



LATINO
DATA
COLLABORATIVE
THINK TANK

LDC IMPACT REPORT™ 2025



DATA-DRIVEN IMPACT IN CRITICAL TIMES








ABOUT THE LATINO DONOR COLLABORATIVE

The Latino Donor Collaborative (LDC) is a non-profit and non-partisan organization that creates original economic research about the Latino/Hispanic community in the United States.

Our data are used by decision-makers and resource allocators to promote growth in the new mainstream American economy. Together with our partners at top U.S. research centers, we produce fact-based data to identify opportunities.

TO LEARN MORE, FIND US AT

-  X: @LDCLatino
-  Facebook: @Latino Donor Collaborative
-  Instagram: @LatinoDonorCollaborative
-  LinkedIn: @LatinoDonorCollaborative
-  YouTube: @LatinoDonorCollaborative4253

www.LatinoDonorCollaborative.org

2025 LDC Impact Report:

15 YEARS OF PROVIDING FACT-BASED RESEARCH IN THE U.S.

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A Message From the Latino Donor Collaborative

Dear friends and partners,

In a year marked by tension and uncertainty for the Latino community in the United States, **the Latino Donor Collaborative (LDC) celebrated its 15th anniversary** by providing relevant data and taking action. Public conversation about U.S. Latinos has rarely been more polarized or more distorted. In 2025, our response to this challenging environment remained consistent with our approach since day one: **produce indisputable facts, put them in the hands of decision-makers, and promote a narrative based on the real contributions the U.S. Latino brings to our country.**

This year's Impact Report reflects how far this strategy has taken us. Together with the Latino Data Collaborative Think Tank (LDCTT), we now have a **cumulative portfolio of dozens of reports documenting the role of U.S. Latinos in driving growth, innovation, and resilience across the American economy.** In 2025 alone, we released a powerful slate of publications on GDP, the economy, Latinas, AI, engineering and tech talent, media, and the comprehensive, 360-degree view of U.S. Latinos presented in the *LDC Latino Handbook*(™). Each publication serves the same purpose: **replacing stereotypes with evidence, presenting U.S. Latino data beyond diversity stories, and demonstrating that engaging with the Latino community creates market, workforce, and competitive opportunities for our country.**

We also made measurable progress in four areas by making LDC research available to cohorts capable of driving change through fact-based decision-making. **In Congress**, our data and leadership were present in critical conversations about immigration, workforce policy, and economic growth. **In C-suites and boardrooms**, our U.S. Latino GDP, media, and AI reports helped executives see that U.S. Latinos are the central engine of consumption, labor force growth, and long-term returns. **On university campuses**, we launched new partnerships and initiatives that put our numbers directly in front of the next generation of leaders, including students, faculty, and administrators rethinking admissions,

curriculum, and student support. **Internationally**, LDC research was presented to other leaders of other countries and cited across major outlets, proving that understanding U.S. Latinos is now a global economic and strategic priority, not just a domestic one.

Most importantly, even **during one of the most challenging years for the Latino cohort in the United States** in recent memory, we are seeing that U.S. Latinos are sustaining America's economic growth, expanding its workforce, and shaping its culture and future. This is precisely why the LDC exists and why our work is more crucial than ever.

As we look beyond our 15th anniversary, our commitment remains clear: **we will continue to deepen our research, broaden our partnerships, and bring our data to every room where decisions are made.** With your support, we will ensure that U.S. Latinos are recognized for what they already are: a central force for America's prosperity and a key to its competitive edge in the decades ahead.

Sincerely,



A handwritten signature in black ink that reads "Sol Trujillo".

Sol Trujillo
Co-founder and Chairman of the Board
The Latino Donor Collaborative



A handwritten signature in black ink that reads "Ana Valdez".

Ana Valdez
President and CEO
The Latino Donor Collaborative



About the Organization

The Latino Donor Collaborative

The Latino Donor Collaborative (LDC) is **an independently funded, nonpartisan 501(c)(3) nonprofit organization and think tank**. It provides essential economic and business data through meticulous research and fact-based insights. The LDC's reports serve as crucial tools for American resource allocators, emphasizing the growing opportunities emerging from the diverse contributions of U.S. Latinos across the social spectrum.



Mission

To reframe and advance an accurate perception, portrayal, and understanding of the important contributions American Latinos make to American society.



Vision

For American Latinos to be recognized as valued, patriotic Americans in all facets of American life.



The Latino Data Collaborative Think Tank

The LDCTT, established by the LDC, is a **distinguished think tank committed to producing independently funded research and analysis** that highlights the economic contributions and value of U.S. Latinos. In collaboration with renowned institutions, business leaders, and other stakeholders, our team of experts is dedicated to delivering trusted insights that inform policy decisions and empower economic growth. We provide fact-based analysis of data produced through rigorous research methods to deliver the highest-quality insights.



The LDC's impact is twofold:



Data Creation

Through its research, the LDCTT produces data and insights that shed light on the invaluable contributions of Latinos to the U.S. economy, business, entertainment, development, and the overall U.S. GDP.



Collaboration & Dissemination

The LDC creates and participates in various initiatives, including presentations, forums, and public outreach.

For the LDC, the ultimate goal is actionable data. This means ensuring that decision-makers and resource allocators have free access to this vital information in order to make informed decisions that recognize Latino contributions and allocate resources accordingly.



The History of the Latino Donor Collaborative

Founded in 2010, the LDC emerged from a group of national business leaders who identified a critical gap: the absence of an accurate narrative about Latinos, which led to the perpetuation of harmful stereotypes. This gap in understanding of U.S. Latinos was particularly troubling, as some states began passing laws that allowed for the arbitrary arrest of individuals based on these stereotypes. In response to these alarming developments, co-founders and national leaders Sol Trujillo and Henry Cisneros recognized the urgency of creating a bipartisan nonprofit organization that would produce reputable data and statistics accurately reflecting the identity of Latinos in the United States and their contributions to the nation.

Since its inception, the **LDC has collaborated with prestigious research institutions**, including Stanford, Columbia, UCLA, and ASU, as well as **private-sector entities** like BCG, Accenture, Bain & Company, NERA, Nielsen, Kantar, and non-profits such as Society of Hispanic Professional Engineers (SHPE), National Association of Hispanic Journalists (NAHJ), Hispanics in Philanthropy (HIP), Amplify Latinx (ALX) and others. These collaborations have been instrumental in producing fact-based data on the economic contributions of Latinos in the United States. A full list of our research partners can be found on page 37.

Five years ago, in order to scale up the production of research and data output, the **LDC officially launched the Latino Data Collaborative Think Tank (LDCTT), officially the LDC Think Tank, solely focused on research production.**

This year, we **produced ten reports, bringing our total to 74.** These include *The Official LDC U.S. Latino GDP Report™* (eight editions), *The LDC U.S. Latinos in Media Report™* (14 editions), and *The LDC U.S. Latinos in Technology Report™* (five editions), as well as other significant reports covering areas such as entrepreneurship, innovation, U.S. Latinos in engineering and technology, and access to capital.





