

**LATINOS
& SOCIETY**

aspen institute

IMPACT REPORT

2024



Unlocking Potential, Driving Progress



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Welcome Message

Dear Community,

As we close out 2024 and prepare to celebrate our **10th anniversary in 2025**, we are reminded that this work, building a more inclusive and prosperous future, has always been about people. About impact. And about purpose.

Since 2015, the Aspen Institute Latinos and Society Program has worked to position Latinos not just as participants in shaping America’s future but as leaders at the forefront of innovation, policy, and economic growth. In 2024, we advanced this mission through **high-impact partnerships, national convenings, and targeted initiatives** designed to dismantle systemic barriers and unlock opportunity.

This report highlights our impact through both data and lived experience. From expanding financial access to building a national network of Latino changemakers, we are advancing solutions that empower communities and reshape narratives.

Latinos represent nearly **20% of the U.S. population** and contributed \$3.2 trillion to the national economy in 2021, an equivalent to the world’s fifth-largest economy if measured independently.* By 2023, **Latino economic output reached \$4.1 trillion**, underscoring that Latino prosperity is not a side story—it’s central to America’s economic future.†

As we look ahead, our commitment is clear: to continue investing in leadership, entrepreneurship, and systems that allow Latino communities to thrive. We are most grateful to the individuals, organizations, and strategic partners who make this work possible. Your support, trust, and partnership fuel our collective impact.

Together, we are building a future that reflects the strength, creativity, and boundless potential of the Latino Community and this nation.

¡Adelante!

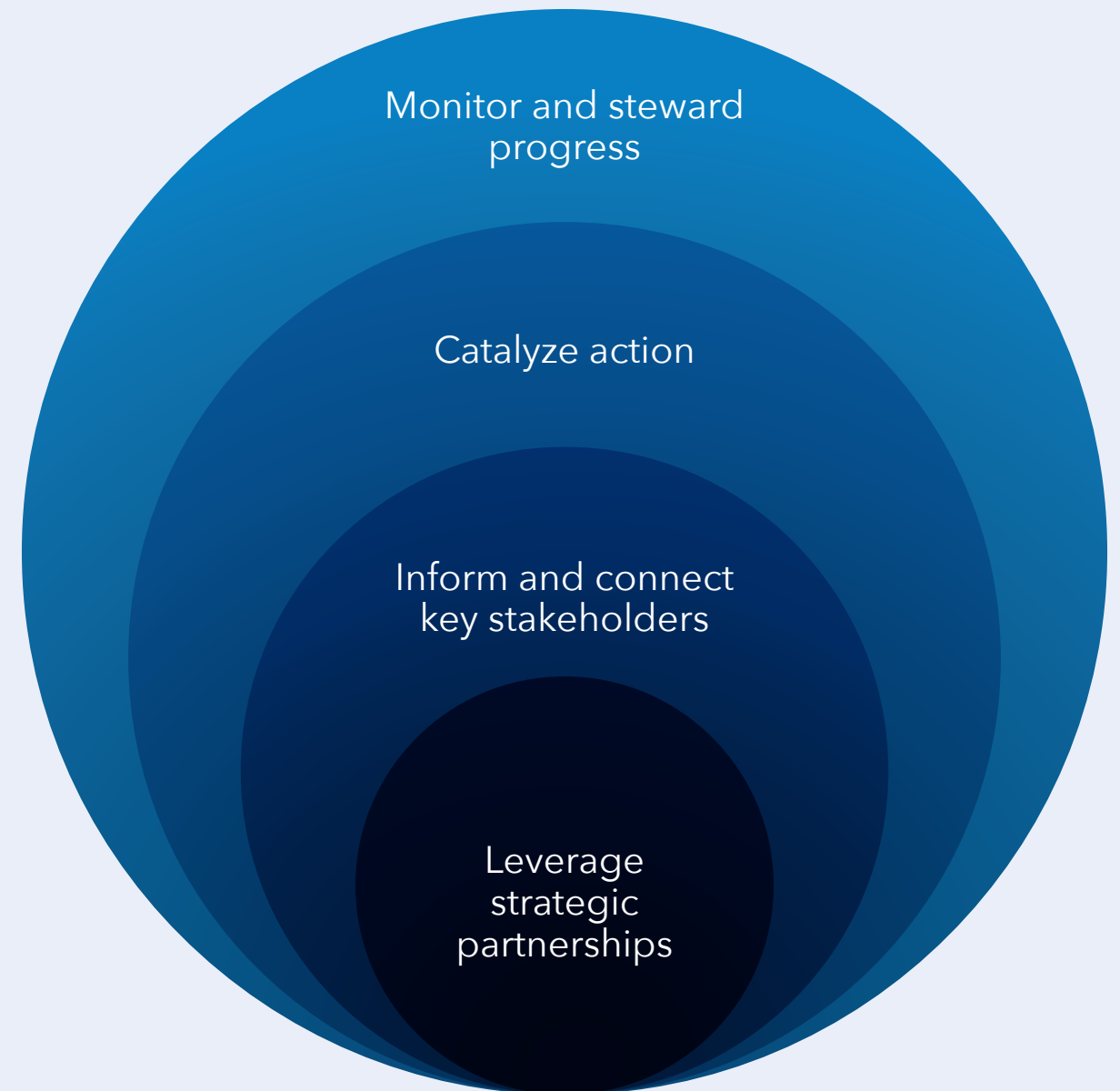
Domenika Lynch
Executive Director
Aspen Institute Latinos & Society Program

