



HACIENDA

COMMUNITY DEVELOPMENT CORP.

Annual  
Report  
2020



## Dear Hacienda friends, supporters, neighbors, and community partners,

I am pleased to share with you our 2020 Annual Report.

While 2020 was a year most of us want to forget, I do not want to miss this opportunity to highlight the critical role that Hacienda CDC played last year in supporting our community through the severe financial, social, and emotional impacts of the pandemic.

In addition to delivering our planned programs and services (in new virtual models), Hacienda's staff delivered over **\$1.9 million in COVID-19 relief funds** to individuals, households, and small businesses. This relief focused on helping families meet their basic needs and included rent, mortgage, cash and utility assistance, small business grants, and food.

What this number does not reflect, are the phone calls, zoom calls, and conversations in which our staff offered comfort, advice, support, and personal connection during this stressful and isolating year.

As I look back at 2020, I am so proud of how our staff at Hacienda stepped up and stretched themselves to do more and meet the growing and quickly changing needs of those we serve. That commitment will continue in 2021, focusing on expanding affordable housing opportunities for individuals and families throughout our region. With new housing communities on the way in Gresham, Oregon City, Cully, Aloha, and Beaverton, we will more than double the number of affordable homes we offer in the region in the next three years.

We sincerely appreciate your support this last year, and we look forward to our continued partnership with you.

Muchas Gracias,



**Ernesto Fonseca, PhD**  
Chief Executive Officer



## In 2020 Hacienda CDC supported:



333

Families and students received educational and parenting supports, personal enrichment and digital support.



214

Small business owners received technical assistant, educational and financial resources.



793

First-time homebuyers and homeowners received one-on-one counseling, mortgage assistance, default prevention, asset building opportunities and educational support.



1,600

Residents in Hacienda's nine affordable housing properties around the Portland area and in Molalla.

**2,940** residents and clients served.





# COVID-19 Relief

In addition to the community members we served in our housing and core services, Hacienda helped deliver critical COVID-19 relief support. In partnership with local and state government, foundations and donors, we facilitated:

**\$1,905,195**

*to*

**1,581**

**individuals  
households  
& businesses**



**\$1,046,500** Housing Stability

**\$788,000** Cash Assistance

**\$83,000** Other Direct Assistance

# Youth & Family Services

Hacienda CDC serves approximately 360 youth through three major programs: Portland Niños, Expresiones, and SUN Youth Advocacy. Our programs offer a variety of important education and social support services to children from birth to 8th grade. We provide children with academic support, cultural enrichment, and health services that help them reach their full potential.

YFS programs made the switch from in-person to virtual programming employing a case-management model to support families through the pandemic.

**197**  
LAPTOPS

**242**  
INTERNET CARDS

**207**  
MIFI HOTSPOTS

Delivered to low-income families of color across Portland. Laptops and MiFi hotspots were funded by Verizon and the City of Portland to help local families who currently have little-to-no access to technology gain needed access to work, school, and other online resources.

Early in the pandemic, we helped **255** families transition to at-home learning by partnering with PPS to distribute **5,040** free lunch/breakfast meals.

YFS staff helped **1,800** individuals and households apply for COVID-19 rent and household assistance, helping them access **\$420,000** to meet their basic needs.

*"I know I can count on Jorge for everything. He has give me lots of advice about school and homework."*

*Kelly Rodriguez Arteaga  
Youth Advocacy Program*



# Mercado Empresarios

Mercado Empresarios supports minority-owned small businesses in Multnomah and Washington counties providing 1:1 technical assistance, coaching, marketing support, connecting them to grant and relief funds and to sales opportunities. In 2020:

**79** New or growing small businesses used the Commercial Kitchen for production.

**3** New Food Carts opened at the Portland Mercado

**47** Entrepreneurs Graduated from the Small Business Bootcamp, delivered virtually in Spanish with simultaneous English translation.

