



July HOME Newsletter Welcome

It's been an eventful few months for the HOME (Home Ownership Means Equity) initiative! In June, HOME celebrated its one-year anniversary, closing out an exciting year of work to set in motion a national movement to create 4 million new Latino homeowners by 2030. HOME is about building Latino power, and that starts in our communities.

Since June 2023, HOME has hosted eight events across the U.S. to convene policymakers, community leaders and experts; invested in nine local organizations boosting Latino mortgage readiness as part of HOME's first Affiliate group; announced new research in partnership with the Urban Institute; brought on new corporate sponsors with \$14 million in funding; drove news coverage and authored op-eds from coast-to-coast; and announced our second Affiliate group aimed at addressing America's housing supply crisis. HOME also put out its inaugural [Annual Report](#).

HOME's first anniversary comes at an inflection point for America's housing sector and amidst a 2024 election cycle in which affordable housing is central to [Latino voters' economic outlooks](#). This national movement came together at the 2024 UnidosUS Annual Conference: Our Time is Now on July 17 in Las Vegas, Nevada, where HOME hosted its second Plenary to drive conversations and solutions to expand affordable and fair housing. There is much work to be done and, on behalf of UnidosUS, thank you for following along and supporting our work to build Latino power.

Laura Arce

Senior Vice President, Economic Initiatives

HOME at the 2024 UnidosUS Annual Conference

At the 2024 UnidosUS Annual Conference, HOME hosted a Plenary where it announced the winners of \$1.1 million in grants through the national *Premio HOME* competition and featured presentations from *Premio* finalists and a fireside chat on related issues with Housing and Urban Development (HUD) Acting Secretary Adrienne Todman, making homeownership a central theme at this year's conference.

Premio HOME: Elevating Community-Based Housing Solutions for Homeownership

Conference attendees participated in a dynamic plenary session on *Premio HOME*, an UnidosUS national competition spotlighting community-based housing supply solutions to help reach our goal of creating 4 million new Latino homeowners by 2030. Attendees heard from four *Premio*

HOME finalists, all organizational leaders who shared innovative and actionable insights to increase the availability of affordable homes for purchase.

Moderator: Noerena Limón, Principal of Mariposa Strategies and Board Member of the California Housing Finance Agency

Panelists: Sherry Taylor, Executive Director, Durham Community Land Trustees; Lizeth Servin, Chief Operations Officer, Comite de Bien Estar; Dr. Ernesto Fonseca, Chief Executive Officer, Hacienda Community Development Corporation; Monica Mejia, President and CEO, East Los Angeles Community Corporation



Fireside Chat with Acting Secretary Todman

Moderator: Annie Donovan, Chief Executive Officer, Raza Development Fund

Speaker: Adrienne Todman, Acting Secretary of the U.S. Department of Housing and Urban Development



Policy Workshop: Increasing Latino Homeownership: Collaborative Policy Partnerships for Systems Change

This workshop underscored the importance of partnerships. Participants delved into the potential of collaborating with industry experts, policy advisors and Community Development Finance Institutions (CDFIs) to address complex challenges and develop inclusive policies that lead to concrete improvements in homeownership.

Moderator: Sam Kenny, Senior Housing Policy Analyst, UnidosUS

Panelists: Michelle Merced, CEO, Neighborhood Housing Services of Southern Nevada; Jamie Smeraski, Policy, Learning and Research Director, NAHREP; David Garcia, Policy Director, Up For Growth; Melissa McDonald, Chief People & Operations Officer, Raza Development Fund



HOME Networking Breakfast

At the HOME Networking Breakfast, we brought together industry and community leaders. The event featured presentations from Mission Economic Development Agency (MEDA) and VIA CDC, both finalists of the *Premio HOME*, highlighting their innovative projects, strategies and achievements in educator housing. Following the presentations, attendees participated in a networking session to share experiences and explore collaborative opportunities that align with and advance HOME's goals.



Premio HOME Finalists

UnidosUS was thrilled to announce the finalists of the [Premio HOME](#) national competition which was launched to address the shortage of affordable homes for purchase in the United States. These outstanding organizations were selected after careful consideration by our panel of experts and were chosen for their **innovative housing supply solutions in crucial areas such as construction, design, ownership models, climate resiliency and well-being**. The [Premio HOME National Competition Finalists include](#):

- [cdc | come dream. come build.](#) (Rio Grande Valley, TX)
- [Comite de Bien Estar](#) (San Luis, AZ)
- [Durham Community Land Trust](#) (Durham, NC)
- [East LA Community Corporation](#) (Los Angeles, CA)
- [Hacienda Community Development Corporation](#) (Portland, OR)
- [Mission Economic Development Agency](#) (San Francisco, CA)
- [Northcountry Cooperative Foundation](#) (Saint Paul, MN)
- [The Resurrection Project](#) (Chicago, IL)
- [VIA CDC](#) (Milwaukee, WI)

Featured in the [Las Vegas Review-Journal](#), the finalists represent the forefront of creativity and dedication in addressing the affordable housing crisis.

