



LA CASA
de Esperanza, Inc.

2021 Annual Impact Report

Honoring our Past - Creating our Future



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.



See the lives you impact! Scan the code with your camera to see how your donations help our community. Or visit our website at:
www.lacasadeesperanza.org/Support

Dear Friends,

It is my extreme pleasure to present La Casa de Esperanza's 2021 Annual Impact Report. On behalf of our Board of Directors, Staff, and over 20,000 people La Casa serves each year, know that we are grateful for the support of so many individuals, organizations, foundations, and community groups for their donations of time, money, in-kind gifts and advice that allows us to continue our very important work.



The theme of this Annual Impact Report is "Honoring our Past – Creating our Future".

Over the last 56 years, La Casa de Esperanza has grown to become a pillar of the Waukesha Community. La Casa has become a trusted source of services for those most in need. La Casa has earned a reputation of achieving it's mission of leading people on the path to self sufficiency by giving them a hand up, not a hand out. La Casa has established a longtime track record of being good stewards of people's generous donations, maximizing every dollar and demonstrating the utmost integrity at all times. It is my great honor to be given the opportunity to lead La Casa de Esperanza and to continue, in all of these ways, in the footsteps of the incredible leaders who came before me.

It is also a privilege along with our Board of Directors, to be given the opportunity to contribute to the vision for La Casa de Esperanza's future. To shape how we will grow and evolve to meet the changing needs in our community by creating new programs or embarking on new initiatives, ensuring we continue to establish our priorities while maintaining our values.

The theme of La Casa's 2020 Annual Impact Report was "The Heroes Among Us". Among those heroes were all of our dedicated staff who reported to work every day throughout the Pandemic. I want to thank them again this year, as they have continued to do the same. They show up every day to provide services that are needed for people to get jobs, have a place for the children to learn, purchase homes, and much more. While there are too many to name in this report, I am grateful to each of them. I would, however, like to highlight our Senior Leadership Team. They are the ones leading the various programs and services that directly impact those we serve. Thank you so much to Laurel Andersen, Ailec Gonzalez, Patrick Larkin, Cindy Retzack, Pascual Rodriguez, Gina Sanchez, Mildred Starks, and Maria Wadina.

In this report, you will read about the programs and services provided during 2021. You will see a list of all those who have contributed financially to La Casa de Esperanza, and you will learn more about the people we serve. Please know that you are always welcome to visit La Casa de Esperanza to experience firsthand the great work that we are able to carry out with your support.

In closing, I would once again like to thank the leaders serving on our Boards of Directors, our donors, our volunteers, our staff, and those who trusted us to provide services to themselves, their children, and their families this year.

Very best regards,

Shari Campbell

Shari Campbell

Early Childhood Education

La Casa de Esperanza provides Early Childhood Education and School Age services of the highest quality to the Waukesha community.

The qualified and experienced staff create an environment in which every child can develop the knowledge, skills, reasoning ability, creativity and independence needed for positive personal growth and success in education. The program is rated as a 5-star by the State of Wisconsin and is nationally accredited.

2021 continued to be a year of several challenges. Despite, the challenges of the ongoing pandemic, the program continued to demonstrate excellence and offered high quality programming that catered to each child's individual abilities.



Highlights

- We continued to remain open throughout the global pandemic for families who needed care in order to work. We welcomed children regardless of race, ethnicity, economic status, or language spoken.
- Our caring, experienced, and qualified staff provided programs for children from 6 weeks to 12 years old.
- We provided comprehensive Early Childhood Education and various programs to meet the community's needs including healthy meals, tutoring/homework help, indoor and outdoor sports and recreation activities, and exciting summer programs for school-age children.
- Our early childhood education teachers taught children, using research based and best practices to create an environment to enable every child to become creative, confident thinkers.



