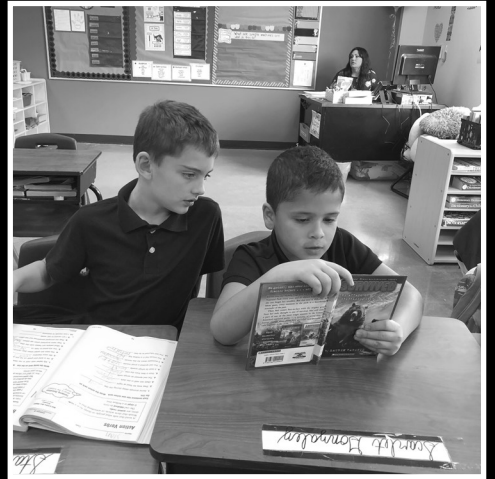




LA CASA  
de Esperanza, Inc.

# 2019 Annual Report

## *"Making an Impact"*





# Making an Impact



## 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.





# Making an Impact



## *Leadership Message*

Dear Friends,

Thank you very much for sharing another year of friendship and support with La Casa de Esperanza.

It seems that we are constantly repeating ourselves by saying that it has been an incredible year for La Casa de Esperanza. And once again, it has been a truly incredible year for La Casa de Esperanza.

The La Casa de Esperanza Charter School grew to include students in grades K4 through 4th grade in the Fall of 2019. This school, which includes the highest quality education, high expectations for our students, a place where the entire family feels welcomed, and a culturally rich environment provides an educational option that was not previously available to children and families in Waukesha.

La Casa de Esperanza's Early Childhood Education Program maintains its five star rating and national accreditation, and continues to provide the foundation for early learning for over 400 children each year.

La Casa's Financial Stability Program, at the heart of La Casa's mission of self-sufficiency, continues to grow in size and quality, soon expanding to include a Homebuyer Program. Likewise, La Casa Village continues to serve Seniors to ensure they remain independent as long as possible and La Casa de Esperanza's Weatherization Program continues to help low-income homeowners and renters save money on energy, resulting in additional income to use to support their families.

Thank you to our visionary Board of Directors, our Staff, and all of you for your support throughout the year.

Best regards,

A handwritten signature in black ink that reads "Anselmo Villarreal".

Anselmo Villarreal, Ph.D.  
President and CEO

## **Impacting...**

### **Families**



### **Seniors**



### **Community**



### **Futures**



# Impacting Children

## New this year!

### Taste of Mexico Program

This summer we offered a unique cultural experience for all students ages 6 to 13 years old. Our Taste of Mexico program exposed students to the rich culture and traditions of three of Mexico's most fascinating states; Jalisco, Veracruz and Zacatecas. We hosted four highly qualified guest teachers from Mexico who taught the students folkloric dances, Spanish, and manual and culinary arts.



Our students also learned Mexican history, legends and traditions from these states. This program was a huge hit with our students and they benefited greatly by gaining global awareness through fun learning activities.



## Early Childhood Education

La Casa de Esperanza provides high-quality, dual language, Early Childhood Education and School Age services to the Waukesha community. We believe in creating an environment in which every child has the opportunity to develop the knowledge, skills, reasoning ability, creativity and independence needed for positive personal growth and success in the education system and beyond. Our caring, experienced and qualified faculty provide programs for children from 6 weeks to 13 years.

In 2019, La Casa' Early Childhood Education Program began providing dual language programming for all children, infants through 5 years of age. We are so excited that our children will have the opportunity to develop this strong foundation in both English and Spanish, upon which to continue to build throughout their school years, and be fully fluent in both languages (speaking, reading, and writing) as adults.

The program continues its rating as a five star program, the highest rating given by the State of Wisconsin, and is nationally accredited. This ensures that the children we serve, who are most in need and most at risk, are provided the highest quality early education possible. We believe that providing the highest quality early education will lay the foundation for their future success in school and throughout their lifetimes.