2025 IN REVIEW SUMMARY



FIFTEEN YEARS OF IMPACT IN A CHALLENGING YEAR

2025 was a landmark year for the LDC. We were especially proud to celebrate our 15th anniversary. Since 2010, the LDC has been focused on one goal: **empowering the United States with fact-based research about U.S. Latinos.**

At the same time, 2025 was one of the most challenging years for U.S. Latinos in recent memory. Public conversations about the community became increasingly charged, with more frequent examples of misinformation, oversimplified narratives, and stereotypes that obscure the reality of who U.S. Latinos are and what they contribute economically to our country. In this context, **the LDC's mission has never been more relevant.**

Our work in 2025 was designed to provide leaders with clear, reliable data on the economic, social, and cultural impact of U.S. Latinos. This year underscored a simple truth: **when narratives about U.S. Latinos are shaped by anecdotes or ideology instead**

of data, everyone loses. The community is misrepresented, and decision-makers miss opportunities by misunderstanding one of the country's main drivers of growth. The LDC provides rigorous, independently produced numbers that can withstand scrutiny in boardrooms, newsrooms, classrooms, and policy debates.

In 2025, we concentrated our impact on four key areas. First, we engaged with Congress and policymakers through high-level briefings and participation in national campaigns. Our goal was to ensure that immigration, economic, and education policies were informed by accurate data rather than stereotypes. **Second, we reached the C-suite** by hosting convenings, delivering



private presentations, and sharing our flagship reports to shape corporate strategy, HR practices, investment decisions, and marketing plans. **Third, we connected with universities and students** through our College Initiative, the classroom use of LDC research, and events hosted with leading academic partners, allowing the next generation of Latino and non-Latino scholars, leaders, and admissions officers to see U.S. Latinos through facts, not myths. **Fourth, we expanded our international impact** as leaders, media outlets, and institutions around the world increasingly rely on LDC data to understand the role of U.S. Latinos in the global economy. Together, these efforts have translated into real policy shifts in government, changes in hiring and promotion, more informed admissions and scholarship decisions, and a more accurate public narrative. In 2025 alone, LDC data and research helped drive **more than 2,000 media stories reaching over 2 million people**, while **231,000 key decision-makers** had direct contact with LDC research. Our reach included **50,000 CEOs and C-suite executives**, as well as presidents, vice presidents, board members, and senior managers, who have been reached through direct and indirect downloads of our reports from our website, and **at least 40,000 nonprofit and public sector leaders**, including **19,000 agency directors and business consultants**. Across our digital platforms, these efforts generated **more than 8 million social media impressions**, significantly expanding the scale and influence of evidence-based narratives about U.S. Latinos.

Over the past 15 years, the LDC and the LDCTT have produced **74 research publications, including ten major reports released in 2025 alone**. This year's portfolio covered topics ranging from engineering and technology to media and entertainment, to AI, GDP, Latinas, and a comprehensive view of U.S. Latinos across sectors. This work was made possible through collaboration with **28 research partners** who bring methodological rigor, sector expertise, and independent verification to every dataset. These partners help ensure that

LDC research is not only insightful but also trusted by the leaders who rely on it.

The reach and impact of this work continues to grow. As of 2025, **LDC research has generated more than 15,400 media stories that have reached over 20 million people**. The LDC national and local events during the year, helped translate data into concrete strategies for leaders in business, media, philanthropy, and government. In total, more than 920,000 key decision-makers have had direct contact with LDC research. This number includes **over 250,000 CEOs, C-suite executives, presidents, vice presidents, board members, and senior managers** who have been reached through direct and indirect downloads of our reports from our website.

Beyond institutional leaders, LDC research is now part of a much broader public conversation. Through over 240 forums and discussions hosted by leading universities, policy institutes, corporations, and global organizations, **LDC data have reached over five million individuals**. These touchpoints matter. Each interaction is an opportunity to replace stereotypes with facts, shift from deficit narratives to accurate assessments of contributions, and ensure that U.S. Latinos are seen as central to the country's future, not as a footnote.

Together, these interactions reinforced the LDC's role as a trusted authority in 2025. The LDC showed that high-quality, fact-based research about U.S. Latinos is not a niche product; it is essential infrastructure for leaders seeking to understand the U.S. economy, growth, innovation, and long-term competitiveness. As the LDC enters its next 15 years, our commitment remains clear. **We will continue to expand the depth, reach, and practical impact of our research so that decisions about U.S. Latinos—and the narratives that shape them—are based on data, not assumptions**. The following pages detail how this commitment played out in 2025, and how it will guide our work in the years ahead.

Some Key Data About the Economic Impact of Latinos in the U.S., Produced and Distributed by the LDC in 2025

U.S. Latino Economic Power

THE U.S. LATINO GDP WAS \$4.0 TRILLION IN 2023, EQUIVALENT TO THE

5TH LARGEST IN THE WORLD

LARGER THAN THAT OF THE UNITED KINGDOM, FRANCE, AND OTHER MAJOR ECONOMIES.²

LATINO PURCHASING POWER WAS MEASURED AT

\$4.1T*

GROWING 2.4 TIMES FASTER THAN THE REST OF THE ECONOMY.²

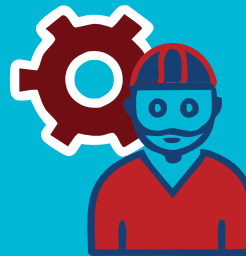
UPWARD MOBILITY:
HIGH-INCOME LATINO EARNERS GREW **SIX TIMES FASTER** THAN NON-LATINOS

IF THIS TREND CONTINUES FOR THE NEXT DECADE, OVER

39%

OF NEW HIGH-INCOME EARNERS WILL BE LATINO.²

LATINOS IN KEY INDUSTRIES:



MANUFACTURING REPRESENTS THE LARGEST SECTOR OF U.S. LATINO GDP AT **\$547 BILLION**.

IN 2023, GREW 15.5% YEAR-PER-YEAR, MORE THAN FOUR TIMES FASTER THAN THE REST OF THE INDUSTRY, AND REACHED 19.3% OF TOTAL MANUFACTURING.²



IN THE NATION'S LARGEST ECONOMIES, **U.S. LATINO ECONOMIC ACTIVITY** ACCOUNTS FOR UP TO **42% OF OVERALL STATE GROWTH**, WHILE TOTAL GDP TO EXPAND RAPIDLY.²⁴

U.S. LATINO GROSS DOMESTIC INCOME (GDI) REACHED

\$3.1T*

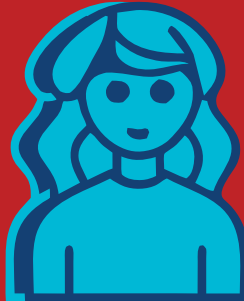
UP FROM \$2.1 TRILLION IN 2018, AND IS GROWING AT A RATE 2.5 TIMES FASTER THAN THE REST OF THE COUNTRY.²⁴

*Numbers based on the most recent U.S. Census data (2023).

U.S. Latino Youth Drive Change

U.S. LATINOS ARE YOUNG

TODAY AND FUTURE CONSUMERS: IN 2023, THE MEDIAN AGE OF U.S. LATINOS WAS 31, A FULL DECADE YOUNGER THAN NON-LATINOS.⁹



EDUCATION:

ONE OF LATINOS' GREATEST VALUES: ON A YEAR-OVER-YEAR BASIS, THERE'S A

2.8X AND 2X
FASTER GROWTH RATE

IN BACHELOR'S AND GRADUATE DEGREES, RESPECTIVELY, AMONG LATINOS, RELATIVE TO OTHER GROUPS.²



U.S. LATINOS FUELING SOCIAL MEDIA GROWTH:

ACCORDING TO PEW RESEARCH,

49% OF U.S. LATINOS USE TIKTOK,



SURPASSING USAGE AMONG ALL OTHER MAJOR GROUPS. THIS TREND IS SIMILAR FOR INSTAGRAM, AND WHATSAPP.

