



Strengthen Latino Communities

Fiscal Year 2024 Social Media Toolkit

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@NALCABPolicy
#LatinoEconomicEngine

While Congress is hard at work on the Fiscal Year (FY) 2024 funding bills join us by urging your members of Congress to support robust funding for key community & economic development programs to Latino and low- and moderate-income communities.

Now is the time to raise our voices and help ensure that the programs that are vital to the work we do and our communities are fully funded.

To raise the profile of our budget priorities on social media - use the infographics and sample posts below. All infographics have been optimized for both Twitter and Instagram and can also be used on Facebook and LinkedIn.

Be sure to tag @NALCABPolicy on Twitter, and most importantly, your representatives in Congress and include #LatinoEconomicEngine.

Click on the links below to see the infographics and sample posts:

- [Community Economic Development Program \(CED\)](#)
- [Community Development Block Grant \(CDBG\) Program](#)
- [Community Development Financial Institutions \(CDFI\) Fund](#)
- [US Department of Housing and Urban Development \(HUD\) Affordable Housing programs](#)
- [HOME Investment Partnerships Program \(HOME\)](#)
- [US Small Business Administration \(SBA\) Microloan Program](#)
- [US Small Business Administration \(SBA\) Program for Investment in Microentrepreneurs \(PRIME\)](#)
- [US Department of Agriculture \(USDA\) Rural Housing and Development programs](#)
- [Minority Business Development Agency \(MBDA\)](#)

Community Economic Development Program (CED)

Infographic: ([DOWNLOAD HERE](#))



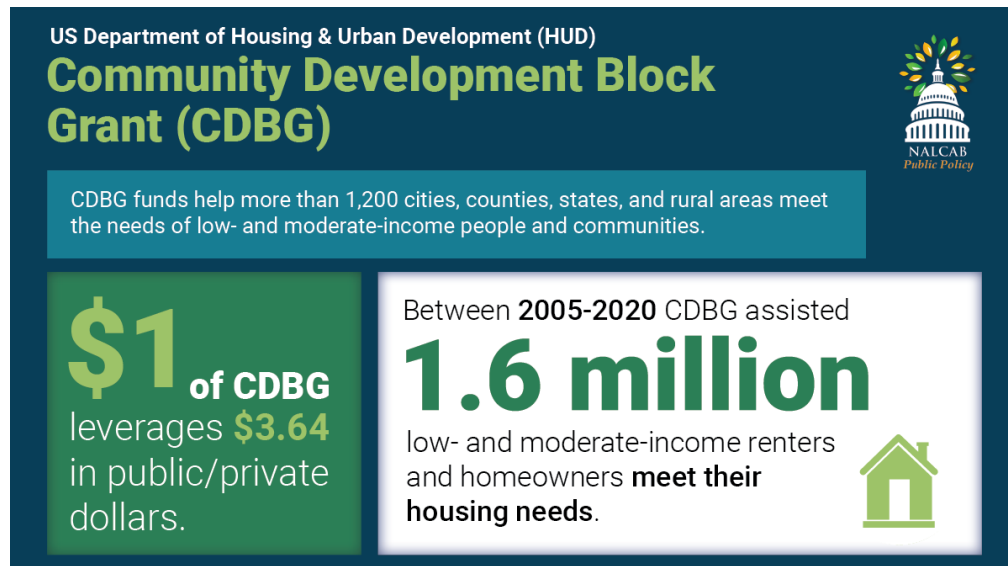
Sample Posts:

The CED program from @HHSGov invests in low-income communities and provides financing to fuel economic revitalization. These grants are being used in nearly every state, in both urban and rural communities. Provide \$35 million in FY24 to fund this important program. **#LatinoEconomicEngine**

Between 2015 and 2020 for every \$1 of @HHSGov's CED grant funding, \$6.62 in funding from other sources were invested into that community. Provide \$35M in FY24 to fund this important program. **#LatinoEconomicEngine**

Community Development Block Grant (CDBG) Program

Infographic: ([DOWNLOAD HERE](#))



Sample Posts:

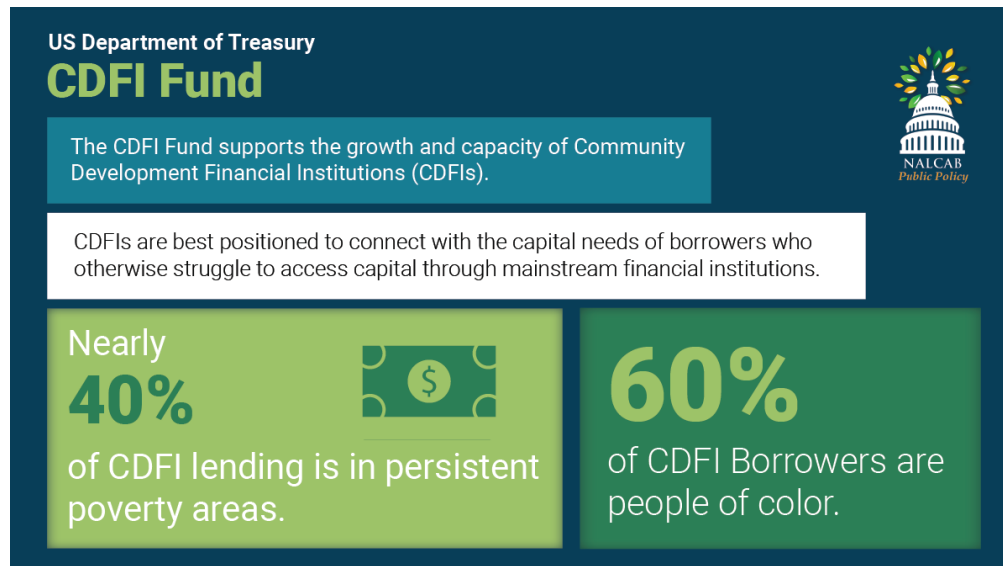
Decades of inequality have made it hard for Latinos to access the resources needed to prosper and build assets. @HUDgov's #CDBG has helped preserve over 1.25 million units of affordable housing since 2005. CDBG must be funded at \$4.2 billion #LatinoEconomicEngine

CDBG is the principal source of federal revenue for states & localities to use in responding to community needs and grow local economies. Fully fund @HUDgov's #CDBG at \$4.2 billion #LatinoEconomicEngine

.@HUDgov's #CDBG helps thousands of communities and millions of LMI individuals meet their housing needs. With the cost of housing on the rise CDBG must be robustly funded at \$4.2 billion for FY24 to meet the needs of LMI communities. #LatinoEconomicEngine

Community Development Financial Institutions (CDFI) Fund

Infographic: ([DOWNLOAD HERE](#))



Sample Posts:

#CDFIs from the **@USTreasury** fill the financial services gap and uplift Latino communities nationwide. Invest in America's future by providing \$341 million in FY24 funding for CDFI Fund and help boost the economy. **#LatinoEconomicEngine**

The **@USTreasury** 's **#CDFIs** deliver affordable credit, capital, and financial services to residents and businesses in minority and economically distressed communities. Support CDFIs by providing \$341 million in FY24 funding for the CDFI Fund. **#LatinoEconomicEngine**

CDFIs increase access to affordable housing, critical community facilities, and small businesses growth which create jobs and spur economic activity. Support prosperous communities by robustly funding the **@USTreasury** 's **#CDFI** Fund. **#LatinoEconomicEngine**

US Department of Housing and Urban Development's Affordable Housing Programs

Infographic: ([DOWNLOAD HERE](#))



