

# 2024 Annual Report







# The Power of HOME

**Our community has always believed in the power of homeownership for economic stability, gatherings with loved ones, and as an investment in our children's and grandchildren's futures.**

Homeownership is also one of the single greatest predictors for health outcomes, educational attainment, and financial security, among other essential markers of wellbeing.

For more than 55 years, UnidosUS has championed the empowerment of the Latino community. In June 2023, we launched the Home Ownership Means Equity (HOME) initiative to transform the economic trajectory of Latino families by fostering systemic change in order to create 4 million new Latino homeowners by 2030. We embarked on this ambitious goal because while Latinos have made meaningful economic gains, systemic barriers persist and deny many Latinos from fulfilling their dreams of buying a home.

One year into the HOME initiative, I am proud to share that UnidosUS has set in motion a unique combination of dialogue, research, and community-based partnerships to build a strong foundation for our work ahead.

HOME debuted on Capitol Hill in June 2023 before members of Congress, advocates, and journalists. In the year following, we held events across the country to convene Affiliates, whose innovative work to chip away at systemic

barriers to homeownership was selected for funding through the HOME initiative.

To glean a deeper understanding of key issues related to Latino homeownership, HOME established a partnership with the Urban Institute to identify and fill research gaps. HOME drove conversations around these findings and elevated Latino stories by engaging national and local media. And we are documenting this historic movement on a new dedicated HOME website.

Latinos are essential to the future of our nation's housing market, and ensuring access to homeownership is vital for long-term health of not only our nation's real estate sector, but of the economy that it underpins. In our second year, we will continue working to shine a bright spotlight on the promise and progress of Latino homeownership.

We thank all who helped make HOME's launch year such a success and we look forward to sharing more about what we have on the horizon.

*Janet Murguía*

**Janet Murguía**  
PRESIDENT AND CEO  
UNIDOS US





# HOME BY THE NUMBERS

## AND 2023 HIGHLIGHTS

### 6 Cities

HOME launched with a national press conference on Capitol Hill, and went on to hold events in Chicago, Houston, Orlando, Phoenix, and Stockton-Central Valley to convene the initiative's first grantee Affiliate group.

### 9 Affiliates

UnidosUS designed its first grantee Affiliate group under the HOMEownership Solutions Network around geographies with strong Latino populations and housing opportunities, specifically to support Latino mortgage readiness. HOME provided funding and institutional support for organizations like Centro de Ayuda Hispana, Chicanos Por La Causa, and the Tejano Center, among others.

The HOME initiative kicked off in June 2023 in Washington, DC, setting in motion an ambitious effort to transform Latinos' economic trajectory and build power by creating 4 million new Latino homeowners by 2030. Over the course of HOME's first year, the initiative launched in six markets; convened national and local leaders, community advocates, and housing experts; created a drumbeat of HOME's messages in national and local media outlets; and established a strong foundation to continue building power in year-two.

### Dozens of Government Partners

Federal and state policymakers and their staff supported HOME's national rollout, attending events, participating in panels, and sharing HOME's mission on social media. Some of these lawmakers include Senator Ben Ray Lujan (D-NM), Rep. Nanette Barragán (CA-44), Rep. Darren Soto (FL-9), Rep. Juan Vargas (CA-52), Rep. Lydia Hernandez (AZ-24), Arizona State Representative Analise Ortiz (D-24), Gina Montes (City of Phoenix), and Cedric LaSane (City of Houston), among others.



## 6 Research Priorities

The Urban Institute published a [research agenda](#) in July 2023 identifying six areas of research that will maximize progress on advancing Latino homeownership. The Urban Institute followed this up with its [first report](#) in partnership with HOME in February 2024 exploring one of those research gaps - barriers and opportunities within mortgage financing for Individual Tax Identification Number (ITIN) holder households - which established eight evidence-based solutions.

## \$14 Million

In addition to the millions in kick-starter funding from UnidosUS's own resources, Wells Fargo became the first anchor funder of HOME with a \$10 million donation as part of a larger, \$25 million philanthropic investment in UnidosUS to advance Latino homeownership. In 2024 several additional funders came aboard including JPMorgan Chase, PNC Bank, Constellation Brands, Inc., and Modelo.

