



AMPLIFY LATINX

2023 Impact Report

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Dear supporters and friends,

In 2023 we made significant strides in promoting Latine prosperity and strengthening the economy through diversity and inclusion. We are proud to share the impact of our work with you in this report.

One of the highlights of 2023 was our inaugural ALX100 Awards, where we celebrated and recognized 100 extraordinary Latino leaders in the state. From business to arts, education to advocacy, these individuals have exemplified the highest standards of leadership, integrity, and social responsibility.

In our commitment to building community and connection, we organized numerous in-person events: From a Madrinas & Comadres dinner to our Women's History Month Celebration, from Hispanic Heritage Night to our Cafecito with Congresswoman Ayanna Pressley, these events brought together community members and provided spaces for meaningful dialogue and celebration.

We expanded our reach, opening satellite offices in Lawrence and Springfield, because our community is spread out all over the state. Our dedicated team, now three times its original size, has continued to work tirelessly to amplify the voices and contributions of the Latine community, ensuring that our work reaches farther and deeper into the commonwealth.

With your continued support, I am confident that Amplify LatinX will have an even greater impact in the years to come. Together, let us continue to uplift, empower, and celebrate the Latinx community in Massachusetts.

In service,

Eneida Román
President and CEO, Amplify LatinX

**Amplify LatinX
is building the
most robust
Latine network in
Massachusetts.**

WHO WE ARE

Amplify LatinX is a 501(c)3 nonprofit that connects business and civic leaders through high-impact initiatives that champion the advancement of Latinos and Latinas into positions of power and influence in Massachusetts and beyond.

Since 2017, we have built a diverse network of over 16,000 multigenerational, multiracial, and multicultural Latinos active across sectors and across the state.

Our Amplifiers are innovators, business owners, and leaders who care about their community and economic mobility. Many serve in elected and appointed positions, boards, and commissions, and hold executive roles across Massachusetts.

Latinos have been a driving force in Massachusetts' growth for decades. In Boston, Latinos have led population growth since 1980, with a 256% increase in population, and now make up 20% of the city. Latinos are a young, significant and growing share of our workforce; in addition, we're increasingly contributing to Massachusetts' economy as business owners and entrepreneurs.

As Massachusetts' Latino population continues to grow in size and influence, our work highlighting the immense contributions of our community to Massachusetts' economy and culture is more important than ever.

2023 was a year of extraordinary growth for Amplify LatinX, and we expect to make an even bigger impact in 2024.

We invite you to join us as we **#AmplifyLatinX**cellence!

OUR MISSION

Advancing Latino
prosperity



THE FUTURE IS NOW

Latinos are the youngest, largest (14.4% of the population), and fastest-growing community in Massachusetts.

