

WE ARE ALX

IMPACT REPORT 2024



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A Message from our CEO

Dear ALX Familia,

As we reflect on the past year and transition into 2025 as **We Are ALX**, I am reminded of how we have been a meeting point for engagement, advocacy, and progress—steadfastly focused on **Amplifying Latino eXcellence** and advancing the American economy by championing the prosperity of the Latino community.

2024 was a year of **growth, action, and impact**. We expanded our reach by opening a satellite office in Lawrence, ensuring our efforts connect with communities across the commonwealth. **Our team grew** significantly, and every member embodies the resilience and determination to navigate the ever-changing landscape while steering toward prosperity and inclusion.

ALX100 became an annual tradition, once again celebrating 100 extraordinary Latino leaders across industries. This year we debuted the historic ALX100 Sculpture that traveled throughout the state for six months, honoring Massachusetts trailblazers in business, arts, education, advocacy, and beyond.

We launched initiatives like the ALX Pitch Competition, helping fund Latino entrepreneurs to bring their dreams to life. At our ALX Business Summit, experts shared actionable insights to **drive growth and innovation** during our new ALX Talks. These efforts highlight how opportunity, coupled with hard work and community support, create exponential impact and boundless potential.

The ALX Business Program had a landmark year, equipping a growing network of Latino entrepreneurs with tools and resources to thrive. By offering expert guidance and fostering innovative strategies, **we helped business owners overcome barriers and unlock new opportunities**. These efforts amplified prosperity, creating ripples of economic growth that uplift entire communities.

In advocacy, “X” symbolized the **intersection of community needs and systemic change**. We commissioned research, and addressed challenges faced by Latino American families, workers, and entrepreneurs—successfully championing policies such as wage equity, expanded access to capital for small businesses, greater childcare support for working families, and tuition equity for all. These achievements underscore the **power of collaboration** and the enduring impact of purposeful action.

From our roots as the Latina Circle to Amplify LatinX, and now as We Are ALX, our name and path have evolved, but our destination remains unchanged: We are Amplifying Latino eXcellence by **building a brighter, more competitive, and more inclusive future** that advances Latino American prosperity.

As we look to 2025, we recognize the challenges ahead. Like solving for “X” in an equation, we’ll navigate new variables while **staying true to our purpose**. Our community’s strength, your unwavering support, and our shared vision guide us forward.

Thank you for believing in ALX and its power to unlock untapped potential through collective purpose. Here’s to the impact we’ve made and the progress yet to come.

In service,



Eneida Román
President & CEO, We Are ALX



2024 ALX Impact Highlights

- The ALX Business Program surpassed its 2024 goals by 145%, supporting more than **300 businesses with nearly 4,000 hours** of expert-led bilingual strategic guidance.
- The second annual ALX100 celebration recognized **100 influential Latino leaders** from a pool of **600 nominees**, and featured a new sculpture that traveled statewide to honor their contributions to Massachusetts.
- We Are ALX **doubled its team size**, enabling broader outreach and a deeper impact across Massachusetts.
- The Latino Startup Hub Pitch Competition received nearly **100 applications** and awarded five New England entrepreneurs a share of **\$35,000**, providing them a platform to showcase their innovations while allowing them to preserve their capital.
- The ALX Business Program delivered more than **50 bilingual and culturally-tailored workshop hours to 200+ participants** on topics such as government contracting, transforming childcare businesses, advancing with AI, and other digital marketing tactics.
- The ALX Policy Summit brought together leaders to address **micro businesses and scalability**—focusing on their impact on economic prosperity in Massachusetts.
- The **2024 ALX Business Summit introduced ALX Talks**, delivering dynamic stories, transformative strategies, and invaluable insights to entrepreneurs for greater impact and growth.
- **Our Childcare initiative** supported childcare providers in Massachusetts, successfully advocating for policy changes and increased resources to benefit more than **1300 families** through the ALX Childcare Program.
- We facilitated key discussions with Massachusetts **government leaders and Latino American entrepreneurs**, significantly enhancing access to capital and legislative support, fostering a more inclusive and prosperous economic landscape for the commonwealth.
- **ALX advanced its policy work**, supporting statewide bills addressing resources for micro businesses, tuition equity, closing wealth gaps, and equitable procurement in Massachusetts—contributing to the **passage of key legislation** impacting Latino American business owners.