YOUTUBE REMAINS THE MOST POPULAR PLATFORM AMONG U.S. LATINOS, WITH 86% OF ADULTS USING IT.¹¹

85%



OF HISPANICS IN THE U.S. USE SOCIAL MEDIA PLATFORMS, COMPARED TO 80% OF NON-HISPANICS.¹²

U.S. Latino Entrepreneurship

U.S. LATINO-OWNED BUSINESSES HAVE GROWN AT AN AVERAGE ANNUAL RATE OF

7.7%

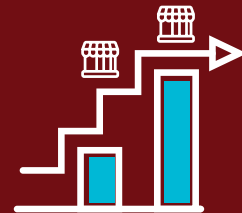


SURPASSING THE 0.46% GROWTH RATE FOR AMERICAN EMPLOYER BUSINESSES.²¹

LATINO-OWNED BUSINESSES

CONTINUE TO HAVE HIGHER GROWTH RATES THAN THOSE OWNED BY WHITE ENTREPRENEURS.

THE 3-YEAR (2020-2023) MEDIAN COMPOUND ANNUAL GROWTH RATE WAS **8.7%** FOR LATINO-OWNED BUSINESSES VERSUS JUST **5.6%** FOR WHITE-OWNED BUSINESSES.³



TOTAL U.S. LATINO BUSINESS OWNERSHIP SURGED BY MORE THAN **7% ANNUALLY** OVER A FOUR-YEAR PERIOD, WHILE NON-LATINO BUSINESS OWNERSHIP GREW BY LESS THAN 2% PER YEAR.²¹

LATINO-OWNED BUSINESSES MADE UP

36%



OF ALL NEW STARTUPS IN 2023 ACCORDING TO A RECENT ANALYSIS OF CENSUS BUREAU DATA.¹⁷



U.S. Latino Population Growth and Demographics

U.S. LATINOS ARE THE LARGEST NON-WHITE GROUP IN THE U.S.

MAKING UP 19.5% OF THE NATION'S POPULATION (2023) AND

25%

OF YOUNG PEOPLE (AGE 18 AND UNDER).¹



U.S. LATINO POPULATION GROWTH STANDS AT 1.8%, COMPARED TO JUST 0.2% AMONG NON-LATINOS.



THE MEDIAN AGE IS 31, A FULL DECADE YOUNGER THAN NON-LATINOS.⁷

MOST LATINOS SPEAK ENGLISH:

84.4%

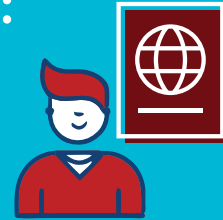
OF LATINOS SPEAK ONLY ENGLISH OR SPEAK IT WELL.¹⁹



MOST LATINOS ARE U.S. CITIZENS:

FOUR IN FIVE LATINOS ARE U.S. CITIZENS.

AS OF 2022, 81% OF LATINOS LIVING IN THE COUNTRY ARE U.S. CITIZENS, UP FROM 74% IN 2010.²⁰



U.S. Latinos Shaping the Country's Workforce Landscape

IN 2023, U.S. LATINOS **ADDED 820,000 INDIVIDUALS**

TO THE WORKING-AGE POPULATION (COMPRISED BETWEEN AGES 16-64), WHILE THE NON-LATINO WORKING-AGE POPULATION DECLINED BY 560,000.²

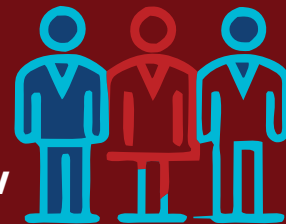


HISPANICS ARE PROJECTED TO ACCOUNT FOR

78%

OF THE NET NEW WORKERS

BETWEEN 2020 AND 2030.⁶



LATINOS WORK AND MOVE THE ECONOMY:

LATINOS ARE PROJECTED TO MAKE UP

22.4%

OF THE U.S. LABOR FORCE BY 2030 AND MORE THAN 30% BY 2060.¹⁰





2025 LDC Impact in Numbers

The Impact and Reach of LDC Original Data in 2025

10 original reports produced in 2025

2K+ news articles in the United States, China, India, Brazil, Mexico, Japan and other countries, which represented a 200% increase from last year.

5K+ report downloads direct from our website

2M+ people in touch with LDC data through various outlets

Impact of Data Reach on Main LDC Audiences

A) KEY DECISION-MAKERS

Resource allocators, strategic leaders, and thought leaders. This group includes CEOs, C-suite executives, board members, business owners, and government leaders from all parties who have the power to shape their organizations and the market and drive transformative change



231K+

key decision-makers have had direct contact with LDC research. These include:

50K+

CEOs, C-suite executives, presidents, vice presidents, senior vice presidents, directors, board members, chairs/vice chairs, and managers have been reached through direct downloads from our website.

103K+

key decision-makers have been reached through forums, including two convenings, and over 15 direct company presentations.

40K+

top leaders from nonprofit organizations, including NGO leaders, donors, grant holders, impact investors, and government officers, have interacted with our research or downloaded our publications at least once.

19K+

agency directors and business consultants have engaged with our research by downloading it from our website.

430K+

individuals have been reached through our participation in over 20 forums and discussions hosted by prominent institutions, as well as within various companies and global organizations.

B) DIRECT AUDIENCES AND LEADERS AT OTHER EXECUTIVE LEVELS

Other executives and directors who interact directly with the research and contribute to its real-world impact. Their active participation is essential for transforming our research into action.



1.8M+

people have accessed our think tank data through more than 1,300 domestic articles on the LDC's work.

1.4M+

individuals have accessed LDCTT data through over 1,100 international media articles and reports.

8M+

impressions on traditional and social media posts about LDCTT data.

C) INDIRECTLY ENGAGED AUDIENCES

Individuals who indirectly engage with our LDCTT reports through articles, social media, and other channels. While they may not actively participate in LDC events, they play a crucial role in disseminating our data and expanding our reach and influence by sharing and discussing our work.



D) SOCIAL MEDIA IMPACT

Through initiatives like Elevate Latinos and the social media of the LDC and our CEO, Ana Valdez, we have expanded our reach of LDC data to Latinos of all ages, many of whom have become active ambassadors for our work. In 2025, our social media content generated **more than 8M impressions** (a +1,700% growth, from January to December of 2025) and **over half a million organic interactions** (a +18,000% growth, from January to December 2025) across Instagram, TikTok, and other platforms, building a community of more than **48K followers** and reaching millions of non-followers. Our campaigns have become a vibrant space where Latinos react to current events, challenge stereotypes, and share fact-based content with their own audiences. Their thirst for data and enthusiasm for amplifying our content has made them powerful agents of narrative change, pushing a more accurate and empowered vision of U.S. Latinos into the mainstream.





Our Ten Research Reports Produced This Year

Over the years, the LDC has produced 74 data-driven reports that have consistently informed and shaped the national understanding of U.S. Latinos. **This year alone, we have produced ten major reports**, including this one, that provide essential insights to support informed decisions by businesses, policymakers, and communities.