1 MILLION STRONG

In Massachusetts as of 2021 ¹

20%

Of kindergarteners in Massachusetts are Latino ²

256%

Increase in population growth in Boston since 1980 ³

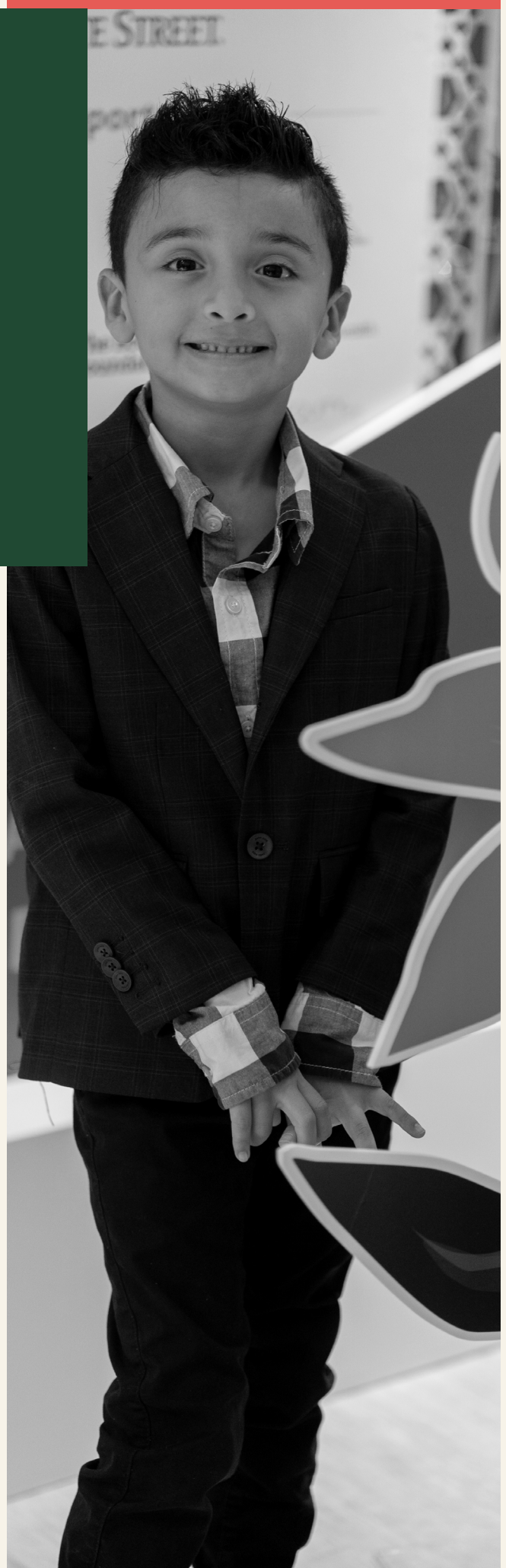
30K

Latine-owned businesses in Massachusetts

1. American Community Survey (ACS) data

2. Pew Research Institute. Kindergarten Demographics in the US July, 31, 2019

3. City of Boston. Celebrating Latino Heritage Month Sept.18, 2023



“The Latino community in Massachusetts is hardworking, strong and resilient. They make incredible contributions to our communities and our economy every day. I am proud to celebrate with Amplify LatinX and honor the history, culture, and achievements of Latinos.”

— Maura Healey
Massachusetts Governor

THIS IS HOW WE AMPLIFY

THE ALX PILLARS



POLICY

We **advocate** for policies that positively impact our community

- Empowering community advocates
- Partnering with multi-stakeholder coalitions
- Engaging civic advocates to galvanize support on behalf of our communities

We amplify our impact by activating empowered advocates for our communities and commissioning research that provides the most current data to inform our campaigns and partner-driven educational workshops.

BUSINESS

We **launch** Latino and Latina owned businesses to the next level

- Offering bilingual, culturally relevant, and intensive strategic business advice to Latino business owners
- Increasing the visibility of Latino-owned businesses
- Facilitating connections to existing resources
- Increasing access to capital and equitable contracting opportunities

The ALX Small Business Program is focused on activating Massachusetts' untapped economic potential by increasing growth and economic opportunity for Latino-owned businesses statewide.

LEADERSHIP

We celebrate **LatinXcellence**

- ALX100
- Visibility campaigns
- Media partnerships
- Events and celebrations

We shape positive, fact-based narratives of Latinos in Massachusetts and champion emerging leaders for highly visible opportunities across sectors and industries.

Our Impact in 2023

Our Presence: We expanded our reach statewide



ALX100

- Lawrence
- Worcester
- Springfield
- Boston

OFFICES

- Wellesley
- Lawrence
- Springfield
- Boston

EVENTS

- Needham
- Boston
- Springfield
- Brighton
- Lawrence

ALX Small Business Program

OUTREACH

- Lawrence
- Worcester
- East Boston
- Boston/ Dorchester
- Boston/ Brighton-Allston
- Boston
- Haverhill

PROGRAMS

- Boston
- Lawrence
- Springfield
- Revere
- Virtual

In January 2023, we hosted a legislative luncheon to share the findings of a historic poll we sponsored — the Massachusetts Latino Landscape Survey — the largest ever Latino-focused poll on civic engagement and economic prosperity in the Commonwealth. We engaged the MassINC Polling Group (MPG) to conduct research focused on understanding priorities and measuring and expanding civic engagement among the Latino community in Massachusetts.



We're thought leaders in the Latino policy space.

We co-hired **1** Latino Policy Analyst with the Gaston Institute to support our work with the Governor's Latino Empowerment Advisory Council.

