



LA CASA
de Esperanza, Inc.

2020 Annual Impact Report

Heroes Among 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.



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,

After having the honor of working at La Casa de Esperanza for 31 years, and having the honor of leading this incredible Organization for the last 28 years, I have made the decision to spend the end of my professional career in another capacity that will allow me to serve even more children and families. While my heart will always be with La Casa, I feel a true calling to pursue this opportunity. I am grateful that I have been elected to serve on La Casa's Board of Directors, so I will definitely remain involved!

I am very pleased that Shari Campbell, La Casa's Chief Operating Officer, who has served at La Casa for the last 21 years, has been appointed as Interim President and CEO. Shari is extremely competent and committed to the mission of La Casa and those we serve, and will have the privilege of leading and working with an incredible senior leadership team. It gives me incredible peace to be leaving La Casa in the hands of Boards of Directors and Staff who are so very dedicated and committed to the mission of La Casa and ensuring its success for many more decades to come. They know that the success of La Casa translates into the success of those we serve, by guiding them on their journey to self-sufficiency, resulting in healthy children, healthy families, and a healthy Waukesha Community.

Anselmo Villarreal

I have been so blessed by La Casa de Esperanza.

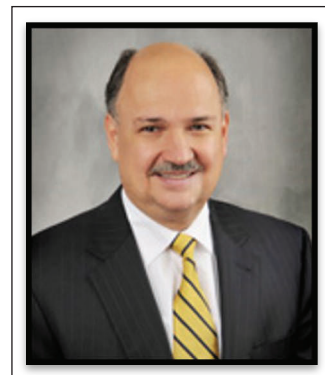
***My heart will always be with
La Casa de Esperanza.***

Leadership Message

Dear Friends,

Once again, on behalf of our Boards of Directors and Staff, it is my honor to present to you La Casa de Esperanza's 2020 Annual Impact Report.

While we are continually honored, year after year, to be allowed to provide critical services to those in need in Waukesha and beyond, this year proved to be a year in which that honor, and our responsibility to serve, were magnified. Due to the COVID-19 Pandemic, people have experienced greater stresses, challenges, and hardships than ever before.



In March we had to make the difficult decision of whether to close or to stay open. I was so heartened to hear from our leadership staff that closing was not an option. Staff stated that essential workers needed someone to care for their children, keeping them safe and happy. We knew it was our responsibility to be that safe space that would allow them to learn while being in a loving environment and escaping some of the stresses that were present in their homes. Others stated that people were desperate to get their tax returns so they could use that money to support their families, and that they needed to have income taxes completed to be able to receive the stimulus money that they needed, in many cases, just to feed their families. And others stated that, even if a community member did not come to us for a particular service, they would sleep better at night knowing that La Casa's doors would be open in the event that they needed us. So the decision was made, and we proceeded to develop protocol to ensure the safety of all of our children, families, and staff. And we were able accomplish this with the friendship and support of so many of you!

The theme for this Annual Impact Report is "Heroes Among Us". I hope you enjoy the photos of our staff heroes. While you may be more familiar with some of our leadership staff who might be highlighted in the media or you might see at events or in meetings, these photos are of our dedicated staff who you may not have met before. These are our staff heroes. These are people who care so much and work so hard for those we serve. These are the people who make our work possible and we want to take this opportunity to highlight THEM!

And of course, all of our friends and donors are indeed heroes that make our work possible. And so, in closing, I extend a heartfelt thank you to our incredible staff, our dedicated families, and to you!

A handwritten signature in black ink that reads "Anselmo Villarreal". The signature is written in a cursive, flowing style.

Anselmo Villarreal, Ph.D.
President and CEO

Early Childhood Education

La Casa de Esperanza provides high-quality, dual language, Early Childhood Education and School Age services to the Waukesha Community and beyond. The program continues to earn a five star rating from the State of Wisconsin, and is nationally accredited.

2020 was a year of many challenges. However, in spite of unforeseen challenges of the pandemic, the program continued to achieve excellence and provide the highest quality services to those children and families who needed them most.