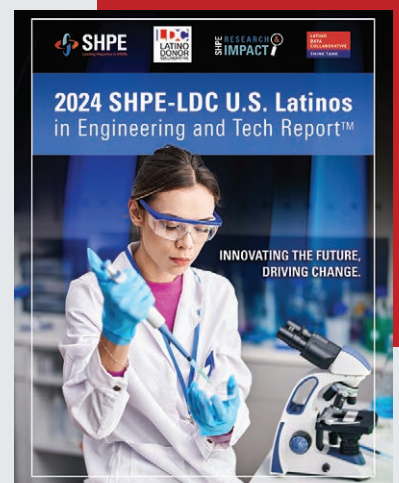
FEBRUARY 2025

The 2024 SHPE-LDC U.S. Latinos in Engineering and Tech Report™

Developed with the Society of Hispanic Professional Engineers (SHPE), this report offers **a snapshot of how U.S. Latinos enter, complete, and advance in engineering and technology.**

KEY FINDINGS INCLUDE:

- **Latino youth are the future STEM workforce.** Latinos are driving most net labor force growth, positioning them to fill many of the 11.8 million projected STEM jobs.
- **Degrees and outcomes are rising at a higher percentage level than other communities.** Latino engineering bachelor's degrees grew by more than 50% from 2012 to 2022, and doctorates grew fastest among major groups, yet Latinas remain underrepresented and face lasting pay and financial gaps..



MARCH 2025

The 2024 LDC U.S. Latinos in Media Report™ – Full Year Update

Analyzes how U.S. Latinos are portrayed in English-language TV and film across platforms, **linking persistent underrepresentation to lost revenue and missed growth** in one of the industry's most engaged markets.

KEY FINDINGS INCLUDE:

- **Latinos are still largely invisible on screen.** Although Latinos make up 19.5% of the U.S. population and 25% of youth, they account for only about 5% of scripted TV leads, 4% of unscripted hosts, and 1% of theatrical film leads.
- **They are the audience the industry cannot afford to ignore.** Latinos drive roughly a quarter of streaming subscriptions and movie ticket sales but they are migrating to more democratized new media platforms like YouTube, where they see themselves represented.

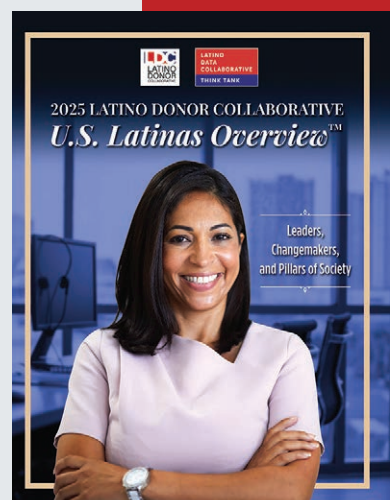


The 2025 LDC U.S. Latinas Overview™

Part of the Latina Initiative, this report provides a focused look at **U.S. Latinas as workers, consumers, entrepreneurs, and leaders**. It highlights their rapid growth and economic power alongside the structural barriers that still limit their full participation.

KEY FINDINGS INCLUDE:

- **Latinas are a young, expanding powerhouse.** Nearly one in five U.S. women and one in four young women under 18 are Latinas. With a median age of 30 and only 9% at retirement age, Latinas are at the center of the country's future workforce and consumer base.
- **Latinas show high participation and strong values, but gaps persist.** Latinas have a 69% labor force participation rate, are primary shoppers in most Latino households, and lead fast-growing businesses, yet hold only 1% of C-suite roles and earn about 43% less than White men.



JULY 2025

The 2025 Official LDC U.S. Latino GDP Report™ – Part One

In its eighth edition, this LDC GDP report is the first of a two-part release, developed with ASU’s W. P. Carey School of Business and sponsored by Wells Fargo. It **provides early, fact-based GDP numbers** in a year of uncertainty, confirming that U.S. Latinos are at the center of U.S. growth.

KEY FINDINGS INCLUDE:

- **A \$4 trillion Latino economy is outpacing the rest of the United States.** If measured alone, it would be the world’s fifth-largest economy, growing by more than 50% since 2015, compared to 17% for non-Latinos.
- **Income, purchasing power, and entrepreneurship are accelerating.** Latino GDI and purchasing power exceed \$3 trillion and \$4 trillion, respectively, growing at least twice as fast as the rest of the economy. There are 5.7 million Latino-owned businesses, which are expanding far faster than all U.S. employer firms.



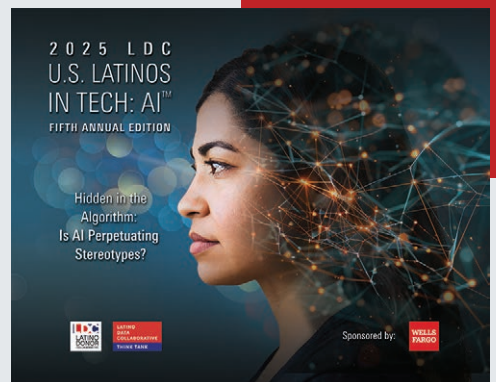
SEPTEMBER 2025

2025 LDC U.S. Latinos in Tech: AI™ – Fifth Annual Edition

Sponsored by Wells Fargo, this report examines how large AI models portray U.S. Latinos versus other groups. It contrasts those narratives with data showing **Latinos as early adopters, builders, and core future talent in AI and STEM.**

KEY FINDINGS INCLUDE:

- **Latinos are leading AI adoption.** Fourteen percent of scaled Latino-owned firms use AI tools, nearly double the rate of White-owned firms. Latino teens are the most likely to use generative AI for school, translation, and creative work.
- **AI systems still perpetrate Latino stereotypes.** Across controlled prompts, GPT-4 was far less likely to depict Latinos as innovators or technical leaders and more likely to frame them through stereotypes, doubt, or bias compared to White and Asian characters.





The 2025 LDC U.S. Latinos in Media Report™ – Streaming, Broadcast, and Cable Shows

This report tracks how **U.S. Latinos are driving the shift to streaming and hybrid viewing.**

KEY FINDINGS INCLUDE:

- **Latinos led the move to streaming.** By mid-2025, streaming accounted for 47.3% of U.S. TV time, but Latinos devoted 55.5% of their viewing time to streaming and 19.1% to YouTube alone, far above the national average.
- **Representation has not kept pace with attention.** Despite comprising 19.5% of the population, Latinos hold only a small fraction of key roles in scripted and unscripted shows, at a time when ad-supported streaming and AVOD/FAST are becoming central to the business model.

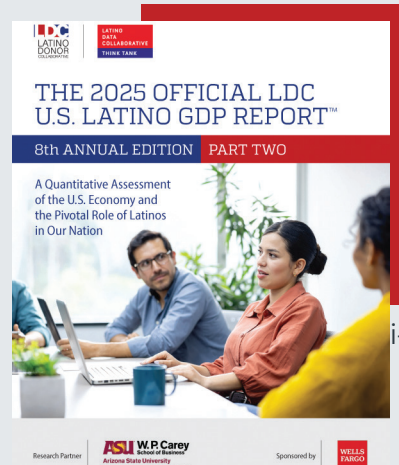


The 2025 Official LDC U.S. Latino GDP Report™ – Part Two

Builds on Part One’s \$4 trillion headline by showing **where Latino GDP is growing, which sectors it is transforming**, and how proposed mass deportation policies would weaken the U.S. economy.

KEY FINDINGS INCLUDE:

- **States and sectors are being reshaped by Latino growth.** Mexican Americans generate the majority of Latino GDP in key states. Forecasts show that Latino GDP will reach approximately \$1.4 trillion in California and \$1.1 trillion in Texas by 2030, with manufacturing emerging as the largest and fastest-growing sector of Latino GDP.
- **Shrinking the Latino presence would hinder U.S. growth.** In 2023, Latino immigrants generated \$1.6 trillion in GDP. Modeled mass deportation scenarios could reduce U.S. GDP by up to 8.9% by 2055, resulting in far worse fiscal outcomes with no realistic AI productivity offset.



