

Department: County Human Services **Program Contact:** Nabil Zaghloul
Program Offer Type: Existing Operating Program **Program Offer Stage:** As Requested
Related Programs:
Program Characteristics: In Target

Executive Summary

Bienestar de la Familia provides a range of culturally specific social services in many different languages. They target their help to those who are harmed by racism and poverty--Latinx, immigrants and refugees, Somalis and other families of color in the Cully neighborhood. They have worked without interruption during the pandemic. Their willingness to maintain, expand and provide new services during this pandemic has been essential to supporting our community.

Program Summary

ISSUE: Bienestar de la Familia is located in the Cully neighborhood. Many families within the immediate area live in poverty, face housing instability and food insecurity. In addition, because of the cultural and racial diversity in this neighborhood, there is a need for services that are culturally appropriate and to have resources in multiple languages. This need has only increased and deepened during the COVID-19 pandemic.

PROGRAM GOAL: The goal of Bienestar de la Familia is to ensure access to culturally specific social services and prioritize Latinx, Somali and communities of color. Bienestar promotes the well being of families and its services help reduce poverty, promote self-efficacy, prosperity and success. To do this, Bienestar offers housing stability services for families and individuals who are homeless or at risk of homelessness. They also provide substance abuse and mental health services, food supports and other safety net programs that are culturally appropriate and responsive.

PROGRAM ACTIVITY: Bienestar provides a range of services that are culturally and linguistically specific and appropriate. Some of the key services include: case management, housing stabilization and rental assistance, mental health assessment and counseling, alcohol and drug counseling and prevention, service linkage and coordination, nutrition resources, energy assistance, information and referral, employment assistance, school support, and advocacy to help address families' needs ranging from basic to crisis. Other activities include parent education and support groups; a weekly Women's and Men's support group; and energy and weatherization workshops. The "Mercado" Harvest Share, in partnership with the Oregon Food Bank, Franz Bakery, and the Northeast Emergency Food Program, make fresh food available to households living on a fixed or low income and SNAP outreach staff enable families to immediately sign up for SNAP benefits. Bienestar also has a Community Advisory Council that provides guidance and ensures that Bienestar is responsive to the needs of the diverse community.

Performance Measures

Measure Type	Primary Measure	FY21 Actual	FY22 Budgeted	FY22 Estimate	FY23 Offer
Output	Number of households served ¹	601	1,000	1,000	1,000
Outcome	Percent of clients who report that services they received improved their situation.	99%	85%	85%	85%
Output	Number of individuals served by Mercado ²	37,221	18,000	18,000	18,000

Performance Measures Descriptions

¹Output is lower in FY2021 due to the impact of COVID-19 on data entry and the shift in services to focus on the pandemic emergency response. In addition, we shifted reporting from "individuals served" to "household served" which reduces total number served.

²New Measure; FY21 output was high due to increasing the Mercado to weekly; it has shifted back to monthly, thus the output is more realistic for FY22 and the future.

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Requested General Fund	Requested Other Funds
Program Expenses	2022	2022	2023	2023
Personnel	\$1,102,688	\$222,812	\$1,163,897	\$235,306
Contractual Services	\$16,500	\$365,395	\$16,500	\$280,437
Materials & Supplies	\$38,121	\$0	\$31,565	\$0
Internal Services	\$274,340	\$32,508	\$358,521	\$33,036
Total GF/non-GF	\$1,431,649	\$620,715	\$1,570,483	\$548,779
Program Total:	\$2,052,364		\$2,119,262	
Program FTE	8.60	2.00	8.60	2.00

Program Revenues				
Intergovernmental	\$0	\$620,715	\$0	\$548,779
Total Revenue	\$0	\$620,715	\$0	\$548,779

Explanation of Revenues

This program generates \$33,036 in indirect revenues.
 \$384,379 - OHCSO Emergency Housing Assistance
 \$164,400 - OHCSO Housing Stabilization Program

Significant Program Changes

Last Year this program was: FY 2022: 25156A YFS - Bienestar Social Services