



Dream + *Believe* = *Achieve*

La Casa de Esperanza

2017 Annual Report



LA CASA
de Esperanza, Inc.

About Us

Our Mission:

La Casa de Esperanza's mission is to provide opportunities to achieve full social and economic participation in society, with emphasis on the Hispanic population.

Our Vision:

La Casa transforms every individual and family it touches, fostering hope and providing opportunities, resulting in a prosperous, engaged, and connected community.

Founded in 1966 as History Builders, La Casa de Esperanza initially focused on the educational needs of a growing Hispanic community in Waukesha.

Renamed La Casa de Esperanza, or House of Hope, in 1968, La Casa de Esperanza now offers programs in financial literacy, workforce development, tax preparation, senior housing, and weatherization services.

Education has always been at the center of all La Casa programs. The Early Childhood Educational Program and the Charter School ensure children receive an education that will help create a bright future, thus fulfilling the goals of the Founders and all who have come after them.



Leadership Message

Dear Friends,



Thank you very much for sharing another year of your friendship and support with La Casa de Esperanza. As you will see when you read this Annual Report, 2017 has been another eventful and successful year for La Casa de Esperanza.

Our Five Star, Nationally Accredited Early Childhood Education Program continued to provide early care and education of the highest quality to our youngest learners. Our Weatherization Program continued to meet all program and financial goals of its contract to ensure energy-efficient housing for low-income homeowners and renters. Our Senior Housing (La Casa Village I & II) continues to provide affordable housing to our most vulnerable Seniors, allowing them to remain self-sufficient as long as possible.

In addition to all of these ongoing programs and services, in 2017, the La Casa de Esperanza Charter School grew to include Second Grade and moved into its newly constructed building that became the new home of the School on September 1. La Casa's Center for Financial Stability was blessed by a very generous donation by First Federal Bank. First Federal Bank donated a beautiful building that will enable our Center for Financial Stability to provide more critically-needed services in our community. A new addition to the programs provided is the *Bryce P. Styza Construction Trades Workforce Program for Latinos*, made possible through the generosity of Mr. Styza. The program completed its first cohort of students in 2017 and is gearing up for another cohort in the Spring.

While we are proud that we have a visionary Board of Directors and committed Staff to carry out our incredibly important work, it simply would not be possible without the support of friends like you!

Best regards,



Anselmo Villarreal

Anselmo Villarreal, Ph.D.
President and CEO

Charter School

“Drumming in the New School Year”



The La Casa de Esperanza Charter School scholars, parents, and community partners all welcomed the 2017/18 school year with the completion of the new Charter School building on September 1, 2017. It was history in the making, as the La Casa de Esperanza Charter School is the first independent charter school outside of the Milwaukee area. The ceremony featured remarks by La Casa President and CEO Anselmo Villarreal and Lieutenant Governor Rebecca Kleefisch, a special recognition of supporters and champions of education reform, as well as a ribbon cutting ceremony.



During the ribbon cutting ceremony supporters of the La Casa de Esperanza Charter School were invited to the front of the school and awarded a plaque. Through their generosity they made this school a reality. *“Truly this was a mountain to be taken up and thrown into the sea. And today a mountain has been built and it will be open to educate young ones from across Waukesha County.”* said Rebecca Kleefisch.



Reverend Larry Dulek and Marcos Ramos, past Board Chair, had the honor of cutting the ribbon. The scholars of the Charter School and families were all invited into the school as each student found their new classroom. *“Today is a historical day, not only for La Casa de Esperanza and the Waukesha community, but it is a historical day for school reform. No one would argue that we have a significant education achievement gap between low-income children and more affluent children.”* said Anselmo Villarreal. September 1, 2017 marks the beginning of closing that gap!

Charter School



The La Casa de Esperanza Charter School believes in building a strong sense of community. Parents are the most important part of our scholars' foundations and together with the teachers and students, form an unbreakable partnership for the success of each student.

Our K4 scholars brought in an item to cut and prepare for their "Friendship Soup" in preparation for the Thanksgiving holiday. The idea was for the scholars to work together with classmates, parents, and teachers to prepare the soup and enjoy a special meal together to celebrate their hard work and friendship. They discussed the importance on team work, sharing, friendship and being thankful for family and friends.



In the fall of 2017, the La Casa de Esperanza Charter School added 2nd Grade, and will continue to add one grade each year through 8th Grade. The school provides a traditionally based academic program in English to ensure that every student is proficient in the

English language, in addition the scholars have a daily Spanish class, starting in K4. Also, new this year was Drumming and Dance class. Scholars have the opportunity to learn and play a variety of wind and percussion instruments to make music.



