



# 2025 Impact Report

Building Latino Wealth: Strengthening  
America's Economy





**Orson Aguilar**  
Founding President & CEO

Dear Friends and Partners,

I'm writing to share what LatinoProsperity accomplished in 2025—our first full year of operation.

We launched LatinoProsperity with a clear theory of change: that Latino economic prosperity requires both rigorous research and rapid response, that community voice must lead, and that a lean organization can achieve outsized impact when strategy and execution align. 2025 proved that theory. As economic uncertainty grew and many Latino families faced unprecedented challenges, we responded with the full range of our capabilities: flagship research, direct cash relief, authentic community engagement, and bold coalition leadership.

In this report, you will discover the tangible impacts of our work across various sectors as we highlight our ongoing efforts and individual accomplishments from 2025.

A handwritten signature in dark ink, appearing to be 'Orson'.

## ABOUT

# LatinoProsperity

LatinoProsperity is a national nonprofit organization dedicated to closing the Latino wealth gap through national, state, and local advocacy. Our core strategy focuses on relentless advocacy for equitable policies that empower Latinos to build and sustain wealth. We bring together leaders from diverse sectors, conduct research to inform our policy recommendations, and advocate vigorously for their adoption and implementation.



# Our North Star

## Vision

A thriving U.S. economy where Latinos build wealth, power, and opportunity—generation after generation.

## Mission

To champion bold, equitable economic policies that close the Latino wealth gap and create pathways to prosperity for all.

## Theory of Change

We drive structural change through:

- Cutting-edge research
- Cross-sector movement-building
- Advocacy rooted in lived experience



## 2025 IMPACT

**We bring together leaders from diverse sectors, conduct research to inform our policy recommendations, and advocate vigorously for their adoption and implementation.**

**3**

Foundational reports published

**5**

Major events

**200+**

Latina leaders and community members engaged (listening sessions)

**\$55,000**

Donated in direct relief to immigrant families

**60+**

Organizations in Eyes on OpenAI coalition

**40+**

Media mentions and 7 op-eds published in outlets including Wired, Politico, & WSJ

# Our Press Coverage in 2025 (Partial List)

Los Angeles Times

**BUSINESS  
INSIDER**

**POLITICO**

**AP**

**A**

*The Atlantic*

THE WALL STREET JOURNAL.

