

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 promotes the well-being of families. In leading with racial equity, Bienestar targets its supports and services in the Cully neighborhood and focuses on supporting Latinx, Immigrant & Refugees, Somali families and their children. Bienestar provides culturally and linguistically specific services, resources and opportunities that are responsive and empowering to the needs of our racially and culturally diverse communities.

Program Summary

ISSUE: The families within the immediate neighborhood (Cully) experience significant social and economic barriers to family stability and success. Bienestar de la Familia addresses these barriers. Bienestar has worked without interruption and in response to COVID-19, it has not only shifted the way it delivers services, but with CARES funds it has also expanded its services (e.g. Wraparound and COVID-19 Rent Relief Program). During COVID-19, Bienestar has strengthened its supports and partnerships with Latinx and Somali communities, many of whom are immigrants and refugees.

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. Services are aimed at reducing poverty, promoting self-efficacy, prosperity, educational success, and housing stability services for families and individuals who are homeless or at risk of homelessness; reducing substance abuse or achieving a substance-free life; and assisting people with mental illness in leading more productive lives.

PROGRAM ACTIVITY: Bienestar programs and staff are a model for leading with racial equity as they provide a range of services that are culturally and linguistically specific, including case management, housing stabilization and rental assistance program, 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 engages in strategic planning and is focused on guiding Bienestar to meet the needs of the diverse community.

Performance Measures

Measure Type	Primary Measure	FY20 Actual	FY21 Budgeted	FY21 Estimate	FY22 Offer
Output	Number of households served ¹	3284	1500	3000	3000
Outcome	Percent of clients who report that services they received improved their situation.	96.5%	85%	85%	85%
Output	Number of individuals receiving anti-poverty/basic needs services	3245	1500	2500	2500

Performance Measures Descriptions

¹ This number increased significantly from the previous year due to COVID-19 response, and an increase in outreach to the Latinx, Somali and Immigrant and Refugees. Estimated numbers for FY22 are anticipated to be higher given COVID-19 response services.

Revenue/Expense Detail

	Adopted General Fund	Adopted Other Funds	Requested General Fund	Requested Other Funds
Program Expenses	2021	2021	2022	2022
Personnel	\$949,622	\$208,544	\$994,094	\$222,812
Contractual Services	\$16,500	\$286,289	\$16,500	\$365,395
Materials & Supplies	\$28,500	\$3	\$26,715	\$0
Internal Services	\$218,104	\$27,652	\$274,340	\$32,508
Total GF/non-GF	\$1,212,726	\$522,488	\$1,311,649	\$620,715
Program Total:	\$1,735,214		\$1,932,364	
Program FTE	7.64	1.96	7.60	2.00

Program Revenues				
Intergovernmental	\$0	\$522,488	\$0	\$620,715
Total Revenue	\$0	\$522,488	\$0	\$620,715

Explanation of Revenues

This program generates \$32,508 in indirect revenues.
 \$424,056 - OHCSO Emergency Housing Assistance
 \$196,659 - OHCSO Housing Stabilization Program

Significant Program Changes

Last Year this program was: FY 2021: 25156 YFS - Bienestar Social Services