The study examined cultural and environmental factors associated to the likelihood of seeking financial support of 339 Latina/o immigrants living in three rural communities in the Midwest. Specifically, the influence of Latino/a and Anglo acculturation and perceptions of the community on the likelihood of seeking financial support from friends, family, church and employer were explored. Results of a multivariate multiple regression displayed no significant linear relationships between the variables. A follow up analysis using univariate multiple regression determined that Anglo acculturation and community perception appeared to be important predictors in seeking financial support from friends. The implications of the findings for counseling psychology are discussed, and suggestions for future research on Latina/o immigrants’ wealth creation are provided.