Top & Bottom:
Happy days with the Early Childhood
Education Students



HIGHLIGHTS

- **The program remained open**, providing services to essential workers and those who could not work from home, allowing them to maintain employment.
- **We were in constant communication** with families who were not able to work to assess their needs and challenges, and to provide necessary assistance.
- **We ensured that no family was without food or gas.** Funding was secured to provide food and gift cards to families in dire need.
- **Staff delivered educational activities** to families who remained at home.
- **Children continued to grow and thrive** in a safe, healthy, and loving environment despite the multitude of challenges that family were facing.

Charter School

La Casa de Esperanza's Charter School continues to provide the highest quality education for its students. During the 2020-2021 school year, our school expanded to serve students in grades K4 through fifth grade. Our dual language program also grew to include grades K4 through 1st grade and added a cultural awareness class for all students beginning in K5.

To accommodate the needs of all families due to the pandemic, the school provided both virtual and in-person instruction. Parents were able to choose the model that was best for their family. All students received tablets or Chromebooks. Children and parents were trained in the use of these devices as a tool for learning.



Aztec Dancer Students performing at the State Capitol



Classroom allowing for socially distant student learning

HIGHLIGHTS

- **Hotspots were made available** to those families that needed them in addition to providing students with a tablet or Chromebook to access online learning.
- **Students performed Aztec drumming** in the State Capitol in Madison. In attendance was Vice President Mike Pence and other dignitaries.
- **Despite the pandemic, 48 students who were in need** of in person learning, attended summer school following CDC guidelines.
- **In addition to education, we worked diligently** to ensure that the basic needs of every one of our students and families were met during these challenging times.
- **Every student received a gift** from our Giving Tree thanks to our generous donors. Gifts were delivered to the homes of our virtual students.

Center for Financial Stability

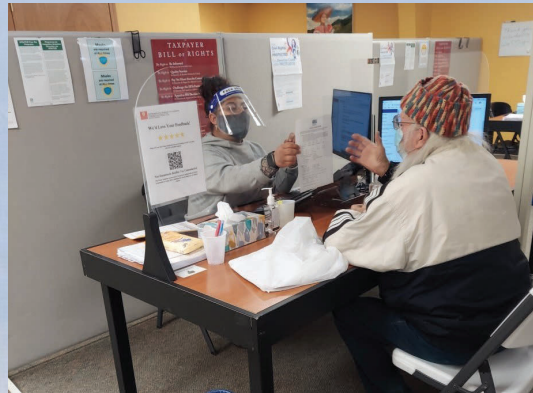
**2447
clients
served!**

The financial stability coaches work directly with clients to identify barriers and resources, to determine specific goals, and work to attain them.

The Center for Financial Stability stepped up to the challenge this year and continued to offer their services to the community throughout the pandemic, knowing that our clients were in desperate need to receive their income tax returns.

We provided invaluable support with services that included:

- Financial Counseling/Coaching and Financial Literacy
- Employment Assistance Program
- Path to Homeownership Homebuyer Program
- VITA (Volunteer Income Tax Assistance)



VITA program using protective gear to serve our community.

A drive-thru tax preparation option was available to the community to ensure everyone's safety.



HIGHLIGHTS

- CFS opened a drive thru in response to COVID-19 to provide safe, socially distant services.
- Interviewed on TMJ4 and showcased VITA on the Morning Blend Show
- Received a call from Governor Tony Evers thanking us for our work and response to COVID-19 through our VITA program
- Appointed as the New State Lead for getyourrefund.org
- Approved to participate in the IRS Phone Interpreter program to provide clients assistance in any language
- Expanded to five service delivery methods for VITA: Drive thru full appointments & drop offs, In person full appointment and drop offs and 100% virtual tax return appointments
- Launched the homebuyer education webinars in September as a new HUD Approved Housing Counseling Agency.
- Hosted a Free Community Cookout day and a Holiday Pie & Gift Card giveaway to assist over 300 households

La Casa Village 1 & II

La Casa Village I & II are two apartment buildings that house low-income Seniors and individuals with mobility impairments. 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)