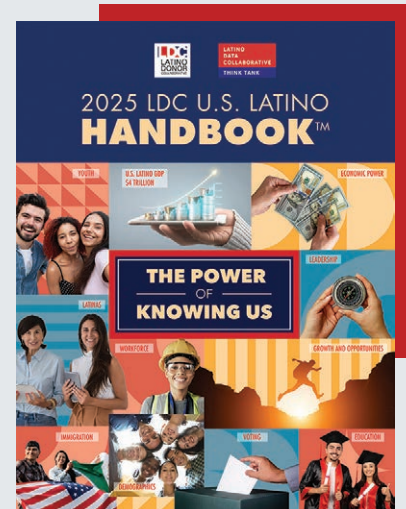
NOVEMBER 2025

The 2025 LDC U.S. Latino Handbook™

Consolidates all 2025 LDC research and official data into a single report: **demographics, economic contributions, education, entrepreneurship, media, civic life and other areas**. It also debunks myths with data.

KEY FINDINGS INCLUDE:

- **U.S. Latinos are a young, high-growth engine of the nation's economy.** U.S. Latinos now number about 68 million, and account for the most recent population growth. They also drive a \$4.0 trillion GDP and \$4.1 trillion in purchasing power, growing more than twice as fast as the rest of the country.
- **Participation is high, with a major upside.** Latinos have the highest labor force participation rate in the country, have tripled their advanced degrees, and own millions of businesses, yet remain underrepresented in boardrooms, executive suites, and media roles, leaving significant economic and revenue gains unrealized.



DECEMBER 2025

2026 LDC Strategic Roadmap for the Entertainment Industry™

This report translates LDC's media data into a **profit-and-loss playbook for studios, streamers, and advertisers**. It shows how shifting from passive Latino attendance to an intentional Latino growth strategy can unlock significant, measurable revenue.

KEY FINDINGS INCLUDE:

- **Latinos are the under-monetized profit engine.** They consistently drive close to 30% of box-office revenue while receiving only a small share of lead roles and marketing spend, leaving billions in potential annual revenue unrealized.
- **The constraint is internal, not the audience.** The report finds that missing KPIs, dashboards that hide Latino performance, and a lack of Latino decision-makers limit growth. It calls for Latino-linked incentives, dedicated content and marketing funds, and a stronger Latino creative and executive pipeline.

















Some News Outlets that Cover the LDC Data

In 2025, LDC research and data were cited in **more than 2,000 national and international news articles and broadcast segments**, spanning TV, radio, print, and digital platforms. This figure represents **a roughly 100% increase in coverage compared to 2024**, as journalists, editors, and producers turned to the LDC for fact-based insights on U.S. Latinos, the economy, immigration, media, and AI.

Among the **U.S. outlets** that featured LDC data and leadership were:

		
		
		
		
		
		
	<p>To read the full articles, please visit www.latinodonorcollaborative.org.</p>	

Across these stories and segments, **LDC data helped reframe national and global conversations about U.S. Latinos**—not just as a footnote, but as a pivotal force in America’s economic and cultural future.



LDC Events

The Latino Donor Collaborative events are **highly successful convenings**. In 2025, the events hosted advanced its mission to engage the nation’s most influential leaders to continue unlocking the U.S. Latino opportunity. Here are some examples:



THE 24TH LDC CONVENING

The 24th LDC Convening and 2nd Latina Initiative event, held in the **Terranea Resort, California**, brought together Latinas and allies, influencers, and business leaders to spotlight the growing economic power, leadership, and cultural influence of this cohort. The convening featured the launch presentation of the *2025 LDC U.S. Latinas Overview™*.



THE 25TH CONVENING

Building on this momentum, the 25th LDC Convening and 3rd Latina Initiative, held in **Hudson Yards, New York**, convened top executives, founders, creatives, and public leaders to examine how Latinas are shaping the future of business, media, and public policy. Featured speakers included Alicia Enciso (Bacardi), Michelle Caruso-Cabrera (Wendy’s), Marissa Solis (NFL), Nina Vaca (Pinnacle Group), Rosa Santana (Santana Group), Pilar García Bonilla (LATINA), and Pati Jinich (Celebrity Chef), with conversa-





tions spanning boardroom influence, brand leadership, entrepreneurship, and cultural power. Together, **these convenings reinforced the urgency and opportunity of investing in Latinas as a driving force of the new mainstream economy.**

For the full list of LDC event speakers, please see Appendix 1.



THE 2025 LATINA LEGACY DINNER

We were proud to present the Latina Legacy Award at the 2025 Latina Legacy Dinner to **John Leguizamo** and the Latina lead cast of his play *The Other Americans*—**Luna Lauren Vélez, Rosa Arredondo, and Rebecca Jiménez**—for their powerful portrayal of Latina resilience. This annual, high-profile dinner celebrates the LDC Latina Initiative and honors exceptional Latina leaders whose vision and achievements embody transformational leadership and lasting impact.



LDC AT THE U.S. CAPITOL

In March 2025, **Ana Valdez, President and CEO of the Latino Donor Collaborative (LDC)**, joined bipartisan federal lawmakers and top U.S. business leaders from the American Business Immigration Coalition (ABIC), the U.S. Hispanic Chamber of Commerce, and Comité de 100 at the U.S. Capitol for the “Secure America’s Workforce” campaign. The initiative highlighted the projected \$7 trillion contribution of immigration to the U.S. economy over the next decade and called for sensible immigration policies that support economic stability and national growth.

Throughout the week, **campaign members, including Ana, took part in over 100 meetings with members of Congress and their staff**, bringing fact-based evidence to conversations that are often dominated by rhetoric and misinformation.

To amplify Latino youth and digital voices, **the LDC also engaged with leading content creators** such as Carlos Eduardo Espina, Nessa Diosdado, Che Guerrero, Chris Cabezas, and Brenden Perez, who have a combined following of over 20 million. In conversations with Congressman Joaquín Castro and former Federal Trade Commissioner Alvaro Bedoya, they discussed the power of Latino narratives, the role of social media in combating misinformation, and the importance of raising your voice and pointing out facts.



OPENING OF LDC’S MEXICO CITY’S ADVISORY NETWORK CHAPTER



The Latino Donor Collaborative marked a major milestone with the launch of the **Mexico City Chapter** of its Advisory Network, **expanding its mission to strengthen data-driven narratives and strategic collaboration between Mexico and the United States**. The launch reception took place at the prestigious Club de Industriales and brought together distinguished members of the Mexican administration, business leaders, philanthropists, political commentators, academics and allies committed to advancing accurate information about the indispensable role Mexicans and Mexican Americans play in the U.S. economy. Grounded in insights from the LDC’s original data, the event highlighted that **Mexican-descent Latinos drive over 75% of Latino GDP in California, Texas, and Arizona, contribute \$1.6 trillion to the U.S. economy, and powered nearly one-third of total GDP growth in key states from 2018 to 2023**.

Together, these findings reinforced a central truth and a core impact of LDC’s work: Latinos are not only shaping the U.S. economy — they are driving it, and data remains the most powerful tool to unlock opportunity, reshape perception, and build a more prosperous future for all.



CELEBRITIES AND INFLUENCERS WHO AMPLIFY OUR WORK

Building on the 22nd LDC Convening and the *U.S. Latino Youth 2030: An LDC Report™*, the **LDC expanded the Elevate Latinos social media campaign to empower young Latinos with accurate data, actionable facts, and a community platform.** This initiative was created to counter the persistent misrepresentation of Latinos in the media, politics, and business by highlighting hard data and stories about the contributions of U.S. Latinos to our country.