Francisco Sánchez
Chair, Advisory Board
Aspen Institute Latinos & Society Program

* 2023 U.S. Latino GDP Report, Latino Donor Collaborative (based on 2021 data).
† Projected by Hamilton, Fienup, Hayes-Bautista, and Hsu in the forthcoming 2025 U.S. Latino GDP Report.

Theory of Change

Aspen Latinos & Society initiatives are designed to intersect and amplify one another, maximizing impact. By leveraging our strengths in partnership with others, we enhance the effectiveness of collective strategies. This approach strengthens stakeholder connections, informs decision-making, and drives concrete actions in policy and practice. We also track progress to ensure accountability and meaningful, measurable change.



CONVENINGS

The Aspen Institute’s convening power and expansive network come together to tackle the world’s most pressing challenges and unlock human potential. Each Aspen Latinos convening, whether national or regional, is designed to close knowledge gaps, spark meaningful dialogue, and accelerate inclusive, resilient growth.

Advancing Economic Mobility Summit: Vision, Values, and Venture

A Catalyst for Latino Economic Growth

The Advancing Economic Mobility (AEM) Summit is more than a convening, it’s a launchpad for bold action. Held in New York City, the 2024 Summit brought together leaders from across sectors to accelerate Latino economic advancement under the theme *Vision, Values, and Venture*.

The Summit marked the release of McKinsey & Company’s [The Economic State of Latinos in America: Building Up Small Businesses](#). Among the key findings: Latino-owned businesses accounted for 36% of all new U.S. enterprises in 2023, nearly twice Latinos’ share of the population. The takeaway? Strengthening the support ecosystem for Latino entrepreneurs could unlock trillions in revenue and generate millions of new jobs.

Attendees engaged in high-impact dialogue around the structural shifts needed to sustain this momentum, from inclusive capital access to policy reform and workforce development. The Summit fostered connections that extend beyond networking, creating real-time partnerships and strategy alignment.

By pairing data with action, the AEM Summit is cementing its role as a national touchpoint for economic mobility. Leaders leave not only informed—but equipped to lead long-term change.

