

# LA CASA DE ESPERANZA, INC.



2010

Annual Report



## *Mission*

*“To provide opportunities to achieve full social and economic participation in society, with emphasis on the Hispanic population.”*



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## LEADERSHIP MESSAGE

Dear Friends,

On behalf of La Casa de Esperanza's visionary Board of Directors, committed staff, dedicated volunteers, and the wonderful children and families that participate in our programs, we are deeply appreciative of and humbled by the opportunity to serve our community through La Casa's various program options. The mission of La Casa is to *provide opportunities for full social economic participation in society, with emphasis on the Hispanic population.* Because

of the tremendous support from our Staff, Board of Directors, any you, our special friends who have supported us throughout the year, we have served over 15,000 individuals during 2010, helping them on their path to self-sufficiency. We are deeply grateful for your support.

## JASMINE'S STORY

Fifteen-year-old Jasmine is like any other teenager in many ways. She enjoys spending time with friends; participating in school extra-curricular activities, such as cheerleading; and going to the mall and the movies. However, Jasmine got pregnant during her 8<sup>th</sup> grade year at the age of 13, and now has a beautiful 16-month-old girl named Sy-Lynn.



During Jasmine's pregnancy, her single-parent mother struggled to find affordable housing for Jasmine and her siblings. After a move from Pewaukee, to Gary, IN., and back to the Waukesha area within a year's time, Jasmine and her family found themselves living in a homeless shelter downtown. Sy-Lynn was born while the family was living there, and Jasmine recalls bringing her back to the facility.

"I chose to have my baby, and I want the best for her," states Jasmine. "I still find it hard to believe that Sy-Lynn spent a

month living in a homeless shelter. The experience has taught me so much. I know that I need an education in order to get a good job and provide my daughter with a high quality of life." Jasmine says that she and her family are much happier now that they are in stable housing.

Jasmine has an excellent relationship with her mom and siblings, and it is because of their support, and the help that she and Sy-Lynn receive through La Casa de Esperanza, that Jasmine has been able to successfully continue her studies at Waukesha North High School.

Jasmine shares that transitioning from 9<sup>th</sup> to 10<sup>th</sup> grade has been tough. In 9<sup>th</sup> grade, she was a cheerleader. In 10<sup>th</sup> grade, she had to reprioritize to strike a balance between school and home life. "This year, I had to give-up cheerleading to take care of Sy-Lynn and manage my homework load. My mom has been great in helping

find fun activities that keep me involved at school and with my friends.”

Jasmine plans to go to college and hopes to become a mechanic or a cosmetologist. “I know. Everyone tells me that they are very different career paths. I jokingly tell them that I’m going to open a car repair place where people can get their hair and nails done while they wait. I’ll figure it out. Don’t worry,” she boasts.

La Casa’s President and CEO Anselmo Villarreal says, “Waukesha County is

fortunate to receive additional Early Head Start slots. When the grant cycle opened, we organized collaborations with other community service providers and developed a plan to deliver a truly effective program for families with young children.”

“Our agency is proud to play such an important role in the lives of the children, individuals and families we serve,” shares Villarreal. “Early Head Start is a shining example of how effective preventative programming leads to self-sufficiency.”

## *2010 Board of Directors*

<b>Jennifer Bogner Zierer</b> Local Affairs Account Manager We Energies	<b>Elizabeth Neary</b> Attorney Grady, Hayes & Neary, LLC
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## FINANCIALS