Charter School

La Casa de Esperanza continues to provide the highest level of educational services to all students. Our Dual Language program has proven to compliment our curriculum as it is designed to grow students academically in both English and Spanish acquisition. Student -centered teaching, coupled with an emphasis on the social and emotional components of a child's personal needs is the hallmark of our success. As we continue to adjust to the demands of educating during the pandemic, reading and math interventionists along with a strong special education program including ESL programming, are at the forefront of our services. Furthermore, the newly implemented after school program "LEAP" (La Esperanza Afterschool Program) provides our students need of additional academic support, the opportunity to spend an additional hour with their teacher in a much smaller setting focusing on ELA, math, and homework help.



Highlights

- We implemented our LEAP Program this year. The purpose of this program is to help advance those students demonstrating academic deficit. During this after school time, students work on homework or other activities that are fun and also promote learning in math and reading.
- We now have ELA and math interventionists that will work with teachers to determine those students who need additional help. Interventionists then work with students in the classroom or one on one.
- We also provide comprehensive special education services to ensure the needs of all students are met.
- We are excited to also announce the After School Athletic and Cultural Arts programs providing sports and enrichment programming.
- During the 2021- 2022 school year, our school expanded to serve students in grades K4 through sixth grade.
- Our Summer School program continues to grow and focuses on literacy and math.
- Teachers, students, and families use Class Dojo, a school communication platform, to build close-knit communities and stay connected, by sharing what's being learned in the classroom through photos, videos, and messages.

"The best way to predict the future is to create it."

- Abraham Lincoln

Center for Financial Stability

The Center for Financial Stability provides essential services that help to ensure our community's long-term stability. Seminars, education, and relationships developed here connect employers to employees. We promote fiscal responsibility and self-sufficiency through employment services, education and our VITA (Volunteer Income Tax Assistance) program, and have created a pathway to home ownership through our HUD certified Homebuyer Program.

**3,324 clients
were served
through CFS
programming!**

**+1,700 FREE
income tax
returns
prepared last
tax season!**

Highlights

- Despite challenges associated with the pandemic, our Center for Financial Stability kept its doors open to serve clients throughout the year.
- The VITA program now offers in-person, drive-thru, drop-off and 100% virtual tax preparation services to ensure access and meet the needs of individuals who are eligible.
- We continue to help families like the Lopez family, pictured below, reduce their original debt, save up for their dream home, and start emergency savings.



- We hold virtual Homebuyer Education Seminars to help educate first time homebuyers on their path to homeownership.

La Casa Village I & II

Highlights

La Casa Village I & II are apartment buildings which house low-income seniors and individuals with mobility impairments.

Tenants pay 30% of their adjusted income for rent.

La Casa Village is overseen by WHEDA (Wisconsin Housing Economic Development Authority) & HUD (US Department of Housing and Urban Development).

La Casa Village II is overseen by HUD (US Department of Housing and Urban Development).

- Tenants have a safe and comfortable place to live, and receive the support from a service coordinator to help them with their individual needs.
- Tenants have been social distancing from each other and the staff to keep everyone healthy
- One of our tenants turned 101 years old!!!
- We had a wonderful holiday season for the tenants this year. All tenants received a La Casa Village I & II Lanyard, \$25.00 gift card to CVS from the Giving tree, a travel blanket & a box donated by We Energies which included a light bulb, nightlight and other goodies.
- All of the vacant apartments in La Casa Village have had new kitchen & bathroom cabinets and counter tops installed.
- Two of our tenants, Isabel and Caroline, have been with us over 25 years!



Weatherization

La Casa de Esperanza operates the state's largest weatherization program, saving qualified homeowners and renters millions of dollars over their lifetimes by reducing energy use. Not only does this have a great economic impact, it also positively impacts our environment, helping Waukesha and Southeastern Wisconsin to retain its natural beauty.

The weatherization program has assisted 1,145 households reduce their energy burden in 2021!



