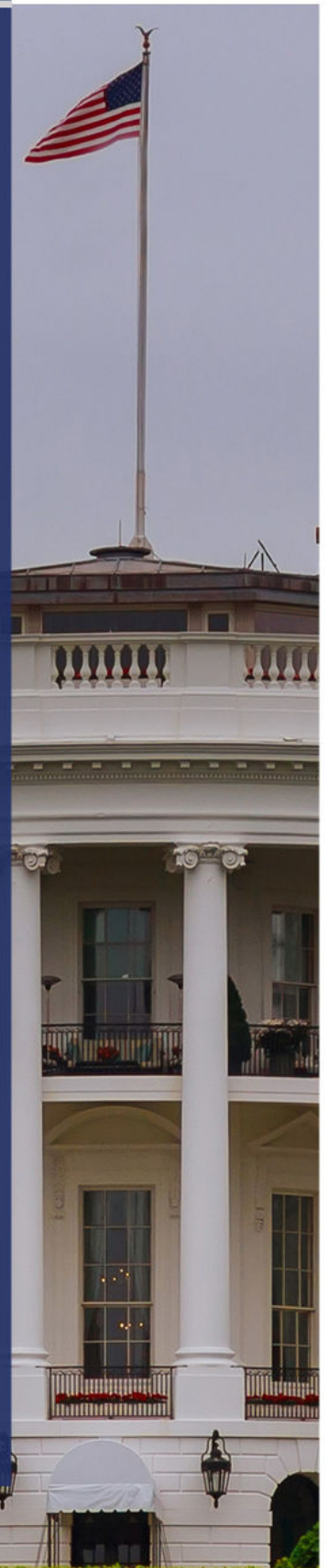




IMPACT REPORT 2023



WWW.THELATINOCOALITION.COM

WWW.THELATINOCOALITIONFOUNDATION.ORG

A MESSAGE FROM THE PRESIDENT AND CHAIRWOMAN

Dear Partners,

The year 2023 proved to be yet another year of uncertainty in many economic sectors, and for the world in general. In the corporate space, we have experienced many ups and downs with "right sizing." These concerns include record high office vacancies, return to work struggles, and the growing need to stay agile and adaptable. In addition to the war in Ukraine, the conflict in the Middle East, concerns over North Korea and their nuclear exercises, and China's desire to encroach on Taiwan, have direct and indirect impacts on businesses and the global economy.



CICI ROJAS | PRESIDENT

We are now preparing for 2024, as it will be another high impact year as we prepare for a Presidential election and retirements from current elected officials that are setting the stage for another turbulent election cycle. TLC will be monitoring both the elections and upcoming pending legislation that may have a positive or negative impact on our ability to provide an environment for the long term success of Latino businesses. The Latino Coalition Foundation will continue to provide programming on a host of relevant topics and will launch a new initiative focused on Procurement that we believe will propel greater opportunities for our small business community and the professionals who are in a position to assist them.

We will continue to follow the issues that small and medium sized businesses have encountered this past year. We still see supply chain disruptions working their way through the system and frustratingly high inflation rates that seem to be an ongoing reality for the foreseeable future. Unemployment rates remain low that make finding and keeping talent very difficult for most businesses, while at the same time we see many technology companies laying people off. All remote or hybrid workers seem to be here to stay while commercial real estate rates continue to increase, as do interest rates.



JEANETTE PRENGER | CHAIRWOMAN

Many sectors of the economy saw major growth in 2023. Small business creation was visible across the nation, particularly among Hispanics, and especially Latinas. For the Latino Coalition, our annual events continued to grow and mature in D.C., and our fabulous Latina Prosperity Summit held in Kansas City, Missouri, was a great success. Notably, we will launch a new service for a key sector in the Latino Business success cycle. More to come in 1st QTR 2024.

