



# IMPACT REPORT 2025

Driving Growth.  
Elevating Leadership.  
Shaping Policy.



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# Letter from our President \* & CEO



There are moments in a Commonwealth's history when the data tells a deeper story.

In Massachusetts today, growth has a clear signature. Latinos represent **13.5%** of our population and account for **26%** of our economic growth, contributing **\$30 billion** in expansion over the last decade. Eight out of ten Latinos are US born. Nearly half of workforce growth, including 148,000 **new workers under 45**, is driven by Latino talent.

This is not a trend at the margins. It is the engine of our shared future.

In 2025, amid constrained funding and shifting policy conditions, We Are ALX chose focus over fear. Over **600** businesses joined the ALX Business Network. Of those, **393** Latino-owned businesses received direct support. Seventy-five percent integrated innovation and digital transformation into their operations. Seventy-two percent created new jobs. Seventy-eight percent retained them.

Behind every percentage is a storefront that stayed open. A payroll that continued. A family that could plan beyond next month.

Through **Transforma Tu Childcare**, Latina business owners moved from survival to sustainability. With the support of our partners, we unlocked \$40,000 in grants and delivered more than 2,100 hours of one-to-one advising. Access was paired with excellence. Investment was paired with accountability. Leadership rose alongside enterprise. The ALX100 Class of 2025 generated more than 700 nominations statewide. Because recognition is not ceremonial. It is structural. Visibility opens doors to capital, to roles, to the tables where decisions are made. From the Boston Globe Magazine to the Museum of Fine Arts, Latino leadership stood where influence circulates.

This year, in partnership with the Massachusetts Taxpayers Foundation, we released **¡Vamos Massachusetts!** Unlocking Hispanic/Latino Economic Advancement Report 2025, the first report measuring Latino GDP in the Commonwealth. Data became narrative. Narrative became strategy. Strategy became a voice at the tables where economic policy is shaped.

Since our founding, **ALX has served more than 1,700 businesses and built a network of thousands of leaders and entrepreneurs.** We translate entrepreneurs into employers, talent into representation, data into narrative, and visibility into capital flow.

Massachusetts faces labor shortages, an aging population, and widening disparities. The path forward is not complicated. Invest where the growth is. Stand where the future is forming.

The story of Latino economic power is not separate from the story of this Commonwealth. **It is central to it.**

And together, we will ensure that growth is not only strong, but shared.

With gratitude and determination,

President & CEO  
We Are ALX



# 2025 Impact Highlights

## We Are ALX

Despite significant economic and policy headwinds facing Latino communities, We Are ALX delivered measurable impact across economic development, leadership representation, and policy advocacy — strengthening Massachusetts' economic future and advancing equity statewide.

**601**

Businesses  
Joined Network

**393**

Businesses  
Supported

**2,100+**

Advising Hours  
Delivered

**75%**

Integrated  
Innovation

**\$40,000**

Grants Awarded  
to ALX Businesses

**700+**

ALX100  
Nominations

# ALX Outcomes

↑ **75%**  
Integrated Innovation

↑ **72%**  
Created New Jobs

↑ **78%**  
Retained Jobs

“Behind every percentage is a storefront that stayed open. A payroll that continued. A family that could plan beyond next month.”

- 601 businesses registered statewide, including 408 new businesses.
- 393 Latino-owned businesses received direct support.
- 14 businesses were supported through the MWBE certification process.



# Economic Development

From Survival to Sustainability



Expanded Transforma Tu Childcare, supporting Latina family childcare providers transitioning from survival to sustainable growth.



Unlocked \$40,000 in grants through National Grid partnership.



Partnered with Comcast to provide digital tools to program graduates.



Delivered 2,100+ hours of one-to-one advising.

# Business Summit & Mercado

Hosted the 2025 ALX Business Summit at WGBH featuring cross-sector thought leaders in the signature ALX Talks Series.

Unveiled the inaugural ALX Awards recognizing ALX Allies.

Launched the inaugural ALX Mercado featuring 29 businesses from the ALX Business Program.



# Leadership Representation

## Visibility and Collaboration

ALX continues to elevate Latino leadership statewide by amplifying visibility, strengthening networks, and expanding access to leadership pathways for durable systems change. Through the ALX100 initiative and strategic partnerships with cultural and civic institutions, we are ensuring Latino leaders are recognized and positioned where influence and opportunity converge.



