



Bienestar

Building housing, hope and futures



**Promotores
Yearbook
2008—2009**

Bienestar Promotores 2008 - 2009

Message from Executive Director Karen Shawcross

We are proud to present this report on our Promotores Program for 2008-2009. We were thrilled in this 4th year of the program to have it honored by United Way of the Columbia Willamette, naming Bienestar 2008 Community Partner of the Year!

Promotores are residents of Bienestar properties who are selected for their leadership potential and who then receive special training, coaching, mentoring from staff. Their training includes learning about community resources that can help our resident families with challenges and barriers in their daily lives. They also receive training in how to conduct home visits, or pláticas, and some of the disciplined practices of trained social workers. Most of the Promotores are also participating in our ESL, GED, financial literacy, and computer classes.

Each Promotor/a conducts 40 home visits (pláticas) annually with residents in the community where they live. These pláticas lie at the heart of the Promotores project, and are interactive, peer-to-peer outreach sessions in which Promotores share information, model problem-solving skills, and make referrals to appropriate services so that language and cultural barriers do not prevent those who need assistance from finding it.

The goal is to develop community capacity for self-sufficiency by providing information, resources, and education in health, education, parenting, employment, food, financial literacy, etc. through home visits and presentations. This year they made 602 home visits and 175 referrals.

This year we had 15 Promotores as we were able to expand to Sierra West, Sunset Gardens, and Willow Park Apartments in Hillsboro and Forest Grove. We welcomed back 5 Promotores and trained 10 new ones. The Promotores Advisory Board continues to meet quarterly, and we are very grateful for the support of these wonderful partners.

This program allows us to stay closely attuned to the needs of our residents in real time and to develop programs and resources that meet those needs in a rapidly changing environment. This year we have seen a return to basic needs—food, shelter and clothing - as families living on the edge try to weather the economic crisis. In response we have implemented a new Rapid Re-employment program, expanded our basic skills offerings like ESL, GED and basic computer classes, and tightened and developed community partnerships with helping agencies like Oregon Food Bank, Northwest Children's Outreach, Virginia Garcia Memorial Health Clinic, Essential Health Clinic, Community Action. It is our hope to keep our families safe in Bienestar communities in these challenging times.

Promotores Activities 2008-2009

55September

September

- Orientation
- Training on Home Visit Protocols and Referral Resources
- Promotores' Focus Group on recycling with METRO
- Assist with Zoo to You at Elm Park & Willow Park

October

- Training on Communication Skills/Stress Management
- Promotores act in Univision public service announcement on recycling
- Home visits continue + weekly meetings + Rosetta Stone ESL training
- Work Experience begins for 3 Promotores

November

- Running Start Training—how to work with your child's school
- Training on drugs and alcohol—WACO Sheriff's Department
- Promotores Class of 08-09 presentation to Bienestar Board

December

- Assist staff with Resident Holiday Parties at 10 properties
- Training on Oregon Employment Department services—Mary Lewis
- Home visits continue + weekly meetings + Rosetta Stone ESL training

January

- 2 Promotores trained to become IRS certified volunteer tax preparers
- Assist with Resident Meetings at all Bienestar properties
- Outreach to residents on EITC campaign
- Home visits continue + weekly meetings + Rosetta Stone ESL training

February

- Home visits continue + weekly meetings + Rosetta Stone ESL training
- Two Promotores participate in twice weekly free income tax preparation

March

- Home visits continue + weekly meetings + Rosetta Stone ESL training
- Outreach to migrant farmworker families to enroll children in FGSD Summer Success Academy

April

- Promotore's presentations in teams of two to residents begin
- First presentation is on parent involvement in public schools
- Promotora Aguilera makes personal testimony at House Party fundraiser
- Conduct resident survey to determine need for summer lunch program
- Home visits continue + weekly meetings + Rosetta Stone ESL training

May

- Home visits continue + weekly meetings + Rosetta Stone ESL training
- Promotores' presentations continue: Financial Literacy, Diabetes, Head Lice & Vaccines, Nutrition, Employment and Stress Management
- Outreach for Mental Health event sponsored by ASHA & Bienestar
- Outreach and assistance with special meeting on Immigration
- Final End of Year Potluck Celebration

Bienestar Promotores 2008 - 2009



Alejandra Aguilar
Willow Park

My name is Alejandra Aguilar-Nieto, and I'm a native of Michoacán, Mexico. A single mother of two young daughters, I currently live at Willow Park apartments in Forest Grove but have actually lived in Bienestar properties for eleven years. This will be my 4th year as a Promotora. I believe I have grown professionally as well as raising my awareness of the community needs. This has enabled me to become an advocate and get involved in school and community boards. I like taking advantage of the opportunities given to me by Bienestar such as learning English, computer training and communicating with the families and my peers at Bienestar. My experience as a Promotora is that all training and skill building has a positive outcome and this is what I rely on to help the families I work with. It gives us the tools to help families access resources in the community.