1 Left to Right: Lucy Pérez (McKinsey & Co.), Alberto Chaia (McKinsey & Co.), and Robert Barba (Wall Street Journal)

2 Left to Right: Hon. Henry Cisneros (Former U.S. Secretary of HUD), Gaddi H. Vasquez (Former U.S. Ambassador), Domenika Lynch (Aspen Institute), Lucy Pérez (McKinsey & Co.), Francisco Sánchez (Aspen Latinos Advisory Board Chair), and Mike Valdes-Fauli (Chemistry Cultura)

3 Left to Right: Elliot Gerson (Aspen Institute) and Hon. Isabella Casillas Guzman (27th Administrator of the U.S. Small Business Administration)

4 Left to Right: Ajamu Johnson (Comcast NBCUniversal), Patty Juarez (Wells Fargo), and Nina Vaca (Pinnacle Group)

5 Jose Tavaréz (Bank of America)

6 Sandy Fernandez (Mastercard Center for Inclusive Growth) and Rashida Bobb (Mastercard)

7 Left to Right: José E. Feliciano (Clearlake Capital Group), Stephanie Ruhle (The 11th Hour on MSNBC), Hon. Thomas DiNapoli (54th Comptroller, State of NY), Domenika Lynch (Aspen Institute), and Xavier Gutierrez (ImpactX Sports Group, LLC)



Nearly 200

cross-sector leaders and practitioners from across the U.S. participated in the AEM Summit.

50%

of Summit attendees were C-Suite leaders.

85% of attendees

reported making between 3-10 new professional connections during the Summit.

Visionaries Dinner Series: Building a National Network

Professional networks are crucial for connecting people, ideas, and opportunities. Yet, Latino professionals remain at a disadvantage, with networks that are on average 20% smaller than those of their White counterparts, according to [LinkedIn's 2023 Economic Graph White Paper](#).

The Aspen Latinos Visionaries Dinner Series addresses this gap by bringing together influential leaders from across sectors to share insights, build relationships, and surface ideas that advance Latino prosperity. Each regional dinner centers on a unique theme, sparking dialogue and peer learning that strengthen both individual leadership and collective networks.

More than a gathering, these intimate dinners serve as incubators for intellectual exchange and perspective-shifting conversations. They deepen leaders' connections to one another and expand access to a broader national ecosystem of influence. Over time, they've grown into a trusted platform for cross-sector collaboration and leadership visibility.

We are especially grateful to our 2024 dinner sponsors and partners, including Bank of America, Capital One, Chemistry Cultura, Target, and Variety, for helping us elevate Latino leadership across geographies and industries.



- 1 Left to Right: Raul Anaya (Bank of America), Nely Galán (Galán Entertainment), Michelle Sobrino-Stearns (Variety), Francisco Sánchez (Aspen Latinos Advisory Board Chair), Dorene Dominguez (Vanir), Domenika Lynch (Aspen Institute)
- 2 Visionaries Dinner in Los Angeles at Avra Beverly Hills
- 3 Left to Right: Domenika Lynch (Aspen Institute), John Paton (Relevant Plus), John Santiago (Sangre), Mike Valdes-Fauli (Chemistry Cultura), and Marco Botero (X, formerly Twitter)
- 4 Visionaries Dinner in NYC at tán restaurant
- 5 Julián Castro (Latino Community Foundation) addressing dinner guests at tán restaurant
- 6 Left to Right: Fernando Fiore (Soluna Productions Inc.), John Patton (Relevant Plus), and dinner guest
- 7 Left to Right: Jinhee Kim (Aspen Institute) and Domenika Lynch (Aspen Institute)



Jinhee Kim

Executive Vice President for Public Events and Engagement, Aspen Institute

"It was an honor to take part in The Visionaries Dinner Series, a hallmark of Aspen's approach to sparking bold ideas and building bridges through dialogue. Aspen Latinos stands out for bringing fresh voices into the conversation and redefining leadership today."

Allen Gutierrez

Former Associate Administrator for the Office of Entrepreneurial Development, U.S. Small Business Administration (2017-2021)

"The Visionaries Dinner Series spotlights how strategic partnerships can boost economic dynamism and help scale Latino-owned businesses."

