



Bienestar

Building housing, hope and futures



Promotores
Yearbook
2010—2011

Bienestar Promotores 2010-2011

Message from Executive Director Karen Shawcross

We are proud to present this report on our Promotores Program for 2010-2011. In this 5th year of the program at Bienestar we continue to see what a critical part of our organization these peer leaders are. Under the leadership of Program Services Manager Gracie Garcia, and Program Coordinators Maria Moreno and Juan Carlos Aguilera we have recruited and worked with a wonderful class of 15 Promotores. Major funding is provided through a generous grant from United Way of the Columbia Willamette and the Walters Family Foundation.

Promotores are residents of Bienestar properties who are selected for their leadership potential and who then receive special training, coaching, and 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 Promotores are trained in the culturally appropriate popular education methodology.

The goal is to develop community capacity for self-sufficiency by providing information, resources, and training in health, education, parenting, employment, food, financial literacy, etc. through home visits and presentations. By March they had already made 713 home visits and 400 referrals.

The Promotores Advisory Board continues to meet quarterly, and we are very grateful for the support of these wonderful partners that include Salud, Virginia Garcia Memorial Health Center, WorkSource Oregon Employment Department, Forest Grove Migrant Education Dept., Washington County Health Dept., OHDC, and Pacific University.

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 continuing economic crisis. In response we have developed special programs to meet these needs, including Job Club, Emergency Cash Assistance Program, Food Box distributions, counseling, and more.

We are pleased and proud to present to you this remarkable group of Promotores for 2010-2011, whose dedication inspires us daily.

Promotores Activities 2010-2011

July

- Promotores assist with 9 Resident Meetings & BBQs
- Hold 2 garage sales to raise funds for Emergency Assistance Fund
- Families participate in Creation Vacation at Camp Magruder

August

- Recruitment, interviews, contracting
- Orientation
- Assist with Bike Fair for resident children
- Training on Home Visit Protocols and Referral Resources

September

- Training on community resources and popular education methods
- Home visits begin

October

- Attend Hispanic Heritage Luncheon in Portland
- Training on mental health with NAMI
- Outreach and assist with Energy Conservation Workshops
- Training on follow-up methods in home visits

November

- Home visits continue + weekly meetings + ESL training
- Dress for Success for professional clothing
- 4 attend Oregon Promotores meeting in Portland

December

- Assist staff with Resident Holiday Parties at 10 properties
- Home visits continue + weekly meetings + ESL training
- Training on HEP program at Portland Community College

January

- Outreach to residents on EITC campaign
- Home visits continue + weekly meetings + ESL training
- Assist with Martin Luther King Day of Service

February

- Home visits continue + weekly meetings + ESL training
- Two Promotores participate in twice weekly free income tax preparation
- Training on public speaking and making presentations

March

- Home visits continue + weekly meetings + ESL training
- Presentations in teams of two to residents begin
- Meeting with event planner on plans for 30th Anniversary Celebration
- Assist with community gardens set-up for season

April

- Home visits continue + weekly meetings + ESL training
- Promotores' presentations continue
- 7 go to Salem for Farmworker Housing Celebration at Capitol

May

- Home visits continue + weekly meetings + ESL training
 - Final End of Year Potluck Celebration
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Bienestar Promotores 2010-2011



Alejandra Aguilar
Willow Park

My name is Alejandra Aguilar and I've lived in Bienestar apartments for 13 years—3 at Willow Park and 10 at Elm Park. I have two daughters, Maria Luisa, 13 and Jasmine, 7. I work as an assistant teacher in special education for the Forest Grove School District.

I've been a Promotora for six years and have had good experiences supporting my neighbors with information on community services and Bienestar activities. As a Promotora, I feel happy and satisfied with my achievements in supporting the development of families. I also serve on the Board of Directors of Bienestar and Centro Cultural.

Thanks to Gracie Garcia who organized the first Promotores group here. Today we see realized the fruits of this labor. I thank all my supervisors, colleagues and director Karen Shawcross who is always concerned about the Latino community.

My name is Guillermina Alonso; I have lived in the city of Hillsboro in the Montebello Apartments for seven years with my husband and three daughters. I work part of the year at a nursery.

I have the satisfaction of having been a Promotora for three years and I am also a proud member of the Bienestar Board of Directors. I serve on the Board Development Committee.

My goal for this year is to get my GED diploma—I've been taking the GED preparation classes at Bienestar, and have only one more test. I've also been taking ESL and the computer classes at Bienestar.



Guillermina Alonso
Montebello Apts.



