

FY 2020 - FY 2022



Familias
en Acción

Familias en Acción

Annual Report



FY 2023

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Joey Salloum
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Vinay Prasad
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Greetings Familia,

The FY20-FY22 period marked a pivotal time for Familias en Acción. While we learned to adapt to the COVID-19 pandemic and faced incredible hardships in our communities, our organization grew exponentially in both size and impact. The pandemic exposed and enhanced the stark health, social and economic disparities faced by Latino/x/e families and illuminated more clearly than ever the incredible need for services like Familias' among our community members.

Through this challenging time, Familias morphed into the new phase of the organization that we are in today. Our staff has grown from 7 FTE to our current size of 19. For the first time, we contracted with Oregon Health Authority and Local Public Authorities to employ more Community Health Workers (CHWs) as a response to the pandemic, bringing much needed support to Latino/x/e families – many of whom served as the essential workers keeping food on our tables and store shelves stocked. These new collaborations have set Familias up to better address social determinants of health and help more families, not only during a health crisis but every day.

Since 2020, Familias has launched two new culturally responsive programs that address growing needs in our region: HIV/STI Sexual Health program and Climate & Health Equity program. Familias developed its own Train-the-Trainer HIV/STI Sexual Health curriculum – *Me Cuido, Te Cuido* – which held its first sessions in April 2021. We launched a pilot series of Climate Disaster Preparedness Workshops in fall 2021, one of the first steps in building our newest program, Acción Climática.

As we continue to serve the needs of our Latino/x/e community members who experience some of the greatest health challenges, we are reminded of the urgency of our programs and services. This report highlights Familias en Acción's efforts to not only serve the needs of our community members and impact how the healthcare system delivers services, but to give power back to our people through greater access to health education and resources and our collective advocacy work.

Familias en Acción Team



Mission & Vision

Familias en Acción was founded in 1998, in response to the need for a culturally specific organization to promote health for Latino/x/e families. For over 20 years, we have worked closely with Latino/x/e communities across Oregon, providing direct health support. Throughout the last three years, the staff and board of Familias redesigned the values, mission, vision, and promise of the organization.

Our mission is to strengthen the health and well-being of Latino families and communities.

Our vision is for Latinos to be among the healthiest communities in Oregon.

Our promise is to be present, to engage, and to be relentless in our pursuit of health equity.

We focus on “inclusividad” (inclusivity) as one of our key values and approach all of our work with the understanding that the communities we serve are vastly complex and diverse, spanning countries, continents, and cultures. We embrace the beautiful intersectionality present across our communities and identify as lifelong learners in our work toward inclusividad for all of our communities.

3000+
individuals served
annually

through our responsive programs -- Community Health Worker services, HIV/STI Sexual Health, Nutrition & Food Equity, Climate & Health Equity, chronic disease self management classes, and the annual Latino Health Equity Conference.



Strengthening the
health and well-
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CHW SERVICES & WORKFORCE DEVELOPMENT

As trusted community members and frontline workers, Community Health Workers (CHWs) support individuals and families as they navigate institutional systems, address social determinants of health, respond to health and social challenges and promote communities' resilience. With the support of Meyer Memorial Trust, CareOregon, and the Oregon Health Authority Office of Equity and Inclusion, Familias has been working to develop a statewide program that supports the certification and training of Latino/x/e CHWs. This work includes identifying a stable funding mechanism for CHWs and building a culturally specific plan for the CHW certification process – to assist Latino/x/e CHWs in receiving certifications, continuing their required training, and managing the certification data for CHWs around Oregon.

COVID-19 RESPONSE

New contracts with Oregon Health Authority and Local Public Health Authorities allowed Familias to bring on new Community Health Worker staff to assist more families during the COVID-19 pandemic.

Familias received over \$4,000,000 for COVID response.