There is much to look forward to in 2024 as we will have a more robust and permanent presence in Washington D.C. A reset of our TLC and TLC Foundation governance structure will allow us to provide succession planning for future leaders as we remain committed to ensuring our partners have access to community leaders and representation in the halls of government. We are committed to continuing to play an important role in providing the Latino business community with the type of information they need to thrive, and the kind of representation they deserve in terms of policies that are good for business.

Thank you for your ongoing support and for your trust as we look forward to a successful and eventful 2024!

CiCi Rojas Jeanette Hernandez Prenger



ABOUT



The Latino Coalition (TLC) is the leading advocacy and membership organization for US Hispanic Business. We are a pro-market, bipartisan, national Hispanic business advancement association with the goal of ensuring every Hispanic American who wants to start and grow a business has the opportunity and the right economic environment to do so.



The Latino Coalition Foundation (TLCF) is a 501(c)(3) nonprofit organization established to research and address issues that directly affect the well-being of Latinos in the U.S.A. We exist to promote initiatives that enhance the overall business, economic and social development of Latinos across the country.



The Latino Coalition (TLC) is honored to have some of the most admired and respected Fortune 500 companies as TLC members.



Our Corporate partners are fully engaged with TLC. We work together to ensure they can achieve their legislative, community, and DEI objectives. We accomplish this through our public policy insights and legislative advocacy to build a stronger America through leadership, community, and partnership.

The Latino Coalition's Strategic Alliance Partners make up a diverse catalog of advocacy and membership groups that gives TLC members and partners access to information, services, and additional leverage when it comes to our advocacy agenda.

If you are a business owner or Champion of Business – Hispanic or not – The Latino Coalition offers a unique value. In addition to our effective and highly visible networking events, TLC members are represented in the halls of government and in the national media by an organization that operates under a clear philosophy: When it comes to small business, government's role is to create the best possible environment for success.

If you are a corporate leader who would like to be part of the work we do, your opportunity is unique, but also critical. The only way for Hispanic entrepreneurs' message to break through is with your partnership investment. In these challenging times, now more than ever small business owners do not have the time or the resources to engage in the influence and advocacy process. They are simply too busy running and, in many cases, reinventing their businesses, making payroll, raising families and helping their communities.

For more information on joining TLC as a member or corporate partner, please visit www.TheLatinoCoalition.com.

OUR PRIORITIES



The potential of Hispanic entrepreneurship is real and undeniable. At TLC, we are always looking for ways to make sure Latino business owners have what they need to fully realize their natural potential.

PUBLIC POLICY

TLC will remain committed to ensuring that our partners have access to community leaders and representation in the halls of government. Among those efforts in 2024 TLC will host Public Policy Roundtable Discussions and Workshops.

ADVOCACY

We will continue our work as an advocacy organization, leveraging our long-standing relationships, collective voice, and alignment with our partners. We will support the public policies that positively impact the advancement of the Latino business community.

LATINOS IN PROCUREMENT

BUILDING A NEW GENERATION OF CPOs

The Latino Coalition Foundation partners with Latinos In Procurement to work with organizations to move experienced talent into procurement leadership positions, including Chief Procurement Officer roles.

We support the vision of Latinos In Procurement to increase the number of Latino Chief Procurement Officers at public, private, and non-profit organizations in the U.S. We will have more information on our TLC & TLCF websites and an official launch in the first quarter of 2024.



THE *L*ATINO
COALITION
FOUNDATION

CORPORATE PARTNERS

PLATINUM



GOLD



CHAIRMAN'S CIRCLE



SUPPORTING CORPORATE PARTNERS



STRATEGIC ALLIANCES



HEALTH EQUITY COLLABORATIVE



ADVOCACY AND COMMUNICATIONS



TLC UTILIZES ITS GRASSROOTS, ADVOCACY INITIATIVES AND SENIOR LEADERSHIP FOR THE FOLLOWING:

- Press statements, news releases and social media posts on relevant issues;
- Opinion Editorials on advocacy issues or timely news topics;
- Earned media interviews across television, radio, print and digital outlets;
- Leverage breaking news developments, in order to generate content and drive/secure coverage;
- Web, email and social media communications with TLC members;
- And coordination with chambers, advocacy and business groups across the country.