We belong to **10** coalitions and worked collectively with individuals and organizations to advance **causes** and/or **legislation** important to Massachusetts Latinos:

- Coalition for an Equitable Economy:
- Community Business Network
- CommonStart Coalition
- Massachusetts Immigrant & Refugee Advocacy Coalition: Tuition Equity Act
- Merrimack Valley Small Business Coalition
- The Boston Foundation: Wealth Equity Gap
- Unidos in Power Coalition
- Wage Equity Now
- YWBoston: Parity on Board
- Zero Carbon Renovation Fund

We delivered **10** testimonies in support of bills that directly impact Latinos in the Commonwealth.

34 partners work with us in the communities we serve across Massachusetts.

“Amplify LatinX has been doing so much for the Latino community over the last several years. Amplify LatinX really creates opportunities for latinos to convene, brings up really important topics that Latinos should know about, to really advocate for Latino interests, whether it’s in the public sphere, private or nonprofit to help bring forward so many of the issues that we care about.”

— Rosalin Acosta

Managing Director, Ernst & Young

Former Secretary of Labor and Workforce

Development, Commonwealth of Massachusetts

ALX Small Business Programs

The impact of the ALX Small Business Program goes beyond building wealth for individual entrepreneurs: We're shifting mindsets and equipping Latine business owners with the confidence and knowledge they need to take increased responsibility for the success of their businesses. We're kickstarting a cultural shift towards more open discussions about profit, power, community as well as advocating for acknowledgment by those in power of the unique challenges to wealth building faced by Latino entrepreneurs — like language barriers, access to capital and procurement opportunities due to the lack of a built-in network in Massachusetts.

Amplify LatinX Certification

Created a fast track for Latino-owned businesses to be considered for over 1 billion dollars in annual City of Boston and state contracts.

Leadership in childcare

We launched a pilot program for Latina childcare providers in Lawrence and Springfield.

By addressing our client's needs with culturally relevant and accessible training and one-on-one consulting, we are not only helping to close the Latine wealth gap but also building a network of job creators and leaders that will impact the future of our state for generations to come.

Increased the visibility of Latine entrepreneurs

We relaunched the **Amplify LatinX small business directory** and our **Holiday Gift Guide** featured 27 Latino-owned businesses in Massachusetts during the busiest spending season of the year.

ALX Small Business Program

We provide critically needed bilingual, culturally relevant, and intensive strategic business coaching to Latine small businesses. In 2023 we created and built a team of 10 consultants who provide one-on-one coaching to small business owners at all levels of business maturity.



We create culturally relevant and innovative training designed specifically for Latino entrepreneurs:

- Workshop: “Herramientas para el éxito de tu negocio de Childcare” - Lawrence
- Workshop: “Emprende con éxito tu childcare” - Springfield
- Online Workshop: “Técnicas para fijar precios de su negocio”
- Online Workshop: “Desafía los límites: ¡certificate y conquista el mercado de tu negocio!”
- Online Workshop: “IA— Inteligencia Artificial para pequeños negocios”

We serve clients across the Commonwealth. These are our 9 key sectors:

- Childcare/ Familycare
- Personal Care
- Food Services/ Restaurants
- Professional Services
- Manufacturing
- Technical services and Maintenance
- Retail/Bodegas
- Travel Services

143

businesses were served by the ALX Small Business Program in 2023 alone

40

new businesses are admitted to the ALX Small Business Program on average every month

84%

Of our clients received one-on-one coaching sessions and consulting

67

Childcare providers participated in our pilot program



“Carolicious is thankful for the opportunity to work with Amplify LatinX! They have provided us with a team of experts that helped us create a business plan that is solid to secure funding with banks and NGOs. Having a clear vision of the company’s future and track record will create new work opportunities and organic growth. Expanding our network in this beautiful community is one of the key factors Amplify LatinX has helped us develop.”

— Carolina Garcia
Co-founder, Carolicious Venezuelan Foods

“When I started taking classes with them, I found out that I didn’t make enough profit. They helped me to raise my prices a little bit in order for me to be able to survive. And now I am able to do it by myself because of what they have taught me.”

— Dora Aguilar
Owner, Bright Beginners Family Daycare

“Having an organization that trusts that you can do it and that you can make it happen has a great impact; we appreciate all that Amplify LatinX has done for us.”