The program provides:

- ◆ Center-based early childhood education programming Monday through Friday, 6:00 a.m.—7:00 p.m.
- ◆ Center based services, free of charge, for children enrolled in its Early Head Start Program.
- ◆ Homebased programming for children birth through three years of age through its homebased Early Head Start Program.
- ◆ Before and After School programs for children ages 5 through 13 years who attend the La Casa de Esperanza Charter School as well as other Waukesha Public Schools.

# Impacting Students

## Charter School

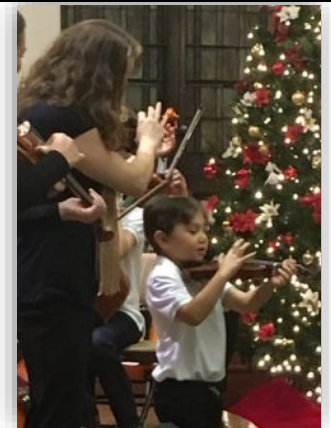


The La Casa de Esperanza Charter School is authorized by the University of Wisconsin-Milwaukee and, in 2019, served students in grades K4 to 4th grade at no cost to parents. We have highly qualified teachers who meet all Wisconsin State Standards. Our pilot dual language program was expanded this year to include K4 and K5 classrooms. Students from various ethnic backgrounds are enrolled in the dual language program and are being taught in both Spanish and English. In addition, we offer our students a variety of culturally relevant events as well as physical education, art, theater and a variety of extracurricular classes. Our goal is to develop high performing students who are thankful and give back to their community.

Following a review by the UWM Office of Charter Schools and meeting of the Board of Regents, the La Casa de Esperanza Charter School contract was renewed. The school has been approved to open 5th and 6th grades and to add dual language classrooms, in addition to English instruction classrooms, in all grades.

Through the efforts of various community partners, our students were able to participate in specialized classes this year.

- Our students participated in theater classes taught by a member of the Waukesha Civic Theater.
- Students learned how to play violins through a partnership with El Sistema, a music school located in Waukesha.
- Our first Robotics club was formed through our partnership with COPE, Community of Professional Engineers.



## Volunteer Impact



The La Casa de Esperanza Charter School was proud to partner with SHARP Literacy and Carroll University for our Charter School students. Basketball players from Carroll University spent Tuesday mornings at La Casa de Esperanza reading with our Charter School students. This program has been named "Reading with the Pios".



# Impacting Families

## Center for Financial Stability

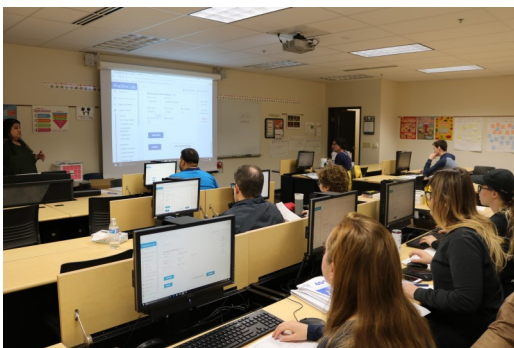
The mission of the Center for Financial Stability is to impact the lives of individuals and families by helping them achieve and sustain financial stability and self-sufficiency through education, coaching, and asset building activities and services. In 2019, the Center for Financial Stability was awarded certification from HUD as a Housing Counseling Agency to assist first time homebuyers. Also this year, the Center for Financial Stability was awarded a State of Wisconsin Workforce Development Fast Forward grant to train unemployed and underemployed individuals to obtain certification in five areas of the construction trades.

Services include :

- ◆ Employment & Training
- ◆ Employer-Based Financial Wellness
- ◆ Financial Coaching
- ◆ Financial Literacy Education
- ◆ VITA (Volunteer Income Tax Assistance)
- ◆ Homebuyer Program



Flora Castillo: "Now as a Certified Optician I no longer need to depend on my Social Security disability."