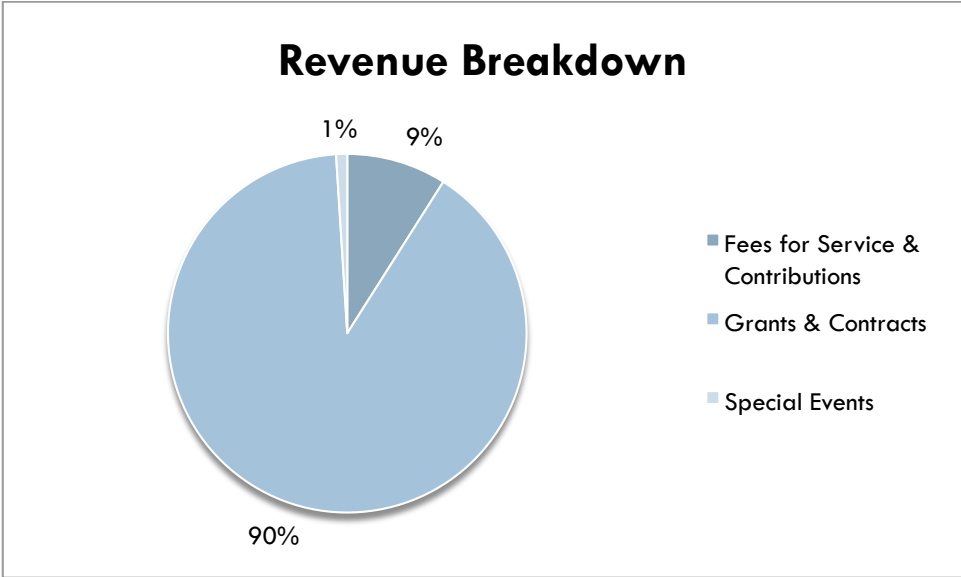
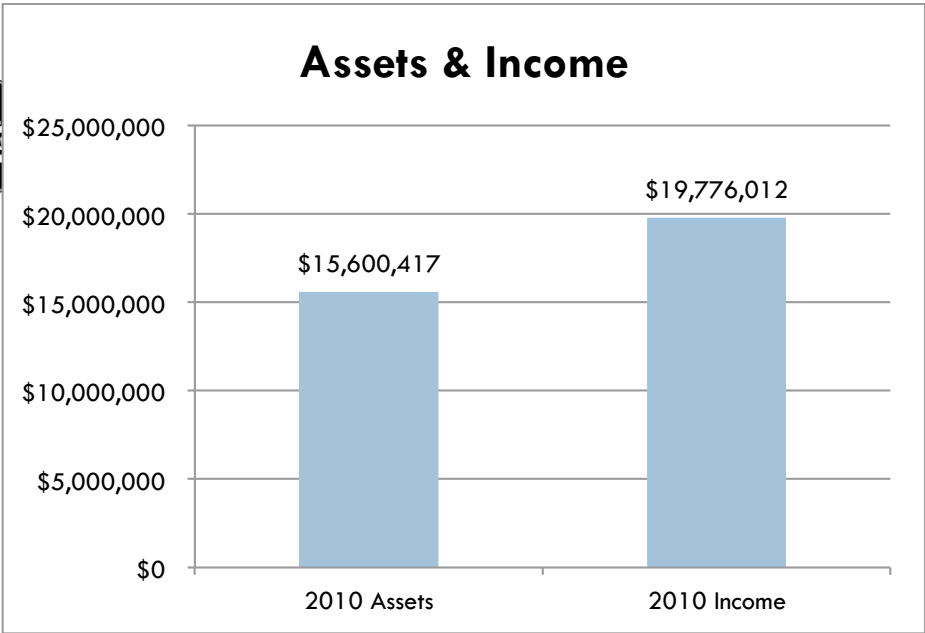
### Revenue

Admin. Support from Programs	\$41,739
Fee For Service Income	\$1,549,674
Rental Income	\$40,341
Private Contributions	\$184,978
Special Events Revenue	\$180,373
Grant & Contract Revenue	\$17,777,622
<i>Weatherization</i>	<i>\$15,320,100</i>
<i>Early Head Start</i>	<i>\$916,366</i>

### Expenses

Cost of Goods Sold	\$10,464,500
Personnel Expense	\$5,548,301
Administrative Support	\$400
Occupancy & Building Maintenance	-\$252,275
Program Expenses	\$1,417,316
Marketing & Program Development	\$75,352
Administrative Expense	\$1,122,485
Building & Equipment Expense	\$993,723



