



October HOME Newsletter Welcome

Our last newsletter covered a busy summer at the UnidosUS HOME initiative—from rolling out a national grant program, to announcing new research partnerships and financial backers, to driving lots of activity at the 2024 UnidosUS Annual Conference "Our Time is Now." Since then, we have taken this exciting momentum across the U.S. at engagements with industry leaders, advocates, and policymakers. I had the honor of leading and participating in several panel discussions, including the 2024 Prosperity Summit, the launch event for the National Alliance to Close the Wealth Gap, and the National Head Start Association. In California, our community gained an exciting victory when two pro-housing supply bills were signed into law in September, following UnidosUS's testimony before the California State Assembly Local Government Committee in support of the proposals in June.

Looking ahead, we are thrilled to continue our work with the winners, finalists, and honorary mentions from the Premio HOME competition. To spotlight the critical work these organizations are doing to address America's housing supply crisis, we're introducing a new blog series and are excited to share more about that in the months ahead. The HOME initiative is also gearing up to announce details for our first-ever research symposium with the Urban Institute in January 2025.

On behalf of UnidosUS, thank you for supporting our work to build Latino power.

Laura Arce

Senior Vice President, Economic Initiatives

**Prosperity Summit Panel: *Driving Latino Homeownership:
Bridging Gaps, Building Equity***



At the 2024 UnidosUS Annual Conference "Our Time is Now," HOME hosted the Premio HOME: Elevating Community-Based Housing Solutions for Homeownership plenary where we 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.

National Alliance to Close the Wealth Gap – State-Based Housing Supply Efforts



One week later in Washington, D.C., UnidosUS's **Laura Arce** was a featured speaker at the launch of the [National Alliance to Close the Wealth Gap](#), a new national minority-led organization with 66 members whose mission is to address the wealth gap impacting all lower and moderate-income communities by increasing the national supply of homes and housing. The launch event also featured remarks from U.S. Department of Housing and Urban Development Acting Chief of Staff David Sanchez and Federal Housing Finance Agency Acting Associate Director for Fair Lending Policy Leda DeRosa Bloomfield.

National Head Start Association – How Latinos are Shaping the Future of Early Childhood Education and Housing in the U.S.



UnidosUS's **Laura Arce** and **Tania Villarroel**, policy advisor for early childhood education at UnidosUS spoke at the National Head Start Association (NHSA) in August, where they presented on the intersection of education and housing for Latino families. Laura and Tania emphasized that one in four babies born in the U.S. are Latino—a figure expected to rise to one in three by 2060. They

addressed the barriers Latino families face in accessing quality education and housing, highlighting the unique challenges within this community and the lessons applicable to others. Their discussion also showed how NHTSA is partnering with local housing programs to help families secure stable housing, laying the groundwork for future success.

UnidosUS at NAHREP L'ATTITUDE - ITIN Insights: Unlocking Opportunities for Non-Traditional Buyers



Also in September, UnidosUS Senior Policy Housing Analyst Sam Kenney moderated the "ITIN Insights: Unlocking Opportunities for Non-Traditional Buyers" session at the **NAHREP at L'ATTITUDE conference in San Diego**, where the panel discussed ITIN lending challenges and opportunities.

Want to learn more about ITIN mortgages? Check out the Urban Institute's research paper in partnership with HOME at the link [here](#).

UnidosUS Testifies at California State Assembly Hearing on Housing



Following UnidosUS's testimony in June before the California State Assembly Local Government Committee in support of [SB 1123](#) and [SB 1211](#), which aim to expand the supply of affordable housing statewide, we are pleased to announce that both bills have been signed into law! SB 1123 specifically requires local agencies to ministerially approve the subdivision of vacant single-family lots, allowing for up to 10 units. This measure will expedite the development of starter homes that are smaller and more affordable. You can watch UnidosUS's testimony for [SB 1211](#) at 1:35:40 and for [SB 1123](#) at 2:05:48.

UnidosUS Learning Alliance Event



The UnidosUS Learning Alliance, a national training and certification program developed in collaboration with UnidosUS Wealth and Housing Alliance (UWHA), recently held its first in-person training event in over four years at the UnidosUS Field Office in Phoenix. Participants from 38 agencies, including 13 UnidosUS Affiliate Members, engaged in classes led by expert instructors. We also celebrated the **inaugural Housing Counselor Day on September 26, 2024**.

