



# Adelante Mujeres

FALL 2015

Join us for  
Day of the Dead!



Wednesday, October 28th  
4PM—7PM

At Our Forest Grove  
Farmers Market

*Altars, Face Painting  
& Costumes*

*Traditional Music,  
Cuisine & Dance*



## Learning & growing together

Moms and kids arrived to begin the school year with optimism and hope as they look forward to a year of learning and growing together. The women in the program will not only take classes to improve their English and obtain their GED, they will also gain the skills and confidence necessary to become their child's primary teacher. When this happens, we see an exciting transformation of the whole family.

This year, we are able to serve twice as many early childhood education students as last year. That means twice as many students will start kindergarten with the skills and confidence necessary to achieve lifelong academic success. None of this would be possible without generous donors like you. Thank you for your ongoing support!

SAVE THE DATE  
for

**Fiesta of Hope!**

Saturday,  
April 16, 2016

Auction, Dinner, Dancing

Look for us in the  
Give!Guide to find out  
how to get a FREE taco  
from Por Qué No!



# Your CSA membership turns small farms into thriving businesses

Thank you CSA members! Your choice to purchase produce through our CSA really does make a difference. Not only are you enjoying fresh, local, and sustainably-grown vegetables, you are also helping low-income Latinos turn their farms into thriving businesses.

Field work, crop planning, and maintaining soil health are only a few pieces of the puzzle for farmers. There are many other pieces which are often overlooked but equally as important for a successful business. Accounting, record keeping, marketing, and business development are crucial for farmers to be able to make a living from their hard work. Farmers can grow veggies as abundant as the day is long. But, to be successful, the business side of their operation must be as well tended as their crops.

Here at Adelante Mujeres, we established our CSA and wholesale distribution system as a way to provide a sales outlet for Latino farmers and to create an opportunity for them to develop practical business skills, the skills necessary to build and run a profitable farm.

Thank you for using your food dollars to support Latino farmers as they work to grow successful businesses!



*Local farmers use the proceeds from the CSA shares purchased in the spring to pay upfront planting costs and support their farms throughout the season.*

## What is CSA?

**Community Supported Agriculture (CSA)** allows local community members to buy fruits and vegetables directly from local farmers. When you become a CSA member you are purchasing a "share" of fresh produce, which is usually distributed weekly.

Purchasing CSA shares in the spring gives farmers income that they can count on throughout the growing season.

## Turn your shopping into support for Adelante!

Just link your Fred Meyer Rewards card to us, and Fred Meyer will give us a quarterly donation based on how much you spend. Each quarter, Fred Meyer donates \$650,000 to organizations enrolled in their Community Rewards program.

The process is free, quick, and easy. Plus, you keep your Reward Points, Fuel Points, and Rebates!

Just go online to link your rewards card here:



[www.fredmeyer.com/communityrewards](http://www.fredmeyer.com/communityrewards)

## Supporting small business for stronger families

By Megan Eatough Communications/Volunteer Coordinator

When both her father and husband were left unemployed in the wake of the recession of 2008, Edna Martinez found herself in a difficult position. Suddenly, she had become the sole supporter for her husband and their two young children.

"I had to do everything - work and pay the bills," Edna remembers.

Then, Edna's husband, Álvaro, began to consider the idea that starting a small business could lead to financial independence and benefit the family as a whole.




---

**"We learned so much. Knowing how to gain more control of your business is a very profound tool."**

~Edna Martinez

---

Working together as partners, Edna and Álvaro opened their business, Janitor Green Solution, an ecological commercial cleaning company that uses all natural cleaning products in 2011.

The first year was frustrating for Edna, "we weren't earning much profit and we were working really hard."

As immigrants with limited English skills, "we didn't know help was available," Edna said, "we had been closed off in our world and we didn't even know we could look for help."

Edna was still working full time in retail, where she spent nine years moving up from cashier to store manager. Running a small business, raising children and a full work schedule was proving to be too much.

Noticing the family's struggle, a good friend, Araceli de la Cruz, who opened La Popular catering after completing our business course, recommended that Edna and Álvaro seek support from our Empresas Small Business Development program.

After enrolling in the business classes, Edna and Álvaro slowly began to see the fruits of their labor. "We learned so much," she says, "knowing how to gain more control of your business is a very profound tool."

In addition to the ten-week business class, Empresas provided opportunities for networking and supported them in starting an Individual Development Account to save money for expansion.

But for Edna, the most beneficial aspect of our program was the ongoing advice and support from Javier Urenda and Arturo Villaseñor, our skilled and experienced business coaches. "If you have any doubt or question, you can call them," says Edna. "They always answer and give very good advice."

Now, after three years with our Empresas program, Edna and Álvaro have grown their business to serve almost 25 commercial clients, and Edna has been able to leave her retail job.

She now dedicates herself more fully to her family and the business. "Before," remembers Edna, "it was as if my husband and I hardly ever saw each other because we worked opposite schedules."

Now, "we manage our own time," Edna says. "We can spend more time with our children and be available during school hours to communicate with their teachers."

Your support not only opened doors for Edna, but it also contributed to the success of what Edna calls her most important business: her family.



*Edna and Álvaro Martinez at the North Plains Library, a client they secured with a recommendation from business coach Javier Urenda.*

# Thank you Premier Community Bank

Premier Community Bank has been with us since the very beginning, when they provided banking services to us as a fledgling organization with just a handful of employees back in 2002. Throughout our tremendous growth over the last 13 years, they have continued to provide stellar service and guidance. Along the way, we have witnessed more and more their incredible commitment to the community.

That is why we were so proud to have them as a Premiere Sponsor at our Fiesta of Hope in 2015. Together, we raised the funds needed to support the life transforming programs of Adelante Mujeres.

“We like supporting organizations that do so much good for the community,” said Vice President Tom Raabe, who thoroughly enjoyed the event.

Thank you, Premier Community Bank, for partnering with us. Together we are building a strong community where all families can thrive.



2036 Main Street, Suite A  
Forest Grove, Oregon 97116  
Phone: 503-992-0078  
Fax: 503-359-1939  
E-mail: [info@adelantemujeres.org](mailto:info@adelantemujeres.org)

Since its founding in 2002, Adelante Mujeres has relied on volunteers and donors to sustain our organization. With the support of people like you, we are providing comprehensive services to over 600 families this year. Thanks to you, Adelante Mujeres is making a huge impact in our community.

If you are interested in getting more involved with Adelante Mujeres, please contact us! Whether it be volunteering your time and talents, making a financial donation, or attending our events, we are always grateful for your support.

Kind thanks,

Adelante Mujeres Staff & Participants

[www.adelantemujeres.org](http://www.adelantemujeres.org)