## Dozens of Headlines, 1 News Hub

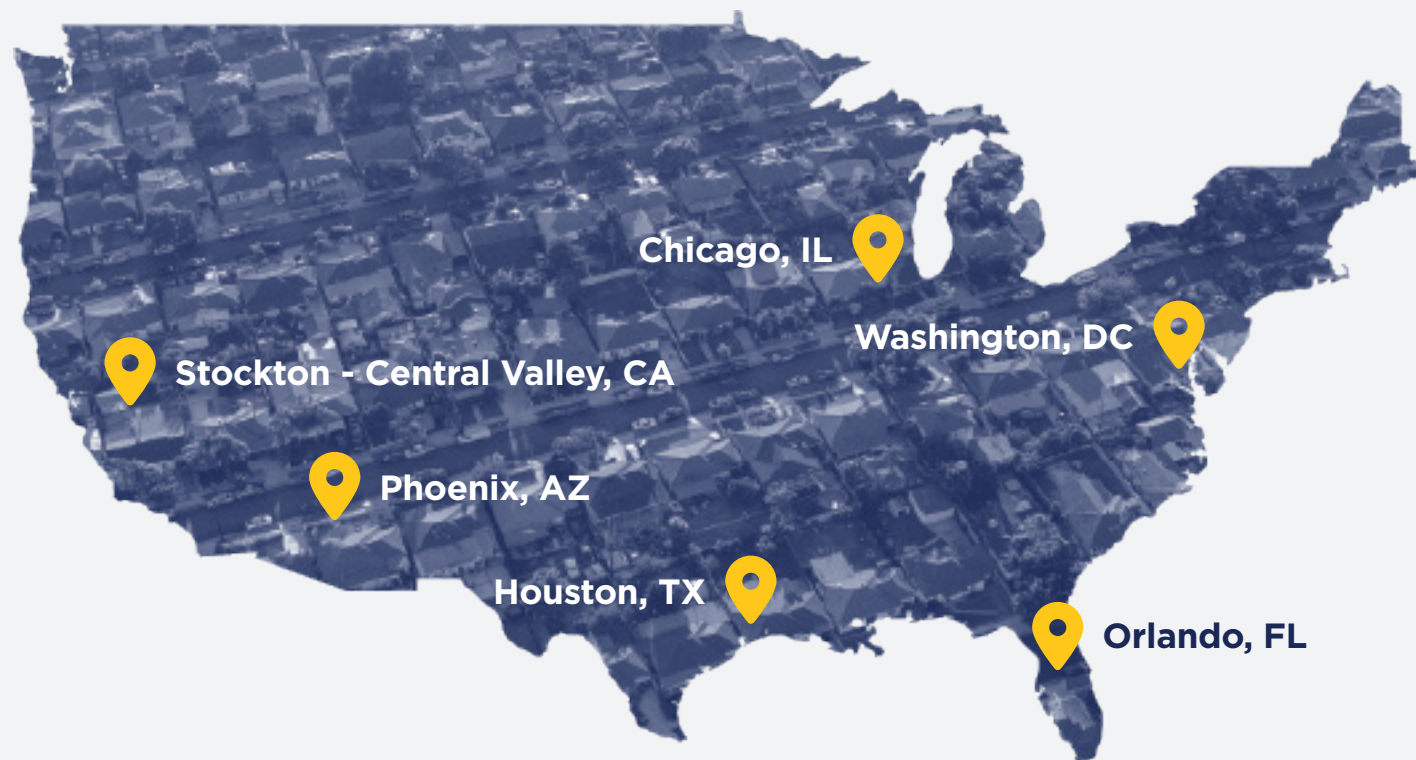
UnidosUS launched a [new website](#) for HOME to serve as a hub for the initiative's latest announcements, research, and accomplishments - including op-eds and news articles about HOME in top-tier publications. HOME's work in launch year drove dozens of headlines in outlets such as Bloomberg CityLab, NPR, Univision, Houston Business Journal, the Arizona Republic, and the Orlando Sentinel.

## 52+ Million Impressions

UnidosUS leveraged an innovative digital media campaign to reach five core audiences, including policymakers and c-suite executives at Fortune 500 companies, across nine digital channels (Facebook, LinkedIn, Display, etc.) in six different markets to drive awareness around Latino homeownership and generate key insights about the decision makers that will take HOME's mission over the finish line.