The courses offered included Financial Counseling, Financial Coaching, Homebuyer Education, and Effective Rental Counseling. These are part of the ULA Professional Housing Certifications, designed to equip housing counselors and financial coaches to promote homeownership and financial security in line with HUD's and UnidosUS's initiatives. Join our [Listserv](#) today, and if you're interested in becoming an instructor, [click here](#) to apply.

UnidosUs Home Ownership Means Equity Conference



Earlier this month, UnidosUS hosted the "Home Ownership Means Equity" conference in partnership with [California Community Builders](#) (CCB), where dozens of leaders from all over the state convened to discuss Latino homeownership. The day was filled with insightful panels, expert speakers, and government officials. The conference provided a space for discussion about policies and private-public sector collaboration to make the path to homeownership more accessible in California.

The conference featured remarks from many leaders, including:

- [Elizabeth de Leon Bhargava, Esq.](#), Assistant Secretary of Administration. U.S. Department of Housing & Urban Development
- [Adam Briones](#), CEO, California Community Builders
- [Xiomara Cisneros](#), Senior Program Officer of Housing Affordability, Chan Zuckerberg Initiative
- [Debbie Arakel](#), Executive Director, Habitat for Humanity California
- [Jordan Panana Carbajal](#), Legislative Advocate, California YIMBY

UnidosUs Radio Bilingüe – Homeownership is Top-Of-Mind for Latino Voters



This month, **UnidosUS** Vice President, Policy and Advocacy **Carmen Feliciano** joined Radio Bilingüe to discuss the importance of homeownership for Latino voters. She explained that this issue is top-of-mind for Latino voters in a critical election year and as Latinos are projected to comprise 70% of net new property owners by 2040, underscoring the essential role Latinos will play in the future of the U.S. real estate market and economy.

Save the Date! January 25, 2025: UnidosUs Latino Homeownership Research Symposium

On January 30, 2025, the UnidosUS HOME initiative and the Urban Institute will host the inaugural Latino Homeownership Research Symposium to gain cutting-edge insights from leading academic and practitioner researchers on Latino homeownership trends. Following a national call for research, the symposium will feature experts from the University of North Carolina – Chapel Hill, Texas A&M, Harvard Joint Center, and the Housing Assistance Council.

Get to Know Our Premio HOME Awardees

In July, UnidosUS announced the winners, finalists, and honorable mentions of our *Premio HOME* competition to support innovative and scalable solutions to increase affordable housing. Learn more about Premio HOME's community-based organizations across the U.S. in our new blog series.

- [Premio HOME Winner Q&A: VIA CDC \(Milwaukee, WI\)](#)
- [Premio HOME Winner Q&A: Visionary Home Builders of California, Inc. \(Stockton, CA\)](#)
- [Premio HOME Finalist Q&A: Chicanos Por La Causa \(Phoenix, AZ\)](#)



Prosperity Summit Panel: Driving Latino Homeownership: Bridging Gaps, Building Equity



We are thrilled to announce that **California Community Builders is honoring the HOME initiative's architect, Laura Arce, with the Dream Builder Award** alongside California State Treasurer Fiona Ma, CPA, at the Housing Awards Dinner and Celebration this month. Laura and Fiona are being recognized as exemplary leaders dedicated to expanding homeownership, wealth building, and prosperity for communities throughout California and beyond. Join us in celebrating their contributions!

HOME In the Media

Elevating Latino homeownership stories is central to the HOME initiative's strategy to create 4 million new Latino homeowners by 2030. Check out some recent news articles and op-eds featuring UnidosUS and HOME leadership.

- [The 19th News published a story](#) about the importance of affordable housing and homeownership to Latinas in Nevada and featured HOME's architect Laura Arce.
- [El País featured the HOME initiative](#) in a story about how America's housing supply crisis has become a top issue in the 2024 election cycle.
- [American Banker's opinion section, BankThink](#), published a thought leadership piece from Laura Arce exploring the upstream policy solutions to build Latino power through homeownership.

In Case You Missed It

- UnidosUS: [UnidosUS Comment on Fannie Mae and Freddie Mac Equitable Housing Finance Plans](#)
- UnidosUS: [UnidosUS Submits Comments on CFPB's Proposed Rule for Regulation X](#)
- UnidosUS: [UnidosUS and the National Urban League convene education stakeholders to broaden perspectives in California on the future of assessment and accountability.](#)
- UnidosUS: [Update: UnidosUS Hispanic Electorate Data Hub to Include Latino Voter Registration and Turnout Data for Every Congressional District](#)

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