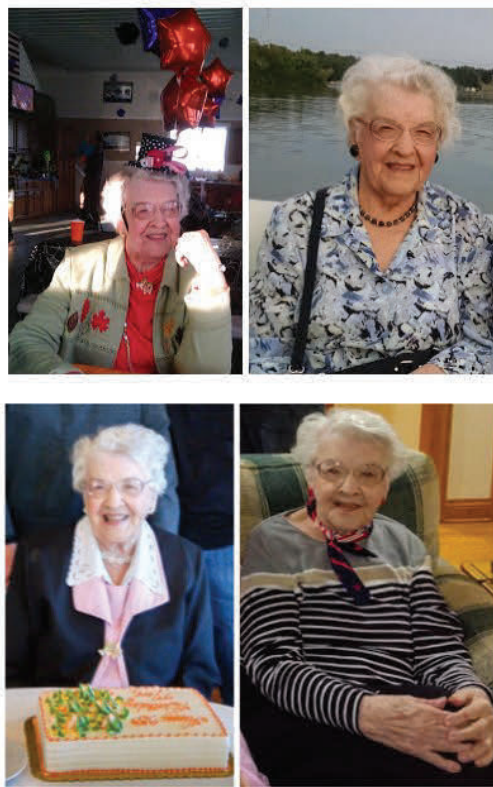
La Casa Village II is overseen by HUD (US Department of Housing and Urban Development)

La Casa Village continues to serve as the only Meal site run by the ADRC (Aging & Disability Resource Center) of Waukesha County which serves lunch for seniors in the community 60 years old or older and tenants of La Casa Village I & II.

While on hold due to Covid-19, this service will be reinstated as soon as it can be done safely.

HIGHLIGHTS

- We applaud all efforts of the staff and tenants that have adhered to social distancing and all other safety measures in order to ensure the health and wellbeing of our La Casa Village Community.
- La Casa Village tenants came together to form area captains that will assist in evacuating the building in case of an emergency.
- We celebrated the 100th birthday of one our tenants even though all events and activities were cancelled. Congrats on such a remarkable milestone, Isabel S.
- Service coordinators continued to assist Seniors virtually to ensure their health and well-being and, in keeping with La Casa's mission during non-pandemic times, to help Seniors remain Independent as long as possible.



A La Casa Village resident turns 100 years old! Congratulations, Isabel!

Weatherization

La Casa de Esperanza's Weatherization Assistance Program provides services to residents in Jefferson, Waukesha and Milwaukee Counties, and the City of Milwaukee, who are eligible for Energy Assistance Benefits.

The percentage of income spent on home-related energy bills is considered your energy burden. Research has shown that under-resourced Hispanic, African American, renting, and rural households have a greater energy burden and pay up to three times more for their home energy costs. These high energy burdens cause difficult choices for these people, whether to pay for their energy bill or other necessities such as food, clothing, or medical care. The loss of working utilities is one of the primary reasons for homelessness.

Under-resourced households typically live in older, less-efficient homes, and pay more per square foot for energy costs than higher income households. The energy burden can be greatly reduced by improving the energy efficiency of their homes. In some cases, eliminating the excess energy burden completely.



Top: Weatherization staff hard at work

Right: A Thank You note from a happy and grateful resident

...with big thanks
from me!
YOUR KINDNESS IS A
BLESSING.
A JOB WELL DONE AND
THE WORKERS WERE
"AWESOME"!!
GOD'S BLESSINGS
JOANN

HIGHLIGHTS

The La Casa de Esperanza Home Energy Plus Weatherization Program assisted over 840 households reduce their energy burden in 2020 contributing to the benefits below.

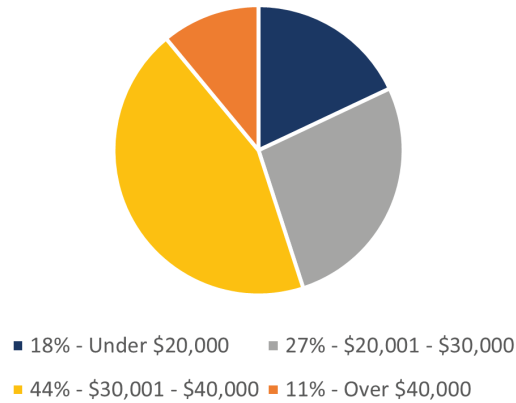
- The lifetime energy saving dollars equate to nearly \$5 million dollars for these households
- An estimated 3,170 barrels of oil will be saved because of the work completed on these households
- An estimated 3,672 metric tons of carbon dioxide, (a greenhouse gas thought to contribute to global warming) saved from going into the atmosphere. This equates to 441 cars removed from the roads.