“

Latino entrepreneurs and Latino-owned small businesses are part of the heart and soul of our local and national economies.

The work that Amplify LatinX is doing to level the playing field and strengthen Latino economic mobility is powerfully important.”

— Senator Elizabeth Warren

Amplify LatinX is now We Are ALX.

Our new name streamlines our message and identity, uniting everything we do under the ALX brand.

Our mission of advancing Latino American prosperity and our commitment to Amplifying Latino eXcellence remains unchanged.



Our Mission



WE ARE ALX IS A NON-PARTISAN, COLLABORATIVE 501(c)3 NONPROFIT WITH THE MISSION OF ADVANCING LATINO AMERICAN PROSPERITY AND LEADERSHIP REPRESENTATION.

We activate untapped economic potential

by increasing growth and economic opportunity for Latino-owned businesses statewide via the ALX Business Program.

We work to shape positive, fact-based narratives

of Latino Americans to champion both established and emerging leaders for highly-visible opportunities across sectors and industries.

We amplify our impact by commissioning research

that provides the most current data to inform our work, activating empowered advocates for our communities.



Our Priorities

Our work amplifies **economic**, **leadership**, and **policy** outcomes while fortifying community foundations and infrastructural ecosystems.



Economic prosperity is where Latino entrepreneurs and businesses intersect with the resources and support provided by ALX to build generational wealth and power economic growth and opportunity.

Through culturally-relevant programs and strategic support, we empower Latino-owned businesses to overcome barriers, access capital, and scale sustainably. By championing economic growth, we are investing in a highly-skilled and increasingly diverse workforce—strengthening the economic future of Massachusetts for everyone.



Leadership and w drive transformative change, where Latino voices converge with visibility and influence to shape a more equitable future.

By elevating emerging and established leaders and amplifying Latino American impact through platforms like the ALX100, ALX Talks, and digital visibility campaigns, we shine a spotlight on the talent and power within our community. Through our leadership and visibility efforts, we are reshaping narratives and focusing on the positive impact Latino Americans are making today.



Policy and advocacy are where Latino community needs and systemic change meet, with ALX championing policies that make Massachusetts more competitive and equitable.

ALX has very strong relationships within the Latino community and Massachusetts government—making us uniquely qualified to bridge gaps in a culturally-relevant and effective manner. Through collaboration with coalitions and partners, we transform advocacy into action, creating lasting impact that strengthens the social and economic fabric of Massachusetts.

Latino Americans are shaping America’s future by fueling population growth and economic opportunities in the United States and Massachusetts.

If considered a standalone country, the **U.S. Latino GDP would be the fifth-largest economy** in the world, producing **\$3.6 trillion in GDP**, more than countries like the United Kingdom, France, and India. ¹



	UNITED STATES	MASSACHUSETTS
LATINO POPULATION	65,000,000+ ¹	940,000+ ²
PERCENT OF POPULATION	19.50% ¹	13.50% ²
ESTIMATED BY 2035	76+ Million ³	1.15 Million ⁴
MEDIAN AGE	31 ¹	29 ⁴
SHARE OF VOTERS	14.7% of U.S. Voters ⁵	11% of MA Voters ⁶
SMALL BUSINESSES	5+ Million ⁷	59,749 ⁸
ECONOMIC IMPACT	\$3.6 Trillion GDP ⁹	\$30 Billion GSP ¹⁰

We are defining Latino eXcellence. We are:

Powerful. From 2017 to 2022, the U.S. Latino GDP grew by an average annual rate of 4.6%, which was 2.6 times faster than the rest of the U.S. economy. It is expected to surpass Germany's economy by 2027, with a projected ranking as the world's fourth-largest economy by 2029.⁹

Entrepreneurial. Latinos start more businesses per capita than any other racial or ethnic group in the United States. In 2023, they created 36% of new businesses in the U.S.— nearly double their representation in the overall population.⁷

Growing. Latino Americans are fueling U.S. population growth and are expected to reach nearly 100 million by 2060.³ In some states like Massachusetts, the population would have actually decreased if not for Latino Americans.¹¹

