Latino Community Association

A NONPROFIT COMMUNITY-BASED ORGANIZATION

Front-Line Response to the Pandemic
Healthy Families
Family Empowerment
Youth Rising
Workforce Education
Advocacy & Leadership
Staff Team

ANA BUENO
BEATRIZ ESCOBEDO HERRERA
BRAD PORTERFIELD
CAROLINA AFRE
CYNTHIA JURGENSEN
DENISE HOLLEY
ERIKA ORTIZ
HILDA LEON
JOANNE MINA
MARIA ANTONIA BOTERO
MILAGROS APARACIO
OFELIA FIGUEROA
OSCAR GONZALEZ
RENEE SANCHEZ
Board of Directors
who served in 2020

LILIANA CABRERA
GABRIELA HERNANDEZ-PEDEN
KIM HATFIELD
VERENICE ALVAREZ-SANCHEZ
MARCOS RODRIGUEZ
KINSEY MARTIN
ZAVIER BORJA
Become a Board Member

REPRESENTATION MATTERS
Latino Community Association is a platform for Latino leadership in Oregon. We strive to open doors and help build networks of support for leaders to grow and succeed.
THANK YOU TO OUR PARTNERS AND SPONSORS

2020
Latino Community Association
Empowering Families Luncheon
Partners & Sponsors
Services for All

**YOUTH AND ADULT EDUCATION**
Opportunities to strengthen language and communication skills in Spanish and English while nurturing families' cultures and supporting their social and educational growth.

**HOUSING**
Collaborations in the region help provide reliable and stable housing to farm workers and low-income families.

**IMMIGRATION**
Free legal consults in partnership with Immigration Counseling Services (ICS), assistance & support provided for Residency, Citizenship and DACA applicants.

**HEALTHCARE**
COVID-19 testing, education and wraparound services, food box, turkey and PPE distribution, emergency dental clinics, Oregon Health Plan and Medicare (SHIBA) counseling and enrollment.

**WORKFORCE**
Assistance with resume creation, online and paper applications, job searches, career coaching, employer recruitment and small business orientation. COVID-19 direct financial assistance.
Latino Community Association's report hopes to be a catalyst for change: a tool to measure progress and guide our collective efforts to lower barriers that keep our Latino families from reaching their full potential.
# Report Highlights

## Youthful

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<tr>
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<th>Latinos</th>
<th>Non-Latinos</th>
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<tr>
<td><strong>Median Age</strong></td>
<td>23-28</td>
<td>44-53</td>
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<tr>
<td><strong>U.S.-Born Immigrants</strong></td>
<td>75%</td>
<td>45-62%</td>
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## Hard-Working

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<th>Latinos</th>
<th>Non-Latinos</th>
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<tr>
<td><strong>Workforce Participation</strong></td>
<td>66-78%</td>
<td>45-62%</td>
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## Strengths

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<tr>
<td><strong>Rising Incomes</strong></td>
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<td><strong>Educational Achievements</strong></td>
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<td><strong>Positive &amp; Hopeful</strong></td>
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<td><strong>Housed</strong></td>
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## Struggles

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<tr>
<td><strong>Lower-Paying Jobs</strong></td>
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<td><strong>Education Equity &amp; Access to Job Training</strong></td>
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<td><strong>Stress &amp; Lack of Health Insurance</strong></td>
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<td><strong>High Housing Cost</strong></td>
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Chart 2
Change in Central Oregon Latino Population by City from 1990 to 2018

- **Bend**
- **Redmond**
- **Madras**
- **Prineville**
COVID-19 RESPONSE

LCA'S IMMIGRANT FAMILIES FUND
$220,000 to 218 people

ALIVIO LABORAL DE OREGON (ALO)
$1.4 million to 896 people

QUARANTINE FUND
$144,500 to 112 farmworkers

Local, regional and statewide collaboration and funding makes this possible. GRACIAS!
Outreach: Drive-thru food distribution, flu vaccine clinics, COVID-19 testing and more.

