



# Bienestar

Building housing, hope and futures

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**ANNUAL REPORT  
2010**

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## Board of Directors—President's Message

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On behalf of Bienestar's Board of Directors, we are pleased to present this Annual Report of our activities in 2010.



We are proud to present to you the results of dedicated and wonderful work by our staff, board members, volunteers and Promotores. Our work was advanced by the support of our many community partners, donors, funders, advisors and friends.

This year the Board of Directors voted to expand our mission to include low-income seniors as a target population. Our new mission statement: *Bienestar builds housing, hope and futures for the well-being of working families and seniors.*

We are pleased to report that the organization is fiscally sound, the portfolio is performing well, and that we are back into housing development with the proposed construction start date of Juniper Gardens in August of this year. I am personally proud to inform you that 96 cents of every dollar we receive from grants, donation, and other revenue goes directly to support program services.

We have worked hard in these challenging economic times to maintain stability and growth as an organization, and we have developed innovative programs and solutions to help the 460 families that we serve through the recession. These hardworking families inspire us daily.

Sincerely,  
John McMeekan  
Board President

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## Message from Executive Director

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Dear Friends of Bienestar,

2010 was a wonderful year for Bienestar in spite of challenging economic times. We were so pleased to be able to get back into the work of developing affordable housing, and look forward to building Juniper Gardens. We were also able to expand our resident service programs this year.



We were also so fortunate to see amazing growth in our donors, funders, partners and volunteers. We were able to expand resident service programs and develop new ones in response to the needs of our residents in these difficult times thanks to your support.

Our Board of Directors is an amazing group of leaders, and they worked very hard in 2010 to help us move forward. When we conducted our annual Strategic Plan Review, we were delighted with the goals we had accomplished since 2008. I am truly blessed to work with staff every day who inspire me with their dedication, caring and commitment to the families that we serve. They, along with our incredible Promotores, our resident peer leaders who are our arms, and legs, eyes and ears into our communities, truly represent the heart of Bienestar.



To those of you who made financial gifts, or gifts of your time and talents, your wisdom and expertise, we thank you. We invite you to visit our website at [www.bienestar-or.org](http://www.bienestar-or.org) to see all that's going on at Bienestar all the time.

Thank you for supporting our mission to build housing, hope and futures for the well-being of working families and seniors.

Sincerely,  
Karen Shawcross

## Highlights 2010

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- We welcomed our first VISTA volunteer in August, 2010. Aleksi Merilainen joined us for a year to develop our new Youth IDA (Individual Development Account) program. The new pilot program, called Bien\$tar \$avers, began with 20 children in the fall. The children are saving for art, academics, or athletics, and when they reach their savings goal, it will be matched 3:1.
- The Finance Committee oversaw the transition of our fiscal year to a calendar year in 2010. This meant that we had two financial audits in our transition year.
- We welcomed our first Jesuit volunteer also in August. Elena Barreto has made it possible for us to add a Homework Club at Sunset Gardens, offer AKA Science Club, adult nutrition classes, and more. Having her extra hands and willing heart has greatly augmented our staff capacity this year.
- Board Members Larry Snow and Janice Morgan engaged their Tandemonium Bike Club to sponsor a Bike Fair for Bienestar children. The club collected and repaired bikes and then donated bikes and helmets in a Bike Safety Fair in the spring.
- Board member Lisa Neal-Graves worked with colleagues to arrange an Intel project day at Bienestar. A project team that included 15 Intel employees from all over the globe spent the day with us working on 3 projects. They helped to analyze our resident survey, and developed two new program designs and



## Highlights 2010

Curricula for Kids Computer Club and Teens' Build Your Own Computer. An additional grant from Intel helped us to purchase the equipment for the new club.

- Bienestar was awarded federal stimulus funds through the Office of Community Development of Washington County that allowed us to acquire three single family homes in foreclosure. The Neighborhood Stabilization Program allows us to own these homes and maintain them as affordable rentals for 20 years. The homes we purchased are in Aloha, Hillsboro and Forest Grove. Thanks to Board member Cheryl Hilbert for her assistance with these homes.



- Bienestar received a grant from Nike in 2010 to expand our youth programs in the areas of physical fitness and nutrition. We welcomed Javier Urenda to the staff to coordinate this work.