Innovative. Latino-owned, tech-centric businesses outperform their white-owned counterparts in revenue growth and the adoption of Artificial Intelligence. Nineteen percent of Latino-owned firms develop and sell a tech or software product, compared to 14% of white-owned firms.¹²

Job Creators. More than 3 million people are employed by nearly 350,000 Latino-owned businesses. These businesses are also the fastest-growing segment of the U.S. business population, growing by 34% while the number of white-owned businesses fell by 7%.¹²

Optimistic. Most Latino business owners have strong economic optimism, with 82% anticipating their revenue to increase and 78% planning to expand their businesses within a year.¹³

Trendsetters. As part of the largest ethnic group in the United States, Latinas and Latinos have significantly contributed to the nation's identity and have played a vital role in shaping American culture. The Latino population in the United States has grown to more than 65 million today, leaving a big impact on its democracy, economy, and culture.¹





We are enriching America's cultural landscape.

Latino influence transcends economic indicators like GDP and population growth.

Latino influence transcends economic indicators like GDP and population growth— we are leaving a lasting impact on American culture with vibrant traditions, rich artistic expressions, and diverse culture. **From music and art to cuisine and language**, Latinos are deepening the nation's appreciation for diversity and heritage, weaving our dynamic culture into the fabric of American life.



Latin music revenue broke \$685 million in the first six months of 2024 while outpacing the overall growth rate of the U.S. recorded music market.¹⁴



71% of U.S. Latinos still participate in traditional customs, with 61% feeling a responsibility to honor and preserve them.¹⁵



1 out of 10 U.S. restaurants is a Mexican restaurant, accounting for \$96.4 billion in revenue, with at least one in 85% of U.S. counties.¹⁶



Economic Prosperity

We elevate Latino-owned businesses and help them scale.



ALX Business Program

The ALX Business Program empowers Latino entrepreneurs across Massachusetts with bilingual, culturally-relevant strategic support for sustainable growth.

The impact of the ALX Small Business Program goes beyond building wealth for individual entrepreneurs. We're shifting mindsets and equipping Latino business owners with the confidence and knowledge they need to take increased responsibility for the success of their businesses. By offering bilingual, culturally-relevant, and strategic business support, the program equips Latino business owners with the tools and knowledge needed to scale and succeed.

Through hands-on workshops, expert consulting, and connections to funding and procurement opportunities, we help businesses overcome barriers, build wealth, and create lasting community impact. From launching startups to expanding established enterprises, the ALX Business Program is committed to driving economic equity and fostering a vibrant entrepreneurial ecosystem that will impact the future of our state for generations to come.

In 2024, the ALX Business Program achieved 145% of its business signup goals.

WE ARE CATALYSTS.

3,925

hours of strategic business support

2,711

hours of 1:1 consulting

591

new ALX registered businesses

317

businesses served

216

workshop participants

50+

bilingual workshop hours

35

businesses in MBE certification process

13

specialized bilingual workshops

9

MBE certification-approved businesses





In 2024, the ALX Business Program served businesses in more than a dozen sectors with a focus on empowering Latino business owners to scale, innovate, and drive economic growth.

SUCCESS STORY: Dentabus & We Are ALX

Wanting to start her own business since she was a teenager, Maria DeLaRosa's dream came true within the walls of her basement when she launched Dentabus—a dental lab that specializes in making custom removable dental prosthetics.

After helping Maria obtain her Minority Business Enterprise (MBE) Certification, ALX also supported Dentabus's expansion by providing vital legal support to facilitate the acquisition of a new building. This support, which included pro bono legal services, saved Dentabus approximately \$20,000 in attorney fees and allowed Maria to scale up from her basement to a newer, larger space.

As a result, the move enhanced the business's operations significantly, enabling Maria to hire additional staff and upgrade equipment to increase the laboratory's efficiency. The new space also led Dentabus to expand its services to include fixed dental products such as crowns and implants.

This strategic support from ALX not only facilitated Dentabus's growth but also solidified its foundation, setting the stage for future success and innovation in dental prosthetics.