Elevate Latinos

In 2025, across platforms, Elevate Latinos content generated **more than 8.1 million impressions** and **over 525,000 organic interactions**, building a **community of nearly 16,000 followers**. On Instagram alone, the campaign drove **7.3 million views**, reached **3.4 million accounts** (more than 3.3 million of which were non-followers), and **generated over 412,000 content interactions**. There were multiple viral videos on topics such as raids against Latinos, Latino consumer spending, and the \$4 trillion U.S. Latino GDP.



Elevate Latinos also broke into mainstream conversations, building meaningful connections with influential allies who amplified our message. Leaders and cultural icons, including **Becky G, Cristo Fernández, Salma Hayek, John Leguizamo, Ramon Rodriguez, Jay Hernandez**, and many others, used our data and became advocates for the U.S. Latino cohort, helping us take Latino youth representation to an unprecedented level.

The Elevate Latinos platform has evolved into **a vibrant community where young Latinos share their experiences, engage in dialogue, and take action**. Through this initiative, Latino youth are reshaping their narrative and ensuring their voices are recognized at the national level.



LEADERS ON THE MIC PODCAST

In 2025, Elevate Latinos launched Leaders On The Mic, a **podcast hosted by Ana Valdez, President and CEO of the LDC**. The series highlights **untold stories of Latino perseverance, success, and empowerment that are driving America’s economic growth**. These narratives are often missing from mainstream media but align with the new mainstream documented in the LDC’s research. The podcast is available in major platforms, such as Spotify, Apple Podcasts, YouTube, Amazon Music and iHeart Radio. Episodes have featured Latino creators and influencers such as: **Fernanda Cortes; Cristo Fernández**; comedian and influencer **Christian Maldonado**; Harvard-educated criminal law advocate **Ada Cruz**; violinist and creator **Brenden Perez**; and executive producer **Rick Telles**.





Riding the AI Wave: Webinar Series

The *Riding the AI Wave* webinar series, developed in partnership with Conectado AI and the LDCTT, focuses on equipping the Latino community with the knowledge and skills needed to navigate and lead in the growing AI economy. With over 2,000 attendees to date and free recordings available online, the series offers practical, accessible insights from top industry experts.



Key sessions have included:

NAVIGATING THE FUTURE OF AI: INSIGHTS FROM GOOGLE'S GEMINI AND BEYOND

Pilar Manchón, Senior Director of Engineering, AI Research Strategy at Google, explored how frontier AI systems are reshaping work, creativity, and decision-making.

THE STATE OF DATA AND AI: BUILDING A SMARTER, MORE LITERATE FUTURE

Jordan Morrow, Senior Vice President of Data and AI Transformation at AgileOne, focused on data literacy, responsible AI adoption, and how Latino professionals can turn AI into a long-term advantage.

OPPORTUNITIES IN TODAY'S TRANSFORMATIVE LANDSCAPE

This session featured Dr. José Morey (CEO, Astra Media LLC), Marcelo de Santis (SVP, Thoughtworks), and Guillermo Diaz Jr. (CEO, Conectado Inc.) and explored AI's transformative power across industries.

BUILDING YOUR AI SKILL SET FOR THE FUTURE

Dr. Gemma Galdon-Clavell (Founder and CEO of Eticas.AI) led a session on the training and resources needed to prepare Latinos for AI-driven careers.

AI LAW: HOW TO USE AI WITHOUT GETTING FIRED, SUED, OR ARRESTED

Brent Britton (Partner at Bochner PLLC) discussed the legal landscape surrounding AI in business.

THE IMPACT OF AI ON MEDIA, ENTERTAINMENT, AND EXTENDED REALITY

Nonny de la Peña (Founding Director at the Center for Emerging Media and Narrative at Arizona State University) addressed the implications of AI for media and storytelling.

SECURING THE FUTURE: AI AND CYBERSECURITY

Eddie Borrero (Chief Information Security Officer at Blue Shield of California) led a discussion on safeguarding AI technologies.

AI/GEN AI: REAL-WORLD SOLUTIONS FOR THE CHALLENGES AHEAD

Felipe Millon (Federal Sales Leader at OpenAI) provided insights into applying AI solutions to complex real-world challenges.

PREPARING FOR NEXT YEAR: AI SKILLS TO SUCCEED IN 2025

Juan Carlos Gutiérrez (Amazon Web Services' LATAM Managing Director for Technology and Solutions Architecture) talked about the essential skills needed to stay competitive in a workforce shaped by technology, with real-world examples of AI applications at Amazon and AWS.



15 YEARS OF THE LDC

We are celebrating our 15th-year anniversary! It has been a transformational journey to create the first and most trusted U.S. Latino think tank fully focused on the powerful economic impact of our community in our country.

The Reach of the LDC Original Data Through the Years

74

original reports

28

research partners

550

LDC academic sources available in libraries

15.4K+

news articles in the United States, China, India, France, Brazil, Mexico, and other countries

62M+

people in touch with LDC data through various outlets

72B+

UVM¹ and social media impressions

¹ Media unique visitors per month metric.



Impact of Data Reach on Main LDC Audiences

KEY DECISION-MAKERS

This group includes CEOs, C-suite executives, board members, business owners, government leaders from all parties, resource allocators, strategic leaders, thought leaders, who have the power to shape their organizations and the market and drive transformative change.



920K+

key decision-makers have had direct contact with LDC research. These include:

250K+

CEOs, C-suite executives, presidents, vice presidents, senior vice presidents, directors, board members, chairs/vice chairs, and managers have been reached through direct downloads from our website.

300K+

key decision-makers have been reached through forums, including two annual convenings, one-on-one CEO meetings, and presentations at congresses, the World Economic Forum, the United Nations, Fortune 500 companies, and others.

297K+

top leaders from nonprofit organizations, including NGO leaders, donors, grant holders, impact investors, and government officers, have interacted with our research or downloaded our publications at least once.

69K+

agency directors and business consultants have engaged with our research by downloading it from our website.



5M+

individuals have been reached through our participation in over 240 forums and discussions hosted by prominent institutions, as well as within various companies and global organizations.

DIRECT AUDIENCES AND LEADERS AT OTHER EXECUTIVE LEVELS:

Other executives and directors who interact directly with the research and contribute to its real-world impact. Their active participation is essential for transforming our research into action.



20M+

people have accessed our think tank data through more than 8.8K+ domestic articles on the LDC's work.

INDIRECTLY ENGAGED AUDIENCES:

Individuals who indirectly engage with our LDCTT reports through articles, social media, and other channels. While they may not actively participate in LDC events, they play a crucial role in disseminating our data and expanding our reach and influence by sharing and discussing our work.

8.5M+

individuals have accessed LDCTT data through over 6,600 international media articles and reports.

6M+

search engine results related to LDC data.

72M+






impressions on traditional and social media posts about LDCTT data.





Data Impact Across Different Industries

The top five industries that download, use, and disseminate LDC's reports are:

-  Financial Services
-  Media and Entertainment
-  Technology
-  Consulting
-  Consumer Goods

LDC Events Through the Years

25 impactful national Convenings with over **3,600** business leaders, and **more than 100** local events hosted by the LDC.



LDC Convenings are **premier gatherings of national leaders to discuss business opportunities that actively and intentionally engage the U.S. Latino market.** All sessions revolve around the most recent fact-based data from top U.S. economic research centers and Latino consumer insights. Our biannual flagship LDC Convenings help participants learn more about this new, fast-growing mainstream market. Our LDC Board of Directors has hosted 25 LDC Convenings over the years, featuring more than 150 CEOs and other top C-suite executives as speakers and attendees.





