

# News from



Annual Report 2013

Volume 21, No. 1

## Home is where the heart is...

*-Lia Armstrong, Chair, 2013 Board of Directors*



*Lia Armstrong*

About a decade ago, my aunt was sent up to Denver, CO and put on a list for a major organ replacement. She had already been through cancer and now was holding on for dear life, hoping and praying that she would be saved. She was in the hospital for some of the time, and for the rest of the time she was staying in a hotel. She could not be very far from the hospital as her condition waivered daily. Her husband and my grandparents "moved in" to the hotel with a cold generic lobby, and an elevator that took them to their rooms. My family got to know the several staff members very well as they became family and saw them and talked to them on a daily basis, grasping for some personal interaction with the world beyond the hospital. But at the end of the day this place was cold; it only offered a bed to sleep in. When I was up visiting my aunt, I brought mementos from "home" to try and warm spirits. That is when I realized for the first time in my life "home is where the heart is," and we were going to do whatever we could to try and make this foreign hotel in a foreign city "home". Fortu-

nately, our prayers were answered and my aunt is a lively healthy spirit today. So as you can imagine, when I heard about Casa Esperanza six years ago I was immediately drawn to its mission and wanted to give back.

Casa Esperanza creates a "heart" for people; a home away from home. The kitchen is designed to bring people together to cook a meal and sit down with others facing similar medical needs to talk, laugh, cry, or just be silent. The staff is amazing! They care so much for the families that stay at Casa, as evidenced by the stories they share with the Board of Directors about the daily activities. Their remarkable dedication to events to raise money, and the smiles that are always on their faces brightens every part of our building. The volunteers that come from all over to tile, paint and do whatever needs to be done to create a home that is warm, clean, and inviting for its guests often go unnoticed by many, but are critical in keeping Casa the best place it can be.

These things and people all put together create the "heart" that beats every day to make a difference to the people that need it the most, the families (patients and their caregivers) that are facing probably the biggest, most intimidating challenge that they may ever face in life.

The board of directors has been busy this year working with the new reality of the economy. We have concentrated this year on budgets and how to save/spend our money in the best way possible. A slight rise in the economy has come with a slight rise in our occupancy levels and we were able to serve 1,310 families this year. As always we depend on our Give Hope a Ride program to help fund the house, and we have an amazing staff led by Chrisann Gray who has refined the program beautifully. She is always looking for volunteers to work at the auction and this is a great way that you can get involved in giving back.

Another way, you as the reader can make a difference is to get your family, friends or coworkers together and sign up to cook a meal for the families at Casa. Come to the house and experience the "heart", tell our story, take a tour and share our message. It may just be an hour of your time, but it could make the difference of a lifetime to one of our residents. There are many ways you can give back or volunteer and feel free to call or email [eccook@casa-esperanzanm.org](mailto:eccook@casa-esperanzanm.org).



## 2013 Board of Directors

### Officers

**Lia Armstrong, President**

Associate, CBRE

**Ryan Dobbs, Treasurer**

Owner, One Click Schedule

**Ginny Longbotham, Secretary**

Signature Southwest Properties

**Julie Tierney, Member at Large**

Master Tax Advisor, H & R Block

**Anthony R. Masciotra, Jr., Past President**

CEO, UNM Medical Group, Inc.

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**Dara Ambriz**

Loan Officer

United Way of Central New Mexico

**Chris Brennan**

Owner, Sweet Scoops

**Cheryl Gaedke**

Escrow Officer, Fidelity National Title

**Rae Ann Paden**

CAO, Research Administration &

Marketing, UNM Cancer Center

**Katrina Tracy**

Assistant VP/Sr. Business Mgr.

Wells Fargo

**Vicki Woody**

Communication Consultant,

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### Advisory Board

**B. Lee Black**

Owner, Lee Black Consulting, LLC

**Fred Moore**

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**Bob Stice**

LPCC, Private Practice Counseling &

Psychotherapy

**Sherri Wells**

Document Imaging of the Southwest



## ~ Our House ~

EILEEN COOK, CEO

Well, it's been quite the whirlwind at Casa Esperanza this year! We started the year with a much reduced staff, but surprise, surprise, with the same or even greater work load to tackle. The terrific staff members were determined to have a successful year, and the results have been remarkable. The most remarkable thing of all though is that the dynamic culture and positive attitudes at Casa have remained intact. The staff is active, involved and dedicated to ensuring that this house retains its warmth, openness and friendly care to support the families who depend on us. This positive atmosphere adds to our families' comfort and, I am so totally convinced, to the many joyful results we witness in cancer treatments and outcomes.