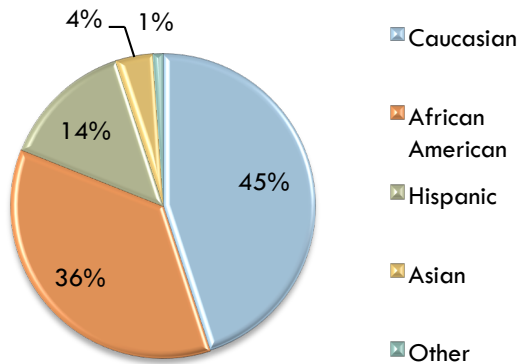


# 2010 Participant Data

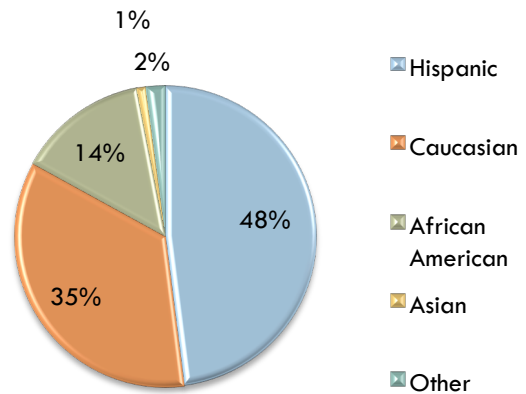


## By Race & Ethnicity:

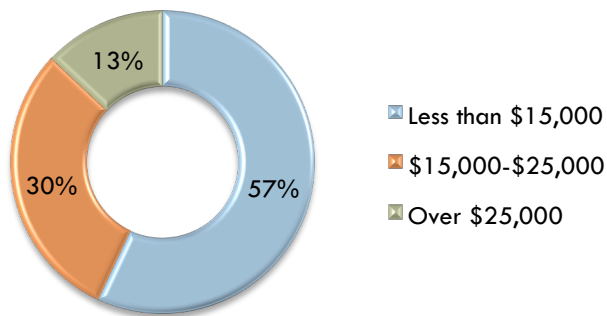
### Weatherization



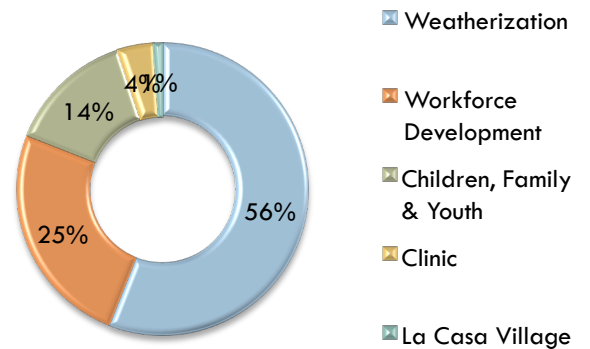
### All Other Programs



## By Income:



## By Program:



# 2010 Donors



Abrazo, LLC  
 Alba, Marty - Casa Del Rio  
 Alioto, Tom  
 Allstate Insurance Co  
 Amaya, Elizabeth  
 Ambuel, Helen  
 American Family Insurance Group  
 American Transmission Company LLC  
 Ameriprise Financial Employee Giving  
 Anderson, Richard  
 Anthony and Andrea Bryant Family Fund  
 ARCW/Aids Resource Center of WI, Inc  
 Associated Banc – Corp  
 Associated Trust Company  
 AT & T-  
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 Bellovary, Catherine Anne  
 Berka & Toel, Ashley & Paul  
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 Bloom, Jillene  
 Boczkiewicz, Valorie  
 Boucher, Gordon  
 Buffington, Joel  
 Bull, Thomas  
 Cabascango, Maria Rebeca  
 Calton, Heather  
 Carroll University  
 Castillo, Jose Luis  
 Centro De La Comunidad Unida  
 Champion Insulation Inc  
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 Clope, Jon & Judith  
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Cooper Power Systems  
 Cornejo, Jose & Margaret  
 Cortez, Gilbert  
 Cortez, Jesse  
 Cummings, Kathleen  
 Davidson Family Chiropractic  
 De Costa, Elena  
 De La Paz, Carmen-  
 Dickrell, Jeff  
 Dierks Waukesha Food Service Source  
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 Divino Gelato  
 Domina, William  
 Dominican, Juanita  
 Dorn, Mac  
 Dowdle, James & Carolyn  
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 Envira-Tech, Inc.-  
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 Evans, Doug  
 Evans, Sally & Harold  
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 First Federal  
 Five Star Investors Inc-Casa Del Rio  
 Forest County Potawatomi Foundation  
 Frank Marchan Agency, LLC  
 Frank, Chadd  
 Frank, Suzanne