From the Las Vegas Review-Journal: *"Despite this incremental growth that we've seen... which is wonderful, there is still a really significant gap of over 20 percentage points between the homeownership rate of Latinos and that of white households," said Arce, who emphasized that "for many Latinos, the dream and ambition of homeownership represents family, financial security for future generations and belonging."*

UnidosUS Roundtable on Housing in Las Vegas, NV

On June 6, UnidosUS and the Latin Chamber of Commerce hosted an in-community event, "Strengthening Latino Communities: Addressing Housing Crisis and Promoting Homeownership Solutions," in Las Vegas, Nevada.

Featuring **Robert Gordon with the White House Domestic Policy Council and UnidosUS President and CEO Janet Murguía**, as well as local policymakers and community leaders from the UnidosUS Affiliate Network, the roundtable discussion focused on housing supply and affordability challenges faced by Latinos in Nevada.

"Latinos are the future of Nevada's housing market, with one-third of Latino Nevadans in their prime homebuying years. But Latinos in Nevada who are looking to buy a home are finding it increasingly harder to do so, exacerbating that gap between white and Hispanic homeowners."



For more information on the full list of participants and insights shared, check out our blog at the link [here](#).

BPC Terwilliger Center Summit on Housing Supply Solutions

The BPC's J. Ronald Terwilliger Center for Housing Policy convened experts and thought leaders from government, business, philanthropy and other sectors to discuss effective, bipartisan strategies for addressing the critical shortage of affordable housing.

Moderator: *Abha Bhattarai, Economics Correspondent, Washington Post*

Panelists: *Seth Appleton, President, U.S. Mortgage Insurers; Laura Arce, Senior Vice President of Economic Initiatives, UnidosUS; Sarah Brundage, CEO and President, National Association of Affordable Housing Lenders; Mark Calabria, Senior Advisor, Cato Institute*



Pro-Housing Event – Nogales, AZ

On June 24, UnidosUS co-hosted the “Nogales Housing Initiative Pilot Program” roundtable in Nogales, Arizona, featuring **Mayor Jorge Maldonado, Arizona State Senator Rosanna Gabaldón (AZ-21), UnidosUS Arizona State Director Enrique Davis-Mazlum**, Raza Development Fund Chief Operating Officer Melissa McDonald and Chicanos Por La Causa Executive Vice President Patricia Duarte, alongside other community and local government leaders.

The group discussed strategies and intended outcomes of the new initiative, which aims to address affordable housing, update development codes, engage stakeholders, expand broadband infrastructure and boost economic and workforce development.

"The housing bills we've passed are critical in addressing our state's housing needs. This roundtable is an excellent platform to discuss their implementation and impact." – **Arizona State Senator Rosanna Gabaldón (AZ-21)**

"With this pilot program, we aim to attract diverse industries with better-paying jobs to Nogales and ensure they stay, invest, and grow in our community." – **Enrique Davis-Mazlum, Arizona State Director, UnidosUS**



One Year Later, \$14 Million in Funding

On June 17, the UnidosUS HOME initiative celebrated its one-year anniversary with over \$14 million in additional external funding after adding **JPMorgan Chase, PNC Bank, Constellation Brands, Inc and Modelo** to its roster of institutional backers, alongside **Wells Fargo's initial \$10 million in anchor funding**, which kickstarted the initiative in 2023.

This new year-two funding is in addition to the \$9 million UnidosUS committed to launch the initiative, some of which is sourced by investments from MacKenzie Scott's foundation, Yield Giving.

"What's good for Latinos is good for the economy, and our new financial partners see the value of building Latino power and expanding homeownership opportunities for this growing, decisive community." –**Laura Arce, Senior Vice President for Economic Initiatives, UnidosUS**

UnidosUS' Laura Arce: Woman of Influence

- Rounding out HOME's one-year anniversary celebration, UnidosUS Senior Vice President of Economic Initiative and HOME architect **Laura Arce was honored with inaugural membership on the Federal Housing Finance Agency's (FHFA) Advisory Committee on Affordable, Equitable and Sustainable Housing**. In this role, Laura Arce will provide non-binding advice to FHFA on how its regulated entities (Fannie Mae, Freddie Mac and the Federal Home Loan Banks) can best serve as a reliable and responsible source of liquidity and funding for housing finance and community investment. Learn more [here](#).
- **Laura Arce was also recognized with HousingWire's 2024 Woman of Influence award!** Each year HousingWire, a leading news publication dedicated to reporting on the nation's largest economic sector, honors 100 women shaping the housing economy with their achievements, leadership and dedication. Learn more about the recognition and why Laura Arce was spotlighted for this moment [here](#).



In Case You Missed It

- Feature story in the [Las Vegas Review-Journal sharing the Premio HOME finalist announcement](#)
- Feature story in Nevada Independent: [OPINION: Want to keep growing Nevada's housing industry? Look to Latinos](#)

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