Highlights

- The La Casa de Esperanza Home Energy Plus Weatherization Program has assisted 1,145 households reduce their energy burden in 2021.
- The lifetime energy saving dollars equate to nearly \$7 million dollars for these households.
- An estimated 4,301 barrels of oil will be saved because of the work completed on these households.
- An estimated 4,982 metric tons of carbon dioxide, a greenhouse gas thought to contribute to global warming, saved from going into the atmosphere. This equates to 599 cars removed from the roads.
- The Weatherization Team also partnered with Milwaukee County to recognize Weatherization Day on October 30th and 31st by holding a virtual resource fair. The resource fair contained energy saving and program information. Energy saving kits were also provided to customers that drove through different sites. Over 500 people visited the website or received energy saving kits.

I wanted to say "Thank You!" This crew was so outstanding! These men went over and above to help this house become a home! They were so polite and professional at all times! I would highly recommend them to help anyone! Thank you! "Lucia + Mark"

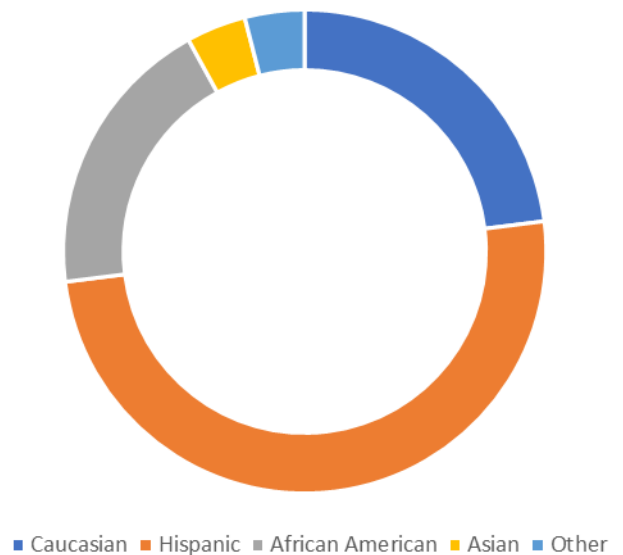
Financials and Participant Data

The weatherization program helped provide free or reduced cost services to +600 seniors!

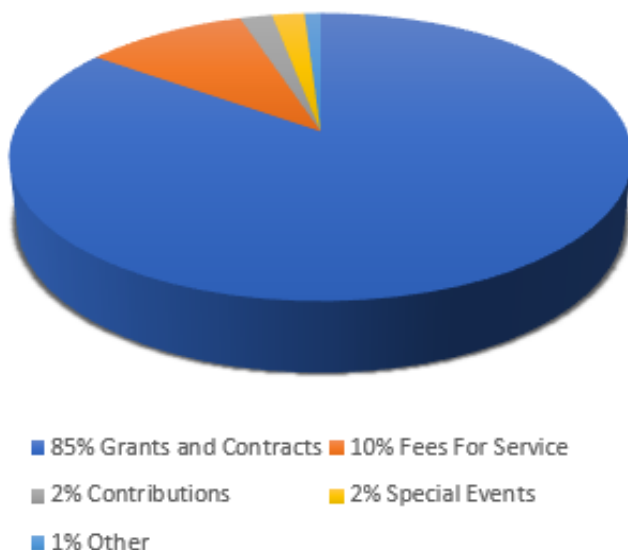
Over +900 clients received free bilingual services from our Center for Financial Stability. Services included income tax preparation, homeownership counseling, employment and career training, and financial counseling.

90% of our Early Childhood Education students and Charter School students qualify for free or reduced lunch.

Participants by Race/Ethnicity



Revenue Sources



Revenue and Assets



Honoring our past...



In 1966 a group of concerned citizens, were troubled about the socioeconomic hardships and discrimination the Latino community of Waukesha was facing, they had a dream to “bend history”. This group enlisted the help of friends, family, neighbors- all who lived in the communities they hoped to benefit. Together they created an activist group which they named History Builders, Inc.. In 1967 an event was held in order to celebrate the official opening of their brand-new organization: History Builders, Inc., housed at 1009 Ryan St. in Waukesha Wisconsin.

