



Our “why”: family, stability, legacy



When UnidosUS launched the Home Ownership Means Equity (HOME) initiative three years ago, we had an ambitious goal: Add 4 million new Hispanic homeowners by 2030. I'm excited to share that we are already more than halfway to meeting this goal. This achievement is attributed to the Latino families across the country who took advantage when economic conditions were strong and who continued to be resilient as housing affordability worsened. Our progress is also a testament to the increasing bipartisanship nationwide that has advanced pro-housing policies and to the innovative community-based developers, including UnidosUS Affiliates, who continue to build starter homes.

This goal is more important than ever for Latino and working-class families, who continue to face rising costs to afford a home but nonetheless haven't given up their dream of homeownership. The latest and largest poll of Hispanic voters shows how pocketbook issues, particularly housing affordability, continue to remain top of mind for Latino voters.

Owning a home represents family, stability and legacy. It's why UnidosUS continues to advocate for solutions that will help more working families become first-time homeowners.

Laura Arce
Senior Vice President, Economic Initiatives

Three years of progress and impact

Since 2023, the UnidosUS HOME initiative has invested more than \$3.3 million in grant funding to Affiliates and other community-based partners across 13 states and Puerto Rico. By investing in community-driven solutions, we've supported

innovative programs that strengthen communities and help families build a more secure future.

[Read our blog post to learn more.](#)

Local solutions to increase housing supply for homeownership

In 2026, the UnidosUS HOME initiative targeted its funding to some of the biggest challenges facing the housing sector, including construction workforce shortages and post-disaster rebuilding. HOME initiative grants were made across the following programs:

- Through Local Keys Collaborative, three organizations representing Los Angeles, California; El Paso, Texas; and Durham, North Carolina are establishing local partnerships to unlock pathways to homeownership for working families.



- Through PASOS (Pathways to Advancement through Skills, Ownership and Support), a pilot collaboration between the housing and workforce development teams at UnidosUS, four programs in Portland, Oregon; Houston, Texas; Detroit, Michigan; and California's Inland Empire are addressing the shortage of skilled labor to increasing the supply of starter homes.
- Through Casas y Carreras, we're supporting career training programs in homebuilding, factory-built housing and housing rehab in eight additional communities nationwide.
- Through local housing markets, partners addressing local challenges are receiving additional strategic grants, including for post-disaster home rebuilding efforts in response to communities impacted by wildfires in California.

Celebrating bipartisan housing legislation

This month, we celebrate the [passage of historic, bipartisan housing legislation](#), the 21st Century ROAD to Housing Act. [We urge the president to sign this comprehensive housing bill](#) that will modernize several federal housing programs, reduce regulatory barriers to building and incentivize the building of more starter homes.

New research

- [“Heirs’ Property in Latino Communities,”](#) a report released in partnership with the Housing Assistance Council
- [“The US Needs More Starter Homes. Factory-Built Construction Can Fill the Gap”](#)
- [“Cities Leading the Way: Case Studies in Housing Supply Solutions”](#)
- [“The State of the Nation’s Housing 2026”](#)

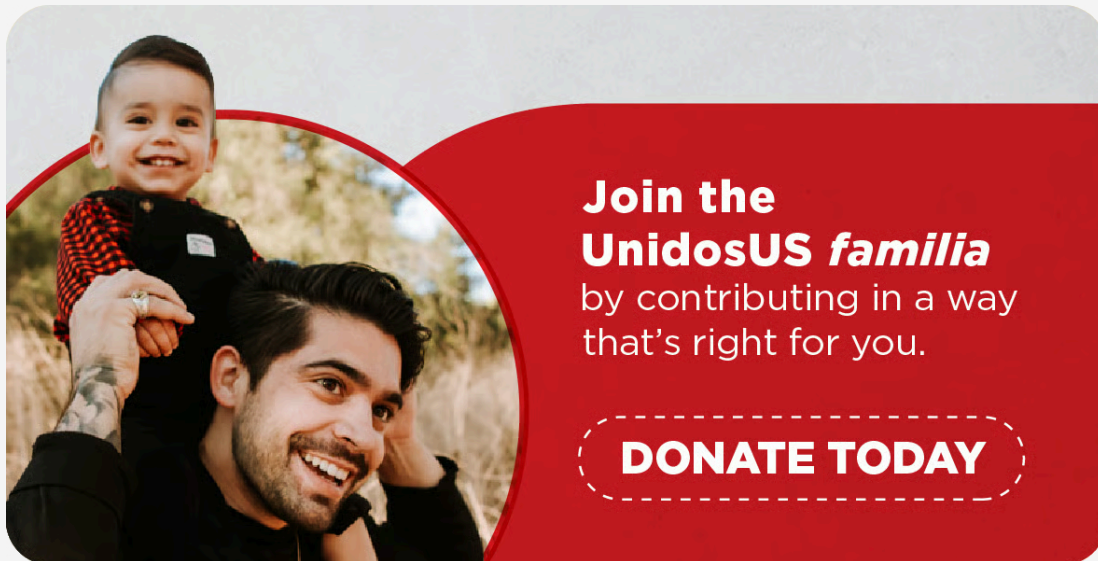
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