

# Latinx Business Development Program



# Who are we?

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Alex Perez, Program  
Director



Juan Morales, Programs  
Coordinator



# Business Technical Assistance

- Our focus is to deliver business TA in a bilingual and culturally sensitive manner
  - Planning & Strategy
  - Business Plans
  - Marketing Plans
  - Access to funds
    - Access to sales
    - Grant writing/ support





# An Example

# Notable Projects We've Done





# Bilingual Computer Courses

An aim to increase digital literacy in an equitable way

# General Description

- Established in 2017
- Two courses – two learning levels
  - Advance course
  - Basic course
- Goal: increase awareness on digital literacy
  - Focus on small, starting, or aspiring businesses



A top-down view of various fresh vegetables and fruits arranged on a white surface. On the left, there are two large onions, one red and one yellow. In the center, there is a large pile of green and purple tomatoes, some still in their husks. Below the tomatoes are several green and black peppers. On the right, there is a large clear plastic bag filled with yellow potatoes. At the bottom, there are some small root vegetables like radishes and carrots, and a beetroot.

# Food Distribution Projects

Increase access to sales and access to healthy, organic food for Latine families

# Food Distribution Projects

- 1<sup>st</sup> project in Oct. 2020
- 2<sup>nd</sup> surplus of funds in Dec 2020
- 3<sup>rd</sup> in Sept. of 2021
- 4<sup>th</sup> in Nov. of 2021
- 5<sup>th</sup> in Sept. of 2022
- 6<sup>th</sup> in Nov. of 2022
- 7<sup>th</sup> in Sept. of 2023
- Successful program
  - Satisfaction from farmers and families served

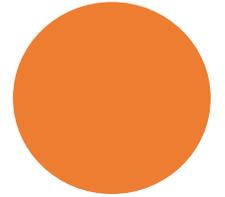


# Food Distribution Projects

- At about \$10k/project to purchase healthy, culturally appropriate, clean food
- North of \$70,000 in all of the 7 projects combined.
- 50 families served
- 70 families served
- 115 families served
- 65 families served
- 70 families served
- 75 families served
- 75 families served

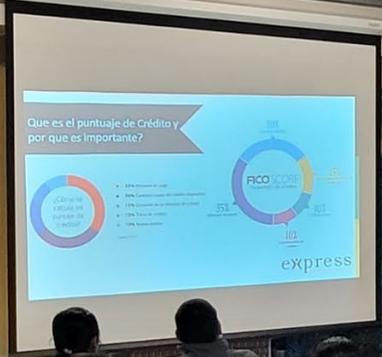
## Our supporting partners:

- Catholic Community Services Farmworker Center
- North Sound ACH
- Bellingham Food Bank
- Food Lifeline



# Financial Literacy Workshops

Increase importance and understandings of financial literacy



# Financial Literacy

- Delivered exclusively in Spanish
- Mixteco interpreter available
- Many issues are tied to finances or lack of
- Increase knowledge in this area with hopes to improve our personal finances
- Not taught in schools





# Collaboration - Bellingham Food Bank

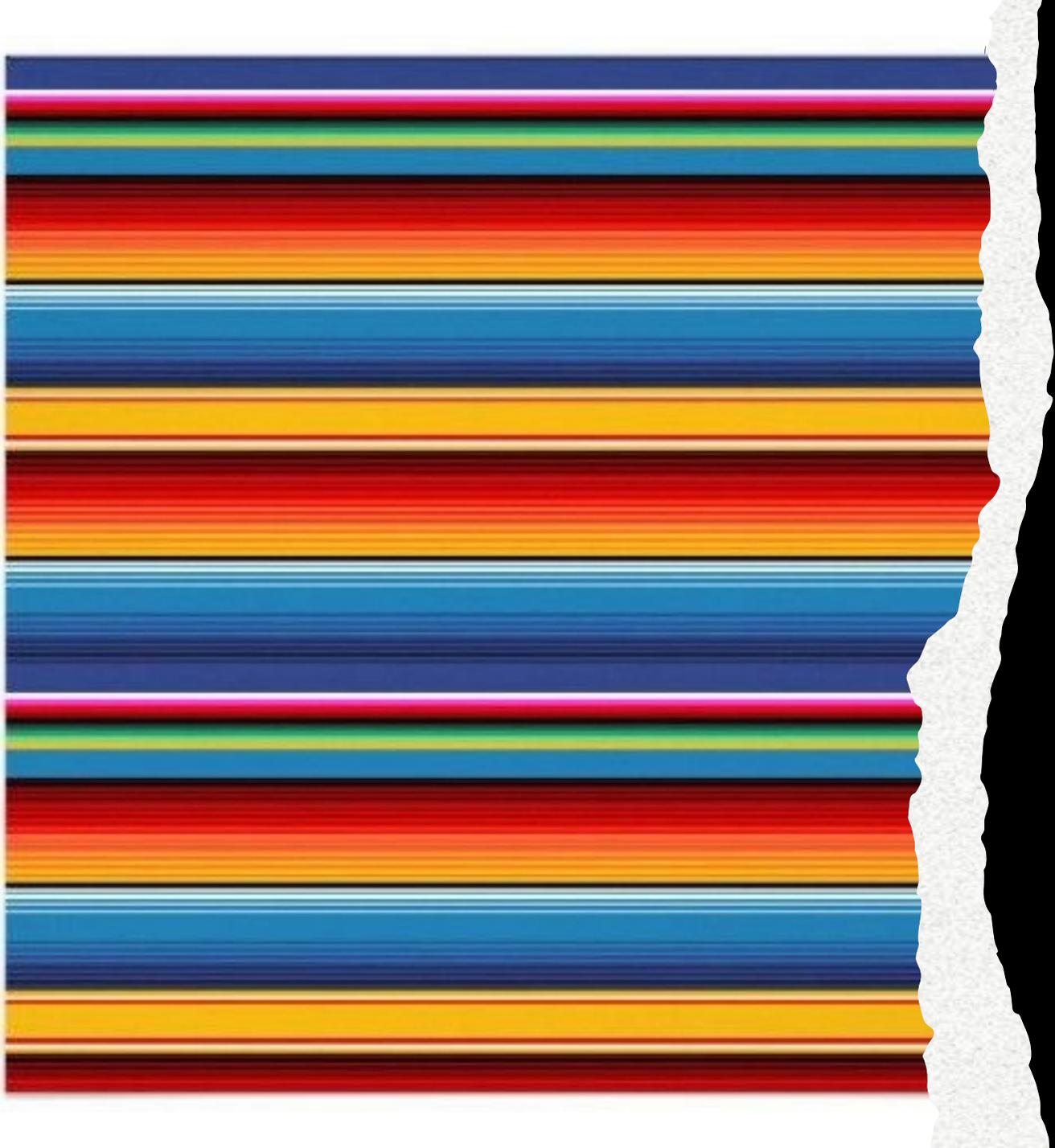
Like-minded organizations working together

# Produce Sales Agreements



- LBDP has worked with Latinx Farmers
  - Increase, guaranteed sales
- LBDP has worked with BFB
  - Great organization & wants to truly assist those who face social disparities
- LBDP is Facilitating PSAs between Latinx Farmers, BFB, to ensure sales and access to healthy organic food for those seeking access to healthy foods





*Questions?*

*Thank you for your time*

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