Leyla Torres has been an amazing volunteer when it comes to helping out in the La Casa de Esperanza Charter School. Since Leyla is a stay at home mom, and her husband is in the United States Navy, she loves to volunteer her time at the Charter School. Leyla says she wants to set an example for her children and teach them to help others whenever it is possible. Her favorite thing about volunteering is seeing the smile on her daughter's face and sharing it with her classmates. Leyla has played a crucial role in helping decorate for the concerts, door decorating contests, taking pictures, bake sales, helping in the classroom, and so much more. Since her time volunteering at the Charter School Leyla has joined the Education Committee and became the parent liaison.

Right Right

Early Childhood Education



La Casa de Esperanza provides high-quality early childhood education to the Waukesha community. Our education programs include a thriving Early Childhood Education, School Age Education Program (Before-and-After school program and summer program), Early Head Start (Center- and Home-Based) and a Charter School for the children and youth in our

community.

Our center offers a safe, secure environment with each classroom tailored to the appropriate age level for over 275 children. Our well trained, certified staff provides the opportunities for each child to develop knowledge, skills, creativity, and independence that is needed for positive growth and success in their education.

Our education services are available to families that work first shift and second shift (6 am to midnight). While children are in our care we provide over 10,000 nutritious meals and snacks per month that are prepared on site. Our daily curriculum incorporates indoor and outdoor large motor space, hands on activities, fine motor activities, singing, reading, naps, and social activities.



Our Early Head Start Program is a federally-funded, community-based program that provides comprehensive child development and family support services to low-income infants and toddlers and their families. La Casa served 103 families in 2017, and 60% of the households earn less than \$15,000 a year. Our program offers a Home

Based Education Program and a Center Based Program. Our Home Based Educators have personalized weekly home visits, family play groups, school readiness, parenting skills, family engagement, and socializations. Our Center Based is held at La Casa in a fun filled educational setting.



Jeremy DaRonco from Eagle Troop 5 made a special impact on our children at La Casa de Esperanza on July 18, 2017. To achieve the rank of Eagle Scout, one of the requirements is to create a project that will benefit the community in some way. His project consisted of gathering of old bicycles and repairing them to their former glory. The bikes were then donated to the children of La Casa De Esperanza. He donated a total of 25 bikes! Jeremy, along with Troop 5, came to La Casa and sized the bikes and helmets for the children. The children were so happy to receive these bikes.



Lined up and ready to ride!

Weatherization



The Weatherization Program at La Casa de Esperanza provided energy-saving assistance and weatherization services to 899 households in 2017. The Weatherization Program serves Jefferson, Milwaukee, and Waukesha Counties. The program

provides a free service that includes cost-effective energy saving measures and education for residential households.

Weatherization involves reducing air drafts, improving household ventilation, eliminating harmful carbon monoxide levels, replacement or repair of heating and hot water systems and eliminating household conditions that waste energy.



With the 899 households that were weatherized in 2017, the average first year's savings for these households is \$400. The lifetime energy savings for these 899 units is approximately \$5.4 million dollars. Another estimate based on the 899 units completed would be that over 3,900 metric tons of CO₂ has been reduced, equating to 470 cars

removed from the road, and saving nearly 3,400 barrels of oil.

The Weatherization Program saves lives and improves the health and safety of families by identifying and correcting carbon monoxide hazards, poor indoor air quality problems, and other health threats.

“The work that you guys did was just outstanding. The program you have was unbelievable . I’m so fortunate that someone turned me onto your organization. When the auditor came out, I didn’t believe that he would get me a new refrigerator, and now Grand Appliance came out with a brand new one. Words can’t say how much I thank you guys. Thank you so much from the bottom of my heart. You guys provide a wonderful service to people like me, who are disabled. Thank you once again.”

“I would like to Thank your crew for being nice; polite workers. They worked hard in hot weather. My husband and I can not believe how great this job went. Please let them all know how good they are. And that we have no complaints with them. Again, Thank You...ALL.”

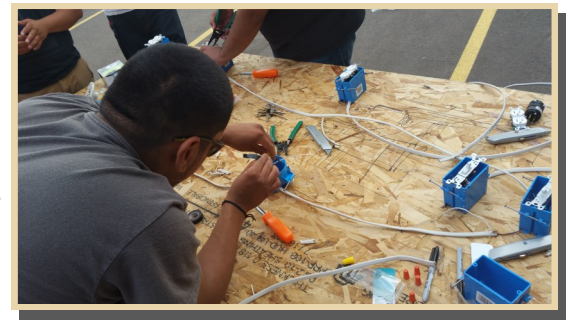
Highlights

Center for Financial Stability



La Casa de Esperanza offers a variety of workforce development and financial service programs through its Center for Financial Stability. The program provides comprehensive employment, training, financial, and asset-building services to low-income individuals who are unemployed or underemployed and are seeking economic self-sufficiency. We are grateful for First Federal Bank's generous donation of a building that will allow us to expand the critical services of the Center for Financial Stability in 2018.

