

# 2025 Impact Report

Building Latino Wealth.  
Strengthening America's Economy.



Dear Community,

2025 marked LatinoProsperity's first full year of operation. We launched with a clear theory of change: that Latino economic prosperity requires rigorous research and rapid response, that community voices must lead, and that a lean organization can achieve outsized impact. The year proved that theory.

## Our Foundation

### Vision

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

### Mission

Championing equitable economic policies that create opportunities and resources for wealth-building in the Latino community.

### Theory of Change

We drive structural change through cutting-edge research, cross-sector movement-building, and advocacy rooted in lived experience.

## 2025 Accomplishments

### Research That Moves Policy

We published three flagship reports: **Latina Wealth in America**, **Latino Wealth in California**, and **Unlocking Latino Wealth: How Fintech Can Drive Financial Inclusion**. We also completed a rigorous analysis of home mortgage lending to Latinos in California for release in early 2026. You can access our reports through this [link](#) here.

### Leading with Coalition Building

We co-founded and co-led [EyesonOpenAI](#), 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 in 2025, and is now the largest charity in the U.S., valued at \$130 billion.

### 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.

### Rapid Response When Crisis Hits

When the Eaton Fire devastated communities and ICE enforcement intensified, we launched the Immigrant Relief Fund and mobilized \$55,000 to support families facing displacement and emergency expenses with no safety net.

## Impact by Numbers

200+

Community leaders engaged through  
Pláticas / Listening Sessions

5

Community-centered listening  
sessions and research convenings

60+

Organizations organized in the  
EyesonOpenAI coalition

3

Major research reports published

\$55,000

Raised direct cash assistance to  
immigrant families

40

Media mentions in outlets and  
7 Op-eds published  
(including Wired, Politico, LA Times,  
and the Wall Street Journal)

## Vision for 2026

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

**Latino Wealth Advocacy.** We are taking our work national by launching a data-driven Latino Economic Opportunity Agenda to shape policy and advance wealth-building solutions through 2027 and beyond.

**Latina Economic Opportunity Agenda.** We will close key data gaps and elevate lived experiences to advance a Latina Economic Opportunity Agenda for long-term wealth and economic mobility.

**Accountability Advocacy.** We will continue holding key stakeholders accountable on Latino wealth issues at a time when Latino communities are under attack, overlooked, and underrepresented.

**Latino Financial Health.** We will expand a national research collaboration to produce a Latino Financial Health Report that fills key data gaps and informs policies to strengthen Latino financial security and wealth.

**Immigration and Economic Prosperity.** We will publish a report that reframes immigration enforcement as an economic issue and elevates Latino-led cash transfer and mutual aid strategies for economic security.

**Latino Homeownership.** We will advance a national strategy to expand Latino homeownership by reforming mortgage access, increasing housing supply, and strengthening local ecosystems.

**Latino Resilience in AI.** We will launch a Latino AI Resilience Initiative to prepare and protect Latino communities in an AI-driven economy.

**The work continues, and we hope you'll continue with us,**

**Orson Aguilar**

Founding President & CEO

[LatinoProsperity](#)