- 700+ Nominations Statewide
- Announced and amplified the Class of 2025 ALX100.
- For the third year in a row, Boston Globe Magazine featured ALX100 honorees.
- Partnered with the Museum of Fine Arts to launch the ALX100 Season.
- ALX100 is proof that recognition is not ceremonial. It is structural.



- Peabody Essex Museum Exhibition
- UMass Boston Exhibition
- Women's History Month Cafecito
- Convenings at The Quin House
- Embrace Boston Festival – 400+ guests engaged
- Continued year-round nominations of Latino leaders for boards, executive roles, and awards.



# Policy & Advocacy

Data. Narrative. Strategy.



In 2025, ALX shaped economic dialogue across the Commonwealth by elevating data, convening leaders, and advancing coalition-based advocacy. Through the release of the *Vamos Massachusetts* Massachusetts Taxpayers Foundation Report, high-level policy forums, and active seats on key advisory councils, ALX ensured Latino voices were present where economic strategy and opportunity are defined.

## First Report Measuring Latino GDP in Massachusetts

- Released *Vamos Massachusetts* in partnership with the Massachusetts Taxpayers Foundation.
- Convened the ALX Policy Forum to present findings.
- Co-hosted *The State of Latinos* with *The Boston Globe*.
- Data became narrative. Narrative became strategy.

## Seats at the Table

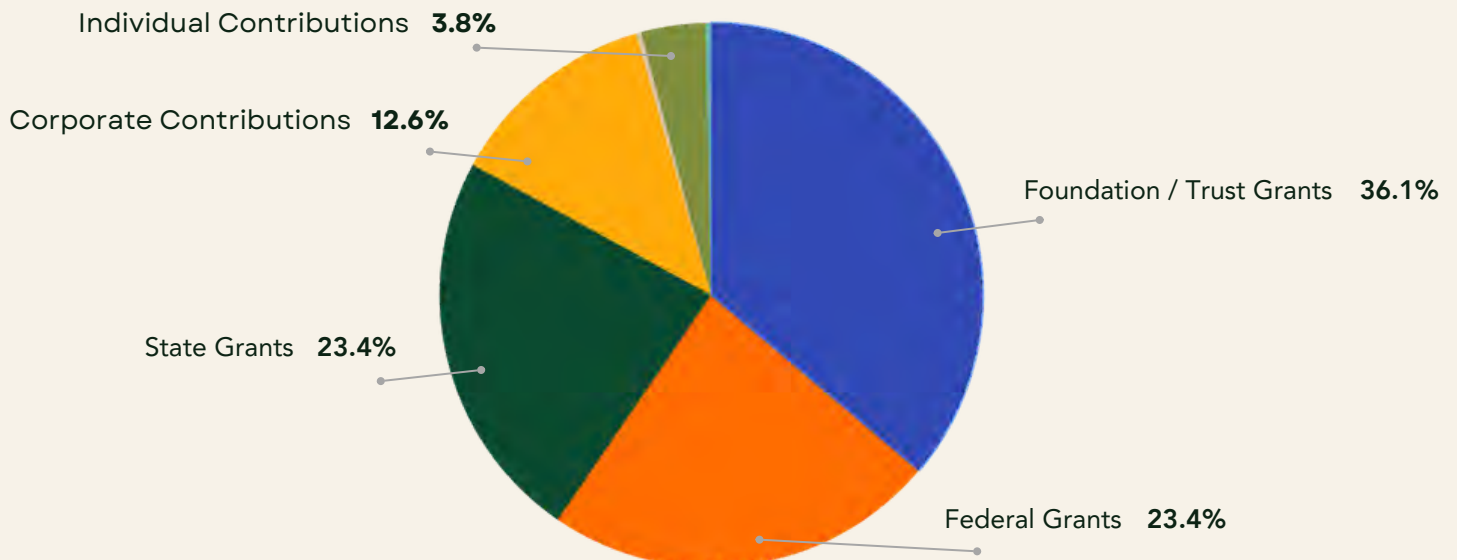
- ✓ Governor's Latino Empowerment Advisory Council
- ✓ Governor's Competitiveness Council
- ✓ Legislature's Permanent Latino Commission
- ✓ Supplier Diversity Office Advisory Council
- ✓ Convened 30 Latino small business owners for an ALX Business Roundtable with Congresswoman Katherine Clark
- ✓ Recognized as a trusted voice shaping economic dialogue statewide.

