

# Pasos al Éxito: Steps to Success

## Program Summary

Oregon is among the top ten states with the highest growth rate of Latino-owned businesses. Despite this, there is still a huge need for culturally appropriate, Spanish-language financial literacy and entrepreneurship training, especially in rural communities. In response, RDI delivers Pasos al Éxito for Latino micro-entrepreneurs in rural Oregon.

## Pasos al Éxito Program Elements

### Partnership Development and Participant Recruitment

*Three months prior to program launch*

In the region, relationships are built with local partner organizations committed to working with RDI staff to conduct outreach and recruit Latino community members.

### Financial Literacy Training

*Across first three months of program delivery*

This five-part course, Financial Literacy, uses the FDIC's Money Smart curriculum and includes 18 contact hours of instruction.

### Entrepreneurial Development Training

*Across three months*

The second course, Starting a Business, is for those interested and ready to learn how to effectively start or strengthen their own business. The recruitment for this course will draw primarily from participants of the first course to further build from that foundation of financial literacy and action.

### Site Visits and Technical Assistance

*Through second year of program*

RDI connects participants who express a desire to receive technical assistance with the existing network of resources and businesses available.

## Statement from Arcelía G. Avila, Klamath Falls, OR

"Last year, in November, I started my own business for organic coffee but became discouraged very quickly and stopped selling. With the Pasos al Éxito program, I discovered the tools for how to persevere, and for creating publicity for my small business. The program taught me how to start my business, the tools that I need and helped me to find them, and the technical assistance programs that are available, which I thank both this program and the community for."



## Fast Facts Since 2012

- 17 Jobs Created or Saved
- 22 Trainings Delivered
- 242 Rural Latinos Served
- 42 Business Mentors Recruited
- 80 Hours of Technical Assistance Provided
- 7 Resource Webinars Delivered
- 10 Oregon Communities Served: Madras, Astoria, Hermiston, Boardman/Umatilla, Klamath Falls, Ontario, Nyssa/Vale, Silverton, Molalla, and Milton-Freewater

## Contact Us!

Kristine Mier

Regional Program Coordinator  
612.432.6318 | kmier@rdiinc.org