**10** Café y Platicas – Delivered virtually, **4** in person - avg attendance of **60** from all over the world.

**2,065** Meals to families in need from Mercado Vendors.

**2,885** Hours of Culturally specific Technical Assistance to **115** businesses.

**\$345k** COVID-19 grants to small businesses (Raza COVID-19 Hope Fund and Prosper Portland Small Biz Block Grant Program).

**95%** of our businesses are BIPOC-owned.



*"Portland Mercado is unique in supporting the latino community and small business like mine."*

*Mathilde Aurélien Wilson  
Owner of Mathilde's Kitchen*

# Rockwood Village

224 new affordable homes,  
opening Fall 2021.



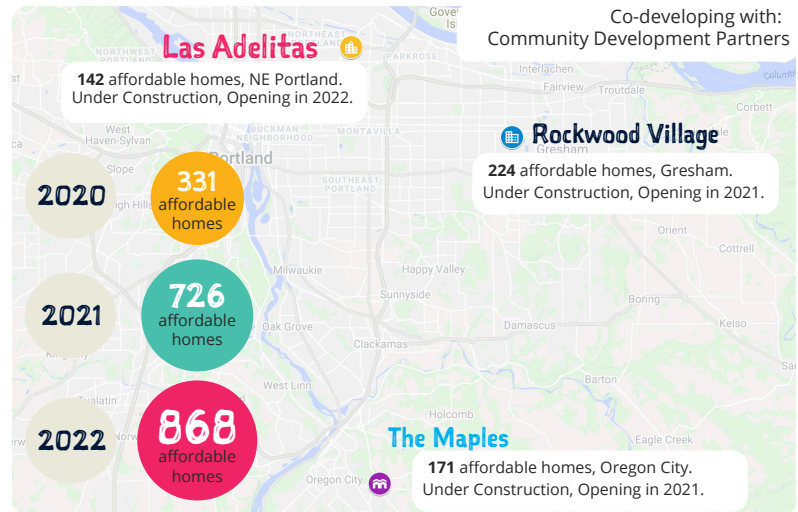
# Real Estate Development

Hacienda is a key regional partner in growing the number of affordable homes available for low-income individuals and families in our region.

We currently have **381** affordable homes in **9** housing communities. In the next three years, we will **more than double** the number of affordable homes we offer in the region.

To achieve this, we are growing our Resident Services team to support the new families who will call Hacienda home.

Here's how we get there:



In addition to building new homes, we will provide Resident Services at **370** new units being developed by Bridge Housing including:

**Goldcrest** (Beaverton)  
75 affordable homes

**Aloha**  
75 affordable homes

**Hollywood Hub** (NE Portland)  
213 affordable homes



# Economic Opportunity

The Economic Opportunity Department is a central piece of Hacienda's vision for families and individuals who are looking to improve or preserve their financial outlook, literacy and assets.