Thematic Dinners:

- [Shaping the American Narrative](#) - hosted in Los Angeles
- [Unlocking the Sports Economy](#) - hosted in Miami
- [The Power of Public-Private Partnerships](#) - hosted in New York City

THRIVING IN THE DIGITAL ECONOMY

The Digital Success Initiative equips digital access practitioners, educators, and policymakers with the research, tools, and strategies needed to close gaps in digital upskilling ecosystems. By expanding access to resources and skills, the initiative empowers more communities to fully engage in, and benefit from, the opportunities of today's digital economy.



Participants from key sectors in society:

Non-profit:

- Goodwill Industries International
- Hispanic Federation
- Hispanic Technology & Telecommunications Partnership (HTTP)
- Inter-American Dialogue
- National Association for Latino Community Asset Builders (NALCAB)
- National Skills Coalition
- UnidosUS
- Woodstock Institute

Government:

- California Department of Technology
- City of San Bernardino
- Federal Communications Commission (FCC)
- Federal Reserve Bank of Dallas
- National Telecommunications and Information Administration (NTIA)
- U.S. Department of State
- U.S. Department of Treasury
- World Bank

Private:

- Charter Communications
- Comcast Corporation
- Felix Pago
- Mastercard Center for Inclusive Growth
- MoneyGram
- Paysend
- Prudential
- Wise



- 1 Digital Success in the Inland Empire Roundtable hosted at the San Bernardino Community College District
- 2 Left to Right: Susan Walters (NTIA), Mayor Helen Tran (San Bernardino), and Alejandro Roark (FCC)

Digital Success in the Inland Empire

Hosted at the San Bernardino Community College District, this roundtable convened 35 cross-sector leaders to chart a path forward at a pivotal moment for federal and state investment in digital equity. The discussion highlighted innovative local initiatives, encouraged broader regional collaboration, and laid critical groundwork to attract long-term investments that strengthen the Inland Empire's economy.

Why it matters:

This convening elevated community voices and facilitated direct engagement with state and federal partners, surfacing key gaps and opportunities to accelerate digital development in a historically under-resourced region.

**Engaged
nearly
150**

cross-sector leaders in deep-dive discussions on better supporting communities to fully access digital opportunities.



Digital Success Master Class and Roundtable

As the economy evolves, America’s global competitiveness will depend on a skilled, adaptable workforce with reliable access to high-speed broadband, digital devices, and training.

The Digital Success Master Class brought together experts from Comcast, the National Telecommunications and Information Administration (NTIA), and the National Skills Coalition to offer practical guidance on leveraging federal funding for broadband expansion and workforce development.

A follow-up roundtable deepened the conversation, uniting leaders from workforce and advocacy organizations to identify actionable strategies for expanding access to digital tools and economic opportunity.

Why it matters:

These sessions went beyond raising awareness—they equipped participants with the knowledge, tools, and relationships needed to drive implementation, secure funding, and prepare communities for the economy of the future.

Left to Right: Brent A. Wilkes (*Hispanic Federation*), Francella Ochillo (*NTIA*), Luis A. Quiñones (*UnidosUS*), Dwana Franklin-Davis (*Reboot Representation*), Diego Deleersnyder (*Aspen Institute*), Taylor Stuckert (*American Connection Corps*), Amanda Bergson-Shilcock (*National Skills Coalition*), Martin Scaglione (*Goodwill Industries International*), and Eric Lopez (*Comcast Corporation*)



Financial Access Through Digital Remittances

Each month, millions of U.S. working families send money to loved ones abroad—remittances that are often small but steady acts of care and resilience. For many, they’re also the only connection to the formal financial system.

Globally, remittances to low- and middle-income countries are [projected to hit \\$685 billion in 2024](#), with nearly \$65 billion flowing through the U.S.–Mexico corridor—the world’s largest. Yet, many remittance users remain excluded from broader financial tools.