In 2019 the Center for Financial Stability:

- ◆ Completed 1,805 income tax returns, with over 50 volunteers, returning over \$3.2 million to clients
- ◆ Generated 260 TransUnion credit reports and provided credit counseling
- ◆ Assisted 355 clients to improve employability and 299 obtain employment
- ◆ Increased client compensation by \$3,148,823
- ◆ Provided employer-based financial wellness to over 1000 clients
- ◆ Provided individual counseling to 515 FSI clients
- ◆ 98% of clients report having more confidence in making financial decisions

# Impacting Seniors

## La Casa Village I & II



La Casa Village I & II provide affordable, safe housing for low-income senior citizens and mobility impaired individuals. We offer a wide range of educational and social opportunities for the residents in a friendly, supportive environment. Tenants pay 30% of their adjusted income for rent. La Casa Village I is overseen by WHEDA (Wisconsin Housing Economic Development Authority) & HUD (US Department of Housing and Urban Development) and La Casa Village II is overseen by HUD (US Department of Housing and Urban Development).

This year our seniors implemented an exercise class in collaboration with the UW Extension. The seniors learned exercises they can do while at home, and healthy eating habits. These classes were held twice each week. By participating in the classes, seniors have improved:

- Movement
- Weight loss
- Confidence
- Overall improved health

Seniors continue to exercise and take control of their health.



## Volunteer Impact PROHEALTH CARE



This past summer several ProHealth Care staff members volunteered at La Casa Village I & II. These volunteers provided opportunities for our seniors to enjoy the outdoors. One of the major projects included building a pergola so tenants can spend time outdoors, enjoy the fresh air and and socialize. A second group helped paint and make improvements to outdoor areas including landscaping. The seniors have enjoyed their outside areas, which creates a sense of community for them. In addition to working at the Villages, ProHealth Care volunteers assisted in our other programs sorting books, painting classrooms, making activities for our children and landscaping.

**Thank you to ProHealth Care for your support!**

# Impacting the Environment

## Weatherization

La Casa de Esperanza's Weatherization Assistance Program provides services to individuals and families who are eligible and receive Energy Assistance benefits in Jefferson, Waukesha and Milwaukee counties. The program completes weatherization work at no cost to the customers. The work can include:

- Air sealing
- Insulation (attic and/or exterior walls)
- Heating system replacement or repair
- Water-saving items
- Smoke and carbon monoxide alarms
- Re-venting dryers

Households that qualify carry a larger burden for energy costs, typically spending 16.3% of their total annual income versus 3.5% for other households (2014 Oakridge Renewable National Laboratory study). Often, they must cut back on healthcare, medicine, groceries, or childcare to pay their energy bills.



In addition to the direct monetary energy savings benefits for each household receiving weatherization services, there are also non-energy saving benefits achieved through the program.

These may include:

- Homes are more comfortable and livable
- Decrease in house fires
- Visits to a hospital or doctor are decreased for individuals with respiratory health concerns
- Individuals who have their home weatherized miss fewer days of work or school due to increased indoor air quality in their home

## Program Highlights:

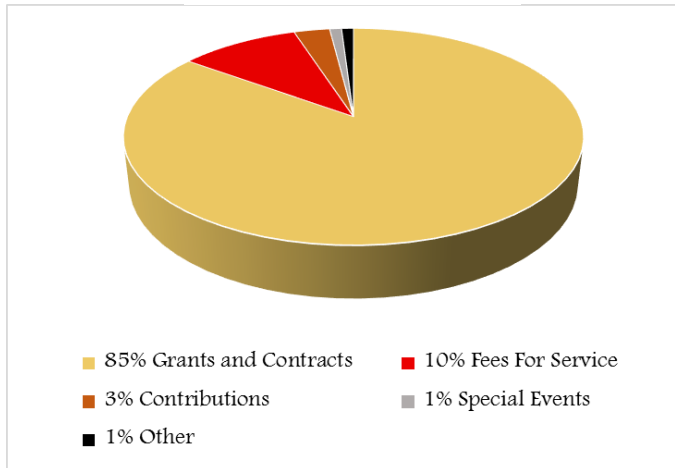
- Weatherized a total of 1,044 units from July 1, 2018 to June 30, 2019
- The lifetime energy saving dollars equate to nearly \$6.3 million dollars for these units
- An estimated 3,922 barrels of oil will be saved because of the work completed on these units
- An estimated 4,542 metric tons of carbon dioxide, a greenhouse gas thought to contribute to global warming, is saved from going into the atmosphere. This equates to 546 cars removed from the roads.



