

ANNUAL REPORT 2021

A YEAR OF COMMUNITY
RESILIENCE & LEARNING

EMPRESAS SMALL BUSINESS
PROGRAM



PROGRAM DESCRIPTION

Empresas Small Business Program

Adelante Mujeres' Empresas Small Business Program (Empresas) provides enhanced small business development services including one-on-one technical assistance, business coaching, access to capital, and access to market for Latinx microentrepreneurs in rural and urban sectors throughout Washington County, Oregon.

Empresas focuses on startup and existing businesses with less than five employees from diverse industries. It has a customized focus on the Special Foods Services and Food Manufacturing Industries (catering, groceries and retail, and value-added products).



History

In 2008, Empresas began when two Latinx women were completing their GED in our Adult Education Program with the hopes of starting their own small business to support their families in Washington County. These participants began their small cleaning service business, named Cleaning Wizards; a female, Latinx-operated microbusiness. Their business is running strong 11 years later and is proof that when Latinx women are given an equitable opportunity and the tools to advance their socioeconomic well-being, they thrive in life.

Financial

Empresas is an organizational priority. Supported by government grants, private foundations, corporations, as well as individuals. We reached our fiscal year (FY) ending 6-30-21 goals. Below is our current revenue and expenses for the program.

FY22 Goals

\$444k

\$449K

KEY ACTIVITIES

1,000+

Businesses were impacted by Adelante Mujeres' run, Washington County Small Business Recovery Center (BRC) during the COVID-19 pandemic.

243

Small businesses received free PPE through Adelante's operated BRC.

63

63 small businesses received one-on-one technical assistance and coaching.



ACCOMPLISHMENT 1

The Empresas Program successfully helps participants increase their revenue by 20%.

20%

revenue increase.

80%

Empresas graduates need and have access to a commercial kitchen.

ACCOMPLISHMENT 2

Many of our small businesses are food-based businesses who need access to a commercial kitchen space to work. Adelante Mujeres provides participants access to our shared commercial kitchen.

ACCOMPLISHMENT 3

150 Participants served through technical assistance and business coaching annually.

150

Small Businesses served annually.



PARTICIPANT TESTIMONY

Javier Urenda, Empresas Small Business Manager: With the pandemic, all the businesses were closed, and now they were thinking how I'm going to be providing to my family the support that they need?

Lucia Trinidad-Cauch, Business Owner – La Panadera: Before, I worked in the fields picking berries. Curiosity struck me and I began dreaming of owning a bakery in 2011. I worked two jobs in order to gather the money for it.



Javier: We started working with Lucia, open their bakery like two years ago, and everything was good, you know her business took off, and she was very popular here in Forest Grove.

Lucia: And then I saw that people started coming in and I was so happy.
Javier: Everyone was talking about this new bakery called La Panadera.

Lucia: But, unfortunately, the pandemic hit, and business went down just like that. I closed the bakery, because there weren't any customers. The moment came when I had to close it for two months, because, terrible things happened to me.

Lucia's husband – and business partner – passed away due to a heart attack.

Lucia: I didn't want to continue because when you lose a loved one, you feel like nothing matters. Reminiscing on all the conversations I had with my partner. That was the reason I said I have to keep fighting. Because it was a dream with both had, I couldn't let it fail. And there we were, day and night. We were working a lot.

Javier: We were in constant communication with Lucia – we helped her to apply to city grants, Washington County grants, and rent support.

Lucia: I received a lot of help from Adelante Mujeres and the really helped me stay afloat. I thank God because business is going up.

Javier: Seeing Lucia's business thriving today, it makes me feel very proud of her. In good and bad moments, we are going to be with her always. She's a great leader!

Lucia: I guess you can say I have two apprentices here at the bakery. Like me, they are also dreamers. I have two youngsters. When one came to work for us when he was 19, and now he's a baker.

Lucia: With Adelante Mujeres, they will pave the way, and the rest is up to you.

RETAIL INCUBATOR



Adelante's New Retail Incubator: Casa Qui

In November 2020, Empresas launched its Retail Business Incubator program and its storefront Casa Qui to provide more opportunities for Latinx entrepreneurs to access diverse markets.

Casa Qui is a retail incubator space situated in the Adelante Mujeres Headquarters in Forest Grove.

Throughout the year, 8 Latinx small businesses owners operate the retail space and farmers market booth, receiving access to an affordable retail space, small business education, and capital resources.

Casa Qui is open Wednesday through Sunday 11am - 7pm. Come in, say "hello", and support Latinx small businesses!

