

Topic: Building Family Wealth in Low-Income Latino Communities – How can my organization have the greatest wealth building impact?

Maggie Cervantes, Executive Director, New Economics for Women

Ms. Magdalena “Maggie” Cervantes, an East Los Angeles native, is a nationally recognized leader and advocate who has devoted her life to creating places for poor children and families to thrive, particularly in the Latino community of California, by utilizing developing affordable housing and creating wealth-building opportunities for women and their families.

As Executive Director of New Economics for Women (NEW), a Los Angeles based nonprofit community development corporation, Ms. Cervantes has provided the vision and practical approaches that have led to the successful redevelopment of neighborhood economies in the Los Angeles area. Ms. Cervantes has worked to develop affordable housing units, while creating economic literacy among its residents and has implemented a wide range of other social service programs, including a housing and schools initiative. Her leadership serves as a model for community development groups across the country.

Ms. Cervantes began her community activism as the National President of Comision Femenil Mexicana Nacional (the organization that founded NEW). Her major accomplishments as President included conducting outreach and advocacy on Latina issues in the areas of redistricting, reproductive rights and political empowerment.