\$2.7M

Client Assistance: rent, utilities, food, gift cards & more
Total rent assistance: \$1.5M

\$1.1M

Internal infrastructure, including hiring new positions to serve community members

\$150K

Health Education & Community Outreach

Supported 41,176 individuals with:



34,854

Wrap Services, Food Boxes & additional Client Assistance funds



5,000

Support request calls answered by CHWs



1,322

Gift cards distributed



NUTRITION & FOOD EQUITY



ABUELA MAMA Y YO
— FORTALECIENDO LA SALUD DE TRES GENERACIONES —

Abuela, Mamá y Yo

The Abuela, Mamá y Yo (AMY) classes continue to be the core of our Nutrition & Food Equity Program. AMY is a culturally and linguistically specific curriculum that provides knowledge and advocacy skills about food justice, social determinants of health, and family health. Support from the City of Portland, Meyer Memorial Trust, the Collins Foundation, and PacificSource have allowed us to sustain and grow this program over the past three years. Funding from the Ford Family Foundation was crucial in growing our statewide reach, as it provided support to expand the program into rural communities in Oregon.

Food Access

During the pandemic, the Nutrition and Food Equity program focused heavily on food access, responding to communities' most immediate needs. In collaboration with Partners for a Hunger-Free Oregon, Oregon Food Bank, and 211, we delivered **19** workshops, teaching **267** community members how to navigate food resources during the pandemic.

Through partnerships with local organizations like Lomita Farm, Clay St. Table, and Legwork, Familias launched its first ever Community Supported Agriculture (CSA) food box delivery service. Working with the CHW team, Familias provided fresh fruit & vegetable boxes to families in Multnomah, Washington, Clackamas and Umatilla Counties.

July 2019 - June 2022

45

AMY Classes

466

AMY participants
trained

7,734

CSA fruit & vegetable
boxes delivered

750+

Families received
CSA boxes

Our Health Empowerment classes reinforce the AMY curriculum and help community members maintain a healthy lifestyle. We offer gardening, cooking, and a variety of exercise **classes serving hundreds of people annually.**





HIV & SEXUAL HEALTH



In 2021 Familias en Acción piloted *Me Cuido Te Cuido*: A culturally specific community health education class focused on HIV/ STI and sexual health for the Latine community. Support from Washington County Public Health, OHA, and Cascade AIDS Project enabled Familias to develop this culturally specific curriculum and bring it to communities across Oregon. The goals of Me Cuido, Te Cuido are to decrease stigma around STIs and sexual health, increase health literacy around HIV/ STI and sexual health topics and to connect individuals to health resources including HIV and STI testing. Classes utilize popular education and are facilitated by community leaders.

In 2021, Me Cuido, Te Cuido workshops served our communities with:

14

Classes

28

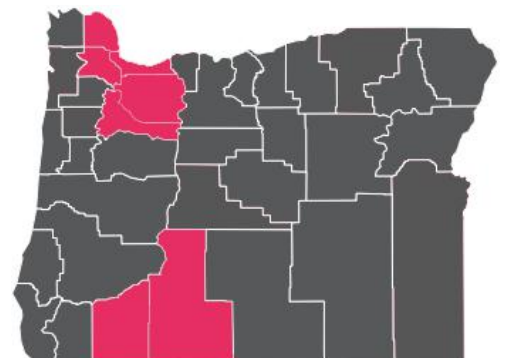
Sessions

56

Hours of training

122

Participants trained



Multnomah, Washington, Marion, Clark, Clackamas, Columbia, Klamath, Jackson counties



ANNUAL LATINO HEALTH EQUITY CONFERENCE



In June 2022, Familias hosted the 13th annual Latino Health Equity Conference – *The Power of Community* – dedicated to recognizing, uplifting, and learning from Community Health Workers' (CHWs) and community based organizations' (CBOs) response to the COVID-19 pandemic. Presentations shed light on how CHWs and CBOs reshaped public health through the pandemic and how new collaborations have paved the way for a future that will continue to support Latino/x/e and BIPOC health.

This event brought people together from organizations across Oregon and the Pacific Northwest and even as far as Texas and Washington DC. We had a full day of inspiring virtual conference on June 9th and an energizing CHW Celebration at the Oregon Convention Center on June 10th.