ALX TALLERES

In 2024, ALX organized 13 bilingual workshops to support and empower more than 200 Latino entrepreneurs to scale their businesses.

- **Impuestos Claros, Negocio Sano**
Aimed at mastering business taxes
- **ChatGPT: Your Secret Weapon**
Introduction to Artificial Intelligence
- **ChatGPT: AI and Your Business**
Marketing & Customer Service Strategies using AI
- **ChatGPT: Latin Xpand**
Advanced Marketing & Customer Service Strategies using AI
- **Business Advancement: Maximizing Contract Opportunities**
Procurement and government contract opportunities and certification

33% of ALX clients cite expanding their business, accessing new markets, and maximizing new technologies and systems as their primary needs.



Transform Your Childcare

The Transform Your Childcare 8-workshop curriculum provides transformative business support to childcare providers, equipping them with strategic guidance and crucial business skills tailored to their specific needs.

This initiative not only empowers individual entrepreneurs, but also supports the broader Latino American community by enhancing the quality and sustainability of childcare services— thereby fostering economic growth and improving educational outcomes for all children in Massachusetts.

WORKSHOP CURRICULUM

- Week 1: How Does Your Childcare Business Make Money?
- Week 2: Finances - The Path to Freedom and Business Growth
- Week 3: Profit or Loss
- Week 4: QuickBooks
- Week 5: Discovering Your Business's Profit Centers
- Week 6: Optimize Your Day
- Week 7: Brightwheel
- Week 8: Human Resources



The ALX Business Summit

The ALX Business Summit hosted more than 300 Latino entrepreneurs, industry experts, and innovators from across Massachusetts at WBUR CitySpace. The summit grows the Latino American business network in Massachusetts while celebrating the collective power of Latino entrepreneurship.

LATINX/E STARTUP HUB TOUR 2024 PITCH COMPETITION

In 2024, five innovative Latino businesses from New England competed for a share of \$35,000 in Latinx/e Startup Hub Tour 2024 Pitch Competition, a collaboration with Inició Ventures and partners: Boston Impact Initiative, Innovation Studio, Cinematica Labs, Mendoza Ventures, MassChallenge, and Investors of Color. The competition offered Latino entrepreneurs funding to accelerate their ventures while preserving their equity.

With nearly 100 applicants in its first year, the pitch competition made the case for the wealth of innovative Latino entrepreneurship in Massachusetts. By providing critical funding and strategic support, ALX is fueling the growth of these businesses, empowering the finalists to scale their operations and address business needs while amplifying the impact of Latino businesses— now launching at a rate of 70% higher than the national average.⁹

300+

Participants in the 2024
ALX Business Summit

ALX TALKS

ALX Talks, newly introduced in 2024, featured dynamic stories and actionable strategies from influential thought leaders across Massachusetts. These talks delivered fresh perspectives, innovative ideas, and transformative insights for entrepreneurs at every level.

The inaugural 2024 ALX Talks included:

- MicroGiants: The Mighty Impact of Micro Businesses
- Sustainability as Strategy: Green Business for a Thriving Future
- How Improving Women's Healthcare Could Unlock Trillions
- Unmasking Imposter Syndrome to Cultivate Joy
- Synergies of Success: How Public Funding Fuels Private Innovation
- The Art of Storytelling: Building Your Brands
- Funding the Future: Innovative Financing for Emerging Entrepreneurs



SUCCESS STORY: Real Zepeda Tequila & We Are ALX



Oscar Zepeda's journey began with an athletics scholarship to the United States in 2013 and intertwined with his father's role in Jalisco's economic development. Jalisco, a region symbolic of Mexican essence with its tequila, mariachi, and culinary richness, inspired Oscar and his family to redefine tequila's image in the U.S. market. To combat the typical stereotypes associated with tequila, Oscar established Real Zepeda to present the spirit as an artisanal, culturally-rich experience.

Real Zepeda initially thrived on a business model predominantly reliant on on-premise consumption at bars and restaurants. However, the 2020 pandemic severely disrupted this channel, prompting a necessary pivot towards retail distribution. This shift demanded innovative branding and marketing strategies to appeal to retail consumers at points-of-sale like liquor stores.