My name is Guillermina Alonso, from Puebla Mexico. I have been living on Bienestar's properties for 5 years and I started as a Bienestar Promotora two years ago. The Promotora program has made many changes in my life, I've learned how to communicate better with my neighbors, and that has been a positive impact in my life. One of the things I like to do as a Promotora is fill out the paper work and attend all the meetings. I also serve as a Bienestar Board member. The message I want others to hear is: if someone has the opportunity to be a Promotor, do not hesitate to do it and be part of Bienestar's mission.



Guillermina Alonso
Montebello Apts.

My name is Isaac Alonzo; I have been living at Reedville Apartments in Aloha for nine years. I was born in Puebla Mexico. Currently I'm living with my wife and three daughters. I have been a Promotor for 2 years where I have had the opportunity to get more knowledge in different topics like education, health, and others. The most important part that I am learning is the communication and relationship with other people that lets me provide support with resources in the community and all I can do for them.



Isaac Alonzo
Reedville Apartments



Santiago Arcos
Cornelius Park

My name is Santiago Arcos and I originate from Morelia, Michoacán, Mexico. I currently live at Cornelius Park Apartments in Cornelius and have been living there for six years. I live with my wife and five children.

This is my second year as a Promoter and I have enjoyed working with the families in my apartment complex. Sharing information with them gives me great satisfaction because they are learning how to access resources for themselves.



Guadalupe Barajas
José Arciga II Apts.

My name is Guadalupe Barajas and I have been living at Jose Arciga II Apartments in Forest Grove for four years now. I am married and have two beautiful young daughters.

This is my first year as a Promotora and I enjoy it because you get a lot of information to help our community. This gives me the confidence to give my best and motivate our families to learn more and to reinforce our culture.

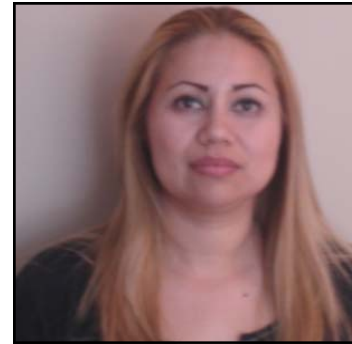
My message to others is to give themselves a chance to know about the wonderful opportunity of becoming a Promoter and to help the families connect to resources in the community.

My name is Mariana Izquierdo and I have been living at Elm Park Apartments in Forest Grove for twelve years. I was born in Michoacan, Mexico, am single and live with both parents and siblings—two brothers and sisters. This is my first year as a Promotora but I have already learned about interacting with the other families and getting to know them. I like the challenge of knowing what available resources are out there and getting that information to the families. I enjoy the activities Bienestar offers and meeting with the other Promotores to share experiences. Becoming a Promotora has helped me to know my neighbors.



Mariana Izquierdo
Elm Park Apartments

I'm Luisa Manriquez I've lived in Sierra West apartments for the last two years. I was born in San Diego, California and I have family in Oregon and California. This is my first year as a Bienestar Promotora, as a person I have learned many things and specially enjoyed working with the residents of the apartments. The thing I like to do the most is to share information with the residents. I'm so thankful to the Promotores program because I have grown as a person and I've learned so much here.



Luisa Manriquez
Sierra West Apts.



Maritza Morales
Sierra West Apts.

My name is Maritza Morales, from San Jose, Costa Rica. I have lived at Bienestar properties for 3 years, and I started as a Promotora in October, 2008. The Promotores program has made many changes in my life. I feel more confident with myself now. One of the things I like to do the most in this program is to visit the residents and inform them about Bienestar's free programs and mission.

The message I want others to see is that this program has given me many opportunities to learn and to never give up, because there are many people that need Bienestar's services.

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Alejandro Ortega
Montebello Apts.

