



2019  
ANNUAL  
REPORT

HOCIENDA  
COMMUNITY DEVELOPMENT CORP.

# Purpose in Action

¡Que año! I am pleased to share Hacienda's Annual Report with you. 2019 was an important year, where many of the initiatives we set in motion in previous years materialized.

You will see big things from Hacienda in 2020. We will break ground on two major housing developments: Las Adelitas (the long-awaited redevelopment of the Sugar Shack) will include 142 affordable homes; and another 224 affordable homes in the City of Gresham in partnership with Community Development Partners. Collectively, with these developments we will invest over \$100 million in the local economy, double our affordable housing portfolio, and provide affordable homes for almost 1,000 additional people.

This year, our Youth & Family Services Department will also expand its reach by developing four innovation labs for middle and high school students and adults to advance their skills in STEM education, digital literacy, and workforce readiness. This new initiative will enhance our current after school and early childhood education efforts which serve over 650 children and their parents.

Our Economic Opportunity Department will serve clients in Oregon and Washington with homebuyer education and support; foreclosure prevention; lending circles, IDA's and now Home Lending. The Portland Mercado will celebrate its 5th Anniversary and will continue to make a significant impact in SE Portland bringing the community together and providing a safe space to celebrate life with great food.

All of what we do is focused on our mission to strengthen families - we do this in partnership with you.

Muchas Gracias,



Ernesto Fonseca, PhD  
Chief Executive Officer

  
COMMUNITY DEVELOPMENT CORP.

## 2019 BOARD OF DIRECTORS

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# ECONOMIC OPPORTUNITY



## Estimated Economic Impact

### Pre-Purchase and Default Prevention Counseling and Education

- **84 Active Individual Development Accounts** (matched savings accounts)
- **\$707,971** secured to match client savings
- **\$200,000** in savings and match used by clients to purchase homes

325

Clients served

35

Clients purchased homes

55

Homes saved from foreclosure

6

Lending Circles



# PORTLAND MERCADO

60

Entrepreneurs  
in our one-on-one  
Advising Program

50

Graduates of our  
Bilingual Business  
Boot Camp

200

Attendees  
at our monthly  
seminars "Café &  
Pláticas"

92

Entrepreneurs  
using La Cocina

## Estimated Economic Impact & Events

- **\$4.5 Million** of economic impact through sales, kitchen use and local events
- **48 cultural events** hosted at the Mercado during the year
- **35,000 guests** from Portland Metro area attended Mercado events



# YOUTH & FAMILY SERVICES



## Highlights

- **5,200 hours** of after school and summer programming provided to youth in Expresiones and SUN Youth Advocacy
- **\$4 million** secured in funding for four new innovation labs to provide STEM education, workforce readiness and digital literacy programming.
- **86% of parents** reported an increase in positive parenting practices as a direct result of our Portland Niños Program

663

Hacienda Residents  
in after School &  
early childhood  
programs

383

Children  
under the age  
of 15

73%

Latino/Hispanic

22%

East  
African



1499

Residents  
in Hacienda  
housing units

791

Children  
under the age  
of 15

381

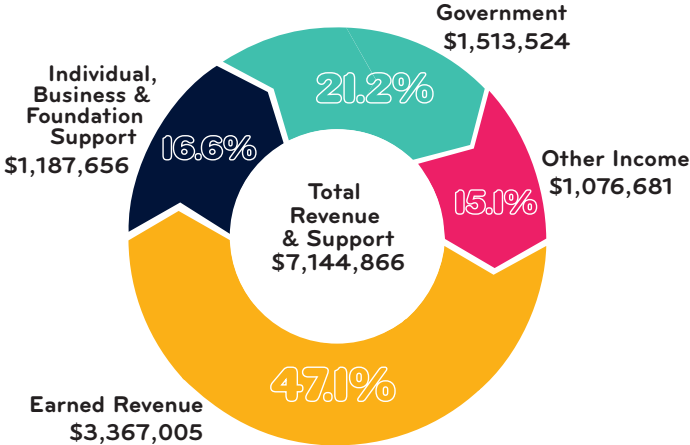
Affordable  
Housing Units

### New Developments Coming Soon!

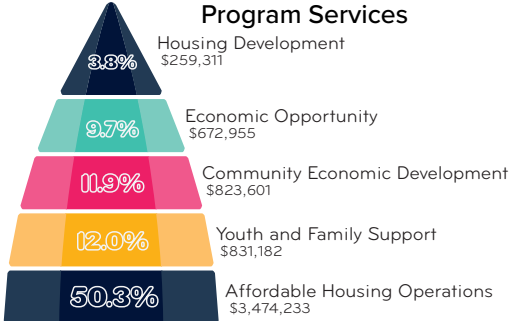
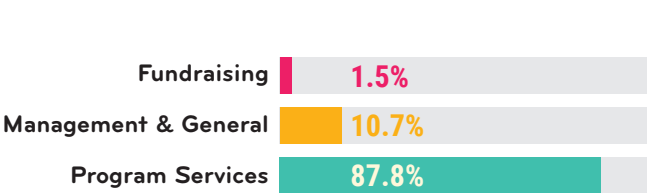
- **Las Adelitas:** 142 units + community center / over \$50 million
- **The Rockwood project:** 224 units / \$47 million (under construction)
- **The Emerson property:** 15 to 20 units
- **Villa de Clara Vista:** 200 units redevelopment

# FINANCIAL HIGHLIGHTS

## REVENUES



## EXPENSES



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

Hacienda CDC was formed in 1992 to provide necessary housing and supportive services in a low-income, predominantly Latino community. At that time, NE Portland's Cully neighborhood was home to the largest Latino population in Oregon. From there, we have created 381 units of community-centered affordable rental housing. We provide safe, stable homes for 1,500 individuals each year, over half of which are children.

Hacienda embraces a holistic approach to development and serving Latinos throughout Portland with programs in Community Economic Development, Homeownership Support, and Youth and Family Support Services. We have grown to become Oregon's largest Latino-led, Latino-serving housing organization.



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