THE  
**BEE**

The Washington Post

**WIRED**

**KQED**

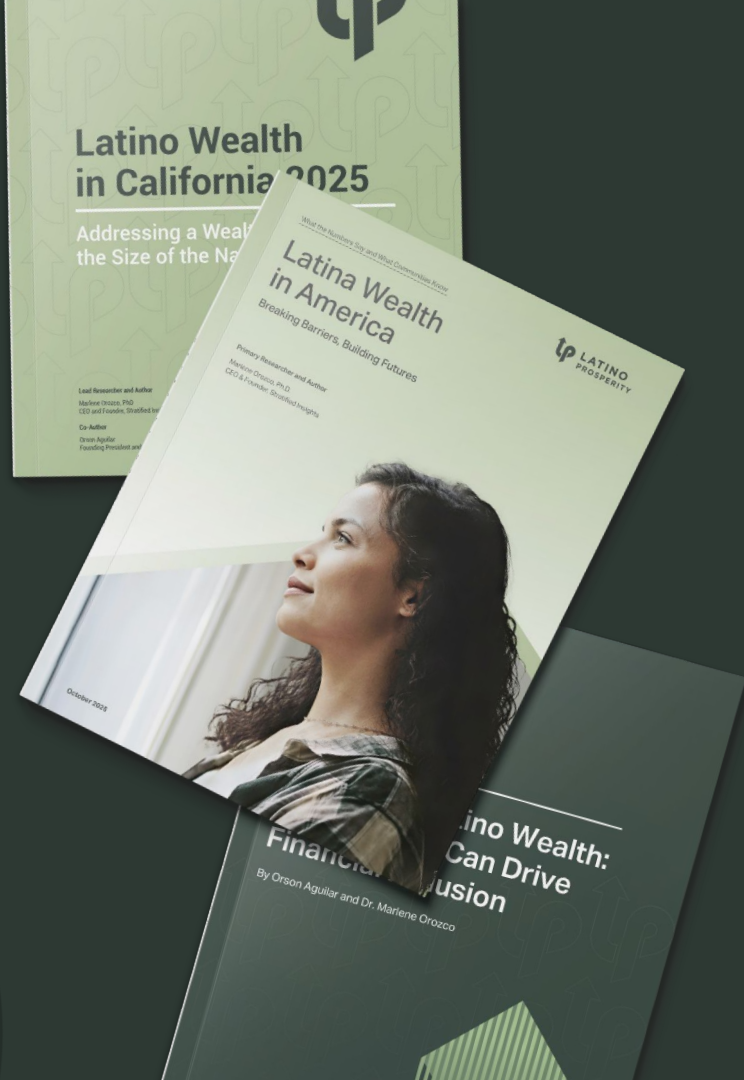
**FORTUNE**



# Three research reports that moved policy

We published three flagship reports: *Latina Wealth in America* (released at the U.S. Capitol), *Latino Wealth in California* (documenting that Latino families hold just one-tenth the wealth of White households), and *Unlocking Latino Wealth: How Fintech Can Drive Financial Inclusion*. We also completed rigorous analysis of home mortgage lending to Latinos in California for release in early 2026.

- 01 ***Latina Wealth in America***
- 02 ***California Latino Wealth Report***
- 03 ***Unlocking Latino Wealth: How Fintech Can Drive Financial Inclusion***





[See full report](#)

## REPORT 01

# *Latina Wealth in America*

Latina Wealth in America was LatinoProsperity's flagship report in 2025, documenting a fundamental truth: Latinas are doing everything right—working, caregiving, earning degrees, and starting businesses—yet systemic inequities continue to block wealth-building opportunities. We were honored to release the report at the U.S. Capitol alongside House Minority Whip Katherine Clark (D-MA), elevating its findings before federal leaders and underscoring the urgency of addressing these persistent barriers to economic mobility. A follow-up report, A National Latina Economic Opportunity Agenda, will be released in early 2026. We deeply appreciate the Eva Longoria Foundation's support of this research.





## Latino Wealth in California 2025

Addressing a Wealth Gap Twice  
the Size of the National Average

**Lead Researcher and Author**  
Marlene Orozco, PhD  
CEO and Founder, Stratified Insights, LLC

**Co-Author**  
Orson Aguilar  
Founding President and CEO, LatinoProsperity

latinoprosperty.org

REPORT 02

# *Latino Wealth in California Report*

Our Latino Wealth in California report documents the scale and drivers of California's Latino-White wealth gap, showing that Latino families, who fuel much of the state's growth, hold just one-tenth the wealth of White households, posing a serious risk to long-term economic stability. Using data on wealth, income, homeownership, entrepreneurship, and retirement security, the report provides a clear, evidence-based picture of where disparities are widest and most consequential.

**“Latino households in California hold just 11% of the wealth of their White counterparts—a wealth gap far exceeding the national figures.”**

**See full report**



May 2025 | LatinoProsperity

## Unlocking Latino Wealth: How Fintech Can Drive Financial Inclusion

By Orson Aguilar and Dr. Marlene Orozco

latinoprosperty.org

REPORT 03

# *Unlocking Latino Wealth: How Fintech Can Drive Financial Inclusion*

Unlocking Latino Wealth: How Fintech Can Drive Financial Inclusion revealed that Latinos are enthusiastic adopters of digital financial tools, but without intentional design informed by our lived experiences, these technologies risk repeating the same injustices we've long faced in traditional banking. This research made clear that innovation must listen to and learn from our communities, not simply deploy technology and hope for equitable outcomes.