The switch to retail was visually marked by the introduction of an art piece on Real Zepeda's

tequila bottles. The label, which depicts a vibrant scene celebrating Jalisco's heritage, effectively communicates the brand's authenticity and cultural roots directly to consumers, enhancing product appeal in a competitive market.

With ALX's support, Real Zepeda increased its off-premise sales locations by 40%—significantly broadening its market presence. The support from ALX, especially through its direct strategic support and network connections, not only helped stabilize Real Zepeda during a volatile period, but also set a foundation for sustained growth and broader market reach in the years to follow.

In 2024, Oscar participated in the ALX Pitch Competition, gaining visibility and a platform for Real Zepeda to articulate its brand story. This event led to a \$5,000 award which funded key marketing initiatives and operational improvements, crucial for navigating the business's new retail-focused strategy. The tequila also secured placement in some of Boston's most prestigious establishments—including The 'Quin House.

Real Zepeda's story exemplifies how strategic support can empower minority-owned businesses to overcome significant challenges. For Real Zepeda, ALX's intervention was instrumental in transforming a critical business threat into a sustainable growth opportunity, highlighting the enduring value of community-centric entrepreneurial support.

2024 Pitch Competition Winners

\$15,000 — Angela Sánchez, Merge-Tek

Merge-Tek's mission is to redefine collaboration in the construction sector by harnessing technology to foster equitable involvement of diverse businesses and individuals at every level.

\$10,000 — Nathalya Ramírez, Early Intervention Systems Inc. (EIS)

EIS enhances the efficiency and effectiveness of assisting elders with customized well-being reports that alleviate the concerns of family members and provide assurance of regulatory adherence.

\$5,000 — Oscar Zepeda, OMZE Authentic Tequila, Mezcal and Spirits, Inc.

Real Zepeda is a small-batch, family-owned tequila company with a mission to create the ultimate unique and authentic tequila experience while representing the Jimadores and Mexican culture.

\$2,500 — Al Salas, Eco Auto

Eco Auto is a one-stop-shop for sustainable vehicles whose mission is to lower the barrier of entry to sustainable transportation, helping customers drive green and save green.

\$2,500 — Sergio Espinoza, MANKA Inc.

A food service consulting and design company, MANKA focuses on assisting restaurants and food-related startups in their journey toward expansion and success with services aimed at helping their clients at every stage.



Leadership & Representation

We celebrate and spotlight Latino leaders through high-visibility initiatives.





The second annual ALX100 celebrated the contributions of 100 outstanding Latino leaders from 600+ nominations in more than twenty sectors— including business, arts, education, and advocacy. This celebration not only recognized the honorees’ individual achievements, but also highlighted the breadth and impact of Latino Americans throughout Massachusetts.

The ALX100 recognizes exceptional Latino leaders who have demonstrated excellence and have made significant contributions in their respective fields and communities. From unsung heroes to civic leaders and business trailblazers, we celebrate 100 of the brightest Latino changemakers from across the commonwealth.

The ALX100 is our biggest visibility initiative of the year. Our partner, the Boston Globe, featured the ALX100 list in the September 15th edition of Globe Magazine — a special issue in honor of Hispanic Heritage Month 2024. This keepsake magazine was also published online at [Globe.com](https://www.globe.com) and distributed in the Boston Sunday Globe.





In 2024, a new traveling art exhibit featuring a pyramid sculpture by the artist Patiño Vazquez was unveiled. Traditionally, pyramids represent balance, transformation, and connection— symbolizing community unity and serving as a testament to the interconnected achievements of the honorees.

As part of its tour, the sculpture made stops at prominent cultural landmarks including the Museum of Science, Peabody Essex Museum, NBA Hall of Fame, Union Station in Worcester, and UMass Boston, enhancing its visibility and significance.

Throughout the six-month ALX100 campaign, We Are ALX convenes and celebrates the ALX100 through events, a traveling exhibition, media partnerships, and a limited-edition keepsake book. Together we celebrate the remarkable accomplishments and impact of our community across Massachusetts.

600+

Total
nominations

200%

Increase
from 2023

20+

Sectors
represented

5

ALX100
exhibit stops

We are Pioneers.