# *2010 Donors continued...*

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Goeschko, Norman  
Gonzales, Alvaro  
Gonzalez, Roberto-  
Gorlen, Gary - c/o La Casa  
Grady, Hayes & Neary, LLC  
Graushar, Susan  
Graves-Davis, Vera  
Greater Milwaukee Fnd  
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Guadarrama, Martin  
Gundrum, Mark  
Guzman, Andres-  
Harris Bank Milwaukee  
Heling, Bruce & Kathryne  
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Hochuli, Julie  
Hoff, David J.  
Holoubeck, Verne R./Holubeck, Inc.  
Hurtado, Patricia  
Husco International  
In the Park, LLC  
Insulation Technologies, Inc.-  
Jaliscos Snow Cones  
Jane Bradley Pettit Foundation  
Kiepert, Cheryl  
Koepp, Donald  
Labinski, Dr Richard A  
Landmark Credit Union-  
Laurel Andersen  
Lee, Patricia  
Lemus, Ampelio-  
Lettenberger, Peter & Kay  
Lianas, Robert and Carmen  
Lombardi, Carol  
Lor & Associates, Inc  
Lytle Speer, Robert & Jane  
Machare & Associates, Inc.-  
Madden, Kathleen  
Manpower  
Martinelli, Frank  
Maurer, Donald  
Mc Fee, Douglas  
Mc Nulty, Marie  
McCann, James & Linda  
McGee, John  
Medellin, Irene & Alejandro  
Medina, Barbara-  
Meitz, Curt & Kristel  
Mejia, Cesar  
Melendez, Fred  
Melster, John or Florence  
Mendoza, Isidro & Veronica Espinoza Nino  
MG Mi gente Multiservicios  
Milette, Ron  
Miller, Sharon Rental Property  
Mireles, Jesus  
Modern Woodmen of America.  
Monte Enterprise  
Morris, George & Bonnie  
National Children's Study-Waukesha County  
North, Ralph III  
Northwestern Mutual Foundation  
Olson, Christopher



## 2010 Donors *continued...*

Osowski, Eva and Christopher  
 Pares, Mary  
 Passow Pizza LLC/Papa Murphy's  
 Piaskoski  
 Pieper Power.  
 Pike, Cynthia  
 Pirie, Don  
 Pon, Elizabeth  
 Prado's Cleaning Services-  
 Pro Health Care  
 Putnam, Roger & Patricia  
 R&R Insurance Services, Inc.  
 Ramos, Marcos  
 Ramos, Maria  
 Republican Party of Waukesha County  
 Revoy, Lynn M.  
 Richards, Carol  
 Rivas, Rick  
 Rivera, Maria Jose  
 Rodriguez Construction  
 Rodriguez, Eric  
 Roszak, Shannon  
 Roundy's Foundation, Inc.  
 Gonzalez, Ailec  
 Sava, Walter-  
 Schkervantz,Michelle  
 Schmidt, Christine  
 Schoenecker, Jean  
 Schroeder Group  
 Schuler, Peter W.  
 Schultz, Ralph  
 Shorewest Realtors  
 Soza, Gloria  
 Sprager, Meghan  
 Stackner Family Foundation  
 Stier, Fred-Stier Construccion  
 Stumpf, Michael  
 Szpek, Ervin  
 Teague, Barbara  
 Teixeira, Anselmo & Angela Maria  
 Tovar, Oscar  
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 Velk, Sarah  
 Villegas, Maria  
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 Waukesha County Democratic Party  
 Waukesha State Bank  
 Weigel, Carlson, Blau & Clemens, S.C.  
 Wellpoint Associate Giving Campaign  
 Wells Fargo Bank  
 WHEDA  
 Windhover Foundation  
 Wisconsin Energy Co. Foundation, Inc.  
 Wisconsin Home Improvement  
 Young, Jeffery D and Trina  
 Zeppos and Associates, Inc.  
 Ziebarth, Darrell & Deborah  
 Zielke, Jennifer



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