**\$36,050 median household income of Latino households vs. \$188,200 for White households**

[See full report](#)

# Community Voice at the Center

We held Pláticas (listening sessions) across California and Texas, engaging over 200 community leaders who shaped our strategic direction. Community leaders called for focus on homeownership, entrepreneurship, financial health, and AI's impact on Latino futures, challenging us to move beyond deficit narratives toward empowerment.

Local realities must inform state and national policy, and Latinos must be decision-makers, not just participants.



# Rapid Response When Crisis Hits

When the Eaton Fire devastated communities and ICE enforcement intensified, we launched the Immigrant Relief Fund, raising \$55,000 to provide direct cash assistance to families facing displacement and emergency expenses.



## \$55,000

Our assistance has offered dignity and trust at a moment when many felt abandoned.

# Leading with Coalition Building

We co-founded and co-led Eyes on OpenAI, a coalition of over 60 organizations demanding accountability as OpenAI attempted to privatize its charitable assets. Our pressure made OpenAI reverse course and remain a nonprofit. OpenAI made \$50 million in grants to California nonprofits and is now the largest charity in the U.S., valued at \$130 billion.

Visit [EyesOnOpenAI.org](https://EyesOnOpenAI.org)



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“The news that OpenAI was planning to simplify its unusual nonprofit structure caught the attention of economic justice activist Orson Aguilar.”

WIRED, May 2, 2025



# Leadership

LatinoProsperity is honored to serve as an advisor to the California Senate Select Committee on Minority Economic Development, led by Senator Susan Rubio, bringing Latino voices, data, and lived experience directly into the policymaking process to help shape a more inclusive economic future for California.





## LOOKING FORWARD

We're entering 2026 with momentum and a clear mandate: to ensure Latino wealth becomes a permanent priority in national economic policy conversations.

### 01 Latino Wealth Advocacy

Launching a data-driven Latino Economic Opportunity Agenda to shape policy and advance wealth-building solutions through 2027.

### 02 Latina Economic Opportunity Agenda

Closing data gaps and elevating lived experiences to advance long-term wealth and economic mobility for Latinas.

### 03 Latino Financial Health

Producing a national Latino Financial Health Report to fill data gaps and inform policies strengthening financial security and wealth.

### 04 Latino Resilience in AI

Launching a Latino AI Resilience Initiative to prepare and protect Latino communities in an AI-driven economy.

### 05 Immigration and Economic Prosperity

Publishing a report reframing immigration enforcement as an economic issue and elevating Latino-led cash transfer and mutual aid strategies.

### 06 Latino Homeownership

Advancing a national strategy to expand Latino homeownership through reformed mortgage access, increased housing supply, and strengthened local ecosystems.

### 07 Accountability Advocacy

Holding key stakeholders accountable on Latino wealth issues when Latino communities face attacks, neglect, and underrepresentation.

# Our Major Funders



dailypay.



Manny  
Alvarez



PolicyLink



Oportun



# LatinoProsperity

## Statements of Activities

UNAUDITED For Management Use Only

for the Twelve Months Ended December 31, 2025

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### REVENUES

Actuals 12/31/2025

Corporate & Foundation Contributions:	\$696,333
Individual Contributions & Sponsorships:	\$64,949
<b>TOTAL REVENUES:</b>	<b>\$761,282</b>

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### EXPENSES

Personnel & Outsourced Services:	\$202,708
Consultants:	\$347,790
Program Payments:	\$125,500
Research:	\$105,540
Advertising & Sponsorships:	\$48,844
Advocacy – Travel & Meetings:	\$48,929
General Administrative Costs:	\$18,647
<b>TOTAL EXPENSES:</b>	<b>\$897,958</b>

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DONATE

# Make Lasting Change

Everything you've read here is made possible by donors like you, whose unrestricted contributions provide the freedom necessary to stay true to our mission. Your generosity fuels our ability to deliver essential services, educate our community, replicate successful models, and champion policies that drive systemic change.

**Please continue to support our work by making a tax-deductible donation on our website.**

**Donate**





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