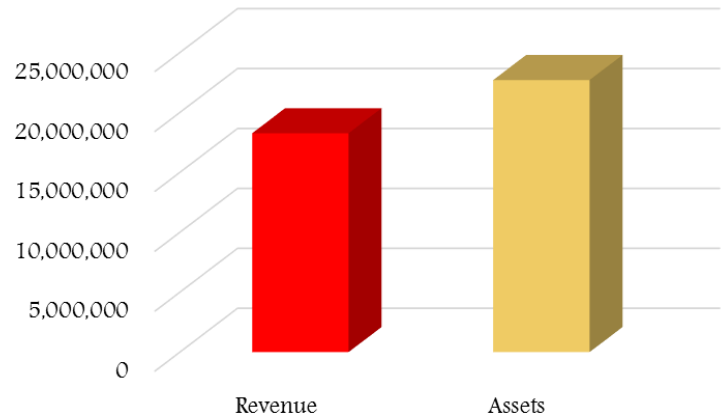


# Financials and Participant Data

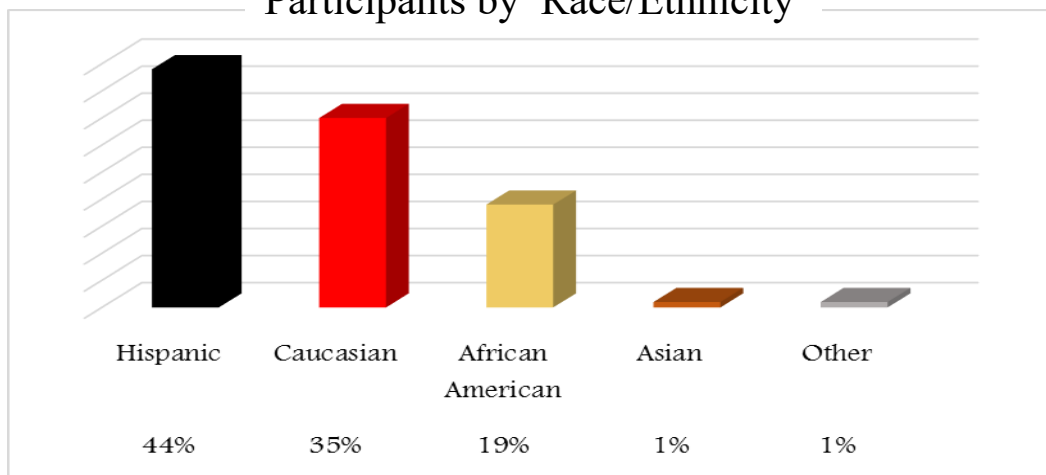
## Revenue Sources



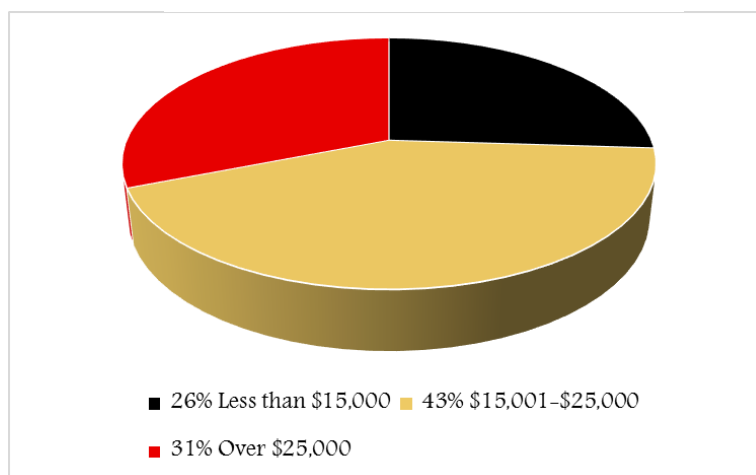
## Revenue and Assets



## Participants by Race/Ethnicity



## Participants by Income



# Leadership Boards

## **La Casa de Esperanza Board of Directors**

**Dr. Brad Piazza (Chairperson)**

Waukesha County Technical College

**Mr. Raul (Rudy) Gutierrez**

US Bank

**Mr. Marcos Ramos**

Thinking Into Results

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**Ms. Sandra Dempsey**

**Ms. Maria Wadina**

**Dr. Salvador Cavazos**

Promesas Charter Schools

**Mr. Jeff Magnuson**

Cablemaster Corporation

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Stier Construction

**Mr. Peter Bacon**

ProHealth Care

**Mr. Mike Erwin**

**Mr. Al Antoniewicz**

**Mr. Steve Cooper**

**Mr. Mike Flynn**

First Business Bank

**Mrs. Suzanne Frank**

Community Leader

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**Mr. Chadd Frank**

Waukesha State Bank

**Ms. Xochitl Driscoll**

Shorewest Realtors

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**Ms. Shari Campbell**

**Ms. Kerry Gillis**

**Mr. Marcos Ramos**

Thinking Into Results

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La Casa de Esperanza, Inc.

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Brookfield Academy

**Mr. Dean Sternad**

US Bank Private Wealth Management



# Leadership Boards

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**Mr. Peter Bacon**

ProHealth Care

**Ms. Donna Bembenek**

Catholic Memorial High School

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**Ms. Susan Edwards**

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Waukesha Chief of Police

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**Ms. Suzanne Kelley**

Waukesha Co. Business Alliance

**Mr. Jay Magulski**

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**Mr. Charles O. Miller, Jr.**

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Advanced Wireless, Inc

**Mr. Jeff Musa**

Peoples State Bank

**Mayor Shawn Reilly**

City of Waukesha

**Mr. Ken Riesch**

R&R Insurance

**Mr. Ed Schaefer**

First Federal Bank of Wisconsin

**Mr. Bryan Seider**

Envira-Tech