500+

mentions in press outlets and media publications, highlighting the expansive growth of our community and the impact of our programs.

175+

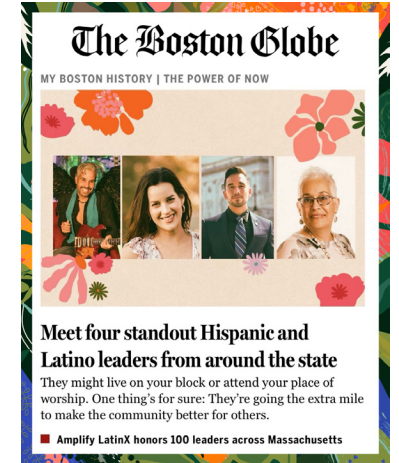
individuals recognized for their influence and contributions, elevating Latino American leadership and visibility throughout Massachusetts.

30+

community partner events, including workshops, summits, conferences, and job fairs, where ALX's participation underscored our commitment to supporting community-driven initiatives and development.

12+

board and committee positions in Massachusetts held by ALX team members, demonstrating our deep involvement in shaping strategic community and business initiatives.





Policy & Advocacy

We champion policy that makes Massachusetts more competitive and inclusive.



We are Changemakers.

ALX Research and Advocacy

Drawing on research funded by ALX, we worked with multiple coalition partners to advocate for micro businesses and childcare providers. In 2024, we secured significant victories for both, including the creation of the ALX Childcare Program.

ALX Policy Summit: Building a Brighter Future

The MA Latino Electoral Project & Economic Prosperity Summit

The ALX Policy Summit focused on micro businesses— a core component of the Mass Leads Act impacting thousands of Latino business owners. In partnership with the Gaston Institute at UMass Boston, Salem State University, MassBudget, The Boston Foundation, and the State House News Service, this summit emphasized the critical role of micro businesses in driving economic prosperity and fostering community resilience while also exploring strategies to boost political engagement through positive policy solutions.

“

Our micro businesses are the lifeblood of downtown economies in gateway cities and rural areas. For 10 years we have been fighting for this definition, and for it to be codified into Massachusetts law will make it easier for intentional and culturally-appropriate, targeted assistance to be provided to micro businesses with ten employees or fewer. These vital legislative efforts will impact our local economies, particularly our growing diverse, immigrant, and women-owned businesses.”

— Representative Carlos González, 10th Hampden district



2024 Policy Wins

Together with our coalition partners, we championed policy that makes Massachusetts more competitive and inclusive for all.

Mass Leads Act — Signed into law

This bill includes the codification of “micro businesses” to include businesses with net profits of up to \$250K and 10 or fewer employees. This classification eases crucial access to resources and growth opportunities for small businesses, including those that are Latino-owned, and benefits micro businesses across the commonwealth.

73% of ALX clients are considered micro businesses

Gateway to Pre-K Agenda — Included in Governor Healey’s 2024 & 2025 budgets

This initiative aims to expand access to early childhood education by supporting the creation of more Pre-K opportunities. By being included in the state budget, it sets a pathway for long-term educational improvements for young children, particularly in underserved communities.

25% of Massachusetts students are Latino¹⁷

Educator Diversity Act — Signed into law

The Educator Diversity Act seeks to increase the representation of Latino and other underrepresented communities in Massachusetts’ educational workforce. This legislation includes measures to support the recruitment, retention, and advancement of educators of colour, aiming to reflect the diversity of the student population.

6.5% of Massachusetts educators are Latino¹⁸

Affordable Homes Act — Signed into law

This act addresses the critical housing affordability crisis by introducing policies to increase the availability of affordable housing in Massachusetts—one of the states with the lowest homeownership rates in the country. It includes measures to streamline the development of affordable homes and supports low-income families in securing stable housing.

1/3 of Latinos in Massachusetts own a home¹⁹

Wage Transparency Act — Signed into law

The Wage Transparency Act mandates employers to provide wage information to their employees, addressing the issue of pay inequity. By promoting greater transparency, this law helps ensure that workers, particularly in Latino and other marginalized communities, are compensated fairly for their work.

