



**For Immediate Release**

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**LatinoProsperity Launches Latina Wealth Initiative to Advance  
Effective Wealth-Building Solutions for Latinas in the United States**

**Los Angeles, California** – LatinoProsperity today announced the launch of the Latina Wealth Initiative, a nationwide effort to close the Latina wealth gap through research, advocacy, and cross-sector collaboration. Over the next year, LatinoProsperity will engage Latina leaders, policy experts, and community advocates to identify barriers and co-create solutions that drive long-term wealth-building. Through interviews, regional roundtables, and economic research, the organization will publish a new narrative that centers Latinas’ lived experiences and expertise as the foundation for public policy change.

“Latinas contribute over \$1.3 trillion to our economy each year—yet they remain undervalued and underpaid,” said Orson Aguilar, President and CEO of LatinoProsperity. “Our research will pinpoint the drivers of the Latina pay gap and economic inequality, giving us the tools to push for policies that build a fairer, more inclusive economy for Latinas and the broader Latino community.”

LatinoProsperity will develop and launch a national Latina Economic Opportunity Agenda, backed by data and shaped by those most impacted. This agenda will inform and influence decision-makers at the local, state, and federal levels, focusing on access to capital, asset ownership, entrepreneurship, financial inclusion, and good-paying jobs. With the support of the Eva Longoria Foundation, this initiative will elevate Latina voices, inspire investment, and spark systemic reforms that foster intergenerational prosperity.

Dr. Marlene Orozco will lead the research for the Latina Wealth Initiative, and Sonja Diaz will serve as a Senior Advisor to the effort. Dr. Orozco and Ms. Diaz are nationally recognized leaders

in researching and studying systems-level bias facing people of color, women, and other historically underrepresented groups in entrepreneurship, finance, and the digital economy.

“This research goes beyond the numbers—we’re not just documenting the Latina wealth gap, we’re building a roadmap for policy solutions that touch housing, employment, financial health, and more,” said Dr. Marlene Orozco. “I’m proud to bring my expertise and lived experience to an effort that aims to shift the economic trajectory of Latinas for generations to come.”

“The Latina Wealth Initiative is a bold and necessary intervention to unlock pathways to economic mobility for the nation’s fastest-growing and most undervalued workforce,” said Sonja Diaz, Founding Director Emeritus of the Latino Policy & Politics Institute and Latinas Futures Lab 2050. “Latinas must not only have access to decision-making tables—they must be empowered to reshape them, influencing the policies that affect their bodies, families, and futures.”

The Latina Wealth Initiative’s research will culminate in the launch of *The Opportunity Agenda for Latinas* in Washington, D.C., during Hispanic Heritage Month in September 2025. This policy blueprint will serve as the foundation for a national advocacy campaign to advance economic opportunity for Latinas and their families.

For more information on the Latina Wealth Initiative and a video describing our efforts, please visit the LatinoProsperity website at <https://latinoprosperity.org/areas-of-impact>.

### **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 efforts are rooted in the lived experiences of Latino community members and enriched by insights from academics, community organizations, government, and business leaders.

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