- A new partnership with PlayWrite, a Portland nonprofit, resulted in an extraordinary experience for 8 of our teens. Following a two week workshop, their plays were produced in a performance at Walters Cultural Arts Center in August.



- We welcomed our new Bookkeeper, Sandy O'Kelley, to the staff in the fall.

## Highlights 2010

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- We continued our partnership with Adelante Mujeres, giving our residents opportunities to participate in an IDA (Individual Development Account) program so that they can save for education, small business or homeownership and then have their savings matched 3:1. Promotora Luisa Manriquez has already take advantage of her IDA to attend a vocational program and become a licensed hairdresser. The partnership also brings Adelante Chicas, a youth empowerment program, to our resident teenage girls at Reedville Apts. And, this year two of our families participated in the organic farming program. After completing classes they received a small plot of land, grew organic produce and sold it at the Forest Grove Farmers' Market to augment their family income.
- We received a grant from USDA Rural Development for \$45,000 to install wifi at Reedville Apartments in Aloha.
- We celebrated 23 years of partnership with our property management firm, Princeton Property Management. Under the leadership of our portfolio managers Allison Brown and Laura Flores the portfolio had an outstanding performance year.
- Our Promotores once again proved to be incredible leaders and highly effective outreach workers. During 2010, they conducted over 700 home visits. In these difficult economic times, they were busy with referrals for the basics— food, clothing, medicine, diapers, etc. Our class of 15 Promotores help to keep us closely connected with the resident needs so that we can provide resources and programs in response.



## Highlights 2010



- Catlin Gabel School continued in a third year of partnership with Bienestar. High school student volunteers make it possible for us to provide Homework Club at Reedville Apts. in Aloha. Students also donated proceeds from their Bake Sale to purchase supplies for the Club. And, a Catlin Gabel student did her senior project at Bienestar for two weeks in May.

- For the second year in a row, Bienestar provided free bilingual income tax preparation at Sunset Gardens for the entire community. 260 families received help with income tax returns, thanks to a grant from United Way, CASH Oregon, and Wal-Mart.

- Our Volunteers of the Year for 2010 are Kaylen Miller, Carrie Miller and Bogz, and Ginny Rosenkranz. Kaylen organized and coordinated our first School Supply drive, getting donations of supplies and backpacks for 96 children. Carrie Miller and her reading therapy dog, Bogz, have been helping kids in Homework Clubs for two years. Ginny Rosenkranz has been teaching ESL classes for our Promotores for two years. We are very grateful for their dedication and support.



- Youth Service Awards for 2010 go to Andrea and Dulce Flores. These high school students who are residents of Montebello Apts., have volunteered every day for two summers to make our Summer Lunch & Fun program possible.

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## Resident Service Programs

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Thanks to an amazing Resident Services staff under the leadership of Gracie Garcia, our Program Services Manager, Bienestar residents were offered a wonderful array of programs in 2010. Adult programs in 2010 were funded by generous grants from United Way, Hoover Foundation, City of Hillsboro, CASH, Jackson Foundation, Portland Women's Union Foundation, Southminster Presbyterian Church, TJX Foundation, and individual donors. Thanks to staff members Gracie, Maria Moreno, Juan Carlos Aguilera,

### **Adult Programs Seeds For Success/ Semillas de Éxito**

- Promotores
- Basic & Intermediate Computer Classes
- ESL Classes
- GED Preparation Classes
- Community Gardens
- Free Income Tax Preparation
- Job Club
- Emergency Cash Assistance Program
- Free H1N1 Vaccination Clinics
- Audubon Family Outings
- Resident Meetings & BBQ
- Creation Vacation
- Special events & presentations
- Free mental health counseling services
- Womens' Support Group
- Financial Literacy Classes
- IDA program
- Homeownership Counseling
- Organic Farming/Sales program
- Energy Conservation Workshops
- Cooking & Nutrition Classes
- Born to Learn Program



## Youth Programs Ready for Life/ Listos Para Vida

We are grateful to the funders of the Youth programs for 2010: Collins Foundation, Gray Family Fund, Intel, Irwin Fdn., Juan Young Trust, KeyBank, Partners for a Hunger-Free Oregon, Rose E. Tucker Fdn., Forest Grove Migrant Education, Pacific University, Southridge High School, Portland Timbers, Hillsboro Arts & Culture Council, individual donors, and Washington County:

- 4 Homework Clubs
- AKA Science Clubs
- Build Your Own Computer Club
- Financial Fitness for Life
- Bien\$tar\$avers Program
- Play Write
- Adelante Chicas
- Summer Lunch & Fun
- Summer Reading Safari
- Explorador Camp
- Holiday Parties
- Kids Computer Club
- Bike Fair
- Girl Scouts
- Audubon Nature Presentations
- Soccer Club
- Tile Mural Project
- Yoga Classes
- Zoo to You



## Highlights 2010

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- The Board of Directors, considering the growing and critical need for affordable housing for low-income seniors, expanded the mission of Bienestar to include them as a targeted service population for housing and resident services. A new project concept was developed for Benessere Village, 59 units plus commercial for low-income seniors. A project team was formed: The Nielson Group, Scott/Edwards Architecture, Walsh Construction, Housing Authority of Washington County, and Cascade Management. The team responded to an RFQ issued by the City of Hillsboro for development in downtown Hillsboro, and we are hopeful that this project will become reality.

- As part of the Washington County Bridges to Housing project, Bienestar provided homes for three formerly homeless families in 2010. In partnership with Community Action, the project addresses the root



- causes of homelessness by providing intensive support services for two years.
  - The Board of Directors honored Program Services manager Gracie Garcia for five years of service to the organization. Executive Director Shawcross, in presenting the award, called Garcia "the heart of Bienestar".
  - For the second year in a row, the United Methodist Church, led by Mira Conklin of the Methodist Church in Cornelius, gave 15 Bienestar families a "Creation Vacation" at Camp Magruder on the Oregon Coast. For most families it was the first ever experience of having a vacation.
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- Bienestar moved back into the development business with plans for the development of Juniper Gardens, a 24 unit multifamily project for farmworker families in Forest Grove. The project received HOME loan funds in the amount of \$750,000 for the acquisition of 6.3 acres of land. The project was awarded \$2.4 million in grant funds and \$570,000 in loan funds from USDA's Rural Development for construction and permanent financing. Juniper Gardens also was awarded \$600,000 from Oregon Department of Housing & Community Services and \$1.4 million in Farmworker Housing Tax Credits. CASA of Oregon is our development consultant on the project, and the architect is Scott/Edwards. Predevelopment funding is through CASA and Community Housing Fund. Anticipated construction start date is August, 2011.



- The fact that we can report the organization as fiscally sound is in part thanks to the generous grant of \$100,000 for operating support that Bienestar received in the fall of 2009 from Meyer Memorial Trust. Recognizing that developer fees, our traditional source of revenue, was not feasible during the recession, and we needed more time to diversify our funding base, Meyer Memorial Trust awarded this grant to see us through challenging economic and development times.

## Funders & Donors

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The work of Bienestar was supported in 2010 through generous grants from:

CASH Oregon  
City of Hillsboro  
Collins Foundation  
Columbia Community Bank  
Intel  
Irwin Foundation  
Hillsboro Arts & Culture Council  
Hoover Family Foundation  
Jackson Foundation  
Juan Young Trust  
KeyBank  
Meyer Memorial Trust  
New Seasons  
Nike  
Pacific University  
Partners for a Hunger-Free Oregon  
Portland Beavers & Timbers  
Portland Women's Foundation  
Promotores Fundraising Committee  
Regional Arts & Culture Council  
Rose E. Tucker Foundation  
Southridge High School  
TJX Foundation  
Walters Family Foundation  
Washington County



Generous in-kind gifts and donations in 2010 meant so much to the 460 families that we serve. We thank:

Allison Brown  
Anonymous  
Best Buy  
Carrie Miller  
Mira Conklin  
Geek Squad  
KGW-TV  
Mary Lewis  
Kaylen Miller  
Kelli Sussman  
Mark Lawton  
Hanna Andersson Clothing  
Columbia Sportswear  
Home Depot  
New Seasons  
Synopsis

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Thanks to our friends at HandsOn Portland, Intel, Catlin Gabel School, Portland Community College, and Pacific University, we had an explosion of new volunteers this year! Our heartfelt thanks to these wonderful and dedicated volunteers:

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## Volunteers

Alex Compton  
Alex Smith  
Amanda Cann  
Amber Reid  
Ana Vargas  
Anders Nyernes  
Andrea Flores  
Anna Byrnes  
Annie Raich  
Audrey Davis  
Bonnie Marsh  
Brenda Dizer Coe  
Brenda Joy Bautista  
Carrie Miller  
Cathlene Goya  
Chance Henritz  
Christopher Moore  
Christopher Reimann  
Cristal Plasencia  
Cydney Smith  
Daniel Suwono Halim  
David Yecha  
Debi Myers  
Devin Ellis  
Diana Ko  
Dulce Flores  
Elizabeth Waley  
Ella Bohn  
Elvira Lenus  
Emily Bragdon  
Emma Ronai-Durning  
Erin Ichimura  
Fiona Noonan  
Forest Endicott  
Gerardo Lemus  
Ginny Rosenkrantz  
Grace Kim  
Graham Marlitt

Greg Tompkins  
Gustavo Martinez  
Hannah Hay-Smith  
Himanshu Singhai  
Ignatius F. Susanto  
Isobel Rippel  
Jade Thompson  
Jennifer Lee  
Jessica Ferreira  
Jessica Gosling  
Jessica Marlitt  
Jessica Wanless  
Jonathon Gill  
Joseph Marlitt  
Joshua Jin  
Joy Patterson  
Julia McCoy  
Julie Tolliver  
Kalifa Clarke  
Kanaiza Imbuye  
Kassi Carter  
Kate Schiewe  
Kaylen Miller  
Kelly Burton  
Kelly Hyde  
Kevin Arrowsmith  
Ko Ricker  
Koby Yudkin  
Kyle Lusk  
Kylie McDermott  
Leah Weitz  
Leona B. Fisher  
Leslie Nelson  
Lilia Jahnnow  
Lily Ellenberg  
Linnea Hurst  
Maria Tena Aguilar  
Mark Lawton

Liz Lobe  
Logan Smesrud  
Maggie Boyd  
Marjarie Schmalz  
Megan Stater  
Michelle Peretz  
Mira Conklin  
Mira Starr  
Mona Corbo  
Morgan Henry  
Morgann Turkot  
Munir Ghamrawi  
Nancy Rivera  
Naomi Iverson  
Naomi Salisbury  
Nauvin Ghorashian  
Olivia Roind  
Owen Chapman  
Paula Green  
Quiness Hall  
Rachel Bornhermer  
Rachel Caron  
Rachel Ruffin  
Rachel Savage  
Rachel Wong  
Ramon Diaz  
Ramtin Rahmani  
Roberto Villa  
Rose Perrone  
Roy Scholls  
Samantha Bonilla-Green  
Sara Benefiel  
Selina George  
Stephanie Wyland  
Tom Hernandez  
Vanessa Ortega  
Veronica Yanez

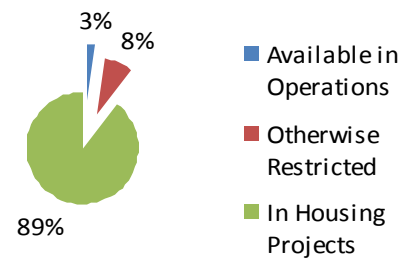
## Financial Report for 2010

<b>ASSETS</b>	
Cash	\$ 347,756
Cash—restricted	2,342,444
Receivables	122,236
Other assets	282,465
Development receivable	138,034
Fixed assets, net	<u>31,956,942</u>
<b>TOTAL ASSETS</b>	<b>\$ <u>31,189,877</u></b>
<b>LIABILITIES AND NET ASSETS</b>	
<b>LIABILITIES</b>	
Accounts payable & accrued expenses	691,579
Other liabilities	771,563
Notes payable—government	4,860,737
Notes payable	<u>10,817,323</u>
<b>TOTAL LIABILITIES</b>	<b>17,141,202</b>
<b>NON-CONTORLLING INTEREST</b>	<b><u>9,010,321</u></b>
Unrestricted net assets	8,320,930
Temporarily restricted net assets	<u>717,424</u>
<b>TOTAL NET ASSETS</b>	<b><u>9,038,354</u></b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b><u>35,189,877</u></b>

Bienestar's financial position includes 100% ownership of 5 housing projects and an investment in 5 other projects. The assets related to these projects are considered long-term and are restricted to government and other agreements which do not allow for use in operations and/or program management.

