

# UNIDOSUS



## VISION

We want to see a strong America where economic, political, and social advancement is a reality for all Latinos, where all Hispanics thrive, and our community's contributions are recognized.



## MISSION

We build a stronger America by creating opportunities for Latinos.



## VALUES

Excellence

*Respeto*

Accountability

LONG-TERM  
IMPACT

Close critical economic and social inequities for Latinos who face multiple barriers to opportunity.



## STRATEGIC DIRECTION

Change the systems and underlying causes of economic and social inequities for Latinos.

Build the power and representation of Latinos to influence and hold systems accountable.

IMPACT AREA #1

**GROW WEALTH**

IMPACT AREA #2

**FOSTER HEALTH**

IMPACT AREA #3

**BUILD POWER**

## WE DRIVE STRATEGY AND IMPACT BY...

- 1. Shaping policies** in our core issue areas: education, housing and financial empowerment, workforce development and health.
- 2. Scaling practices** that have proven their effectiveness in Latino communities.
- 3. Partnering with UnidosUS Affiliates, RDF and others** in our network so they can mobilize and amplify their expertise and influence.
- 4. Elevating the Latino narrative through** strategic communications.
- 5. Responding to emerging threats** and new opportunities.