



2025: Seizing Opportunities and Building Latino Power Through HOME

As we reflect on all that we have accomplished this year, I want to begin by thanking you for your support of UnidosUS and our HOME initiative. Together, we've made great strides to build Latino power and economic opportunity and I am proud to report that we are over one-third of the way toward our goal of creating 4 million new Latino homeowners by 2030, according to the latest census data.

While there is more work ahead, let's take the time to celebrate several major milestones. This year, we marked the HOME initiative's one-year anniversary, announced the winners of \$1.1 million in grants through our national Premio HOME competition, increasing HOME's total grant output to \$2.1 million since its launch in June 2023. We were also joined by U.S. Department of Housing and Urban Development Acting Secretary Adrienne Todman for a fireside chat at the UnidosUS Annual Conference.

This is a crucial time for Latino homeownership. The nationwide housing shortage and affordability crisis drove the 2024 election debate and voters made it clear that solutions are a top priority. For the first time, housing emerged as a top concern among Latino voters, with an emphasis on its role in securing economic stability and building generational wealth.

In 2025, we're looking forward to deepening our work with community-based organizations, policymakers, leading experts and our corporate partners to build on the progress we have made to advance the dream of homeownership for more families. The first step toward that will be HOME's inaugural Latino Homeownership and Research Symposium in partnership with the Urban Institute in late January. We appreciate your continued support and look forward to all that we will continue to accomplish together.

Laura Arce

Senior Vice President, Economic Initiatives

HOME's 2024 Highlights

The HOME initiative had a monumental year filled with in-community collaboration, advocacy, and education. Check out some of our proudest moments:

- [HOME awarded \\$1.1 million in grants](#) to community-based organizations through the Premio HOME competition. [The Las Vegas Review-Journal](#) highlighted the Premio HOME

competition and finalists

- The HOME initiative celebrated an additional [\\$4 million in external funding](#) after partnering with JP Morgan, PNC Bank, Constellation Brand, Inc., and Modelo, bringing total institutional backing to \$14 million since HOME's launch.
- UnidosUS Senior Vice President of Economic Initiatives Laura Arce penned [an op-ed for the American Banker](#) where she discussed policy proposals to build Latino power through homeownership and how HOME is driving evidence-based solutions. [The Albuquerque Journal](#) also published a piece from Laura and Homewise CEO Mike Loftin highlighting the importance of community-based solutions in facilitating access to homeownership.
- HOME was featured in a story from [The 19th](#) about the importance of affordable housing for Latina's in Nevada. El País featured the HOME initiative in a story about the focus on the housing supply crisis in the 2024 election.
- UnidosUS testified before the California State Assembly Local Government Committee and aided in the passage of SB 1123 and SB 1211 to expand the supply of affordable housing in California.
- [UnidosUS hosted the "Home Ownership Means Equity" \(HOME\) conference](#) in partnership with the California Community Builders to discuss advancing Latino homeownership.
- [UnidosUS and the Latin Chamber of Congress co-hosted the community event](#), "Strengthening Latino Communities: Addressing Housing Crisis and Promoting Homeownership Solutions," in Las Vegas, Nevada, to discuss the challenges facing prospective homeowners with the White House Domestic Policy Council and local policymakers.
- The UnidosUS Learning Alliance held its first in-person training event in four years and was joined by 38 agencies and 13 UnidosUS Affiliate Members.



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