My name is Alejandro Ortega, I was born in Mexico, and I have been living at Montebello apartments for 8 years. I have 4 children 1 boy and three girls. This is my second year as a Bienestar Promotor, and this opportunity has been a great thing for me. I've been able to take ESL, Computer and GED classes. What I like to do the most as a Promotor is to give information to the families about the programs on Bienestar Properties and in the community. This program gives us many opportunities and knowledge to help our neighbors and it is worth it to be involved in the sense of personal growth and seeing people's lives changed for the better.

My name is Yolanda Reyes-Aguilar and I'm a single mother of two young daughters. I currently live at the Willow Park Apts. in Forest Grove and have lived a total of seven years in Bienestar properties. I was born in Sahuayo, Michoacán Mexico and came to the United States as a very young woman. This is my third year as a Promotora and I have had very rewarding changes in my life by helping our families. My message to others is that the Promotores Program is an excellent program and you get to learn many things that help you grow and succeed.



Yolanda Reyes
Willow Park

My name is Jenny Soriano and I reside at Sunset Gardens Apartments and have been living here for one year. I am a single mother with two children and was born in Mexico. This is my first year as a Promotora. I have learned to value all my accomplishments in my life and appreciate the efforts other people make for a better life. I enjoy visiting the families and getting to know them and collaborating with the other Promotores. Working as a Promotora has been very rewarding and a great experience. You get to know your community and their needs. Helping our residents is very important because I value so much what I have lived.



Jenny Soriano
Sunset Gardens



Elvira Toscano
José Arciga III

My name is Elvira Toscano and I currently live at the Jose Arciga III farmworker apartments in Cornelius and have been there for four years. Jalisco, Mexico is my place of birth and I am married and have one teenage daughter and son and one toddler.

This is my first year as a Promotora and one thing that has changed my life is the positive relationship I have with the other residents. I was nervous at the beginning when I started doing home visits but now I feel very comfortable visiting families and providing them with information that can benefit the whole family.

This is a wonderful program that allows you to grow as an individual.

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Javier Urenda
Sunset Gardens

My name is Javier Urenda. I have lived at Sunset Gardens Apartments for one year. I was born in Tepic—Nayarit, Mexico. I live here with my wife, my son and daughter.

I am very happy to be part of the Promotores team because I can support my neighbors with information and resources in the community.

The most important, and my favorite activity is to receive information and then teach the community everything I have learned. I suggest other people should be part of this groups where we all work together as a strong team to help our community.

My name is Elsa Vargas and I live at Elm Park Apartments in Forest Grove and have been living here for five years.

I came from Michoacan, Mexico, am married and have four sons ranging from toddler to teenagers.

This is my first year as a Promotora and it has been a very rewarding and insightful experience. Becoming assertive has been a challenge for me but the trainings I have received and support has made me be more open. I certainly feel very comfortable meeting with my families now. I enjoy giving back to my community by helping others access resources and making them aware of events that might be beneficial to them. Each one of us can help others—it is never too late to learn to read and write and also learn how to use a computer which are important skills to gain.



Elsa Vargas
Elm Park Apts.



Maria Sanchez
Reedville Aparments

My name is Maria Sanchez. I was born in Mexico, I have lived 6 years in Bienestar Apartments with all my family (husband, and three children). I have one year working in the Promotores program.

In this year I received trainings in leadership, team work and to know deeply my community through the home visits. My favorite activities are to provide education and actual information about resources to the families.

This is the best experience that I have had working in my community and developing more my self and my capacity for human relationships. I suggest to everybody to get involved into their community.

Bienestar Named United Way Community Partner of the Year 2008 for Promotores Program.



Pictured left to right: Program Coordinator Maria Moreno, Promotora Guillermina Alonso, Board member Enrique Contreras, Executive Director Karen Shawcross, Program Manager Gracie Garcia, and Promotor Alejandro Ortega at United Way Awards Ceremony.

Promotores Advisory Board 2008-2009

- Mary Lewis, Oregon Employment Department
 - Carolyn McKay, Salud!, Tuality Hospital
 - Ingrid Leiva, Oregon Human Development Corp.
 - Annabel Vargas, Forest Grove School District
 - Mariam Baradar, Forest Grove School District
 - Kathy Rodriguez, Forest Grove School District
 - Teresa Rios, Multnomah County Health Dept.
 - Ignolia Duyck, Virginia Garcia Memorial Clinic
 - Vikki Moore, Washington County Health Department
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Bienestar Program Staff 2008-2009

- Gracie Garcia, Program Services Manager
 - Juan Carlos Aguilera, Program Coordinator
 - Maria Moreno, Program Coordinator
 - Jorge Tello, Program Coordinator
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