Some Organizations that Use Our Data

Over the years, the LDC has presented its think tank data to many Fortune 500 companies and other U.S. and international organizations.

Some organizations that have heard directly from the LDC include:

ABC News	Back to the Roots	Business Wire
Accenture	Bain & Company	Caban Systems
Airbnb	Bank of America	Cabrera Capital Markets, LLC
Albright Stonebridge Group	Barron's	Cadent TV
Albuquerque Journal	BBC America	California Lutheran University
ADECCO	BCW	Camino Financial
Ali Velshi, MSNBC	Billboard	Cano Health
ALPFA	Bitwise Industries	Cardenas Partners
American Council for Capital Formation	Black Diamond Ventures	Carrasquillo Law Group P.C.
American Express	BlackRock	CBRE
American Public Media Group	Bloomberg	CBS News
Anywhere Brands	Boston Amplify Latinx	CC Industries
Aqua Bonita	Boston Consulting Group	Central Valley Business Journal
Ares Investment	Boston Public Radio	Century 21 Real Estate
Arizona Chamber of Commerce	Bozeman Daily Chronicle	Chamber of Commerce
Arizona Coyotes	Breitbart	Chicago Tribune
Arizona State University	Bristol Myers	Chingona Ventures
Aspen Ideas Festival	Brunswick Group	Chuck Todd, Meet the Press
AT&T	Burger King	CIEN+
Avante Capital Partners	Burson Cohn & Wolfe	Cisco
Axios	Burson-Marsteller	Citi
	Business Insider	
	Business Roundtable	



Citigroup	Encantos	Hollywood Reporter
City of Los Angeles	ESPN	Homeboy Industries
CNBC	Expedia	Honest Beauty
CNN	Facebook	HOPE
Colgate-Palmolive	Federal Communications Commission (FCC)	Huffington Post
College Future Foundations	Federal Reserve	Illinois State Board of Investment
Colorado Public Radio	Feeding America	Illinois State Treasurer
Colorado Rockies	Foot Locker	Immigrant Defenders Law Center
Congress, Joint Economic Council	Forbes	Inter Corporation
Congressional Hispanic Caucus	Fortune	Joe Biden's Presidential Campaign
Congressional Quarterly	Fox News	John Deere
Constellation Brands	Frito-Lay Hispanic Business Unit	Joseph Advisory and Proficio Capital Management
CrunchBase	Federal Trade Commission (FTC)	JPMorgan Chase & Co.
CulturIntel	Golden Boy Promotions	Kloudspot, Inc.
Cuyana	Harvard Business School	Klutch Sports Group
Dallas Morning News	Harvard University, Center for Public Leadership	KPMG
De la Vega Group	HCER	L'ATTITUDE Conference
Diageo Beer Company	Herald Tribune	LA Times
Directors and Boards	Hill & Knowlton	Latino Business Action Network
Discovery	Hispanic Chamber of Commerce	Latino Leaders
Dow Jones Media Group	Hispanic Executive	Latino Magazine
Drift	Hispanic Scholarship Fund	Latino Victory Fund
Edison International	Hispanic Wealth Project	Leap Global Partners
EdSource	HITEC	Los Angeles Business Journal
El cine	HOLA! USA	Lululemon Athletica
El Paso Inc.		
Embassy in Mexico		



MAAC	New Cadence Productions	Sequoia Capital
Major League Baseball	NFL	Signet Jewelers
Manhattan Times News	Nickelodeon	Sony Music Latin Iberia
MarketWatch	Nielsen	Sony Pictures
Marriott International	Nike	Sony/ATV Music Publishing
MassMutual	Nopalera	Spanish Broadcasting System
Mastercard	NPR	Squire Patton Boggs
McDonald's	NRG Energy	Starz
Miami Dade College	Nuveen	Suma Wealth
Miami Herald	Onuu	Target
Microsoft	Outreach	TEXTIO
Microsoft News	Pacaso	The City Club of Cleveland
MiLA Capital	Palladium Equity Partners	The Boeing Company
Milwaukee Business Journal	Perez Pictures	The Home Depot
Milwaukee Chamber of Commerce	Phoenix Suns	The Honest Company
Milwaukee Journal Sentinel	Project Verte	The New York Mets
Milwaukee Public Radio	Procter & Gamble	The News Movement
Minnesota Public Radio	PulteGroup, Inc.	The Newsette
Morgan Stanley	Radian	The Wall Street Journal
Mother Jones	RBC Capital Markets	The Walt Disney Company
MSNBC	Realogy	TIAA company
NAHREP	Remine	TikTok
National Association of Latino Independent Producers	RepresentUS	Touchland
NBCUniversal	Restaurant Brands International Inc.	U.S. Housing and Urban Development
Nery & Richardson LLC	Salesforce	Uber
New American Funding	San Diego State University	UCLA
	SBS	United Airlines
	Schneider Electric	UPS



UTEP	Hispanic Federation	National Association of Hispanic Real Estate Professionals (NAHREP)
Variety	Hispanic Heritage Foundation	National Association of Investment Companies (NAIC)
Verizon	Hispanic National Bar Association (HNBA)	National Hispanic Media Coalition (NHMC)
Voto Latino	Hispanic Organization Promoting Education (HOPE)	National Hispanic Medical Association (NHMA)
Walmart	Hispanic Scholarship Fund	New America Alliance
WarnerMedia	Hispanic Technology Executive Council (HITEC)	Prospanica
WE Family Offices	Hispanics in Philanthropy	Society of Hispanic Professional Engineers (SHPE)
Wells Fargo	Hispanics in Wine	SUMA Wealth
Wise	L'ATTITUDE	The Alumni Society
Wilson Center	Latin Heat	The Hispanic Leadership Summit
World Central Kitchen	Latino Business Action Network (LBAN)	The Hispanic Retail Chamber of Commerce (HRCOC)
Woven	Latino Corporate Directors Association (LCDA)	The Hispanic Star
XCOM-Tech	Latino Leaders	The National Hispanic Corporate Council (NHCC)
Amplify Latinx	Latino Magazine	UCLA Latino Policy & Politics Institute
Angeles Investors	Latino Professionals	UnidosUS
Aspen Institute Latinos and Society	Latino Victory	UnitedLatinas
Association of Latino Professionals for America (ALPFA)	Latinas in Tech	U.S. Hispanic Chamber of Commerce (USHCC)
CHIRLA - The Coalition for Humane Immigrant Rights	Latinos in Finance (LIF)	Voto Latino
Congressional Hispanic Caucus Institute (CHCI)	Latinos in Tech	We All Grow Latina
Friends of the American Latino Museum	LatinxVC	We Are All Human
Hispanic Association of Colleges and Universities (HACU)	League of United Latin American Citizens (LULAC)	
Hispanic Alliance for Career Enhancement (HACE)	Mitú	
Hispanic Executive	National Association of Hispanic Journalists (NAHJ)	



LDC Research Partners Through the Years

The LDC's research partners have been key to providing its audience with the most accurate data.