— Evelyn Everton
Owner, Solar Flair Optics

“It is inspiring to see how Amplify has opened its doors to small businesses like mine — giving us the chance to be recognized, empowering the Latino community, and providing free advice that helps us to build strong and lasting businesses.”

— Jorge Morales
IMAX Plumbing and Heating



Four ALX Small Business Program clients were selected to receive the first \$10,000 capacity building grants from the National Grid Small Business Impact Initiative.

As Massachusetts' Latino population continues to grow in size and influence, our work highlighting the immense contributions of our community to Massachusetts' economy and culture is more important than ever.

LEADERSHIP

We Amplify LatinXcellence

To increase the visibility of the Latine community we:

Celebrated **100** Latino leaders as **ALX100** honorees. We established the ALX100 Awards in 2023 to celebrate Latine leaders who have made significant contributions in their respective fields and communities. ALX100 honorees demonstrate Latine excellence and the highest standards of leadership, integrity, and civic and social responsibility.

The ALX100 exhibit was unveiled on September 14th at the Boston Public Library and traveled to the Museum of Fine Arts, Boston, and has traveled around the commonwealth from Boston to Springfield, Worcester, and Lawrence.



We partnered with The Boston Globe for a **first of its kind** special edition of The Boston Globe Magazine (My Boston History | Mi Historia en Boston) featuring Latino personal stories of food, family, and finding home as well as a full listing of the ALX100 honorees as “100 Leaders Changing Massachusetts.”

We hosted in-person events that centered the Latine community including

- Madrinas & Comadres - Needham
- Women's History Month Celebration - Boston
- Hispanic Heritage Night - Museum of Fine Arts, Boston
- Cafecito with Ayanna Pressley - Brighton



We championed **300+** Latine leaders for employment, volunteer positions of leadership, and various awards both locally and nationally.

WE'RE GROWING!

We increased our statewide presence, opening two satellite offices in Lawrence and Springfield. The **ALX team** grew three-fold in 2023 to **10** individuals working **365** days of the year to increase the visibility of the Latine community in the Commonwealth.



“

Amplify's mission to advance Hispanic prosperity and representation is crucial. We are the fastest growing demographic in the United States...we're a young population, and we're hungry to do better and to do wonderful things for our country. It's urgent that people understand the need to develop this talent and to enable this talent to compete, produce, and grow in Massachusetts.”

— David Morales
General Manager, UniCare



OPPORTUNITIES IN 2024

2023 was a year of extraordinary growth for Amplify LatinX, and we expect to make an even bigger impact in 2024.

We Plan To:

Embolden Latine voters: Increased Latine representation has the potential to uplift Latine voices and help recognize the full potential of Latine political power in the Commonwealth.

Champion the codification of “microbusiness” so that the state places more attention to the needs of companies with fewer than 10 employees.

Continue to support work that revitalizes cities with large latino populations by:

- Stabilizing Latine businesses to grow and scale
- Workforce development via education and training
- Supporting family child care providers to help the state attract big employers, stabilizing the workforce and keeping families in Massachusetts

Grow the ALX Small Business Program:

Our goal is to serve 220 latine-owned businesses in 2024

- Strengthen fundamental business skills — meeting entrepreneurs no matter what stage of business they’re currently in
- Collaborate with industry experts to design content and workshops that address the unique challenges and opportunities of each sector.
- Prepare entrepreneurs to take advantage of minority certification opportunities and increase access to state procurement opportunities.
- Encourage innovation and entrepreneurship by increasing access to capital.

We will continue to **expand our presence statewide** and bring our in-person events and programs to more communities in our state.

“So often people are looking at marginalized communities from a place of deficit. And so, whenever they talk about our communities, they’re only talking about the hardest parts of what it means to be marginalized, but they’re not often speaking to promise, to aspiration, to brilliance. I really do believe that Amplify LatinX is changing that.”

— Ayanna Pressley
Congresswoman (MA-07)



We will continue to loudly share our stories and increase the visibility of **Latine leaders** in every way possible — social media, cultivating a continued presence in media channels, events, awards/recognitions and more.

