



COALICIÓN FORTALEZA

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CoalicionFortaleza.org

Founded 2020

Meet Our Team



**COALICIÓN
FORTALEZA**

Our Story



Together. Juntos.

We are a culturally-empowered women of color-led community based organization. We are grounded in our fierce love for our Latinx and indigenous communities of the Rogue Valley and we are re-imagining new solutions for our people, Madre Tierra and our future generations.

Our coalition seeks to weave a tapestry of many colors from many directions that will lift our peoples' hearts up in this recovery, that will center healing, seed hope for our youth, and will give us the strength we need to prepare collectively for the climate challenges that are ahead of us.

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Our Vision

To see our Latinx & Indigenous community of the Rogue Valley thrive. We work towards a future where the Latinx and Indigenous families in our community can actualize our collective power to shape our destiny and create our own solutions.



Our Strategy

Through advocacy, cultural organizing, and community education we are working towards neighborhood preservation and restoration, community leadership and economic development, creative placemaking and belonging, and community ownership and power





Tierra - Cultura - Pueblo - Legado
Land - Culture- Community- Legacy

Tierra/Land: Conservación y restauración de barrios.
Neighborhood preservation and restoration.

Pueblo/Community: Liderazgo comunitario y
desarrollo económico.
Community leadership and economic development.

Cultura/Culture: Creación de lugares creativos y
pertenencia. Creative placemaking and belonging.

Legado/Legacy: Propiedad y poder comunitarios.
Community ownership and power.



La primera comunidad de propiedad de los residentes

TALENT MOBILE ESTATES
TO BE THE FIRST
RESIDENT-OWNED COMMUNITY
IN SOUTHERN OREGON!
Jackson County





*Talleres participativos de participación
comunitaria*

**Participatory Community Engagement
Workshops**

**SALAZAR
ARCHITECT**



Casa
of Oregon







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Camino Colibrí Housing Project

 Medford, OR



- housing for agricultural workers priority given to agricultural workers who were displaced by the 2020 wildfires
- Camino Colibrí is targeted to farmworkers and their families earning less than 60% AMI, with 41% of the units targeted to families with incomes below 50% AMI.
- Camino Colibrí is a new construction multifamily housing complex, consisting of seven (7) studios, ten (10) one-bedroom units, eleven (11) two-bedroom units and six (6) three-bedroom units, including an onsite resident manager,
- Units will range in size from 621 to 1,181 square feet. There will be a centralized community room that will provide space for meetings, classes, gatherings and for the provision of a wide array of social services for the residents.

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EL MERCADITO



El Mercado

El Mercado is a vision born from our community, aiming to establish more spaces for gathering and celebrating our culture through food, music, art, and activities. For generations, our people have significantly contributed to Southern Oregon's economy and culture through essential roles in agriculture, timber, and tourism.

Despite our economic and cultural contribution to Southern Oregon, our communities have been disproportionately impacted by the ongoing climate and housing crises, leading to a loss of belonging and control over our future. That is why El Mercado aims to uplift, center, and prioritize the well-being and participation of our Latinx, BIPOC, LGBTQIA+ and other marginalized communities.



*BIPOC: Un acrónimo en inglés para "black, indigenous and people of color" que se traduce como 'personas negras, indígenas y de color'.

*Latinx: Se usa para describir a personas de ascendencia Latinoamericana



EL MERCADITO

El Mercadito has enabled us to engage with over **50 local entrepreneurs** and more than **30 local service providers and entertainers**. Each market now brings over **1,000 visitors** to shop locally and enjoy impactful presentations and vibrant performances.

Our partnerships with **Talent Business Alliance**, **Talent Maker City**, **Rogue Action Center**, and **Rogue World Music** have allowed us to offer completely free concerts, services, entertainment, and fun activities. Visitors can always expect a lively, joyful, and resilient community at El Mercadito!



Coalición Fortaleza is an IDA Program partner!



The Oregon Individual Development Account (IDA) Initiative helps build hope for Oregonians with low incomes by providing matched savings opportunities, information about financial systems, and coaching that meets savers where they are at and supports their financial goals.

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- Emergency Savings IDA Program
 - We are currently in our third year of funding and have enrolled 14 more families.
 - We are on track to distribute \$160,000 into our community through our IDA program.
 - Our Family Farms Matched Savings Program for Housing
 - We have developed a matched savings program which will help farmworker fire surviving families save up to \$21,000 for a home.



Holla @ Us



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