In 2017, we conducted the first cohort of 15 trainees of the *Bryce P. Styza Construction Trades Workforce Program for Latinos*. This is a 7-day training program incorporating industry-recognized training and credentials in OSHA10 and Forklift; hands-on experiences in carpentry, plumbing, and electrical; and training on resume development, job search skills, and soft skills.



In addition, the Financial Stability Initiative accomplished the following in 2017:

- The Center served 3,078 clients.
- Helped clients save \$464,178
- Provided employment coaching and placement services to 361 individuals.
- Provided success coaching services to 271 individuals at four organizations' work sites, resulting in improved attendance, being on time, improved morale, and decreased HR staff time needing to be spent on employees' personal challenges.
- Provided financial and credit counseling to over 500 Clients, resulting in:
 - 417 Clients improved budgeting skills
 - 460 Clients increased their knowledge of credit and debt management
 - 449 Clients reported increased confidence in managing their finances
- Forty five volunteers and Center Staff prepared 1,705 tax returns for low-income individuals and families allowing for \$2,495,828.00 tax refunds returned to clients and spent primarily in Waukesha County.

La Casa Village | & II



La Casa Village I & II provide affordable, safe housing for low-income senior citizens and mobility impaired individuals. Our Senior Housing Specialist and Service Coordinators offer a wide range of educational and social opportunities for the residents in a friendly, supportive environment. Some social activities in which the

seniors participate in are bingo, coffee hour, crafts, on-site health services, fundraisers, and community outings.

In 2017, La Village I was home for 49 residents, 24% of the residents were minorities and 29% have some type of a disability. In La Casa Village II, 24 residents were provided affordable housing. Of these 24 residents, 33% were minorities, and 29% had some type of disability.

La Casa Village I is also the only Mealsite for the Aging and Disability Resource Center (ADRC) of Waukesha County in the city of Waukesha for tenants of La Casa Village I & II and seniors in the community 60 years old or older. Meals are offered Monday thru Friday at 12 pm and home delivery is available for those who qualify.

Both La Casa Village I & II feature a variety of amenities for residents such as a secured building with keypad entry, a community room, on-site laundry facilities, guest speakers, social gatherings, and a park-like setting, yet conveniently located near shopping, banks and restaurants.



Throughout the year the seniors at La Casa Village II gather around the piano and sing songs. This holiday season was special as they sang Christmas carols, enjoyed a potluck full of cookies, cakes, and teas, and socialized. Several residents talked about their family traditions during the holidays and compared their upbringings. Other residents shared how they celebrated the holidays in the country they grew up in.



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“A dream becomes a goal when action is taken toward its achievement.” -Bo Bennett

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Ms. Kerry Gillis
AAA Travel & Insurance

Mr. Anselmo Villarreal, Ph. D.
La Casa de Esperanza

Thank you to our Generous Donors

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Dalum Family Foundation
Dalum, Maripat & Thomas

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Dunne, Robert
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Fedrick, Kenneth
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Fillman, Alan & Patricia
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Marchan, Frank

Martinez, Sergio
Mauer, Thalia
Max Health Chiropractic
McCarthy, Mary
McGee, John & Sandy
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Megal, Carolyn & Rhody
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Moloney, Kevin
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Morin, Darryl & Angela
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Napierala, Craig
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Nelson, Larry & Dawn
Neumann, Mark and Sue
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Nevins, John
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Nissen Enterprises Inc.
Noard, Jeffrey
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Olallo, Margarita
Opel, Robert
Ortega, Sanjuanita
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Paulson, Duane
Pavlik, Chuck
Pedersen, Susan
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Peters, Jessica
Piala, James & Catherine
Piazza, Bradley
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Rivera, Carlos M
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Robert H. Nagy Family Foundation
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Roque, Everardo
Rosado, Maria D



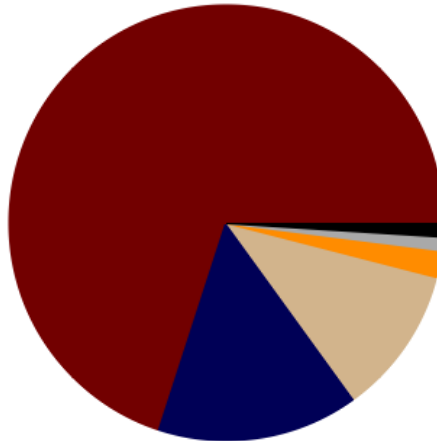
Rusch, Erik
Sackmann, Diane
Sancha, Ramon
Sanchez, Gina
Sanchez, Juan
Sava, Walter
Schaefer, Colleen
Scheibe, Julie
Schimmel, Brad & Sandy
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Scholastic Book Fair
Scholl, Paul
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Schwab Charitable DREAM Fund
Secure Resources Unlimited LLC
Sedlar, Paul
Seider Heating and Cooling
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Shorewest Realtors
Sima, Jeanne & Gary
Smart, Carol
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Tewes, Danielle
The Geiger Family Foundation
Thiesenhusen, Debra
Titus, Ford and Bobbe
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United Community Center
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University of Wisconsin Milwaukee
Urethane Systems Plus, Inc.
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Financial Data