The Weatherization Team 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 provided to customers who drove through various sites. Over 3,000 people visited the website and we provided more than 300 energy saving kits.

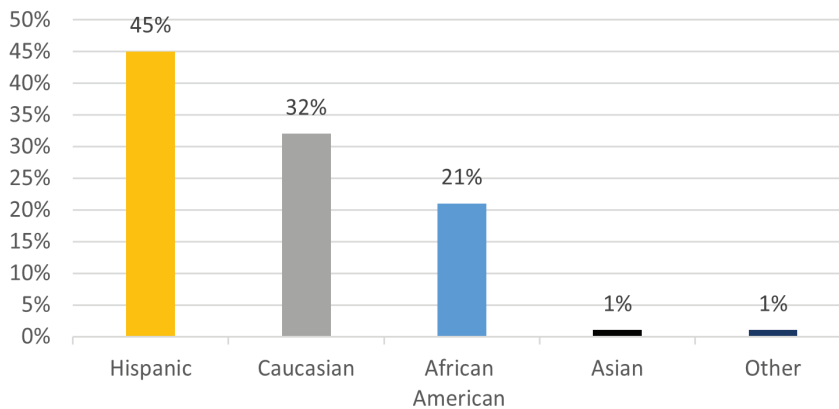
The Home Energy Plus Emergency Furnace Program repairs or replaces unsafe or non-functioning heating systems at no cost for households that are approved for Energy Assistance. The Weatherization Team assisted over 500 households reestablish heat in their homes, potentially saving the lives of people in our community.

Financials and Participant Data

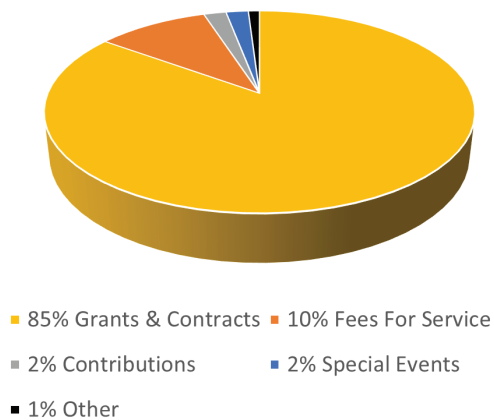
Participants by Income



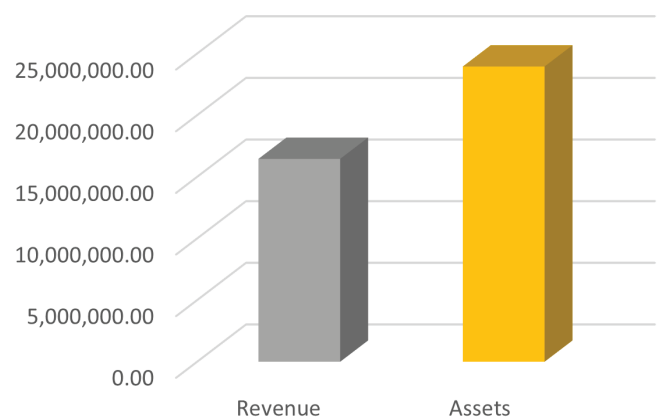
Participants by Race/Ethnicity



Revenue Sources



Revenue and Assets



Heroes Among us



1. Early Childhood Education Team

2. Carlos - Weatherization

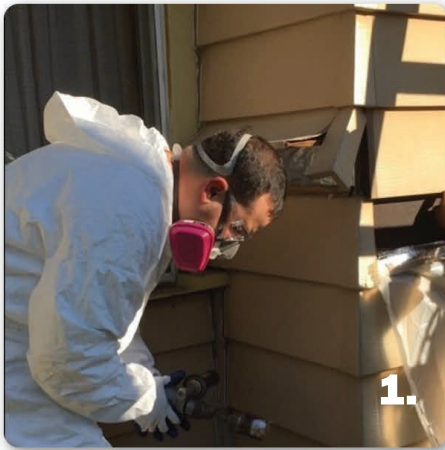
3. Weatherization Administration Team

4. Dina - Reception

5. Alicia & Crystal - Center for Financial Stability

6. Vanessa - Center for Financial Stability

Heroes Among us



1.



