

HOCIENDA
COMMUNITY DEVELOPMENT CORP.



2021 Annual
Report

From Our CEO

Our community is resilient.

Together we faced not only this pandemic, but also a devastating fire to a building at Clara Vista, the first Hacienda community that marked our founding. We faced a challenging summer season with all-time high temperatures—a look into a future where climate change will impact all of us and fall hardest on our most vulnerable neighbors. Now we are witnessing new levels of economic insecurity and houselessness in our state and financial insecurity for families and small business owners in our neighborhoods and across our country.

We have stayed steadfast to our mission during this time—supporting thousands of residents and community members with housing assistance, rent relief, food pantries, vaccine clinics, and financial support to help small businesses through these challenging times. Our residents and neighbors turned to us for everyday needs from internet assistance and computers; to diapers and educational support for their children.

As we continue this work we see our community becoming what we know it can be—a vibrant and eclectic place where all individuals have access to resources that support them and their family's wellbeing.

We see the beginning of a new era—an era in which we all benefit from making sure the most vulnerable in our community are supported.

Late 2022 will mark a major milestone for Hacienda as we open the doors to Las Adelitas. This new community will provide high-quality and affordable apartments and bring new life to the Cully neighborhood. Countless neighbors and organizations in this community created this vision and we are honored to bring this dream to reality.

If we are proving anything with this work, I hope it is this: We are stronger when we come together as a community. Our services wouldn't be what they are without the engagement, trust, and support of our community members and partners. I thank each and every one of you reading this for your connection and commitment to Hacienda. No matter how large or small you think your role is, you are an essential part of our work and our community.

Muchisimas gracias,

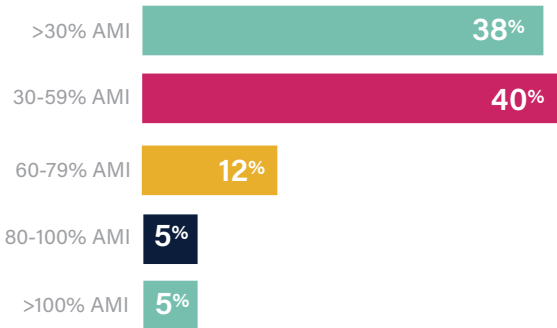


Ernesto Fonseca, PhD
Chief Executive Officer



Our Community

Family Income (based on Annual Median Income)



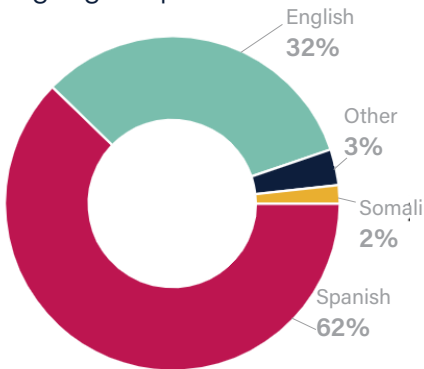
3,022

Total people served in 2021

9,578

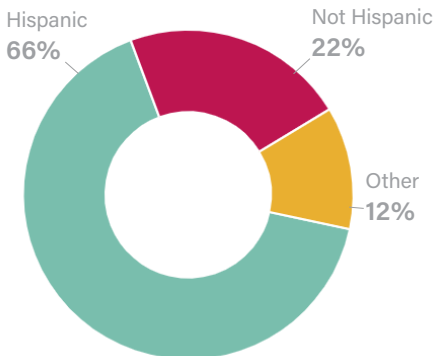
Hours of programming in 2021

Languages Spoken



In 2021 Hacienda provided over three thousand people with affordable housing and programs designed for youth and families, entrepreneurs, and future homeowners.

Ethnicity



70% Adult Residents **30%** Under 18 years old



Our Impact

RENT AND SMALL BUSINESS RELIEF

In 2021, families and businesses still suffering the deep economic impacts of the COVID-19 pandemic struggled to pay rent, buy food, and make ends meet. Hacienda took every opportunity to help by connecting residents and community members to rent relief, food assistance, small business grants, technology, and more. We are proud to have provided over \$1 million in COVID-19 assistance to individuals, families, and entrepreneurs.

VACCINE CLINICS

Keeping our community safe is a top priority. Since 2020, we have hosted vaccine clinics every three weeks and connected residents with necessary services. Thanks to local partnerships including Multnomah County, Oregon Health Authority, UnidosUS, Bienestar de la Familia, and Uber, we've been able to support the health of our community.