What began as a 2023 Summit panel has grown into a broader initiative to expand financial access through innovation. In 2024, Aspen Latinos & Society:

- Explored how digital remittances can better serve unbanked households
- Convened 50+ leaders from finance, government, fintech, and advocacy in Washington, D.C.
- Elevated dialogue on cross-border finance at the 2024 Guadalajara Book Fair
- Forged new partnerships to advance economic opportunity across borders

- 1 Digital Remittances Roundtable hosted at the Aspen Institute Office in Washington D.C.
- 2 Left to Right: Dilip Ratha (*World Bank*) and Domenika Lynch (*Aspen Institute*)
- 3 Left to Right: Rebecca Neff (*Acting Deputy Assistant Secretary for International Finance and Development*), Beatriz A. Bravo (*Paysend*), and Manuel Godoy (*Felix Pago*)
- 4 2nd Digital Remittances Roundtable hosted at the Aspen Institute Office in Washington D.C.

THE ASPEN EXPERIENCE

The Aspen Institute empowers leaders to move from success to significance through its world-class leadership programs. Exclusive scholarship opportunities offer selected executives and emerging leaders financial support to participate in the Institute's public events, policy roundtables, leadership seminars, and other high-impact convenings.

Throughout the 2020-2024 Grant Cycle, the Hunt-Aspen Fellowship allocated:

Over \$300,000

in scholarships.

70

outstanding leaders from the Borderplex region were selected to participate in world-class Aspen Institute programming.

In 2024 alone, 23 fellows were awarded **\$106,477** in scholarships to participate in 13 Aspen Institute seminars and public programs.

Attended 30

unique Institute seminars and programs, such as:

Aspen Executive Leadership Seminars

Aspen Food Leaders Fellowship

Aspen Ideas Festival

Aspen Ideas: Climate

Aspen Rising President's Fellowship

Aspen Socrates Seminars

Aspen Summer Words



1 Hunt-Aspen Fellows and alumni attending El Paso Socrates Experience at the Hunt Companies HQ

2 Hunt-Aspen Fellows at the Summer 2024 Socrates Seminar. Left to Right: Maximo Gamez (*Audaz Capital*), Javier Lopez (*Lockheed Martin*), Vanessa Gurrola Leon (*Heart Gallery of El Paso*), Aaron Cervantes (*University of Texas at El Paso*)

3 Denice Sepulveda Archer (*City of El Paso*) and Maria Chaparro (*Mamacitas Cibernéticas*) in Aspen, Colorado.

4 Left to Right: Philip Gaskin (*Kauffman Foundation*), Mirella Tamayo (*City of El Paso*), Cassandra Huhn (*Federal Reserve Bank of Dallas - El Paso Branch*), Adrian Rodriguez (*Illinois Hispanic Chamber of Commerce*)

5 Denice Sepulveda Archer (*City of El Paso*) and Maria Chaparro (*Mamacitas Cibernéticas*) attending the Aspen Executive Seminar



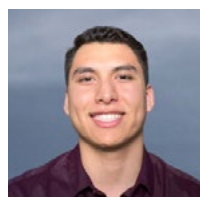
The Hunt-Aspen Fellowship

With support from the Woody & Gayle Hunt Family Foundation, the Hunt-Aspen Fellowship continues to elevate leaders from the Borderplex Region to national platforms. The Foundation's renewed five-year commitment strengthens this effort, broadening access to opportunities that shape the future of leadership.

The Fellowship connects participants to Aspen Institute seminars and convenings, where they engage directly with nationally recognized thought leaders and expand their networks.

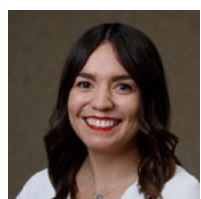
By unlocking local talent and amplifying the Borderplex voice, the Fellowship ensures this vibrant, bicultural region contributes meaningfully to national and global conversations.

