed to foster a healthier, thriving Latino community.



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Expanding Opportunities for Immigrants

Hardworking immigrants are part of our families and communities and are making immense contributions to our nation. In September 2023, we commended the current administration for extending Temporary Protected Status (TPS) to Venezuelans, a move that could benefit nearly half a million Venezuelans with work authorization and protection from deportation.

TPS was also extended to an estimated 837,000 immigrants from countries such as El Salvador, Honduras, Nepal, and Nicaragua to legally reside and work in the U.S. We continue to call for bipartisan, humane policy solutions to modernize the immigration system.

“Our community does not support open borders, nor do we tolerate seeing children in danger, families separated and detained or people suffering. We want a functioning immigration system that is humane, efficient, and secure.

JANET MURGUÍA, PRESIDENT AND CEO, UNIDOS US, FEATURED IN *THE HILL* OP-ED

We are opposed to potential expansions of rapid deportations and significant restrictions on accessing asylum at the U.S.–Mexico border, emphasizing the threats these measures pose to the safety and security of the country’s 62 million Latinos.



LEARN ABOUT OUR ADVOCACY FOR
EQUITABLE FEDERAL POLICIES.

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Growing Latino Power and Influence

Leading the Charge for
Latino Representation



In a year of significant milestones, UnidosUS played a pivotal role in growing the power and influence of the Latino community. Here's how we boosted our impact and reshaped the narrative about our community.



We helped **ensure Hispanic representation in decision-making and leadership roles by successfully championing dozens of appointments to key federal agencies**, including historic appointments to the FCC, Federal Reserve, and USDA.



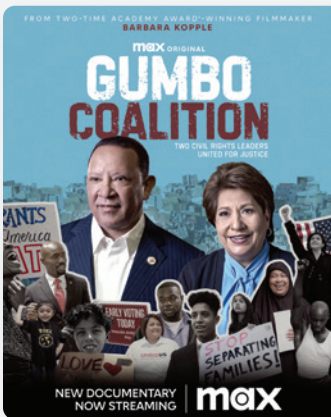
We were referenced or quoted in **6,457 unique articles**, securing press coverage in national media outlets including *The New York Times*, NPR *Morning Edition*, NPR *Marketplace*, *Bloomberg*, *The Washington Post*, NBC News, *Axios* and more.



We **expanded our professional development sessions** reaching **85** staff members and **hosted our first in-person, all staff retreat** since 2020 for **140** staff members.



We **unveiled the UnidosUS Hispanic Electorate Data Hub**, a platform that provides 20 years of insight into the perspectives and priorities of Latino voters.



In addition to speaking at the 60th Anniversary of the March on Washington, our **President and CEO Janet Murguía and National Urban League President and CEO Marc Morial were featured in *Gumbo Coalition***, a documentary about their joint work to fight structural racism amid a resurgence of white supremacy.



LEARN MORE ABOUT OUR ACCOMPLISHMENTS IN 2023.

[IMPACT.UNIDOSUS.ORG](https://impact.unidosus.org)

iMil gracias!

UnidosUS relies on generous contributions from corporations, foundations, institutional partners, and individuals like you. We simply could not do the important work outlined in this report without you.

We are also deeply grateful to our Affiliates, staff, and board volunteers who move our mission forward every day.



FOR A FULL LISTING OF UNIDOS US DONORS AND FUNDERS,
PLEASE VISIT [IMPACT.UNIDOSUS.ORG](https://impact.unidosus.org)

IF YOU'RE INTERESTED IN SUPPORTING UNIDOS US,
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UNIDOSUS

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