**Mr. Eric Severson**

Waukesha County Sheriff

**Ms. Ana Simpson**

WHEDA

**Mr. Dean Sternad**

US Bank Private Wealth Mgmt.

**Ms. Judie Taylor**

UEHC

**Mr. Ty Taylor**

Waukesha State Bank

**Ms. Julie Valadez**

Hispanic Collaborative Network

**Steve Ziegler**

InPro Corporation

## Special Event Highlight

53rd Annual Gala

“Investing in our commUNITY”



On Saturday, February 23<sup>rd</sup> we celebrated 53 years of growth and service in the Waukesha area at our Annual Gala. Over 400 prominent business professionals, government officials, and community leaders who are dedicated to ensuring the success of La Casa's future attended this dinner.

The theme was “Investing in our commUNITY” and was dedicated to supporting the dreams of the children and families we serve.

The program featured a presentation of colors from St. John's Military Academy, Legacy Award to Mr. Tony and Mrs. Andrea Bryant, and Esperanza Award to Mr. Elliot Hernandez who was recognized for fulfilling La Casa's mission of self-sufficiency. Pictured above, is Mr. Hernandez and his family outside of their new home! Through our Center for Financial Stability Program, he was able to fix his credit and work towards homeownership.

Mr. Tony and Mrs. Andrea Bryant continue to support the children's programs at La Casa and challenged the community to a \$10,000 match to help build a library for the students in the Charter School. This challenge was met on May 5, 2019, and announced to the community at our Cinco de Mayo Celebration.

**Thank you to our Diamond Sponsor:**  
**Inpro**

# Donor Impact

Action Heating Cooling and Plumbing

Allen, Scott and Angela

AM Construction Services Inc

Amazon Smile

Ambuel, Bruce and Helen

Andersen, Laurel

Antioch Foundation

Aring Equipment Company

Associated Bank

Atlas Chiropractic, LLC

AXA Foundation

B & C Seider Properties LLP

Bacon, Peter

Badger Liquor

Badger Underground LLC

Banda, Juan & Amy

Beechwood Distributors

Bembenek, Alan & Donna

Benevity Fund

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Bestway Transfer and Storage Inc.

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Bockman, Cynthia

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Bohren, Michael O.

