



Strengthen Latino Communities

FY 2025 Social Media Toolkit

 policy@nalcab.org

 [@NALCABPolicy](https://twitter.com/NALCABPolicy)

[#LatinoEconomicEngine](https://twitter.com/NALCABPolicy)

While Congress is hard at work on the Fiscal Year (FY) 2025 funding bills, join us in urging your members of Congress to support robust funding for key community & economic development programs that are vital to Latino and low- and moderate-income communities.

To raise the profile of our budget priorities on social media - use the infographics and sample posts below. Be sure to tag [@NALCABPolicy](https://twitter.com/NALCABPolicy) on Twitter, and most importantly, tag your Congressional representatives and include [#NALCABAdvocates](https://twitter.com/NALCABAdvocates).

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](#))



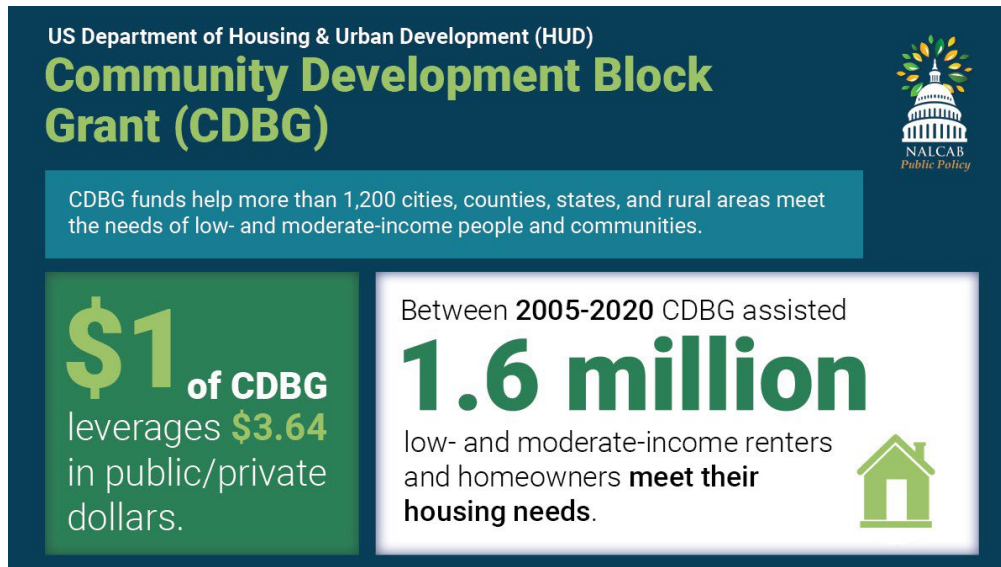
Sample Posts:

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 FY25 to fund this important program. #NALCABAdvocates

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 FY25 to fund this important program. #NALCABAdvocates

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. #NALCABAdvocates

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. #NALCABAdvocates

@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 FY25 to meet the needs of LMI communities. #NALCABAdvocates

Community Development Financial Institutions (CDFI) Fund

Infographic: ([DOWNLOAD HERE](#))

US Department of Treasury
CDFI Fund

The CDFI Fund supports the growth and capacity of Community Development Financial Institutions (CDFIs).

CDFIs are best positioned to connect with the capital needs of borrowers who otherwise struggle to access capital through mainstream financial institutions.

Nearly **40%** of CDFI lending is in persistent poverty areas.

60% of CDFI Borrowers are people of color.

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 FY25 funding for CDFI Fund and help boost the economy. **#NALCABAdvocates**

The **@USTreasury #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 FY25 funding for the CDFI Fund. **#NALCABAdvocates**

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 #CDFI** Fund. **#NALCABAdvocates**

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

Infographic: ([DOWNLOAD HERE](#))



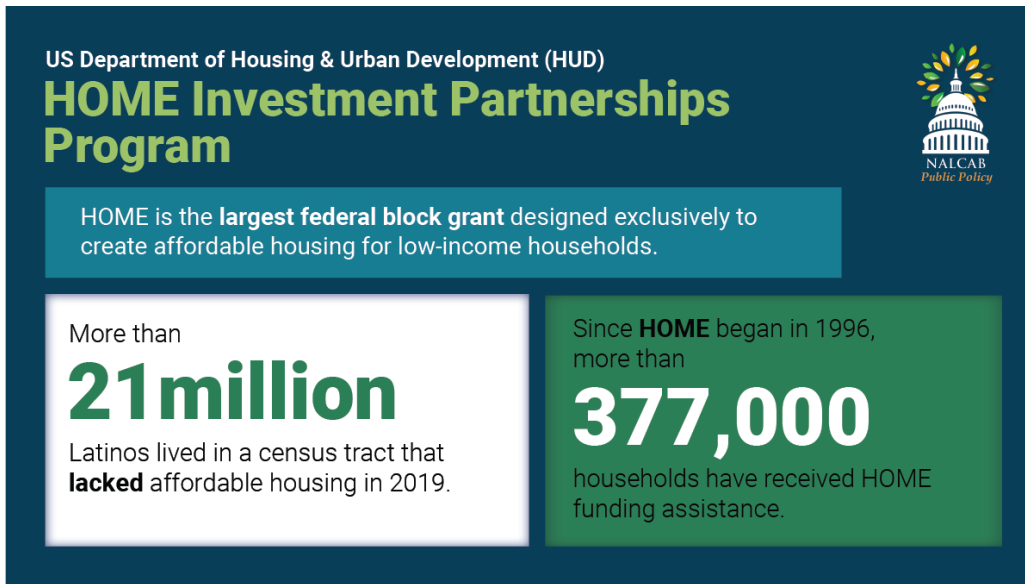
Sample Posts:

Housing counseling provided by @HUDgov helps to prevent foreclosures and keeps homeowners & renters financially stable. Support \$70 million or more in FY25 funding. #NALCABAdvocates

@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 FY25 funding. #NALCABAdvocates

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 FY25 funding. **#NALCABAdvocates**

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 FY25 funding for the HOME program. **#NALCABAdvocates**

US Small Business Administration (SBA) Microloan Program

Infographic: ([DOWNLOAD HERE](#))

US Small Business Administration (SBA)
Microloan Program

An important resource for Latino communities, Microloan provides small dollar loans to help underserved entrepreneurs access the capital needed for successful businesses.

In FY2021, minority-owned or minority-controlled firms received **60%** of the number of microloans issued.

Latinos start businesses at almost **TWICE** the rate of non-Latinos.

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 FY25 funding. **#NALCABAdvocates**

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 FY25 funding. **#NALCABAdvocates**

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 FY25 funding. **#NALCABAdvocates**

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

Infographic: ([DOWNLOAD HERE](#))

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

PRIME supports Microenterprise Development Organizations in providing expert training and technical assistance to low-income and underserved entrepreneurs.

Business ownership is **one of four** building blocks of economic opportunity.

52% of Latino-owned businesses serve the local community.



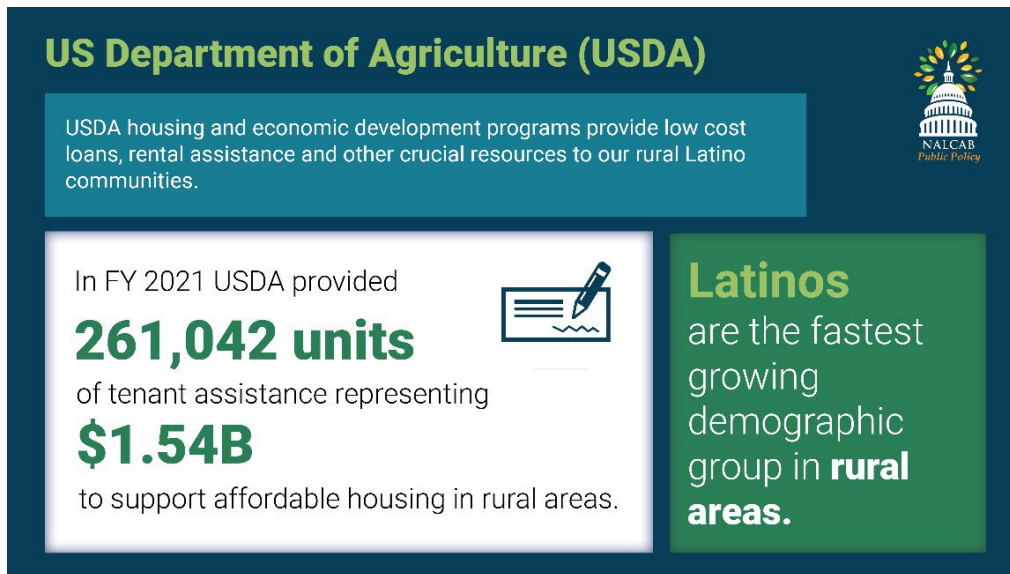
Sample Posts:

The **@SBAgov's #PRIME** is vital to small business growth in Latino communities and must be robustly funded. PRIME directly supports the **#NALCABAdvocates**- 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 FY25 funding for this vital program. **#NALCABAdvocates**

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 FY25. #NALCABAdvocates

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. #NALCABAdvocates

Minority Business Development Agency (MBDA)

Infographic: ([DOWNLOAD HERE](#))

The infographic features a dark blue background. At the top left, it says 'US Department of Commerce'. The main title 'Minority Business Development Agency (MBDA)' is in large, bold, light green letters. To the right is the NALCAB logo, which includes a stylized Capitol dome and the text 'NALCAB Public Policy'. Below the title, a light blue box contains the text: 'MBDA is the **only federal agency** solely dedicated to the growth and global competitiveness of minority enterprises.' At the bottom, a white box with a green border contains the text: 'Key programs include the **Capital Readiness Program** which provides **grants, training and technical assistance** that strengthen the capacity of nonprofit small business lenders and increase the flow of affordable capital going to underserved minority business enterprises.'

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 FY25. **#NALCABAdvocates**

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 FY25 to help increase the flow of affordable capital going to minority business enterprises. **#NALCABAdvocates**