COVID SMALL BUSINESS SUPPORT



Business Recovery Center (BRC)

Due to the COVID-19 pandemic, Adelante Mujeres was selected to operate one of four business recovery centers in Washington County. The Business Recovery Centers were modeled from other states that had experienced natural disasters. The goal was to provide any small businesses with assistance and support in a timely and convenient location.

Four Business Recovery Centers were launched in mid-June covering all four corners of the County. Each BRC has its own outreach area designed to ensure no small business was left without access to important information and resources. The role of the Business Recovery Center is to operate as a one-stop location to provide customized technical assistance, referrals, and resources to businesses owners.

The Adelante operated BRC provide small businesses with diverse support throughout the pandemic:

- 63 small businesses received one-on-one technical assistance and coaching.
- Provided general outreach and targeted outreach on BRC Services, Grants, and Loan Programs to over 600 small businesses.
- Referred 81 small businesses to other service providers.
- Provided 243 small businesses with free personal protective equipment (PPE).
- Helped 48 small businesses access capital via grants applications.
 - 42 grant applications were successful generating over \$165,000 funds for small businesses.

BUSINESS COACHING



Growth Wheel 360 Screening

Adelante Mujeres became Growth Wheel certified in 2021. We utilize the Growth Wheel model to uphold one of our key principals as an organization - meeting people where they are, and walking forward together.

When the Empresas staff first meets with new participants, we ask them to fill out the growth model based on their needs, aspirations, and skillsets. From there we are able to create a unique business plan that is tailored to each small businesses specific needs. Additionally, by becoming Growth Wheel certified, Adelante is able to use Growth Wheel's online bilingual resources to support our participant's small business growth.

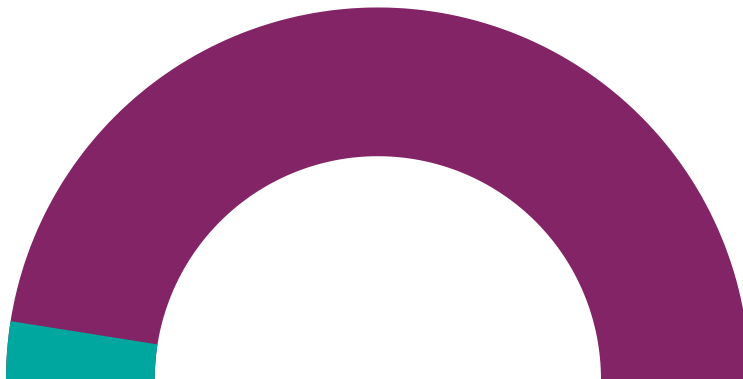
THE STATISTICS

Latinx women are typically paid just 55 cents for every dollar paid to white, non-Hispanic men. This gap in pay, which typically amounts to a loss of \$2,425 every month, \$29,098 every year, and \$1,163,920 over a 40- year career, means that Latinas have to work 22 months to make as much as white, non-Hispanic white men were paid in the previous calendar year alone (National Women's Law Center, 2020).

This is exactly why we focus our programming to target Latinx small business owners. We provide specialized support to all low-income Latinx microbusiness owners who require business counseling in Spanish, with over 65% of our current participants identifying as Latinx women entrepreneurs.

REPRESENTATION OF BUSINESS OWNERS

5% of small businesses are Latinx-owned.



As compared to 89% of businesses are white-owned.





THE FUTURE

"We will rebuild, reconcile, and recover" -Amanda Gorman

While our community has always been resilient, COVID-19 has drastically impacted Latinx small businesses. The health of Latinx- owned small businesses directly correlates to the health of our overall economy. Therefore, making sure that our most marginalized community members are supported and cared for is essential for our ability to build a better future.

We do not know the extent of the impact the pandemic has had or will have on our BIPOC community, particularly our community's health future. Our communities are no stranger to rebuilding, but with the lesson learned from our past generations, the community will be rebuilt with community-based solutions at the forefront.

Adelante will continue to exist through its core focus on education, microenterprise, and leadership. Our organization is part of the infrastructure to rebuild our community at the local, state, and national levels. We ask you to join us in uplifting the voices of those most impacted by racial injustice to become our current and future leaders.

GRACIAS GRACIAS GRACIAS

This past year has been a challenge for all of us, and particularly for our Black, Indigenous and People of Color (BIPOC) communities. We have been tested mentally, emotionally, and physically by the disproportionate impact of COVID-19 to our BIPOC communities. To have partners that invest directly to BIPOC communities is critical for the long-term sustainability of community-based organizations.

As community-based organizations have taken bold steps to advocate for racial equity, it is needed for funders to make bold, courageous action as well. We are incredibly grateful for the partnership with our funders who have supported us in this past year and more importantly, advocated for a more just society. .