Mi nombre es Santiago Arcos y soy oriundo de Michoacán, Mexico. Trabajo a Iwasaki Bros. Vivo en los apartamentos Cornelius Park del cual soy Promotor. En mi labor como Promotor, voluntario en Bienestar he logrado varias metas en la comunicación con mis vecinos, provyendo la información de servicios a la comunidad Latina que vive en los apartamentos. Mis metas personales alcanzadas es que estoy estudiando computación e ingles, además de fortalecer el grupo de promotores del cual soy parte como un solo grupo fuerte Y solido. Tambien he servido como miembro de la Mesa de Bienestar.

Santiago Arcos
Cornelius Park

My name is Adan Barajas, and I was born in Michoacan, Mexico. I live in Hillsboro in the Sunset Gardens Apartments. I'm married and have two children: Jorge seven years old, and Citlaly, eighteen months. I work at a granite and tile company.

I've been a Promotor for two years. In my work I have met many people and have had the opportunity to help them by providing information on community resources in Washington County. I'm also taking GED and Financial Literacy classes. Thanks, Bienestar.



Adan Barajas
Sunset Gardens



Celia Calderon
Reedville Apts.

My name is Celia Calderon and I was born in Michoacán, Mexico. I studied civil law in Mexico, but at the age of twenty I married and came with my husband to the United States. Presently, I live in the Reedville Apartments in Aloha and Oregon has been my home for ten years now. I have four beautiful girls that keep me very busy but I also make time to study English. I have learned so much from Bienestar in the six months that I have worked as a Promotora. This has enabled me to provide information and guide people who require assistance that the community offers. Also, I am interested in pursuing my GED and have plans to start classes at Bienestar soon.

My name is Maria Callejas and I am 25 years old with two children. This is my second year as a Promotora at Sunset Gardens where I am a resident. Bienestar offers activities and classes for residents and Promotores, in which my family and I are pleased to participate. We've participated in the summer meals, parenting classes, finance classes, job club and others. I've also participated as a volunteer in some activities—helping to pack the bags of candy for the children at Christmas and making the clay mural tiles for Montebello apartments. Last year I had the opportunity to participate in Creation Vacation on the Oregon Coast offered by Bienestar and the United Methodist Church. That was a very memorable experience my whole family enjoyed and that really strengthened our family ties. I work at a wire transfer agency. My job as a Promotora gives me the opportunity to meet new people, develop my communication skills and grow as a person.



Maria Callejas
Sunset Gardens



Agustina Garcia
Elm Park

My name is Agustina Garcia and I was born in Michoacán, Mexico and have lived at Elm Park Apartments for ten years. I have a very supportive husband and four children, including a set of twin boys. I became interested in becoming a Promotora because of the other Elm Park Promotora. I saw how she became more self-assured and wanted to be more like that. I am constantly learning new things which helps me in connecting with my families and providing them with resources. I thank my Coordinator and Bienestar for supporting me and encouraging me to learn English and how to use a computer. It is giving me great satisfaction to help others.

Mi nombre es Marisela Iñiguez, . Soy casada a mi esposo Armando Miranda. Tengo dos hijos, Armando y Vanessa. Mi esposo y yo somos originarios de Culiacán Sinaloa Mexico. Soy Promotora de Sierra West y miembro de la Mesa de Bienestar. He participado de las clases de Finanzas, Ingles, Club de Trabajo, GED, computación y en mi labor como voluntaria apoye con el servicio de tareas para la comunidad. Aisiste al curso: "Padres son maestros" y estoy ayudando a Gracie Garcia con las clases de esto para los residents. Estoy muy contenta y agradecida con las programas por la ayuda que me están brindando y ayudando en mi superación personal. Gracias por todo y agradezco a todo el personal de Bienestar.



Marisela Iñiguez
Sierra West

Bienestar Promotores 2010-2011



My name is Norma Hidalgo and I come from Guanajuato, Mexico, and have lived in Oregon for sixteen years. I have four children and live in Reedville Apartments in Aloha, Oregon. I started out as a volunteer in the community gardens project at the apartments and shortly after got interested in becoming a Promotora. This is my second year helping families in my complex, and I am very happy in my role. Bienestar has given me constant support which has helped me grow as an independent person. I am currently a Bienestar board member, a home visitor for Adelante Chicas, and am also studying English.

Norma Hidalgo
Reedville Apts.

My name is Guadalupe Barajas and I am the Promotora for Jose Arciga I and II Apartments in Forest Grove. It gives me much pride to serve my families by supporting them with resources and information. I come from Mexico and was a nurse in my hometown. I am married and have two beautiful daughters, Leslie and Yanelly. I work at Taco Bell. My husband is very supportive of my work as a Promotora, which is why I am in my third year. I took computer training classes, and presently am working on getting my GED and learning English at Bienestar. I thank Maria Moreno and Gracie Garcia for their support in making me a good Promotora, and helping me to learn something new every day.