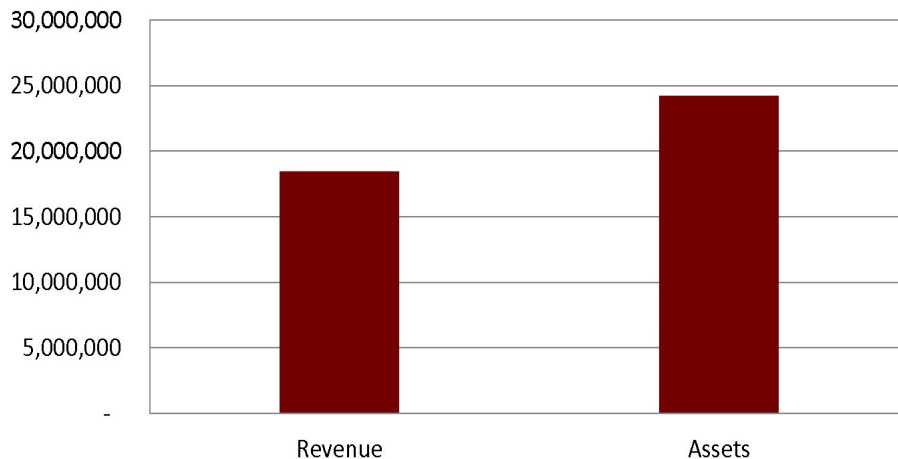
Revenue Sources

70% Grants and Contracts
15% Contribution
11% Program Fees for Service
2% Special Events
1% In Kind Contributions
1% Other



*“A garden is a grand teacher. It teaches **patience** and careful **watchfulness**; it teaches **industry** and **thrift**; above all it teaches entire **trust**.”*
-Gertrude Jekyll

Revenue and Assets



Participant Data

Participants by Program

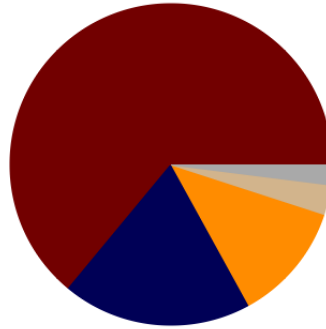
64% Center for Financial Stability

19% Weatherization

12% Children's Education Programs

3% Charter School

2% La Casa Village



Participants by Race/Ethnicity

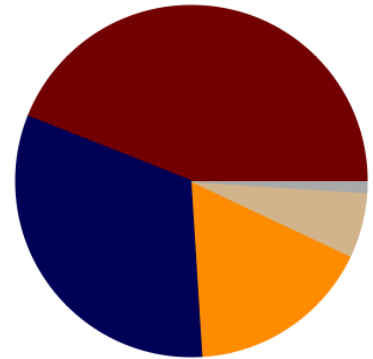
44% Hispanic

32% Caucasian

17% African American

6% Other

1% Asian



Participants by Income

55%

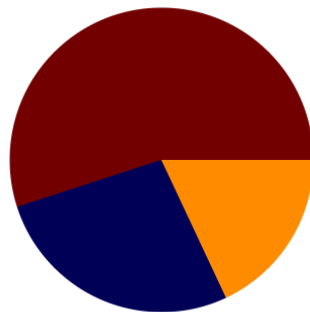
Less than \$15,000

27%

\$15,001-\$25,000

18%

Over \$25,000



Special Events

La Casa de Esperanza takes pride in serving our community and in giving back for all we have received. Events sponsored by La Casa de Esperanza provided an opportunity for the community to learn more about the Hispanic Culture. Individuals and corporate sponsors provided critically needed resources and helped us make our events successful in 2017.

Three Kings
Celebration



Snuggle Up and Read



King & I Backyard
BBQ



Thanksgiving Meal



Cinco de Mayo



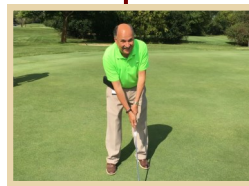
Grand Opening of the
Charter School



January | February | March | April | May | June | July | August | September | October | November | December



St. Joseph's Parish
Good Friday Procession



Duane Warren
Memorial Golf Outing



Breakfast with Santa



51st Anniversary
Dinner



Fiesta Waukesha



Hispanic Heritage
Month