- 1 HSF scholars in front of Aspen Ideas Festival sign
- 2 Dan Porterfield, President & CEO of the Aspen Institute, addressing a select group of HSF scholars chosen as Aspen Ideas Fellows, pc: Leigh Vogel
- 3 Group shot of Fidel Vargas and HSF Scholars at AEM Wine & Dessert Reception
- 4 HSF President & CEO Fidel Vargas with HSF scholars at the 2024 Advancing Economic Mobility Summit (AEM) in NYC



Maximo Gamez
Associate, Audaz Capital
Attended Aspen Socrates Seminar

“This program not only expanded my professional network but also deepened my connection to the broader Aspen Institute community... The perspectives I gained will help foster a vibrant startup ecosystem, making our region a hub for innovation and opportunity.”



Alexandra Chavez
Market Executive, El Paso Branch - Bank of America
Attended Aspen Executive Leadership Seminar

“The Aspen Executive Leadership Seminar challenged me to engage across viewpoints, clarify my values, and lead with purpose. Borderplex leaders return with bold strategies and insights that help deliver real-world results—for our teams, our companies, and the long-term success of our region.”

Strategic Partnership with HSF

HSF is committed to empowering professionals through transformative educational and leadership development experiences. In collaboration with the Aspen Institute, a distinguished cohort of HSF alumni were sponsored to participate in flagship gatherings such as the 20th Aspen Ideas Festival and the Advancing Economic Mobility Summit.

These alumni—who represent leading institutions including Meta, Microsoft, Goldman Sachs, the Ford Foundation, and the U.S. federal government—contribute cross-sector expertise and fresh insights to critical national dialogues. Their engagement reinforces a growing pipeline of visionary leaders driving innovation and impact across industries.

Fidel Vargas
President & CEO, HSF

“Our partnership with the Aspen Institute reflects a mutual investment in leadership, rooted not only in funding, but in the exchange of ideas, access to influential networks, and exposure to dynamic experiences. Events like the Aspen Ideas Festival broaden our alumni’s perspectives and connect them with today’s changemakers, preparing them to lead with purpose and authenticity.”

THOUGHT LEADERSHIP

The American story is rooted in the richness of vibrant, diverse communities. Aspen Latinos is committed to elevating these stories and reshaping the national narrative. This ensures that media, policymakers, and powerbrokers fully recognize the impact Latinos have on the U.S. economy, culture, and society.



Throughout 2024, the Aspen Latinos team has presented at national and international conferences. Left to right: HTTP Digital Inclusion Summit, Washington, D.C. (July 2024); Guadalajara International Book Fair, Guadalajara, Mexico (December 2024); California Latino Legislative Caucus Policy Conference, Anaheim, CA (February 2024).

Nearly 10,000

visitors accessed
our publications

Aspen Latinos work featured in:

Axios Latino

California Latino Legislative Caucus Policy Conference

**Drexel University
New Localism Newsletter**

Guadalajara International Book Fair

HTTP Digital Inclusion Summit

Tiempo Latino

The Master Class Series

The Masterclass series offers local leaders an accessible platform to engage with renowned experts. Through virtual programming, it blends expert insight with actionable strategies—equipping practitioners with the latest economic trends and evidence-based best practices to inform their work and amplify impact.



Featuring:

National Telecommunications and Information Administration: Empowering Communities with Tools to Thrive in the Digital Age

Nowak Metro Finance Lab at Drexel University and Esperanza: Community Preservation Districts

Feature Articles

Latino voices are driving bold ideas and solutions that frame today's challenges and shape tomorrow's opportunities. From rethinking procurement to reshaping cultural narratives, Latino leaders are not just part of national conversations, they're leading them. Featured articles include:

- [Unlocking the Procurement Economy](#)
- [Frontline Latina Voices Leading Climate Action](#)
- [The Power of Latino Market Makers](#)



Spotlight Publications

As Latinos emerge as the engine of America's future workforce, structural barriers continue to limit their full economic participation. Our white paper, [Seizing the Next Economy](#), offers national strategies to advance Latino business growth amid rapid technological and market shifts.