AS BROADCAST IN THE FOLLOWING MEDIA OUTLETS:



The mission of the Latino Coalition Foundation is to empower the Latino community with education, resources, and experiences to develop future business leaders. The Foundation's objective is to provide continuous learning opportunities that contribute to the well-being of our community and produce positive results.



Key Events

Throughout the year, TLCF hosts a series of events attracting Hispanic Entrepreneurs, influencers, thoughtful leaders, elected officials, and the media. TLCF signature events are much anticipated for the high level of speakers and opportunities provided for high level networking.

Featured speakers that have supported TLCF events since 2019 have included SBA Administrator Jovita Carranza, Congressman Emanuel Cleaver, Senator Tim Scott, Congressman Tony Cardenas, Congressman Julian Castro, and the Honorable Ileana Ros-Lehtinen. In 2023, the Latina Prosperity Summit brought together powerful and inspiring Latinas from various sectors including SVP Global Brand and Marketing for the National Football League, Marissa Solis; EVP of Hallmark Media, Sabrina Weiwal; CEO of Cidrines, Maria Cidre; and Actress Sharinna Allan.

TLCF looks forward to more impactful and insightful events in 2024 for our partners, members, and leadership community.



Latina Prosperity Summit

“ The Latina Prosperity Summit 2023 was a transformative experience! It showcased the incredible contributions Latinas make to our economy and society. This event celebrated their leadership and decision-making roles, proving that Latinas truly are driving positive change. Their passion for sharing their voices and diverse backgrounds added depth to the discussions. The summit’s mission to honor and inspire Latinas who break barriers is commendable. I left feeling empowered and inspired, ready to be part of this exciting journey of progress. ”

-2023 Latina Prosperity Summit Attendee





TLC'S PROVEN LEADERSHIP

POWERFUL, RESULTS-DRIVEN NETWORKING

- Twenty years representing and advocating on pro-business and community issues for the Latino community.
- Growing network of over 70 organizations representing business, healthcare and education.
- One of the largest databases in the U.S. (validated by Dunn & Bradstreet).
- Two decades of successful grassroots and high-level events that create a return on investment for our members and our partners.
- Ongoing focus and action on the top three Latino priorities: economy, healthcare, education.
- Nationwide visibility and high-profile media opportunities (millions of positive impressions generated).
- TLC Board of Directors represent decades of effective business and organizational leadership in the Latino community.






MICHAEL BARRERA

KANSAS CITY DISTRICT DIRECTOR
U.S. SMALL BUSINESS ADMINISTRATION

WELLS FARGO

SPONSORED BY:

PODCASTS AND WEBINARS

TLC WEBINARS

LET'S TALK FRANCHISES: AN INTRODUCTION FOR BUSINESS OWNERS AND BRAND OWNERS


MARK KIRSCH

PARTNER AT LATINOP GPW






Sponsored by





PARTNER PROFILE



The Latino Coalition and The Latino Coalition Foundation is proud to count on Wells Fargo as a strong ally.

Wells Fargo, being committed to the financial health of their customers and communities, has been one of our key supporters for several years. TLC and TLCF align with the philosophy of wanting to help our communities thrive, and with the sponsorship of Wells Fargo, we are able to bring you interesting, educational, and insightful information via our podcast and webinar series.

COMING IN 2024



- TLC Public Policy Roundtable
- TLC "Pancakes & Politics" Breakfast
- TLC Advisory Council Reception
- TLC "1 of 100" Pop-Up Events
- TLCF Latina Prosperity Summit
- TLCF Webinars & Podcasts



Latina
**PROSPERITY
Summit**
LOS ANGELES

October 1-2
2024



HOLLYWOOD



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