Gracias Jefferson County Health Dept. and Council on Aging for your partnership!
Reclaiming Power

Central Oregon Womxn's March 2020
REDMOND, OREGON
Advocacy, Leadership, and Solidarity

**DRIVER’S LICENSES FOR ALL**

During the 2019 legislative session, the Oregon Legislature passed House Bill 2015. The bill removes the requirement for people to prove legal presence when applying for a standard Oregon driver’s license, permit or ID card giving around 800,000 immigrant Oregonians the opportunity to get a valid driver’s license.

**CENTRAL OREGON WOMXN’S MARCH**

This year’s march centered the perspectives, experiences, values, and priorities of underrepresented womxn, because as Lilla Watson, activist, academic and artist says, "our common humanity unites us in our struggles and in our achievements; our collective liberation is bound together."

**HUMAN RIGHTS AND EQUITY COMMISION**

The newly formed Bend Human Rights and Equity Commission (HREC) will ensure historically marginalized and underrepresented people and communities in Bend have equal access to city programs and services, representation in City decision-making, and a venue to raise concerns and complaints about discrimination.
"Peace cannot exist without justice, justice cannot exist without fairness, fairness cannot exist without development, development cannot exist without democracy, democracy cannot exist without respect for the identity and worth of cultures and peoples."

-Rigoberta Menchu
Yara Santos' immigrant journey
Latino-owned businesses are a valuable component of the Central Oregon economy and a point of power and pride for our community.

Latino Community Association has collaborated with COIC to provide $85,140 in cash support to 33 local Latino-owned businesses to support their continued success through this challenging time.

Yara Santos
Business Owner

~ NEW LATINX BUSINESS DIRECTORY ON OUR WEBSITE ~
OUR LUNCHEON FUNDRAISING GOAL

$80,000

YOUR SUPPORT ENSURES OUR SERVICES WILL CONTINUE TO EMPOWER OUR CENTRAL OREGON FAMILIES NOW AND IN THE FUTURE

Together we thrive ~ Juntos avanzamos
$2,500 DONATION
Sustains our advocacy and family empowerment services.

$250 DONATION
Sponsors an English or Citizenship student
WAYS TO DONATE

http://www.latinocommunityassociation.org
http://www.latca.org

Mail a Check
Latino Community Association (LCA)
2445 NE Division St., #200
Bend, OR 97703

Double the Donation
See if your employer has a matching donation program. Our online donation process includes a look-up service to make this super easy.

Donate Stock
We have an account with Bend-based Northline Wealth Management - or - you can use Stock Donator.com
Gracias Amigos
Thank you!
OUR COMMON HUMANITY

Which challenge has impacted you the most?
What did you have to do to respond?
What has been your support?
What are the lessons learned?
Community check-in.

HOW HAVE YOU PERSONALLY BEEN ASKED TO RESPOND TO THE MULTIPLE CHALLENGES OF 2020

GROUND RULES

LISTEN FULLY, ACTIVELY
SHARE THE LESSON, LEAVE THE STORIES
KEEP GROUNDED IN SELF-REFLEXION
BE INTENTIONAL WITH THE TIME
Community Care and Healing Justice

TRAUMA

Trauma can be anything that results from experiences that overwhelm an individual's capacity to cope.

COMMUNITY CARE

Practices that bring healing and wellness to individuals and to communities as a whole.

HEALING JUSTICE

According to Cara Page, Healing Justice is a framework that identifies how we can holistically respond to and intervene on generational trauma and violence and to bring collective practices that can impact and transform the consequences of oppression on our bodies, hearts and minds.
"As you discover what strength you can draw from your community in this world from which it stands apart, look outward as well as inward. Build bridges instead of walls."

SONIA SOTOMAYOR
Call to Action

EXAMINE THE OUTCOMES
Educate yourself on the root causes of racial inequities and their impacts on marginalized communities.

STAND IN SOLIDARITY
Leverage your privilege,
Listen to feedback,
Center the impacted,
Yield the floor.

DISRUPT HARM AND ABOLISH SYSTEMS OF OPPRESSION
Apply your knowledge in solidarity with those impacted by systems and cultures of oppression.

INVEST IN BIPOC LEADERSHIP
Representation, shared leadership and power must be nurtured and supported.

FAMILY-BASED IMMIGRATION REFORM
Be a vocal advocate.

HEALING JUSTICE
Collective practices of liberation that transform the consequences of oppression on our bodies, hearts and minds.