The label "Non-Controlling Interest" represents the investment of equity partners in the five other projects.

### Breakdown of Net Assets



## Financial Report for 2010

**STATEMENT OF ACTIVITIES—*unaudited***  
**For the year ended December 31, 2010**

**SUPPORT AND REVENUES**

Rental Income	\$ 3,441,042
Grants—Government	500,499
Grants—Other	218,998
Donations	19,264
Development Fees	3,837
Other income	<u>2,330</u>
<b>TOTAL SUPPORT AND REVENUES</b>	<b>4,185,970</b>

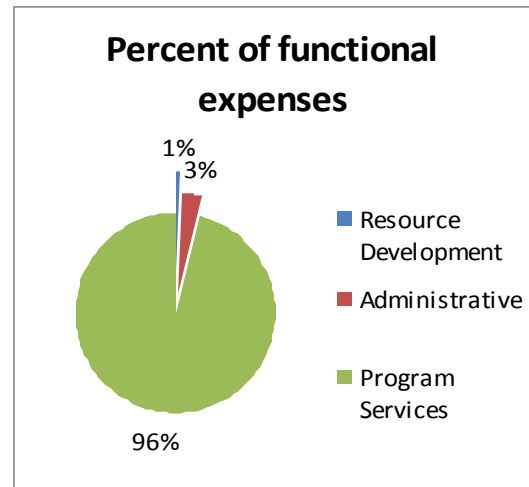
**EXPENSES**

<b>PROGRAM SERVICES</b>	
Property & asset management	4,526,711
Resident Services & Leadership	172,854
Promotores	133,150
Project development	<u>16,845</u>
<b>TOTAL PROGRAM SERVICES</b>	<b>4,849,560</b>
<b>GENERAL &amp; ADMINISTRATIVE</b>	<b>146,385</b>
<b>RESOURCE DEVELOPMENT</b>	<u><b>46,724</b></u>
<b>TOTAL EXPENSES</b>	<b>5,042,669</b>

<b>Non-Controlling Interest</b>	1,204,592
<b>CHANGE IN NET ASSETS</b>	<u><u>\$ 347,893</u></u>

Surplus (deficit) generated in operations	(278,508)
Surplus allocable to equity partners	1,204,592
Surplus (deficit) restricted to housing activities	<u>(578,191)</u>

\$ 347,893



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## 2010 Donors

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### Amigos de Bienestar

Alejandra Aguilar  
Juan Carlos Aguilera  
Guillermina Alonso  
Alejandro Angel  
Anonymous  
Elena Barreto  
Myra Beeler  
Priscilla Carlson  
Mr. & Mrs. Nicholas DeSantis  
Karen Frost  
Marisela Iñiguez  
Aleksi Merilainen  
Janet Miller  
Antoinette & James Mountain  
Amanda Schuft  
Margaret Springer & Heriberto Garcia  
George & Martha Taylor  
Jorge Tello  
David Vitela



### Amigos de Los Niños/Friends of the Children \$40 to \$99

Helen & Clem Blomberg  
Alex Chester  
Bridget Cooke  
Ada Costanzo  
Greg Danielson  
James & Joanne Davis  
Suzanne Dillard  
Gary Gitner & Karen Rash-Gitner  
Merrily & Robert Haas  
Ron Katterman  
Nina & Michael Kaufmann  
John & Phyllis Kirkwood  
Leon Laptok & Carole Most  
Leocadia Montero  
Maria Moreno  
Linda Nilsen-Solares  
Russ Peterson  
Rose Roman  
Ginny Rosenkranz  
Julio Villeda





## 2010 Donors

### **Constructores/Builders Society** **\$100 to \$499**

Elizabeth & Jeffrey Austin  
Charles M. Blomberg  
Charles & Mildred Blomberg  
Caruso Produce  
Nick & Carol Chester  
Paul Dagle  
Nikki Dobay  
Faye & Ron Driscoll  
Rob & Linda Fotheringham  
Gracie Garcia  
Janet Garrison  
Dr. Laura Grandin  
Judy & Michael Keane  
Diane Kinkade  
Irene & Scott Laney  
Mark Lawton in honor of Dave Ahlberg  
& Matt Yamamoto  
Peggy Linden  
Martha Lindsey  
Markusen & Schwing  
Daryn Murphy & Melissa Gladski  
Sharon Nielson  
Jennie Proctor  
Bob Rollinger  
Emily Schelling  
Grace Scott  
Larry & Joan Snow  
Richard & Tsuru Tuenge  
Janice & David Van Dyke  
Walsh Construction  
Kevin Witt