2.



3.



4.



5.



6.



7.



8.

1. Juan - Weatherization
2. Kim & Kari - Charter School
3. Nancy - La Casa Village II
4. Ramona - Early Childhood Education
5. Marsia, Joe, Kennia - Accounting Team
6. Anadri & Jessica - Charter School
7. Matt - La Casa Villages
8. Crystal - Early Childhood Education

Leadership Boards

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Mr. Jesus Cabrera

Archdiocese of Milwaukee

Dr. Brad Piazza

Waukesha County Technical College

Ms. Sue Koprowski

Waukesha County Technical College

Mr. Juan Ruiz

UCC Deputy Director

Ms. Sandra Dempsey

Source Ten

Mr. Jeff Magnuson

Cablemaster Corporation

Ms. Maria Wadina

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Stier Construction

Ms. Shari Campbell

La Casa de Esperanza, Inc

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AAA Travel & Insurance

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Heil Financial Group

Mr. Marc Schmidt

Volunteers of America

Dr. Anselmo Villarreal

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Spancrete

Mr. Peter Bacon

ProHealth Care

Mr. Steve Cooper

United Heartland

Mr. Mike Erwin

Erwin Advisory Group

Mr. Mike Flynn

First Business Bank

Mrs. Suzanne Frank

Community Leader

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Cablemaster Corp.

Mr. Jay Magulski

Landmark Credit Union

Mr. Matt Moroney

Wangard Partners Inc.

Ms. Laraine O'Brien

Community Volunteer

Mr. Tim Ohnmacht

Quad Graphics

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Orthopedic Associates of Wisconsin

Dr. Larry Pesch

Brookfield Academy

Mr. Dean Sternad

BMO Bank Private Wealth Management

Mr. Fred Stier

Stier Construction

Leadership Boards

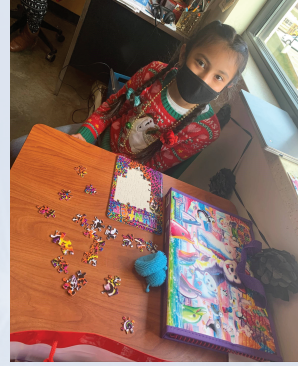
Leadership Advisory Board

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Mr. Paul Farrow Waukesha County Executive	Ms. Ana Simpson WHEDA
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Mr. Cindy Gnadinger Carroll University	Ms. Judie Taylor UEHC
Mr. Fred Gutierrez Greater Milwaukee Foundation	Mr. Ty Taylor Waukesha State Bank
Mr. Jaime Hurtado Insulation Technologies, Inc	Mr. Daniel P. Thompson Waukesha Police Chief
Leon Janssen MBF Publishing	Ms. Julie Valadez Hispanic Collaborative Network
Ms. Suzanne Kelley Waukesha Co. Business Alliance	Steve Ziegler InPro Corporation

Not All Heroes Wear Capes, They Donate!

Action Heating & Cooling
Agustin A Ramirez Jr Family Foundation
Norma Mae Trust
Aleson, Susan
Allen, Scott & Angela
AM Construction Services, Inc.
American Family Insurance
Andersen, Laurel
Angel, Angelica
Anonymous
Antholine, Julie
Antoniewicz, Alan
Apple Tree Credit Union
Arenas, Vanessa
Arroyo-Davila, Jose
Associated Bank
AXA Foundation
Ayala, Maria
Backus, Valerie
Bacon, Peter & Mary
Barta, Jeff
Benevity Fund
Berry, Michael
Bertschinger, Scott
Bestway Transfer and Storage Inc.
Birk, Bonnie
Blaesing, Joanne
BMO Harris Bank N.A.
Bockman, Cynthia
Boczkiewicz, Valorie
Bohren, Michael O. & Mary
Brooks, Joella
Bruemmer, Robert
Bryant, Tony & Andrea
Buchholtz, Matt and Chris
Buchholtz, Stu & Terry
Buck, Gregory & Cathy
Burr, Virginia
Burzynski, John & Maryann
Cabrera, Jesus
Campbell, Kathryn
Campbell, Shari & Don
Campos, Nibardo
Carrasquillo, Mary Beth
Carrillo, Maria
Carroll University
Castillo, Jose Luis & Karina
Catholic Memorial High School
Centro De La Comunidad Unida
Cesarz, Charapata & Zinnecker Funeral Homes
Christian Education Leadership Academy, Inc.