There’s no shortage of LatinXcellence in Massachusetts, and it is our mission to get the word out!

Will you help us Amplify?

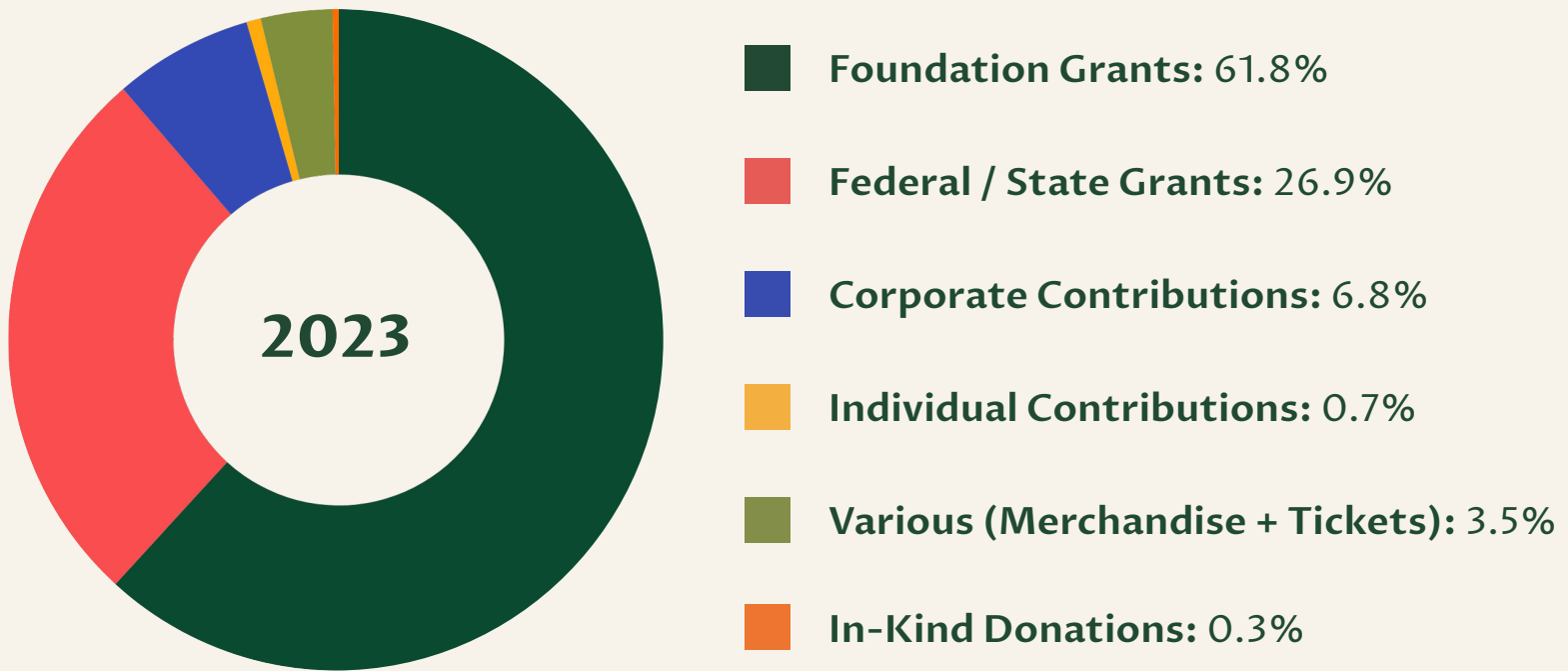


FINANCIALS

We are deeply grateful for the financial support we receive which allows us to work on behalf of Massachusetts' growing Latine community.

How we are funded

Amplify LatinX is funded by foundation, federal, and state grants, as well as contributions from corporations and individuals — who often come from the communities we serve.



Support for our work is growing!

In 2023 Amplify LatinX raised \$2,278,026 — an increase of 128% vs 2022

Support from Foundation Grants increased by 304% and Corporate Contributions increased by 180%

We diversified our funding sources by increasing our our merchandise and ticket sales by 119%

**Thank you to the entire
Amplify LatinX community —
your support keeps us going.**



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Evelyn Barahona

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and Funders who
make our work
possible — Thank
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