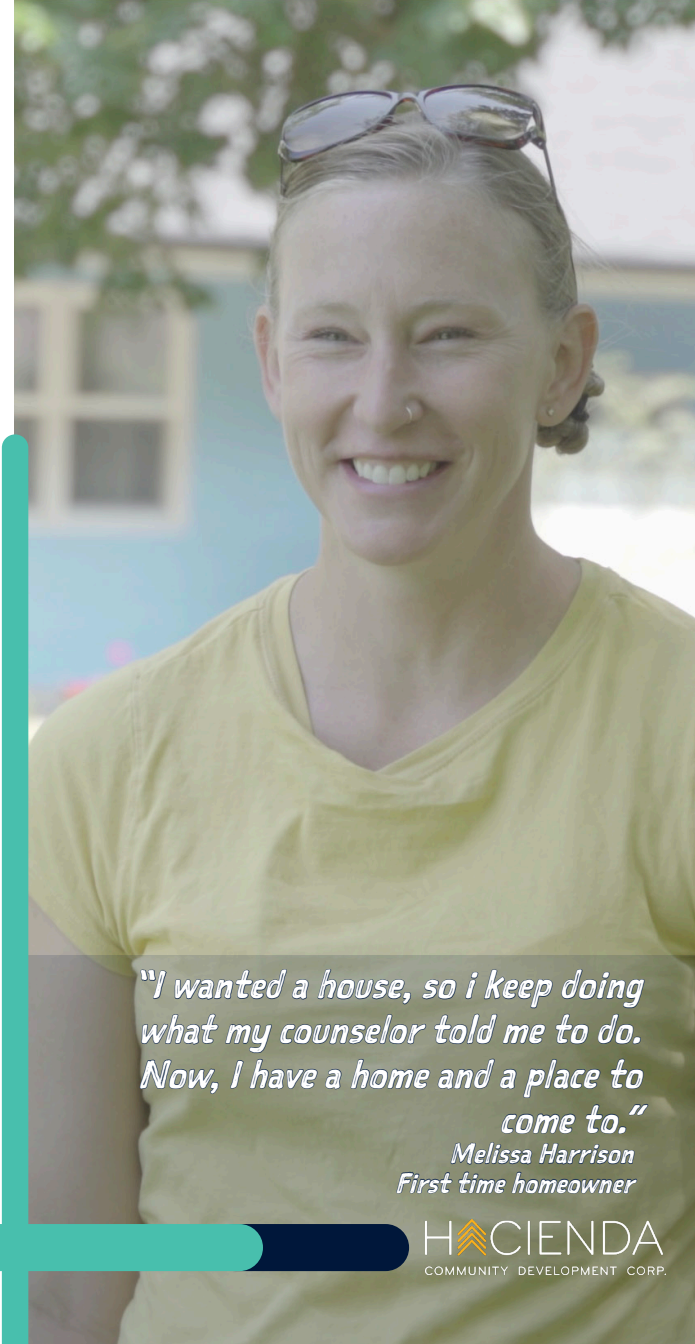
Through client-focused financial coaching, intensive financial education courses, and active asset and credit building, we are making our community a place everyone can call home. In 2020:

**120** Clients graduated from our bilingual ABC's of Homebuying and Financial Literacy Classes, doubling the number of participants from 2019.

**187** Attended our First virtual Latino Home Fair in 2020.

We provided **\$315,000** in down payment assistance to **15** first-time homebuyers, helping them realize their dream of homeownership.

We provided **90** households who were hit hard by the pandemic a total of **\$420,000** in mortgage and utility assistance, funded by the CARES Act.



*"I wanted a house, so I keep doing what my counselor told me to do. Now, I have a home and a place to come to."*

*Melissa Harrison  
First time homeowner*



# Individual Development Accounts

Hacienda CDC works with CASA of Oregon to make Individual Development Accounts (IDA's) available for first-time homebuyers and small business owners.

**IDA's** provide **\$3** for every **\$1** saved by participants in this program. The match is an important boost to entrepreneurs who want to start or grow their business or for households working to purchase their first home.

In 2020:

**74** of Hacienda's homeownership clients saved funds with the IDA program to purchase their first home.

These **74** households saved enough to secure **\$628,665** in matching funds (an average of about \$8,500 per saver).

Hacienda clients used **\$96,000** in savings and match to purchase their first home.