450+

Attendees

50+

Speakers & Panelists

14

Presentations

33

Sponsors & Exhibitors

Community based organizations, Local and State Health Authorities, and nationally represented groups

FY22 LHEC Sponsors

Madrina de Oro

Linguava
CareOregon

Amigue de Beca

The Ford Family Foundation
OHA Maternal & Child Health Section
Washington County Public Health

Padrino de Plata

Cambia Health Foundation
Kaiser Permanente
Legacy Health
Oregon Health & Sciences University
Providence Health & Services
UniteUs

Additional Sponsors & Exhibitors

Cascadia Behavioral Health
Central City Concern
Jackson Care Connect
Health Share of Oregon
Latino Network
Leukemia & Lymphoma Society
Eli Lilly
Metro
Moda
Multnomah County Public Health
The Northwest Health
Foundation
PacificSource



Financials

FY20 Financial snapshot July 2019 - June 2020

\$891,556

Total Revenue & Support

\$810,567

Grants & contracts

\$26,371

Conference

\$54,618

Other Income

\$570,810

Total Expenses

\$481,941

Program Services

\$31,591

Conference

\$57,278

Administrative & Other

\$367,236

Change in Net Assets

\$609,389

Net Assets (End of Year)

During FY20, a large portion of total revenue was contributed by multi-year grants from Ford Family Foundation, Meyer Memorial Trust and Northwest Health Foundation in order to launch our train-the-trainer Nutrition curriculum, Abuela, Mamá y Yo (AMY) across the State. This fiscal year also saw the implementation of 16 Food Promotoras, who delivered food to families most in need. In 2020, Familias was awarded a multi-year grant from OHA to design a culturally specific HIV/STI prevention and Sexual Health curriculum. The significant increase in net assets can be attributed to the multi-year funding and investment we received upfront from several of our funders. This funding was intended to sustain our programs for the successive years to come.

FY21 Financial snapshot July 2020 - June 2021

\$3,531,710

Total Revenue & Support

\$3,422,454

Grants & contracts

\$74,324

Conference

\$34,932

Other Income

\$3,310,627

Total Expenses

\$3,237,710

Program Services

\$36,701

Conference

\$36,216

Administrative & Other

\$221,083

Change in Net Assets

\$830,427

Net Assets (End of Year)

FY21 saw an increase of nearly 300%, to \$3.5M in revenue and funding, as State and County governments partnered with Familias to address the COVID-19 pandemic within our community. With the funds, we were able to increase our presence outside of the Portland Metro, bringing our services to families across Washington and Clackamas counties. We secured multiyear funding for Nutrition and HIV/Sexual Health curricula, and adapted both to be taught in virtual settings. Increased support from Government and Foundations also allowed Familias to grow its staff size from 8 to 15 staff members, creating a foundation for the years ahead.



FY 20-22

Funding Partners

- CareOregon
- The Collins Foundation
- CoMagine Health
- Ford Family Foundation
- Meyer Memorial Trust
- Multnomah County Public Health
- Nike Community Impact Fund
- Northwest Health Foundation
- Legacy Health
- Oregon Community Foundation
- Oregon Health Authority
- OHA Office of Equity and Inclusion
- ORCHWA
- Oregon Food Bank
- Oregon Latino Health Coalition
- PacificSource Health Plans
- Partners for a Hunger Free Oregon
- Portland Children's Levy
- Portland Clean Energy Fund
- Pride Foundation
- Project Access Now
- Providence Health & Services
- Ronald W. Naito MD Foundation
- OHA Public Health - Screenwise
- Washington County (Health & Human Services)

FY22 Financial snapshot July 2021 - June 2022

\$2,641,364

Total Revenue & Support

\$2,475,865

Grants & contracts

\$150,207

Conference

\$15,292

Other Income

-\$169,472

Change in Net Assets

\$2,810,836

Total Expenses

\$2,662,410

Program Services

\$93,407

Conference

\$55,019

Administrative & Other

\$661,001

Net Assets (End of Year)

FY22 saw revenue reach \$2.6M, continuing to operate at the same capacity as the year prior. There was a decrease in Net Assets as we operated off of funding awarded in the prior fiscal year that was budgeted for the current year. Families continued to address COVID-19 across Latino/x/e communities and pushed forward with its Nutrition and HIV/Sexual Health education curriculums, while also expanding into Climate Justice and Disaster Preparedness work as environmental dangers increase each year. Community Health Workers across the state continued to provide unending support to families, and we believed it was important to celebrate these everyday heroes by centering our Annual Latino Health Equity Conference around their amazing work. This Conference was our highest grossing Conference to date, and uncovered new processes for how we will approach our event in the future.