52 cent wage gap for Latinas in Massachusetts²⁰



ALX Policy & Advocacy Initiatives



ALX Business Roundtables

In 2024, the ALX Business Program created platforms for Latino small business owners to advocate for their business needs, bridging access to policy makers. We not only advocate on behalf of small businesses but are the connective tissue between elected officials and the Latino business community in Massachusetts.

By hosting these critical conversations, ALX helps shape policies that better support Latino microbusinesses, while strengthening partnerships between the public and private sectors. As an organization, we not only amplify the voices of Latino entrepreneurs, but also contribute to the creation of a more inclusive, prosperous economic landscape for the commonwealth.

#ALXVotes

In an effort to enhance Latino voter participation in the 2024 election cycle, ALX partnered with the League of Women Voters of Massachusetts to promote #ALXVotes. Latinos, now the second-largest voting group in Massachusetts, account for approximately 9% of all eligible voters in the state—a growing share that has seen significant increases over the past two decades, but remains underrepresented in political representation.⁶

Childcare Matters

In partnership with The Boston Foundation, ALX hosted Childcare Matters—a community forum in Massachusetts addressing the critical challenges and trends in childcare and early education. The event focused on legislative efforts to enhance access to quality education, as well as fostering collaboration to drive initiatives supporting equitable childcare solutions, including the ALX Childcare Program and Transforma Tu Childcare workshop series.

Permanent Commission on the Status of Latinos and Latinas

Our President and CEO was appointed as Chair of the Permanent Commission on the Status of Latinos and Latinas by Massachusetts Senate President Karen E. Spilka. The Commission serves as a vital resource, making policy recommendations to address systemic disparities and ensure the Latino American community has equitable access to opportunities and government services.

Governor's Latino Empowerment Council

Our President and CEO is a gubernatorial appointee to the Governor's Latino Empowerment Council. Established by Executive Order from Governor Maura T. Healey, the council includes more than 40 Latino leaders from across Massachusetts. It advises the Healey-Driscoll Administration on strategies to enhance economic opportunities and overall well-being for the state's Latino community.



The Path Forward: 2025

2024 | IMPACT REPORT



The Path Forward: 2025

2024 was a year of extraordinary growth and evolution for We Are ALX. The path forward may present a landscape filled with unique social changes and uncertainty, yet we intend to make an even bigger impact in 2025.

Despite potential challenges, our mission of advancing Latino American prosperity and our commitment to Amplifying Latino eXcellence remains unchanged.

Our goals for 2025 focus on remaining mission-forward and deepening our impact and reach to ensure that we not only adapt to present realities, but also shape a competitive and inclusive future for Massachusetts.



2025 Goals

Economic Prosperity

- **Build** on our work with family child care providers to strengthen their businesses and support a workforce infrastructure that encourages families to stay in Massachusetts and contribute to our economy.
- **Grow** the ALX Business Program by meeting entrepreneurs where they are no matter what stage of business they're in currently.
- **Prepare** entrepreneurs for minority certification opportunities and increase access to procurement contracts.
- **Lead** the work that revitalizes cities with large Latino populations by championing Latino businesses to grow and scale.

Leadership & Representation

- **Partner** with Institutions of Higher Learning, especially Hispanic Serving Institutions, to strengthen the pipeline of Latino leaders and bridge the gaps between education and leadership— ensuring that the next generation of Latino professionals is equipped with the skills, networks, and resources they need to thrive.
- **Expand** our presence statewide and bring our in-person events and programs to more communities in our state to build the ALX Latino Network.
- **Amplify** our stories and increase the visibility of Latino American leaders in every way possible— cultivating a continued presence in media channels, events, social media, awards, recognitions, and more.

Policy & Advocacy

- **Increase** Latino American civic engagement and political representation to reflect population numbers.
- **Release** new research focused on the economic impact of Latinos in Massachusetts; exploring the intersection of education, workforce, and wealth-building.
- **Leverage** our research and collaborate with our partners to continue advocating for policy that promotes a more competitive and equitable future for Massachusetts.





ALX Financials

The financial support ALX receives enables us to effectively champion for Massachusetts' growing Latino American community.