HOME

## on the Map



## Washington, DC

On June 14, 2023, also National Homeownership Month, HOME launched on Capitol Hill with a press conference attended by the media, lawmakers, UnidosUS Affiliates, and representatives from NAHREP, Wells Fargo and the Urban Institute. Launching HOME in Washington, DC enabled UnidosUS leadership to connect with key lawmakers and policy influencers, and set the stage for this transformational, national movement.



## Houston, TX

On July 15, 2023, HOME hosted a roundtable of thought leaders and advocates to share insights and solutions around Latino homeownership. Affiliates included the Tejano Center, a community-based organization that offers programs working to address housing, education, health, and social issues.



## Chicago, IL

On July 21, 2023, ahead of UnidosUS's Annual Conference, which featured a keynote from Vice President Kamala Harris and a HOME fireside chat between CNBC's Bertha Coombs and Federal Housing Finance Agency Director Sandra Thompson, HOME co-hosted a trolley tour with local Affiliate The Resurrection Project through Chicago's Southside to see first-hand the development opportunities available in the market. Affiliates from HOME's entire Chicago market included The Resurrection Project, Brighton Park Neighborhood Council, Northwest Center, Gads Hill Center, and the Spanish Coalition for Housing.



## Stockton - Central Valley, CA

On September 14, 2023, UnidosUS Senior Vice President of Economic Initiatives Laura Arce gave a keynote address at the San Joaquin Valley Affordable Housing Summit to introduce HOME and spotlight the Central Valley market Affiliate, Visionary Home Builders.



## Phoenix, AZ

On November 6, 2023, HOME hosted a roundtable at Affiliate Chicanos Por La Causa (CPLC) Women's Business Center with thought leaders, moderated by Catherine Reagor, Senior Real Estate Reporter at the Arizona Republic, and keynoted by Luis Heredia, State Director for U.S. Senator Mark Kelly (D-AZ).



## Orlando, FL

On October 16, 2023, HOME hosted a roundtable of changemakers across nonprofit advocacy, federal and local government, and academia, and a keynote from U.S. Representative Darren Soto (FL-9). Affiliates included Centro de Ayuda Hispana and Housing and Education Alliance.



# In the News

**AL DÍA**

**UNIDOS US LAUNCHES NEW INITIATIVE TO CREATE 4 MILLION LATINO HOMEOWNERS BY 2030**

AL DÍA News

**npr**

**NATIONWIDE LATINX HOMEOWNERSHIP INITIATIVE BEGINS IN CENTRAL FLORIDA**

NPR Orlando

**BLOOMBERG CITYLAB**

**OPINION: THE KEY TO BOOSTING LATINO HOMEOWNERSHIP**

Bloomberg CityLab

**THE ARIZONA REPUBLIC**

**INITIATIVE AIMS TO CONVERT 4 MILLION LATINOS INTO HOMEOWNERS. PHOENIX IS ON THAT LIST**

Arizona Republic

**HOUSTON BUSINESS JOURNAL**

**WELLS FARGO, NONPROFIT TEAM UP TO BOOST LATINO HOMEOWNERSHIP IN HOUSTON**

Houston Business Journal

“The opportunity to own an affordable housing unit really paved the way for my own path to go to college. Phoenix is a perfect market for this investment, and I want to thank the leadership of UnidosUS in making sure that their program, Unidos HOME, focuses on this community.

LUIS HEREDIA, STATE DIRECTOR OF ARIZONA SENATOR MARK KELLY'S OFFICE.



“UnidosUS has long focused on housing, and particularly homeownership, for several reasons. It is the gateway to building generational wealth, but it's so much more than that. It has a strong effect on access to college education, positive health outcomes, and workforce opportunities. Homeownership represents *familia*. It represents security and stability.

LAURA ARCE, SENIOR VICE PRESIDENT FOR ECONOMIC INITIATIVES AT UNIDOS US.





# HOME Strategies



## Research

- Fresh research and data are critical to supporting HOME's efforts and tracking results, as well as anchoring our policy advocacy and educating key stakeholders.
- UnidosUS has invested in its own research and establishing partnerships with premier think tanks like the Urban Institute to validate high-impact interventions and develop evidence-based recommendations, as well as monitor efforts and impact.