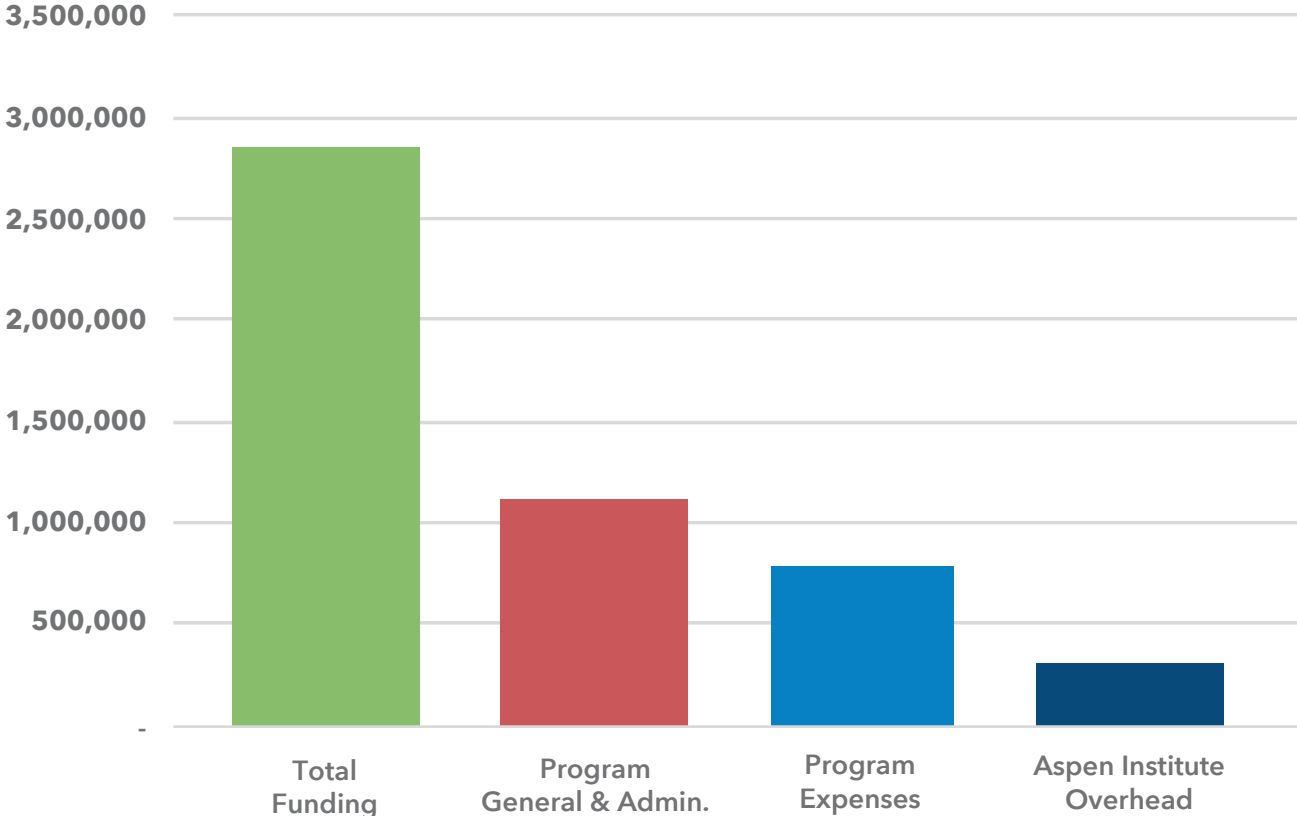
At the local level, our report with [Esperanza and Drexel's Nowak Metro Finance Lab spotlights](#) place-based solutions to preserve cultural identity and stabilize small businesses in North Philadelphia.

Together, these publications explore both the systemic challenges and scalable opportunities facing Latino communities today. They reflect our forward-looking commitment to shaping an economy that is more resilient and future-ready.

Financial Highlights

The Aspen Latinos and Society program continues to drive meaningful impact through the Aspen Institute’s hallmark approach: nonpartisan dialogue, actionable research, and trust-building convenings that shift narratives on both the national and local levels. We are deeply grateful to our strategic partners —Bank of America, Capital One, The Coca-Cola Company, Comcast Corporation, Google, Surdna Foundation, Target, and the Woody and Gayle Hunt Family Foundation —for their generous contributions to our efforts to advance economic mobility for Latino communities.