The kind-hearted and generous people who volunteer at Casa add an immeasurable amount of positive energy to the mix. We have enjoyed

many volunteer-prepared and/or restaurant produced meals for the families. You may imagine how welcoming it is to arrive "home" after a long day of treatment to find a lovely meal and smiling faces waiting for you. Casa is indeed blessed to have such generous friends.

On a personal note, I will be leaving the directorship at Casa Esperanza at the end of 2013. I will continue to be on staff in a newly created position – Community Liaison – but after nearly 22 years on the job, I am ready to take a position with a bit less responsibility. I am excited about this change – for the opportunity to direct my humble talents toward new goals and possibilities. I sincerely appreciate all the love and encouragement, the innumerable kind words and deeds that you have blessed me with during my tenure as CEO at Casa Esperanza. Thank you all!

## Meet our Families

Monica Archuleta is in the middle of her fight against cancer, literally. She just finished 6 ½ weeks of radiation and is starting chemotherapy this month in hopes of curing a rare stage 3 tumor as large as a fifty-cent piece in her mid brain. Monica is 11 years old and has faced more in the last 6 months than most adults do in their lifetime. But she has not done it alone. Monica has a strong family and a strong community to help with her battle.

Monica was a typical 5th grader at Fairview Elementary, enjoying activities such as basketball and singing in her church's choir. Monica started experiencing difficulty focusing in class but her doctors diagnosed it as dyslexia and made changes to her schooling in hopes of fixing the situation. However, Monica did not get better. Her mother, Delores, knew that something was wrong when Monica started having tremors in her right hand. The tremors grew worse over time, eventually getting so bad that she could not hold a pencil to write. Then Monica's symptoms increased even more. She was having trouble with her speech, she started dragging her right leg, and eventu-

ally, she was physically unable to dress herself. Monica's mom took her to a neurologist who discovered an inoperable tumor that was pressing on Monica's brain affecting her sensory motor skills.

Monica was immediately sent to Albuquerque for treatment at the University of New Mexico's Pediatric Department. During radiation, Monica was unable to return home to Espanola, so she and her family stayed at Casa Esperanza for the 5 ½ weeks of treatment. Through radiation, Monica's tumor has decreased in size and most of her motor skills have returned to normal, but she still has to undergo chemotherapy to try to remove the tumor.

During her treatment, Monica has received an overwhelming amount of support from her family, friends, and the community. The students at Holy Cross Catholic School, where Monica's mom has been the music teacher for 7 ½ years, start their school day by praying for Monica's recovery. Local businesses, such as Smith's grocery store and Chili's restaurant, are participating in fundraisers for Monica's treatment. But not only does Monica have strong support from her local community, she has also received donations from a caring online community, too. Despite having never met Monica, a woman in Indiana heard about her upcoming chemotherapy



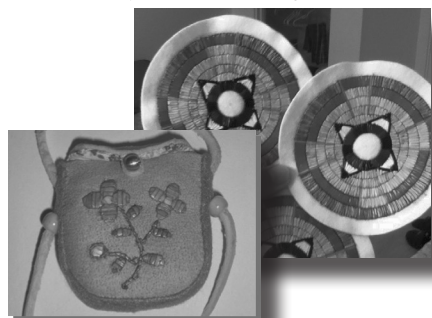
*Delores and Monica*

through Facebook and donated a high quality wig to the 11 year old to help with the inevitable hair loss from her treatment. Monica's mom, Delores, said, "Everyone has just been so generous. It's amazing how people will come together and help support others."

## She Was Essentially Homeless While Facing the Biggest Health Threat of Her Life

Michiyo Ohoka has just completed her first round of aggressive treatment for cervical cancer, but she wouldn't be where she is today if it wasn't for the caring staff at Casa Esperanza. Michiyo was a healthy 44-year-old Japanese native traveling with her drum group performing healing ceremonies all over the state of New Mexico. In May, Michiyo started to experience abdominal pains off and on. After the pain became so severe that she could not eat or drink, she went to an ER in her hometown of Questa, NM. She was diagnosed with kidney failure and underwent 5 days of dialysis