# Financial Summary

## 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.

<b>TOTAL 2025 REVENUE</b>	<b>\$2,130,833</b>
Federal Grants	498,697
Foundation / Trust Grants	770,250
Corporate Contributions	268,100
In-Kind Revenue	6,683
State Grants	498,500
Individual Contributions	81,163
Ticket Sales	7,439



# Looking Ahead: 2026

Despite funding constraints and challenging federal policy conditions, We Are ALX strengthened internal systems, expanded media visibility, and maximized partnerships — positioning us for continued growth and impact in 2026.

## ALX converts:

- **Entrepreneurs → Employers**
- **Talent → Workforce growth**
- **Visibility → Leadership representation**
- **Data → Economic policy strategy**

*Invest where the growth is.*



Scale Enterprise



Expand Leadership



Advance Policy



# Our Thanks

We are grateful to our partners, supporters, and community members who make this work possible.

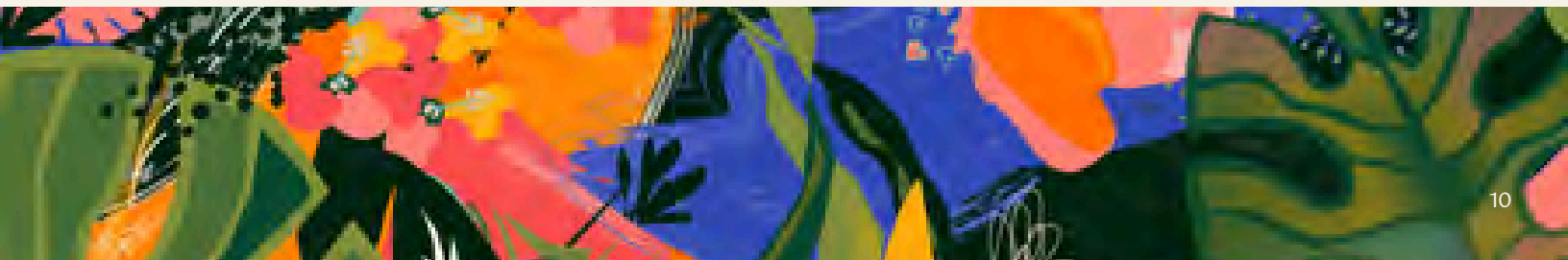
## ALX Investors

Alejandra and Elias Torres Charitable Fund  
Archipelago Strategies Group, (ASG)  
Associated Industries of Massachusetts (AIM)  
Barr Foundation  
Beth Israel Leahy Health  
Blue Cross Blue Shield of Massachusetts  
Boathouse  
Citizens  
Comcast RISE  
Commonwealth B3  
Commonwealth Funds  
Cummings Foundation, Inc.  
DoorDash  
Eastern Bank Charitable Foundation  
Eastern Bank Charitable Foundation  
Encore Boston Harbor  
EOS Foundation  
EOS Foundation  
HarborOne  
ICIC  
Latinos for Education (Customer)  
Liberty Mutual  
M&T Bank  
Massachusetts Business Roundtable  
MassDevelopment  
MassMutual  
Meet Boston  
Metro Credit Union  
Metro Credit Union  
National Grid  
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New England Patriots Foundation  
NRG

Perkins&Will  
PNC Bank Foundation  
Rockland Trust Charitable Foundation, Inc  
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Sanofi  
Shlomo Fund  
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Citizenship  
State Street Foundation  
Suffolk Construction Company  
TD Bank Charitable Trust  
The 'Quin House  
The Boston Foundation  
The Boston Foundation  
The Children's Trust  
The Latino Equity Fund  
The Nellie Mae Education Foundation, Inc.  
Tito's Handmade Vodka  
Vegas Consulting Group  
Wellesley College  
WellPoint

## Media Partners

Boston Globe  
El Mundo  
El Planeta  
GBH  
Rumba 97.7



## Invidividual Donors

Alejandra Copeland  
Alejandra Vargas  
Alex Eberhardt  
Alexis Garcia  
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Amaris Pena-Ramos  
An Duong  
Ana Colmenero  
Ana Maria Medina  
Ana Perez  
Andrea Velazquez  
Angela Ortiz  
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Anita Yip  
Anna Berry  
Ayesha Rodriguez  
Betty Francisco  
Brad Schulte  
Brenda Sanchez  
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Warren Brown  
Wendy Aguilar  
Willie Gomez  
XhiDae Otam  
Yahaira Pena  
Yasmin Padamsee Forbes  
Yves Salomon-Fernandez  
Zamawa Arenas  
Zulia Ortiz



Unlocking the full potential of the Latino community through economic prosperity, leadership representation, and policy advocacy.

# THANK YOU