### **Socios/Partnership Circle** **\$500 to \$999**

Gary Dodge  
Princeton Property Management  
Carl and Sheila Seger



### **Circle of Friends** **\$1000 or more**

Ann Blaker  
Cary Harkaway  
Cheryl Hilbert  
Iowa Hill Farms  
Mary Lewis  
John McMeehan  
Janice Morgan  
Winthrop Pierson, Jr.  
Janice Romano, Romano P.C.  
Don Ruff  
Karen Shawcross

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## Partners 2010

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Bienestar staff in 2010 consisted of 4 full-time and 4 part-time employees. We were joined in August by our VISTA and Jesuit volunteers. Now that you've seen the number of Resident Services Programs that happen during the year, you will understand not only the amazing staff strength, but also the number of community partners that we wish to thank who support us in the work:

- Adelante Mujeres
- ASHA International
- CASA of Oregon
- CASH Oregon
- Catlin Gabel School
- Community Action
- Community Housing Fund
- Essential Health Clinic
- Forest Grove Migrant Education Dept.
- Girl Scouts
- HandsOn Portland
- Hillsboro Police Dept.
- Hillsboro School District
- Murray Hills Christian Church
- Legal Aid Society
- NAMI
- Oregon Food Bank
- Oregon Zoo
- Pacific University
- PlayWrite
- Portland Audubon Society
- Portland Children's Museum
- Portland Community College
- Salud
- Tandemonium Bike Club
- TaxAide/AARP
- The Nielson Group
- United Methodist Church of Cornelius
- Virginia Garcia Memorial Health Center
- Washington County Office of Community Development
- Washington County Department of Health
- WorkSource Oregon Employment Department



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## Board of Directors

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President: John McMeekan  
KeyBank (Sept.-Dec.)

Gary Dodge  
Banner Bank (Jan.-Aug.)

Vice President: GaSandra Carlson  
Golf Savings Bank  
(Jan.— Aug.)

Ann Blaker  
Capacity Builders  
(Sept.—Dec.)

Secretary: Janice Morgan  
Legal Aid Society

Treasurer: John McMeekan  
KeyBank (Jan.—Aug.)

Russ Peterson  
Pinnacle (Sept.—Dec.)

Members: Alejandra Aguilar  
Cornelius School

Guillermina Alonso  
Bailey's Nurseries

Isaac Alonzo  
Iwasaki Bros. Nursery

Santiago Arcos  
Bienestar resident

Enrique Contreras  
Hines Nurseries

Nikki Dobay  
Stoel Rives

Cary Harkaway  
Worksystems, Inc.

Cheryl Hilbert  
Prudential Northwest

Marisela Iniguez  
Bienestar Resident

Daryn Murphy  
HDC

Lisa Neal-Graves  
Intel

Don Ruff  
Retired, Bonneville Power

Rev. Larry Snow  
Murray Hills Christian Church



## Vision Statement:

Quality affordable housing is essential for individuals, families and communities to thrive.

We envision and develop communities where residents find dignity, hope, confidence, skills and courage to pursue their dreams.

We believe that all work is honorable and champion those who provide essential labor to the community.

We work to unleash the potential of people to improve the quality of life for themselves, their children, their families and the community.



Visit our website:  
[www.bienestar-or.org](http://www.bienestar-or.org)



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[www.bienestar-or.org](http://www.bienestar-or.org)

## 2010 AWARDS

Corporate Partner of the Year:  
*Intel*

Community Partner of the Year:  
*Catlin Gabel School*

Nonprofit Partner of the Year:  
*Portland Audubon Society*

Volunteers of the Year:  
*Carrie Miller & Bogz  
Kaylen Miller  
Ginny Rosenkranz*

Youth Service Award:  
*Dulce & Andrea Flores*