Guadalupe Barajas
Jose Arciga I Apts.



Luisa Manriquez
Sierra West Apts.

Hello, my name is Luisa Manriquez. I am a Promotora living in the Sierra West Apartments in Hillsboro. I am very happy to be a part of the Promotores Program. Over the last three years this program has helped me grow as a self-confident person and professionally. In the beginning I wasn't sure what I would be doing but now with so much training and support I can go out with confidence and help other families by providing community resources and information about Bienestar services. This is also my second year volunteering as a VITA tax interviewer. Thanks to the IDA program I will be graduating very soon and become a professional cosmetologist. My life goal is to become self-sufficient, have a stable profession and buy a home for my children. Thank you Bienestar for the opportunities you have bestowed upon me.

Mi nombre es Alejandro Ortega y vivo en los apartamentos Montebello por nueve años. Trabajo a Eshraghi Nursery. Tengo tres años siendo parte del grupo de Promotores, donde tengo un gran satisfacción de interactuar con mis vecinos y proveerles información de los diferentes recursos de la comunidad como los servicios que Bienestar ofrece a los residentes. Personalmente el programa de Promotores me ha dado muchas satisfacciones pudiendo ayudar a mis vecinos y brindarles la información que necesitan como también en mi desarrollo personal. A todas las personas que tengan la oportunidad de participar del grupo de Promotores y de las actividades que Bienestar ofrece les digo que tendrán una bonita experiencia. Podrán aprender muchas cosas buenas para beneficio personal y también poder ayudar a sus familias de su comunidad. Gracias a Bienestar por darme la oportunidad.



Alejandro Ortega
Montebello Apts.

Bienestar Promotores 2010-2011



Jenny Soriano
Sunset Gardens

My name is Jenny Soriano Aguilar. I was born in Mexico. I am divorced with three children—2 boys and one girl. I work at Panda Express. I have been the Promotora for Sunset Gardens since 2008. I have learned a lot from my fellow Promotores, but most important to me is that I can help my neighbors learn to use community services and Bienestar programs offered to residents. I have been especially emphasizing the ESL classes at Bienestar as an indispensable tool in our lives. I am very happy and proud to be part of the Promotores—it keeps me motivated for constant self-improvement and gives me great personal satisfaction. Thanks Bienestar.

Hello! My name is Elvira Toscano. I was born in Jalisco, Mexico and have lived in Jose Arciga III apartments in Cornelius for six years now. I am married and have three children. My husband and I work at Elk Cove Vineyards. I will be completing my second year as a Promotora in June, 2011. I very much like being a Promotora because I get involved with the families by bringing them information about what Bienestar and the community have to offer. The program has helped me so much in my personal growth through trainings and classes. I have participated in computer training, financial education and English classes. Being a volunteer in the summer lunch program was a great experience, and I have recently been elected to the Board of Directors of Bienestar.



Elvira Toscano
José Arciga III



Elsa Vargas
Elm Park Apts.

My name is Elsa Vargas and I am from Michoacán, Mexico. I am married and have four boys. Elm Park II has been my home for the last six years. I am a shy person, yet driven to succeed, so that is what gave me the courage to become a Promotora. This will be my third year and I have learned so much! I am currently taking ESL classes, and have completed computer training and financial education courses at Bienestar. Working in agriculture has been our way of life, but this year I participated in Job Club and was able to get a better job in a fitness center where I am very happy. My husband and I are currently participating in the IDA program offered by Bienestar and Adelante Mujeres, and are saving money for our oldest son to go to college. Bienestar has given so much support and encouragement, and that gives me the strength to help our families in need.

Bienestar Program Coordinators meet regularly with the Promotoras as a group and for one-on-one coaching, mentoring and supervision.



Maria Moreno



Juan Carlos Aguilera

Promotores Advisory Board 2010-2011

- Mary Lewis, Oregon Employment Department
 - Christina Cleary, Salud!, Tuality Hospital
 - Mariam Baradar, Forest Grove School District
 - Kathy Rodriguez, Forest Grove School District
 - Teresa Rios, Multnomah County Health Dept.
 - Ignolia Duyck, Virginia Garcia Memorial Clinic
 - Don Schweitzer, Pacific University
 - Vikki Moore, Washington County Health Department
 - Laura O'Neill, NAMI
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Bienestar Program Staff 2010-2011

- Gracie Garcia, Program Services Manager
 - Juan Carlos Aguilera, Program Coordinator
 - Maria Moreno, Program Coordinator
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Walters Family
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