

Our Work:

The UnidosUS Workforce Development team seeks to ensure the Latinx community's ability to contribute to and share in the nation's economic opportunities.



43%

of small businesses plan on expanding their businesses through digital and related technology as a response to COVID-19.



86%

of Latinx small business owners reported significant negative impact by the pandemic.



Latinx are starting businesses at a faster rate than the national average across several industries, growing 34% over the last 10 years.

LATINX IN BUSINESS PROGRAM

The Latinx in Business Program aims to provide digital upskill training for business owners and future entrepreneurs. As a result of this, Latinx business owners can upskill, reskill, and leverage their skills to expand and grow their business, ultimately offering economic stability. This program serves as an enhancement to existing small business development training that will help current and future business owners launch or expand their business, increase their online presence, market their business and products, and learn about and make use of essential tools/applications. Latinx-owned businesses have experienced negative effects during the COVID-19 era, including loss of revenue and clients, layoffs, reduced operation, and in some cases, permanent closure. Through this program, we strive to support programming that prepares Latinx business owners to be competitive in a global market.

In addition to financial support, implementing organizations receive access to curricula, capacity-building trainings, technical assistance, and a network of organizations across the country that are implementing similar programs. Programs range from four to eight weeks (part-time) and are guided by the UnidosUS in Business Toolkit.

Latinx in Business Program's Proposed Impact:



200

Individuals Enrolled in the Latinx in Business Program



160

Individuals Complete the Latinx in Business Program



150

Individuals Adapt Digital Solutions to their Business Operations

For additional information, contact Roger Figueroa, Program Manager, Workforce Development, at rfigueroa@unidosus.org.

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels.

For more than 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our country stronger. For more information on UnidosUS, visit www.unidosus.org or follow us on [Facebook](#), [Instagram](#), and [Twitter](#).