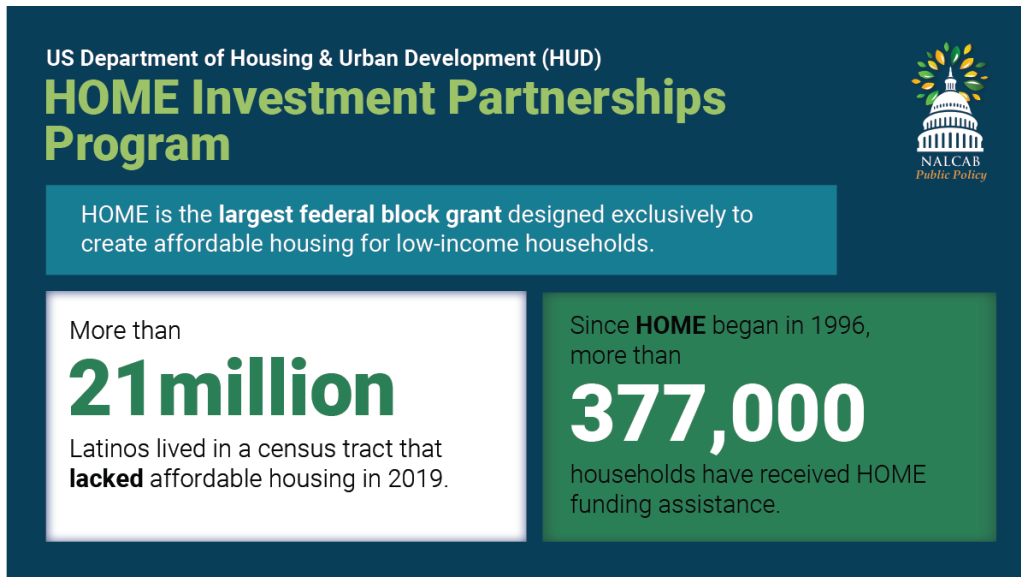
Sample Posts:

Housing counseling provided by @HUDgov helps to prevent foreclosures and keeps homeowners & renters financially stable. Support \$70 million or more in FY24 funding. **#LatinoEconomicEngine**

.@HUDgov's Rural Capacity Building (RCB) program helps local organizations address affordable housing and economic development needs to build stronger communities. RCB brings capacity and capital to areas where it's most needed. Provide \$6 million in FY24 funding. **#LatinoEconomicEngine**

HOME Investment Partnerships Program (HOME)

Infographic: ([DOWNLOAD HERE](#))



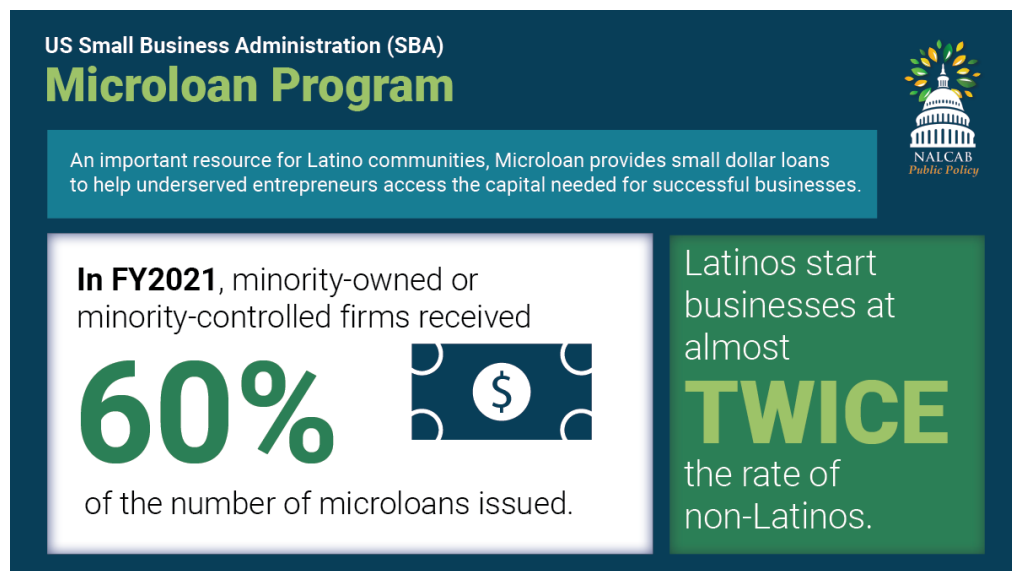
Sample Posts:

In 2019 42% of Latinos lived in a census tract that lacked accessible housing options. @HUDgov's #HOME strengthens the production and operation of affordable housing. Provide \$2.5 billion of FY24 funding. #LatinoEconomicEngine

The need for affordable housing is greater than ever. @HUDgov's #HOME helps address housing needs in low-income areas. Support \$2.5 billion in FY24 funding for the HOME program. #LatinoEconomicEngine

US Small Business Administration (SBA) Microloan Program

Infographic: ([DOWNLOAD HERE](#))



Sample Posts:

The @SBAGov's Microloan program provides small dollar loans to help small businesses that may not be able to access loans from traditional lenders. Support increased access to capital for underserved entrepreneurs by providing \$110 million in FY24 funding. **#LatinoEconomicEngine**

In 2021, @SBAGov's Microloan intermediaries provided counseling services to 18,040 small businesses and made 4,510 microloans. Support this important program by providing \$110 million in FY24 funding. **#LatinoEconomicEngine**

Small businesses are the engine of our economy. @SBAGov's Microloan targets new and early-stage businesses in underserved markets. Help spur economic growth by supporting \$110 million in FY24 funding. **#LatinoEconomicEngine**

US Small Business Administration (SBA) Program for Investors in Microentrepreneurs (PRIME)

Infographic: ([DOWNLOAD HERE](#))



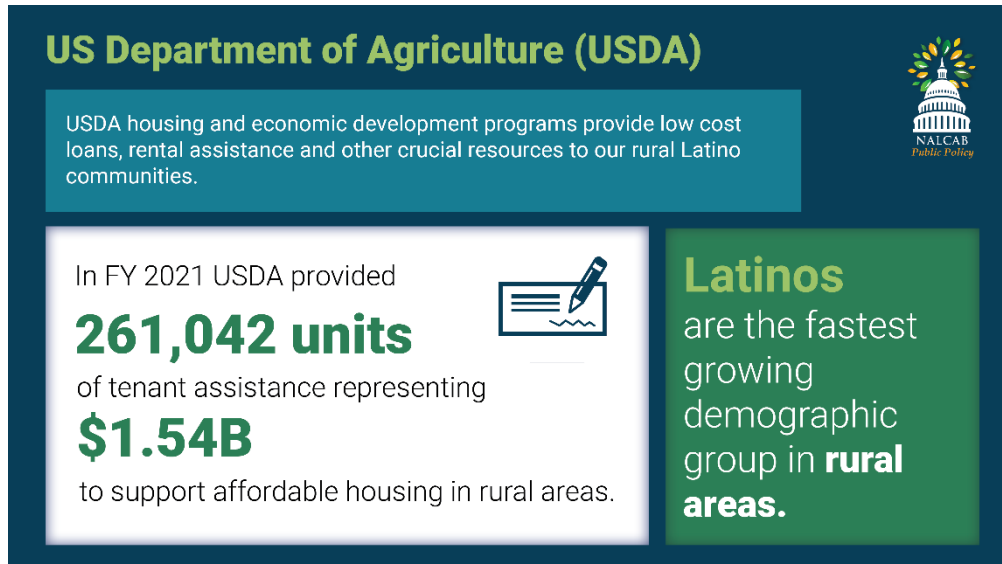
Sample Posts:

The **@SBAgov's #PRIME** is vital to small business growth in Latino communities and must be robustly funded. PRIME directly supports the **#LatinoEconomicEngine**- providing resources to uplift entrepreneurs in low and moderate-income communities through training & technical assistance.

Since 1999 **@SBAgov's #PRIME** has provided resources to organizations that deliver technical assistance to entrepreneurs- promoting growth, innovation & increased productivity. Congress must provide \$14.5 million in FY24 funding for this vital program. **#LatinoEconomicEngine**

US Department of Agriculture (USDA) Rural Housing and Development programs

Infographic: ([DOWNLOAD HERE](#))



Sample Posts:

Where there is population growth in rural areas, the US Census estimates that minorities account for 83%. Support growing communities by fully funding the @USDA's Rural Housing & Development Programs for FY24.
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Rural small businesses face unique challenges, including geographic isolation & struggles accessing capital. Support rural Latino entrepreneurs by robustly funding the @USDA's Rural Housing and Development Programs.
#LatinoEconomicEngine

Minority Business Development Agency (MBDA)

Infographic: ([DOWNLOAD HERE](#))



Sample Posts:

The **@USMBDA** is the only federal agency solely dedicated to the growth and global competitiveness of minority enterprises. Support Latino enterprises and communities by fully funding the MBDA at \$110 million in FY24. **#LatinoEconomicEngine**

The **@USMBDA's** programs provide grants, training, & TA that help strengthen the capacity of nonprofit small business lenders. Fully fund the MBDA at \$110 million in FY24 to help increase the flow of affordable capital going to minority business enterprises. **#LatinoEconomicEngine**