Affordable Housing

Building vibrant communities

"When it was time to find my own place I looked everywhere with no luck, until I came across [Rockwood Village](#)... I gave it a shot and everything worked out great... There isn't a better group of people who could do what Hacienda has done for us, we're very blessed to have them here... My little brother loves the flea market close by here, he loves to walk around and shop with me whenever we have free time. And soon when construction is finished he wants to play outside the apartment with the other kids. Sharing the moment with him to see my first apartment meant a lot to me and will forever be a memory I'll never forget."

*Jose and brother Thiago,
Rockwood Village*

[View our existing and upcoming communities](#)

10

Affordable housing communities

1,570

Community residents

Hacienda is building new affordable housing to support more individuals and families.

381

2020

605

2021-22

918

2022-24

Affordable homes provided by Hacienda by year

New Communities

Rockwood Village - *Now Leasing*

Rockwood Village welcomed its first residents in the Fall of 2021. Located in Gresham, Oregon Rockwood Village is Hacienda's first community in partnership with Community Development Partners. The 224 affordable apartments include a community center, park, on-site programming, and more. Rockwood Village was the first building to open with funds from the Metro Housing Bond and will be fully open mid 2021.



Las Adelitas - *Coming Late 2022*

Las Adelitas will bring a vibrant new community to a long neglected part of the Cully neighborhood. Housing built on this site will be available to individuals and families earning 60% AMI and below. Through this effort, Hacienda will ensure that over 400 individuals, including those that are experiencing houselessness, will continue to afford to live in this community.

The Maples - *Coming In 2023*

Late spring 2022 we will break ground on The Maples, 171 new affordable homes in Oregon City. Like Rockwood, we are co-developing this site with Community Development Partners. This new community is designed with agricultural workers, immigrants, and low-income families in mind with services to be provided by Hacienda and Northwest Housing Alternatives.



Homeownership

Supporting current and future homeowners

"For twenty years I had been renting. And we did not dare to explore buying a home because it is so much money. But with Hacienda, everything is possible. It is a great advantage to work with Hacienda. They did a lot and worked a lot to

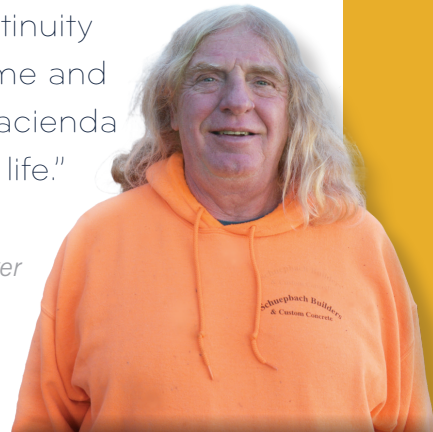
help us achieve our dream of buying our first home."

*Julio & Francisca,
Home owners*



"Hacienda saved my house. It saved my life. Hacienda's support gave us a chance to get caught up with other bills. It meant my children were able to finish high school. They have gone on to do great things all because they had continuity with their home and education. Hacienda changed our life."

*Henry,
Construction worker
on Las Adelitas &
former Hacienda
client*



\$438,529

Downpayment dollars saved and matched through IDAs

\$345,000

Provided in downpayment assistance



846 program participants

Empresarios

Advising entrepreneurs and small businesses

"As an immigrant minority it was very hard to get connected with support. Empresarios is very helpful and very supportive of my business, [Sandy's Myanmar Cuisine](#). For someone like me, a minority woman in a small community, you really need a lot of information to take the next step. We need support. I am very thankful from the bottom of my heart to Hacienda."

*Sandy,
Empresarios client*



"I was born in a family of extreme poverty without any opportunity to study. My dream is to have a better life. I imagined that I can be a business owner, and my dream has come true. My business is growing and is forming a solid and strong business thanks to Hacienda."

*Maria,
Empresarios
client & owner of
[Tienda De La Sol](#)*



99

Small businesses used our
Commissary Kitchen



257 Program participants

\$550,000

Business relief funds distributed

1,782

Hours of technical assistance

Youth & Families

Holistic community services and support

"As much as I worked, I felt I was not able to go further in life... I have lived so well here, with the whole community.... I feel the community is close to

me and that is what uplifts me and gives me strength."

*Ma Guadalupe,
Hacienda
Resident*



"I like being here a lot, to tell the truth. Here we have access to benefits for families. I learned to be more than a housewife dedicated to my children and my family, but to go further as an individual."

*Theresa,
Hacienda Resident*



7,162

Hours of service programming

\$574,000

Rental assistance dollars distributed



1,263 program participants

The Year Ahead

CELEBRATE OUR UPCOMING EVENTS AND
MILESTONES!