## Community

- Each year, the HOME initiative identifies a new group of Affiliate organizations to make targeted investments through the HOMEownership Solutions Network to move the needle on local Latino homeownership rates.
- As seen by our first Affiliate program, each group is designed with a unique, tailored approach, underpinned by a local market focus to test and deploy strategies to create opportunities for Latino homeownership.
- By working with UnidosUS's broader Affiliate network made up of nearly 300 organizations, HOME is able to conduct community outreach, utilize on-the-ground insights, connect with local and state policymakers, and generate the momentum needed for transformational structural changes.



## Communications

- Elevating the salience of Latino homeownership issues and stories, especially among local and federal policymakers, is a key component of achieving HOME's mission. In year-one, HOME kicked off its multi-year, multi-platform, and cross-country communications efforts advance consumer awareness and behavior, as well as recruit allies in the industry, government, and public.
- By driving media coverage, educating reporters, developing owned, shareable content, and deploying paid media campaigns, HOME is able to generate and sustain interest in Latino homeownership and the positive impacts this movement will create not only for Latino families for generations to come, but for our entire nation's economy and social fabric.



## Policy

- Helping to create 4 million new homeowners by 2030 requires bold systems change, which is why a key pillar of the HOME initiative focuses on developing and advancing legislation that removes systemic barriers and promotes policies that enable Latinos to build their socio-economic power throughout the homeownership lifecycle.
- HOME's policy agenda focuses on improving homebuyer readiness, expanding access to credit, increasing housing supply, and preserving homeownership.





# What's Next in Year Two?

## Partnering with Our Second Affiliate Group Through Premio Home

HOME established its second grantee Affiliate group under the HOMEownership Solutions Network, targeting investments around innovative solutions specifically around America's housing supply crisis.

To identify the initiative's second Affiliate group, HOME launched a national competition, *Premio HOME*, that awards \$1.1M in grant investments to organizations leading innovative approaches, including in construction and design, innovative ownership models, and climate resiliency.

The winners for *Premio HOME* include nine organizations, including five Affiliates of UnidosUS and four Non-Affiliates based in communities across Arizona, California, Illinois, North Carolina, Minnesota, Texas, and Wisconsin. The program also awarded nine runners up with partial grant funding, and awarded four honorary mentions with sponsorships to attend the UnidosUS 2024 Annual Conference.

With several achievements behind us in year one, HOME is continuing its momentum in year two. Here is a teaser of what you can expect to see from HOME as we build upon our success in year two.

## Rolling Out New Research Partnerships and Reports

HOME expanded its research program to fund additional research papers authored by the Urban Institute and is exploring partnerships with other respected think tanks and research institutions.

To spur action from the July 2023 research agenda, HOME and the Urban Institute embarked on a national [call for research](#) and in April 2024 announced seven selected proposals from institutions across the country including the Harvard Joint Center for Housing Studies, the Puerto Rican Cultural Center, and Texas A&M University, which will be presented at the Urban Institute-UnidosUS HOME research symposium in Washington, DC in January 2025.

The Urban Institute published its [second paper](#) on the structural barriers Latinos face in accessing mortgage credit during National Homeownership Month in June 2024, and is gearing up for its third research paper in the fall to be presented at the Urban Institute-UnidosUS HOME research symposium.

## Updating HOME's Policy Agenda

HOME updated its [policy agenda](#) for year two, informed by ongoing conversations with public policy leaders, an evolving housing landscape, and the 2024 election year.

The new policy agenda focuses on four key pillars: building bipartisan support for housing policies; supporting White House Administration efforts to finalize and improve key housing policies; leveraging state legislature flexibility to address housing issues; and building power by shaping public discourse.

## Announcing New Funders

Building upon its initial anchor partner investment with Wells Fargo in year one, HOME is making fundraising strides and partnering with new funders including JP Morgan Chase, PNC Bank, Constellation Brands, Inc., and Modelo.

The new funder partnerships in 2024 both deepen partnerships across the vital financial services sector and expand HOME's partnerships into the consumer brand space.

**“The reality is there is a lot of money to be made in apartments and luxury homes, and not as much in starter homes. So that is one of the challenges that we have to work on the federal, state, and local level for new houses that are below the median value... so that young people can have a chance.**”

U.S. REPRESENTATIVE DARREN SOTO (FL-9),  
SPEAKING AT HOME'S ROUNDTABLE IN ORLANDO





UNIDOSUS  
**H<sup>o</sup>ME**  
HOME OWNERSHIP MEANS EQUITY



[unidosus.org/  
homeownership](https://unidosus.org/homeownership)



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