Some of the LDC's research partners over the years include:

- | | | |
|--------------------------------|--|--|
| Accenture | HITEC | Peterson Institute for International Economics |
| Arizona State University | Kantar | Purpose |
| Bain Capital | Kellogg Foundation | Royal Bank of Canada |
| Boston Consulting Group | Morgan Stanley | SHPE |
| Burson-Marsteller | NAHJ | Stanford University |
| California Lutheran University | NERA Economic Consulting | Time Warner |
| Capital One | Nielsen | UCLA |
| Columbia University | Partnership for a New American Economy | University of Notre Dame |
| Conectado | Penn, Shoen, & Berland | Wells Fargo |
| Hill & Knowlton | | |





Looking Ahead: Data Impact That Drives Progress

The cultural, economic, and political
influence of U.S. Latinos
becomes more visible every year.



As the LDC marked its 15th anniversary in 2025, this visibility collided with a more challenging public environment. Narratives about U.S. Latinos are often shaped by noise, misinformation, and open attacks rather than by facts. At the LDC and the LDCTT, our response has remained the same for 15 years: **to produce independent, reliable data that capture the economic power and contributions of U.S. Latinos and to make those data accessible as a strategic resource for informed decision-making.**

A defining feature of this impact is that **Latinos themselves amplify the numbers.** Whether within their organizations or on social media, they take pride in data that accurately reflect their contributions and correct harmful stereotypes that damage both people and business outcomes. In a year when headlines have often been hostile, U.S. Latinos, especially youth and Latinas, have used LDC research to push back with facts; share our findings on platforms like TikTok, Instagram, and LinkedIn; and bring our reports into classrooms, boardrooms, and community spaces.

Our data-driven reports and tools now cover many aspects of the economy that are vital for the prosperity of this country. Together, these reports have sparked conversations across sectors, informed corporate and investment decisions, and helped **reposition U.S. Latinos as central to the country's future.**

As we enter our next 15 years, **we remain committed to expanding our research, broadening our audience, and increasing our impact** because:

AMERICA THRIVES
WHEN LATINOS
SUCCEED.



Amplifying the Impact of the LDC and LDCTT: Your Support Matters

Your support is essential to sustaining and amplifying this work, especially in a year when facts are so urgently needed. It helps us increase the LDC's impact by:

- **Expanding the base of decision-makers** who use our data for every strategic choice, from corporate investments and advertising plans to public policy and philanthropy.
- **Growing our research portfolio** to deepen understanding of how U.S. Latinos drive economic growth, innovation, and resilience across states, sectors, and generations.
- **Replacing stereotypes with fact-based perceptions of U.S. Latinos**, ensuring that leaders work with accurate numbers instead of outdated assumptions and misinformation.

The LDC is a self-funded organization that distributes all its data and reports for free. Our independence is made possible by our board, advisory network, and a group of committed partners who understand the power of making decisions based on accurate information. Their support enables us to respond quickly to critical moments with timely releases.

We encourage the widest possible dissemination of LDC research under our established terms of use. **When referencing or using information from our reports, please acknowledge the source as follows:**

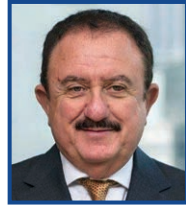
Latino Donor Collaborative. (Year of the report). *Name of the Report*. Link.

When posting on social media about the LDC's original data, please tag us and use the hashtag #LDCfacts.

By sharing, citing, and supporting this work, you **help ensure that the story of U.S. Latinos is told with facts**—not fear—and with evidence, not stereotypes. In a challenging year, that commitment makes a tangible difference for U.S. Latinos and for the country as a whole.

For more information, please visit the Data Terms of Use page on our website.

Leadership



Sol Trujillo
Chairman of the Board
Latino Donor Collaborative



Ana Valdez
President & CEO
Latino Donor Collaborative



Alex López Negrete
President & CEO -
Lopez Negrete
Communications, Inc.



Ana Pinczuk
Board Member - LDC,
SentinelOne, Aptiv



Cesar Conde
Chairman - NBC Universal
News Group



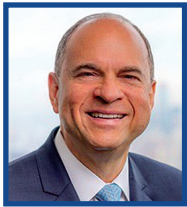
Fidel A. Vargas
President & CEO - Hispanic
Scholarship Fund



Gary Acosta
Co-founder & CEO - NAHREP



Guillermo Diaz Jr.
Chairman - Hispanic IT Executive
Council (HITEC). Founder & CEO
- Conectado



Henry A. Fernandez
Chairman & CEO -
MSCI, Inc



**Jacqueline
Guichelaar**
Customer Experience Officer, Asia
Pacific, Japan and Greater China - Cisco



Jose Luis Prado
Vice Chairman - Benestar &
Evans Food Group



José Ramón González
Chief Legal Officer and
Corporate Secretary -
Equitable Holdings



Linda Alvarado
President & CEO -
Alvarado Construction, Inc.



Martin Cabrera
CEO & Founder -
Cabrera Capital
Market



Oscar Munoz
Former CEO & Chairman -
United Airlines



Patty Arvielo
CEO & Co-founder -
New American Funding



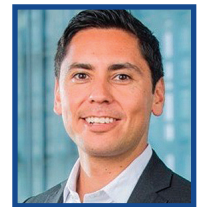
Victor Aguilar
Chief R&D and Innovation
Officer - P&G



Raúl Alarcón
Chairman & CEO - Spanish
Broadcasting Systems Inc.



Saber Sherrard
Partner - Bain & Company



Danny Acosta
Managing Director and
Senior Partner - Boston
Consulting Group



Ignacio Sanchez
Partner and Chair of National Security
and Global Trade, DLA Piper



Francisco Gonzalez
CEO, Lopez Dorado Foods

Leadership

Advisory Network



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Founding Partner &
President - SUMA Wealth &
The Acevedo Foundation



Bruce Barshop
Chairman -
Barshop Ventures



David Lizárraga
Founder & VCB - TELACU
Education Foundation



Don Bourn
President & CEO -
Bourn Companies



Dorene C. Dominguez
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Vanir Group of Companies, Inc.



Eva Plaza
Partner & Owner -
The Plaza Law Group



Federico Peña
Senior Advisor -
Colorado Impact Fund



Gil Vasquez
Managing Partner -
Vasquez & Company, LLP



Gilberto Ocañas
Senior Advisor -
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Managing Director and
Global Chief Diversity Equity
and Inclusion Officer - Ares



Jeff Valdez
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New Cadence Productions



Patty Juarez
Executive VP and Head of
Hispanic/Latino Affairs -
Wells Fargo & Company



Tony Jimenez
President & CEO -
MicroTech



Victor Arias, Jr.
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Jacqueline Aguilar
Assistant General Counsel -
The Procter & Gamble Company



Victor Garcia
Co-Founder & Co-CEO -
Productos Latina



Acknowledgements

A heartfelt thank you to everyone who has contributed to the LDC and the success of this report:

- **The LDC Board of Directors**
- **The LDC Advisory Network**
- **LDC Staff**
- **LDC Key Partners**
- **The millions of people who access our numbers every year, creating clarity and becoming “ambassadors” each time they use them.**

The data and impact calculations in this report were conducted with the support of the **Endemica Center for Social Impact**, ensuring impartial and rigorous analysis.

THANK YOU!



Contact Us

Follow us, interact with us, and share our data on social media!

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 @LDCLatino

 @elevatelatinos

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 @elevatelatinos

 @LatinoDonorCollaborative

 @LatinoDonorCollaborative



When posting on social media about the LDC's original data, please tag us and use the hashtag **#LDCfacts.**

Appendix 1

Some past LDC Convening speakers* are:

*Speaker title at the time they attended the LDC Convening

Adrian Carrasquillo
DIRECTOR OF SOCIAL MEDIA, BUZZFEED

Alejandra Castillo
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