CIBM Bank
Citizens Bank
CLA Foundation
Cliffe, John & Karen
Cohen, Donald
Comiskey, Michael & Ellen
Community of the Living Spirit
Congdon Worley, Mary
Congdon, Rick and Linda
Conley, Janie
Cooper, Steve
Cope, Jim and Cheri
Cortez, Jesse & Ann
Cortez, Mario
Cummings, Nancy
Cummings, Kathleen
D'Ambrisi, James & Karen
Davila, Juanita
De Acosta, Elena
De La Paz, Carmen
De Los Santos, Patricia
Debelak, Gerda A
DeGrave, Patrick
Delafield Presbyterian Church
Delgado, Marsia
Dion, Peter
Distscheit, Lawrence & Julianne
Dominguez, Andrew & Kristie
Drews, Lisa
Dreyfus, Judge Lee & Susan
Driscoll, Xochitl
Dunlap, James & Marcia
Dunne, Robert
Dupies, Pat
Emory T. Clark Family Charitable Foundation
Enright, Riley
Erwin, Mike & Nancy
Espinoza, David A.
Fabus, Brian & Nicole
Fedrick, Kenneth
Fee, Kevin
Felker, Judith
Fell Bell, LLC
Felss Rotaform LLC
File, Nancy & Beers, James
Fillman, Alan & Patti
Fillman, Becky
Finkley, Natalie
First Citizens Bank
First Federal Bank of Wisconsin
First Presbyterian Church



Not All Heroes Wear Capes, They Donate!

Fitzgibbons, Janette
Fleckenstein, Andy & Janice
Flores, Ness & Phylis
Ford, John & Kathleen
Forest County Potawatomi Foundation
Frank Marchan Agency, LLC
Frank, Chadd
Frank, Suzanne
Franz, Michael & Amy
Froedtert & the Medical College of WI
Froehlich, Allan & Mary Ellen
Gallun, Martin & Angela
Garcia, Teresa
Geiger Family Foundation
Gerald & Sharon Wadina Family Foundation
Geraldson, David & Velma
Gonzalez, Ailec
Gonzalez, Iris
Gracia, Catalina
Greater Green Bay Community Foundation Inc.
Greater Milwaukee Foundation
Guillen, Dina
Gustave A. Larson Company
Gutierrez, Rudy
Hamkins, Mary
Harrington, Ann
Harris, Joel & Linda
Havener, Paulette
Heather, Kristi
Hill, Roger & Mary Beth
Hopp, Mike
Horneck, Michael
Inperium
Inpro Corporation
Insulation Technologies, Inc.
J & E Heating and Cooling LLC
Jahnke, Ronald
Janssen, Leon
Jimenez Garcia, Jenna
Johnson Bank
Kabitzke, Robert & Deborah
Kaufmann, Victoria
Kelley, Mildred
Kennedy, Glenn R.
King, Kevin & Patricia
Koch, Robert
Koenigs, Dean & Margaret
Koenings, Richard & Sharon
Kollmansberger, Ginger
Koprowski, Dennis and Suzanne
Korkor, Adel
Lake, Mark