Summer 2022

Cully Learning Center Grand Opening

New Columbia Learning Center Grand Opening

23rd Annual Latino Home Fair

Rockwood Village Community Celebration

The Maples Groundbreaking Ceremony

Jade District Learning Center Grand Opening

Fall 2022

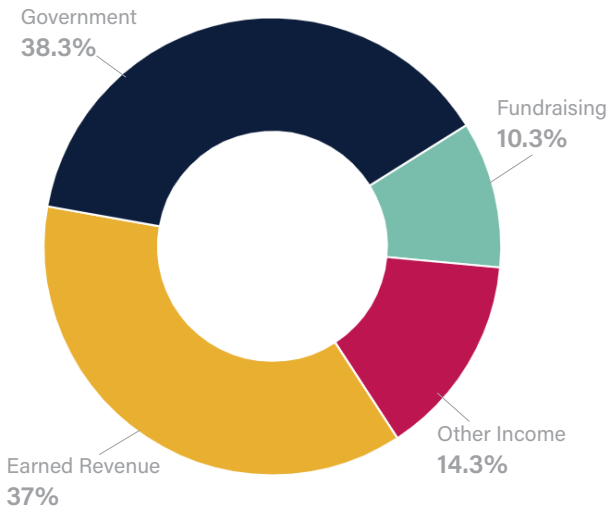
Comunidad Viva: Hacienda's Annual Gala

Las Adelitas Grand Opening Celebration

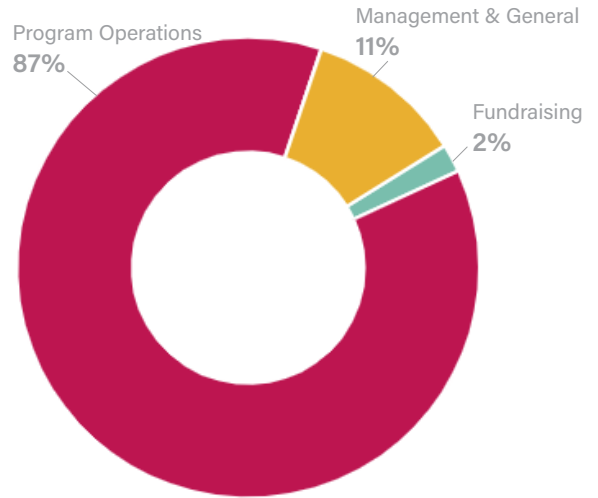
For more information on our upcoming community
events visit [haciendacdc.org/events](https://www.haciendacdc.org/events)

FY 20-21 Financials

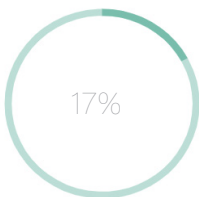
Total Revenue \$15,870,091



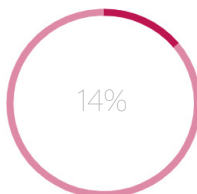
Total Expenses \$10,336,559



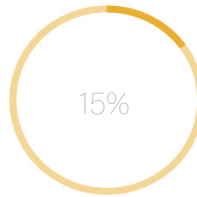
Program Operation Expenses



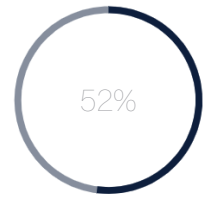
Youth & Family
(\$1,553,943)



Empresarios
(\$1,240,401)



Housing Support
(\$1,377,566)



Real Estate
(\$4,446,787)

Our Leadership

FY 20-21 BOARD

Peter Platt | Chair
Javier Alomia | Vice-Chair
Don Krogh | Treasurer
Angela Martin | Secretary
Ana Alvarado
Lola Browne
Jocelyn Bourgault
Hansary Laforest
Jair Lazaro
Staci Martin
Omar Martinez
Brad Miller
Angela Sandino

FY 20-21 LEADERSHIP TEAM

Ernesto Fonseca | Chief Executive Officer
Carolina Castañeda del Rio | Chief Operating Officer
Barbara Alexander | Chief Financial Officer
Juan Campos | Director of Economic Opportunity
Kevin Kellogg | Director of Real Estate Development
Beckie Lee | Director of Development & Partnerships
Jaclyn Sarna | Director of Youth & Family Services
Ambar Solarte | Director of Mercado Empresarios

Hacienda CDC is a Latino Community Development Corporation that strengthens families by providing affordable housing, homeownership support, economic advancement and educational opportunities.



HACIENDACDC.ORG
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