Brewers Community Foundation

Brockhaus, Kurt

Bronkalla, Mark

Bruemmer, Bob

Brunton, Kathy and Bob

Bryant, Anthony and Andrea

Bryant, Sabrina

Bryant-Nanz, Ted and Noel

Buchholtz, Lisa and Todd

Buchholtz, Matt and Chris

Buchholtz, Terry and Stuart

Burr, Virginia

Burzynski, John

Cabrera, Jesus

Campbell, Shari

Campos, Nibardo

Capri Communities LLC

Carrasquillo, Mary Beth

Carrillo, Maria

Carroll University

Castillo, Jose Luis

Castillo, Marlene

Catholic Memorial High School

Centro De La Comunidad Unida

Cesarz Charapata & Zinnecker

Champion Insulation Inc

Chapman, Charles

Chay, Marchall

CIBM Bank

Citizens Bank

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Cliffe, John and Karen

Cohen, Andrew

Cohen, Donald A.

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Community of the Living Spirit

Congdon, Rick or Linda

Constantineau, Gene

Cortez, Jesse & Ann

Cortez, Mario

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Dalum, Tom and Maripat

D'Ambrisi Family Fund

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De La Paz, Carmen

De Los Santos, Patricia

DeGrave, Patrick

Delgado, Marsia

Delgado, Misael

Deltorto, Nick

Dion, Peter

Dorow, Brian

Dulek, Lawrence V

Dunne, Robert

Eimon, Daniel

Ellis, Gerald

Ellis, Michael

Ellis, Steven

Emory T Clark Family Charitable Foundation

Ethnos360 Bible Institute

Evans, Christine

Fabus, Nicole and Brian

Farrow, Paul



# Donor Impact

Felss Rotaform LLC  
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First Federal Bank of Wisconsin  
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Frank, Suzanne  
Franz, Michael & Amy  
Frey, Colin  
Fritchen, Karl & Beth  
Fritsche, Todd & Tonya  
Froedtert & the Medical College of WI  
GE United Way Campaign  
Geiger Family Foundation  
Gerald and Sharon Wadina Family Fund  
Gonzalez, Ailec  
Gould, Jeffrey  
Greater Milwaukee Foundation  
Gustav A Larson Co  
Gutierrez, Fred  
Gutierrez, Rudy  
Hanson Soft Water, Inc  
Hartz, Matthew  
Hathaway, William  
Havoc Productions Ltd LLC  
Heather, Kristi  
Hernandez, Amanda  
Howard, Christine  
Hurtado, Juan  
Hyland, Jason & Laura  
Inlanta Mortgage Inc  
Inpro Corporation  
J & E Heating and Cooling LLC  
Jacobs, Paula  
Janssen, Leon  
JL Uebele Enterprise, Inc  
Johnson Bank  
Judie Taylor Family Foundation  
Kabitzke, Robert & Deborah  
Kellman, Christy and Mike  
King, Kevin & Patricia  
King, Meliola  
Knuese, Jeffrey  
Koglin, Donn

## Special Event Highlight

**Fiesta Waukesha**

**For the Kids**



On August 2nd and 3rd, we held our annual Fiesta Waukesha For the Kids. Each year, Fiesta Waukesha's mission is to promote multicultural awareness to thousands of people who attend, and raise funds for the La Casa de Esperanza Charter School students' education. The festival is free to the public and offers a wide variety of entertainment, cuisine, children's activities, and much more!

This year "Fiesta Waukesha for the Kids" highlighted an exciting event for children and their families. Families enjoyed:

- bouncy houses
- free children's activities
- carnival games
- rummage sale
- informational expo
- performances by our students
- lotería (Mexican bingo)
- tortilla making demonstration
- Latin dance lessons
- beer and margarita garden