Mrs. Carol Warren
Executive Director
(1969-1971)
Founder, Original
Member of History
Builders, Inc.

Mr. Duane Warren
Founder, Original
Member of History
Builders, Inc.

Duane Mitchell
Founder, Original
Member of History
Builders, Inc.

Pat Mitchell
Founder, Original
Member of History
Builders, Inc.

Ken Crouch
Founder, Original
Member of History
Builders, Inc.

Clair Crouch
Founder, Original
Member of History
Builders, Inc.

Leaders who have helped shape La Casa de Esperanza into the organization it is today!

Aline Lopez, 1972-1973

During her leadership, La Casa had a budget of less than \$10,000, yet still offered tutoring services, a baby clinic, children's recreation, dental care education programs, teenage summer camp and youth employment.

Ricardo Diaz, 1973-1974

During his leadership, La Casa had a budget of \$100,000. Ten months later, La Casa received a grant for \$63,672.

Pedro Rodriguez, 1974-1977

Rodriguez led a conference on the importance of bilingual education in public schools in Wisconsin, a legislation which was passed in the mid 1970's. "I always wanted to do it in a way that... no me vendi, no me vendi [I didn't sell out]."

Dr. Walter Sava, 1978-1983

Under his leadership La Casa moves to its new headquarters 410 Arcadian Ave. \$280,000 was raised to remodel the new location.

Fred Gutierrez, 1983-1990

"The general planning process was to come up with a list of goals."

Rene Farias, 1990-1992

"[Hispanic] youth need to focus on who they are, Where their roots are."

Dr. Anselmo Villarreal, 1993-2021

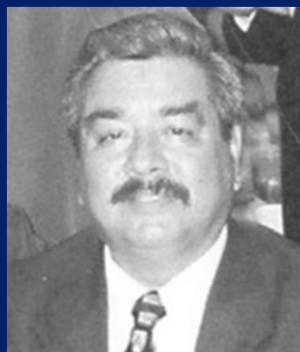
"...La Casa de Esperanza has grown from a local service organization that largely concentrated on Waukesha's Hispanic population, to an invaluable community resource that provides hope, help and opportunity to people of all ethnicities."



Aline Lopez, 1972-1973



Ricardo Diaz, 1973-1974



Pedro Rodriguez, 1974-1977



Dr. Walter Sava, 1978-1983



Fred Gutierrez, 1983-1990



Rene Farias, 1990-1992



Dr. Anselmo Villarreal, 1993-2021

Creating our future



La Casa de Esperanza's Leadership Team

Laurel Andersen, Director of Human Resources

Ailec Gonzalez, Vice President of Finance

Patrick Larkin, Vice President of Weatherization

Cindy Retzack, Director of Operations

Pascual Rodriguez, Executive Principal

Gina Sanchez, Director of Center for Financial Stability

Mildred Starks, Director of Children's Education Programs

Maria Wadina, Vice President of Community Engagement

Shari Campbell, La Casa employee of 22 years, assumes the role of President and CEO. Shari is excited to work with the dedicated leadership team to ensure a prosperous, engaged, and connected community for all. She is honored to follow in the footsteps of so many great leaders of La Casa de Esperanza.,



As Gandhi said “the future depends on what we do in the present.”

Many of our charter school students aspire to be doctors, nurses, teachers and police officers. Your contributions and support today help ensure these children are given the tools to succeed. Thank you for your desire and willingness to serve our community!

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Dr. Anselmo Villareal

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**Board service is one
of the toughest
volunteer roles of all,
and you performed
with dedication and
tenacity. Thank you for
your service!**

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Leadership

**As you look back on
your time with us,
please know that our
achievements would
not have been
possible without you
at the helm.**

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Creating our future, one donation at a time!

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Kramer, Julie

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All donations are allocated to the program of the donors choice.

Creating our future, one donation at a time!

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All donations are allocated to the program of the donors choice.





*Dedicated to the future,
with honor to the past.*