Lamb, Robert
Lancaster, David & Julie
Landmark Credit Union
Lang, Audrey
Larson, Scott
Lavoie, Michael
Lawniczak, Joe
Leinss, Robert
Linz, Anton
Lohre, John & Mary
Lopez, Graciela
Lopez, Maria
Love, George & Edith
Magnuson, Jeff
Magulski, Jay
Mallinger Family Foundation
Mallinger, Gene & Becky
Mama D's Coffee - Waukesha
Marchan, Frank & Monica
Markus, Diana
Martinelli, Frank & Biro, Susan
McGlothlen, Chad
McManus, Megan
Meijer
Melbye, Carl & Jacquelynn
Merkow, Steve & Ann
Miller, Charles and Heidi
Morales, Felipe
Moran, Kelly & Sharon
Morgan, John & Louise
Moroney, Matt & Linda
Muñoz, Alberto
Murphy, Jim & Carol
Musa, Jeff & Sarah
Myklebust, Ragnhild
Najera, Ericka
Nell, Kathy
Nelson, Larry & Dawn
Neubauer, Jeffery & Lisa
Nevins-Buchholtz, Terry & Buchholtz Stu
North Shore Bank
O'Brien, Mike & Laraine
Ohnmacht, Tim
Opel, Robert
Orsini, Dominga
Papandrea, Rick & Tracy
Patyk, Lisa
Paulson, Duane
Peoples State Bank
Pesch, Annie
Pesch, John
Pesch, Julie



Not All Heroes Wear Capes, They Donate!

Pesch, Larry & Eileen
Pesch, Mari Jo & Lang, Audrey
Piala's Nursery & Garden Shop
Piazza, Brad
Pieper Power
Pimienta, Jose & Ana
Practical Club
ProHealth Care Inc
Prosperity
Przybilla, Joel & Noelle
Putnam, Roger & Patricia
QuadGraphics
Quadracci, Joel & Caran
Quiles, Yazmin
R & R Insurance Services, Inc.
R F Smart Development, LLC
Reichelt, Herbert
Reilly, Shawn
Revoy, Lynn
Ribota, Brian & Elena
Ricci, Doug & Mary
Richard, Lucero
Riesch, Ken & Jeannie
Rivera, Carlos J
Rivera, Jose A
Rivera, Vivian
Robert H. Nagy Family Foundation
Rodriguez, Cassie
Rodriguez, Duane
Roque, Everardo
Ruano, Jose & Linda
Ruiz, Juan
Russ Darrow Group
Salisbury, Charles & Barbara
Sanborn Tube Sales of Wisconsin
Sancha, Ramon & Dominga
Sanchez, Diego
Sanchez, Gina
Santis, Rosa
Sava, Walter
Schaefer, Mark & Debbie
Scheifen, Kari
Schmidt, John & Nancy
School Choice Wisconsin Inc
Schwerin, Matt & Ellen
Shorewest Realtors
Skycom Avionics Inc
Southwest Key Programs
St. Joseph's Medical Clinic

Stearns, David & Connie
Stella, Colleen
Sternad, Dean & Lisa
Stier Construction Inc.
Stone, Mark
Styza, Bryce & Anne
Summit Credit Union
Supporting Families Together Association
Taylor, Judie
Taylor, Ty & Heather
The Brookhill Foundation
The Spancrete Group Inc.
Thom, Margaret
Topetzes, John
Trainor, Jim & Joanie
Treske, Eric
Trop, Melinda
Twhig, Tom
UMOS
United Heartland
US Bank
US Bank Foundation
Varnadoe, William
Villarreal, Anselmo
Villarreal, Danny
Villarreal, Roberto
Vos, Robin
Wadina, Cole
Wadina, Curt
Wadina, Derek & Maria
Wadina, Rylan
Walkowicz-Boczkiewicz & Co., S.C.
Waller, Steven & Cathleen
Walz, Jeremy
Wangard Partners Inc.
Wangard, Stewart
Waukesha County Community Foundation
Waukesha County Technical College
Waukesha State Bank
WE Energies
Wenzel Amazements
Wenzel, Ann
Westbury Bank Charitable Foundation
WHEDA
Wilson, Del & Kim
Wimberger, Joe & Jane
Women & Girls Fund
York, Merrill and Mary
Zamorano, Xavier
Zwaska, Suzanne



Not All Heroes Wear Capes, They Donate!



Hope · Help · Opportunity



Since 1966

*“Hard times don’t create **heroes**, it is during the hard times when the **hero within us** is revealed.”*

- Bob Riley

From all of us here at La Casa de Esperanza, **gracias** to all the heroes that helped us make the best of 2020!



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