**Thank you to our Premier Sponsor:**

**Waukesha State Bank**

# Donor Impact

Kohler, Lynda  
Kokor, Adel  
Koprowski, Dennis and Suzanne  
Krause, Shanna  
Lancaster, Dave  
Lancelle, Jeff & Jill  
Landmark Credit Union  
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Lay, Anthony  
Lehman, Mike  
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Lettenberger, Peter and Kay  
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Locke, Adam  
Lombardi, Carol  
Lopez, Graciela  
Lopez, Juan and Astudillo, Zulma  
Magnuson, Jeffrey  
Mallinger Family Foundation  
Mallinger, Gene and Becky  
Mallinger, Joe  
Martinelli, Frank  
Matter, John  
McManus, Brian  
Merkow, Ann  
Mikush, Debbi  
Miller, Charles and Heidi  
Mireles, Jesus  
Mitschke, Kevin  
Moore, Dan  
Morales, Felipe  
Morin, Darryl  
Moroney, Matt & Linda  
Murphy, James & Carol  
Musa, Jeff  
Myers, Patrick and Jae  
Mytych, Luke  
Nagy, Robert H. Family Foundation  
Nelson, Larry  
Network for Good  
Nevins, Johh  
North Shore Bank  
Nowers, Jackie  
Oates, Karen

O'Brien, Laraine  
O'Brien, Tim  
Opel, Robert  
O'Reilly, Christine  
Paddock, James  
Pagenkopf Funeral Home Inc  
Papandrea Family  
Paulson, Duane  
Paypal Charitable Giving Fund  
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Pesch, Julie  
Pesch, Mari  
Piala, James and Catherine  
Piazza, Bradley  
Pietsch-Wangard, Kari  
Pimentia, Jose & Ana  
Polk, Samuel  
Pride, Jacquelynn  
Proell, Nathan  
ProHealth Care Inc  
Przybilla, Noelle  
Putnam, Patricia & Roger  
Pyatt, Justin  
QuadGraphics  
Quality Inspections LLC  
R & R Insurance Services, Inc.  
R F Smart Development  
Ramos, Marcos  
Ravelo, Henry and Linda  
Reilly, Shawn  
Restaurante Casa Noble  
Ribota, Elena  
Ricci, Doug  
Riesch, Ken  
Rivera, Carlos J  
Rivera, Jose A  
Robert H Nagy Family Foundation  
Rodriguez, Luis  
Roque, Everardo  
Rosenwald, David  
Sancha, Ramon and Dominga  
Sanchez, Diego  
Sanchez, Gina  
Schaifer, Clint & Elizabeth  
Shaifer, Mary Lee



# Donor Impact

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Schmidt, Kurt  
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Stein, Scott  
Sternad, Dean and Lisa  
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Stone, Mark  
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Taylor, Ty and Heather  
Tightseal Exteriors  
Titus, Rexford  
Topezewski, Vanessa  
Uihlein/Wilson-Ramlow/Stein Architects  
UMOS  
United Health Foundation  
United Way of Greater Milwaukee and Waukesha  
Urethane Systems Plus, Inc.  
US Bank Foundation  
Van Horn Latino  
Van Kylen, Joel  
Vanderheyden, Ellen  
Villarreal, Anselmo  
Villarreal, Danny  
Villarreal, Roberto  
Vital Insurance Services  
Wagner, Catalina  
Walkowicz-Boczkiewicz Co. SC  
Waller, Steve and Cathleen  
Walters, David & Dobrich, Emily  
Wangard Partners Inc  
WaterStone Bank Fund  
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Waukesha County Technical College  
Waukesha Roofing & Sheet Metal, Inc Waukesha  
State Bank  
WE Energies  
Westbury Bank Charitable Foundation  
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Wisconsin Mortgage Bankers Association Wohlt,  
Troy

## Special Event Highlight

**Su Casa 4 La Casa  
Duane Warren Memorial  
Golf Outing**



On Sunday, August 11<sup>th</sup>, we held our 25th Annual Golf Outing at the Ironwood Golf Course. This year's outing was titled Su Casa 4 La Casa Duane Warren Memorial Golf Outing. Every year Su Casa Grande hosted a successful Golf Outing and donated all the proceeds to a charity of their choosing. This past year Su Casa Grande chose La Casa de Esperanza! We were grateful to have the opportunity to combine our efforts to increase participation and raise more funds.

All the proceeds from the golf outing directly benefited the La Casa de Esperanza Charter School students. It was the dream of Mr. Warren, one of La Casa's Founders, to see all young people receive a high-quality education. With the Charter School beginning its fifth year this past fall, and the students continuing to close the educational achievement gap, we are committed to accomplishing Mr. Warren's dream.

**Thank you to our Event Sponsor:  
Su Casa Grande**

