

Growing Success

Norma has been a Promotora for the past three years with the Semillas de Exito / Seeds for Success project in Washington County. Promotores are leaders within their community who are trained to help fellow residents get connected to services through a one-on-one peer mentoring model. By using the Promotores model, this United Way funded project helps low-income agricultural workers with employment support, emergency financial assistance for basic needs, microenterprise support, English language skills, mental health and well-being, and much more.

The project, led by Bienestar, is collaboration with eight other nonprofits and community partners including Adelante Mujeres, AARP Tax-Aide, Dress for Success, Banner Bank, Key Bank, Wells Fargo and others.

Norma is married with four children and was interested in giving back to the community.



Photo: Norma (right), Seeds for Success Promotora, with Maria Moreno (left), Bienestar Program Coordinator

As she always liked helping people and the Promotores program through Seeds for Success was a perfect fit.

"Now I'm very sure of myself. I want to be a good role model for my children so they don't have to suffer like me when I was young."

Not only is Norma a part of the project and helping her fellow community members,

She and her children also benefit from the projects as participants. Through the project, Norma is working on her English and computer skills and her children participate in the homework clubs.

"United Way changed my life. Now I know I can achieve many things and I know my children are proud of me. Thank you for supporting the Seeds for Success project."