**5** empresarios leveraged **\$67,795** of IDAs to improve and invest in their business.

## 2020 Board of Directors

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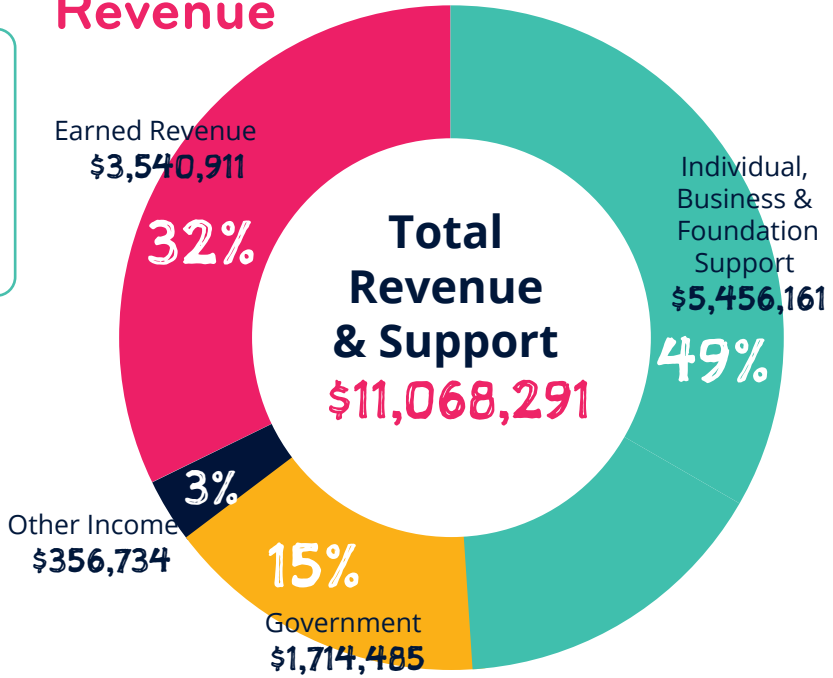
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PROSPER PORTLAND

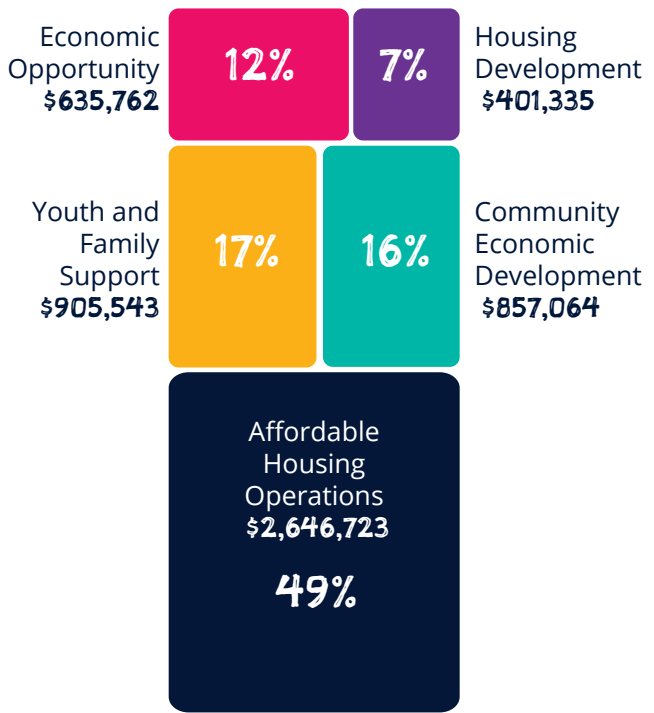
**ANGELA SANDINO**  
OREGON STATE  
UNIVERSITY

# Revenue

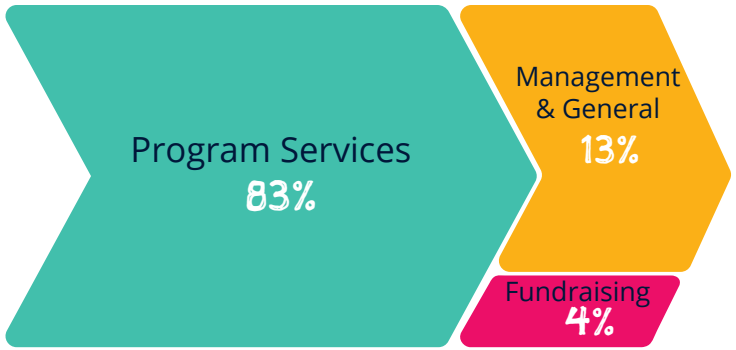


# Financial Highlights

## Program Services Expenses



# Expenses







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

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