**Latinos & Society Program
Financial Dashboard - CY 2024**



Support

Latinos are one of the fastest-growing and most dynamic segments of the U.S. population—key drivers of the nation’s economic vitality. Representing nearly 65 million Americans, the Latino community contributes [\\$4.1 trillion to the U.S. GDP—equivalent to the 5th largest economy in the world.](#)*

Yet vast opportunities remain untapped. Achieving economic parity for Latinos could unlock an additional \$2.3 trillion in economic output—transforming outcomes for families, businesses, and the nation as a whole.

\$4.1 trillion
generated by American Latinos as a share of the U.S. GDP.



Your partnership is essential to driving meaningful, systemic change. Together, we can build a future where Latinos not only thrive, but lead, amplifying their contributions to America’s prosperity and global leadership. **Support our work today!**

* Hamilton, D., M. Fienup, D. Hayes-Bautista, and P. Hsu. "2025 U.S. Latino GDP Report."



With Gratitude

The Aspen Institute creates meaningful impact thanks to the generous contributions of our donors. The following list of donors reflects contributions from January 1, 2024 to December 31, 2024, including all gifts, grants, in-kind donations, and non-charitable sponsorships of \$1,000 or more from individuals, corporations, foundations, and government entities.

\$100,000 to \$499,999

Bank of America
Capital One
HSF
MasterCard Center for Inclusive Growth
Target
The Coca-Cola Company
The Woody and Gayle Hunt Family Foundation

\$50,000 to \$99,000

Comcast NBCUniversal
Google.org
Prudential Financial
Surdna Foundation
Wells Fargo

\$25,000 to \$49,000

Bloc
Cura & Caritas
Francisco Sánchez
Latino Community Foundation
McKinsey & Company
PNC Bank
Raza Development Fund
T-Mobile
Toyota
Verizon
Waymo

\$10,000 to \$24,999

Aspen Institute – MacLaughlin Scholarship Fund
Galán Entertainment
ImpactX Sports Group LLC
Methodist Healthcare Ministries
Pinnacle Group
Vanir Group of Companies Inc.

\$5,000 to \$9,999

Entravision
Santana Group
Ulu Ventures
Warner Music Group

\$1,000 to \$4,999

Amb. Gaddi H. Vasquez
Business Roundtable
Victor Arias

Advisory Board

2024 Board Members

Francisco Sánchez, Chair, Partner, Holland & Knight LLP

Victor Arias, CEO, Encantado Advisors

Bruno Del Granado, Former Head of the Global Latin Music Touring Group, Creative Artists Agency

Dorene Dominguez, Chairwoman and CEO, Vanir Group of Companies, Inc.

Emilio Estefan, Producer, Director, Entrepreneur, Author, and Songwriter

Nely Galán, Galán Entertainment

Xavier Gutierrez, Chairman and CEO, ImpactX Sports Group LLC

Woody Hunt, Senior Chairman, Board of Directors at Hunt Companies, Inc.

Domenika Lynch, Executive Director, Aspen Institute Latinos & Society Program

Hector Mujica, Head of Americas Philanthropy, Google.org

Juan Otero, Senior Vice President, Impact & Inclusion, Comcast Corporation

Lucy Pérez, Senior Partner, McKinsey & Company

Jorge Plasencia, Global Chief Client Officer, Havas Creative Network

Andrew Plepler, Former Global Head of Environmental, Social & Governance, Bank of America

Michelle Sobrino-Stearns, CEO and Group Publisher, Variety

Nina Vaca, Chairman and CEO, Pinnacle Group

Mike Valdes-Fauli, President, Chemistry Cultura

Amb. Gaddi H. Vasquez, Former U.S. Ambassador; Retired Senior Vice President of Government Affairs, Edison International

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