

Invitation to be a Professional Partner with Adelante Empresas

What is Adelante Empresas?

Adelante Empresas is the newest project in Adelante Mujeres' Micro-Enterprise program. The mission of this project is to increase the wealth and economic stability of Spanish speaking immigrant entrepreneurs and their families by providing comprehensive small business training and cooperative marketing. The project will provide participants with the following services: start-up support, communication assistance, cooperative marketing, Individual Development Account Savings program, networking opportunities, access to alternative forms of capital and training in environmentally sustainable business practices. A combination of these services will allow entrepreneurs to create successful well run businesses and in turn increase their personal wealth and stability.

What are we looking for in a Professional Partner?

Adelante Empresas has a highly skilled and motivated staff that will be running this project but they cannot do everything. We are creating a database of professional references to provide program participants with access to additional professional services to complement the work being done by Adelante staff. We are looking for lawyers, insurance agents, accountants, marketing specialist and other professionals that can contribute to the growth of our small businesses. Adelante Empresas appreciates volunteers but does not expect that all services will be pro-bono, although providing your services at a reduced fee would be of great help to our low-income entrepreneurs as they start their businesses.

Who you will be working with and helping?

Adelante Empresas works primarily with the Spanish speaking immigrant community. This is one of the fastest growing populations in our region. Starting a small business is difficult for everyone but the immigrant population faces a number of additional barriers. These barriers include but are not limited language and cultural divides, a lack of understanding of small business registration and regulation and a lack of social capital to launch marketing campaigns. Adelante Empresas' services are designed to overcome these specific barriers and to allow this population to work towards economic self-sufficiency.

Benefits to participating in this program

There are three concrete benefits to being a Professional Partner with Adelante Empresas. Through Adelante Empresas you will be able to...

- Expand your client base. Although we are asking you provide services at a reduced fee, our participants will be paying for your services.
- Market your services to the greater Forest Grove community through Adelante Empresas' website. We have a website to market the products and services of our small business where we will also list information about Professional Partners.
- Support the growing Spanish speaking immigrant and small business communities.

Next steps...

If you are interested in becoming a professional partner with Adelante Empresas please email or call Ali Brown at abrown@adelantemujeres.org or 503-992-0078. We ask all individuals to fill out a simple application in order to guarantee the quality of the services we are providing for our participants.