



Soñando Juntos

Building La Plaza Esperanza
for a thriving, engaged Latino community

a capital campaign from
 LatinoNetwork

Capital Investment Priority

Demonstration site for high-quality, culturally-specific Latino/x preschool.

The proposed investment supports Latino Network's planned La Plaza Esperanza in East Multnomah County, where more than 50,000 Latino/x residents live in an underserved area. Approximately 30% of the facility's services will be dedicated to meeting needs of families with preschool children.

Project Leader



La Plaza Esperanza advances Latino Network's mission: to positively transform the lives of Latino youth, families, and communities.

A \$4 million state investment can achieve a transformational impact for children from Latino/x families. There are currently few options for culturally-specific, high-quality early learning programs for Latino/x children. Addressing this gap is essential to achieving systemic equity goals for Oregon's children. *The requested investment is part of a public/private partnership in a \$12 million facility.*

Impact of Investment

- 1 Responds to Oregon's facility shortage with 4,300 sf preschool designed to best practice standards.
- 2 Addresses preschool workforce shortage in Oregon by serving as a training site for Latino/x parents to convert lived experience into professional skills.
- 3 Low-income Latino/x families will have access to full-time, high-quality preschool; the demonstration site will provide a replicable model that can be used to serve Latino/x children across the state.
- 4 All Latino/x preschool children will have access to culturally-specific children's programming at La Plaza Esperanza, home of the demonstration preschool. Approximately 4,500 Latino/x children under age 6 live within five miles of the site.



Budget Summary

Uses of Funds

Property	\$520,000
Construction Hard Costs	\$9,360,000
Soft Costs	\$2,120,000
TOTAL	\$12,000,000

Sources of Funds

State of Oregon	\$4,000,000
Major Gifts and Pledges	\$4,800,000
Private Foundation Grants	\$1,200,000
Add'l Gov't Funding / Tax Credits	\$2,000,000
TOTAL	\$12,000,000

Timeline Overview

Jan 2021	<i>Launch of campaign quiet phase</i>	
Sep 2021	<i>Preschool advocacy phase</i>	40% fundraising complete
Mar 2022	<i>Preschool planning year funded</i>	65% fundraising completed
Sep 2022	<i>Planning year for preschool launch, Construction begins</i>	90% fundraising completed
Sep 2023	<i>Preschool opens at permanent site</i>	100% fundraising secured

Leadership

Latino Network Early Learning Team

The Early Learning Team at Latino Network runs a trusted program that, over 20 years, has developed into a hub for culturally specific Latino/x early learning. The team combines lived experience as Latino/x preschool parents and professional achievement in curriculum design, training, administration and advocacy.

Sadie Feibel Holmes
Deputy Director of Programs

Lupe Campos
*Associate Director of
Preschool Programs*

Anita Carabantes
*Program Manager
Juntos Aprendemos*

Cecilia Diaz
*Program Manager
Juntos Aprendemos*

Partnership

Latino Network currently works in close partnership with leading children’s advocacy organizations to advance equity in quality early childhood programs. Partners include:

Children’s Institute
Early Childhood Equity Coalition
Multnomah County

Our Children Oregon
Preschool For All

“A thriving Latino/x community makes Oregon a better place to live, work, play, shop and celebrate. Building La Plaza Esperanza is a huge step toward a brighter future for the whole region.”

— Senator Ron Wyden



For more information please contact Ryan Fisher: ryan@nwpublicaffairs.com