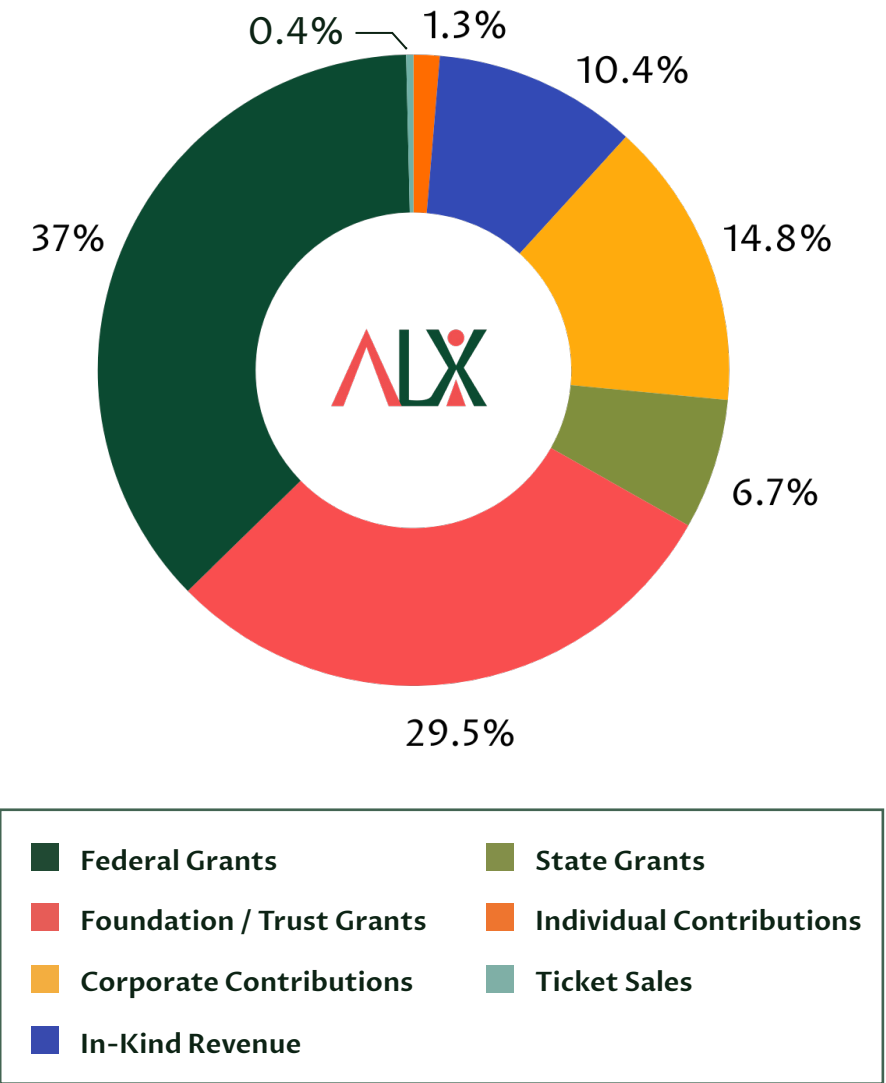


ALX Financials

How We Are Funded

Funded by federal, state, and foundation grants —as well as contributions from corporations and individuals— we meticulously manage our resources to maximize our impact. Our individual supporters often come from the communities we serve and contribute to the collective impact and success of our mission.

TOTAL 2024 REVENUE		\$2,705,724
Federal Grants		1,000,000
Foundation / Trust Grants		797,750
Corporate Contributions		399,124
In-Kind Revenue		281,837
State Grants		181,000
Individual Contributions		36,104
Ticket Sales		10,014





Our Thanks





A sincere thanks to our community of partners and supporters who invest in our work and allow us to pursue our mission of advancing Latino prosperity in Massachusetts:

2024 BOARD OF DIRECTORS

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Association

Cummings Foundation
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Dez Collective

DoorDash

Eastern Bank Charitable
Foundation

EOS Foundation

Give Lively Foundation

Gómez & Martínez Law

Horizons for Homeless
Children

Inicio Ventures

Latino Economic
Development Corporation
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Thank you for believing in ALX and its power to
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purpose. Here’s to the impact we’ve made and
the progress yet to come.”**

— Eneida Román
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