*Michiyo's Quill Weaving Art*



treatment, eventually being hospitalized for 2 weeks while undergoing all kinds of additional tests. After weeks of not knowing what was wrong, she was told that she needed a kidney transplant and was referred to the University of New Mexico hospital in Albuquerque. After receiving additional diagnostics tests at UNM, it was discovered that she had been misdiagnosed... she wasn't suffering from kidney failure. In fact, Michiyo had a grapefruit sized tumor in her bladder that would require immediate radiation and chemotherapy. She finally had an answer for what was happening to her body, but it left her with another big question, where was she going to live while fighting to become healthy again? She had been forced to leave her home in Questa in order to receive the immediate treatment she needed at UNM in Albuquerque. Michiyo was in an unfamiliar town with no means to pay for lodging during the duration of her treat-

ment and no health insurance to provide her guidance. She was essentially homeless while facing the biggest health threat of her life. Just when she needed it most, Michiyo was referred to Casa Esperanza, a home away from home for families facing cancer. Despite not having health insurance, the staff at Casa Esperanza welcomed Michiyo and her partner into the house and provided them a stable place to live while she was battling for her life. Michiyo is still in the middle of her journey, but she has found ways to distract herself and bring a release from the realities of battling cancer. She uses her specialized art of porcupine quill weaving as a way to find strength in her situation. She says that she has found peace and support from the staff and other families at Casa Esperanza. She is a very social person and the family community at Casa Esperanza has provided her with much needed encouragement and love.

*Stories by Amber Williams*

## Our Remarkable Community

- Debbie Trujillo, Community Outreach & Volunteer Coordinator

To give is better than to receive. This continues to be demonstrated in extraordinary ways here at Casa Esperanza. Once again our volunteers and employees have gone above and beyond to support the house this past year. In our fast paced world, it is heartwarming to see so many people willing to give their time, energy, money, and donations to our organization. We are so thankful for all gifts, big and small.

This year we have had the Albuquerque Chapter of Oncology Nurses have fundraising drives to collect many basic items for our residents and the Camaro Club donate money from a fundraiser, which are just a few of some of the outside events that have supported Casa Esperanza. We also have Volunteers-in-Mission, or VIM groups, come from out of town to volunteer their time with us such as: Saint Timothy United

Methodist Church from Georgia, United Methodist Church from Oklahoma, Kingfisher First Methodist from Oklahoma, and New Haven United Methodist also from Oklahoma. They come to participate in projects such as laying tile, carpet cleaning, landscaping, and also preparing breakfasts or dinner meals for our residents.

Many others here in Albuquerque have also graciously prepared dinners for our residents, such as Catholic Daughters of Americas, Desert Springs Church, Optimist Club of Albuquerque, PNM, Baskin Robbins, Gap, Royal Blue Girls Soccer Team and Sierra Vista Civitan Club. In addition, U.S. New Mexico Federal Credit Union is a group that volunteers to cook dinner twice a month and has done so the last two years. We are so grateful for their continued support! Here at Casa Esperanza, we have also had

individuals and families such as Lourdes Gonzales and the Perez and Sanchez families come to prepare meals from time to time.

Occasionally we also have volunteers bring special activities to Casa Esperanza, such as Lisa Sanchez singing 'Amazing Grace' during dinner, Sheila White volunteering to have birthday parties for our residents and their family members, and bingo night by the Rio Grande Civitan Club. These activities help to make our resident's stays more comforting in every way possible and we thank them graciously for all they do.

In addition to thanking our wonderful volunteer supporters, this year we were fortunate to be a recipient again from the annual Keller Williams Golf Tournament. This is the 8th year they have held this tournament and contributed to Casa Esperanza. It takes about \$7,000 a year to oper-

ate each family room; the funds raised by this event helps to keep our doors open to the families who need us most.

Each year we try to thank as many groups, organizations and individuals as possible. Our hope is we don't forget any, but know we are deeply appreciative for all big and small donations to Casa Esperanza. I'd also like to thank Mike Gallegos, our Facilities Manager, and our staff who work especially hard to coordinate volunteers. The volunteers give their time for yard work and other special projects around Casa Esperanza and our Give Hope a Ride location. Each person who has come to help holds a special place in our hearts and we are eternally grateful.

We know there are options when choosing groups with which to share your generosity, so we are honored you chose Casa Esperanza. Thank you!

## Memorials and Honorariums

*Cancer patients  
All patients & residents  
Eugene Arthur Aalto  
Winnie Aicher  
Dara Ambriz  
Rodolfo G. Apodaca  
Shane Armstrong  
Eva 'Honey' Brown  
Ingrid Burg  
Frank Callette  
Angie Carder  
Casey Love & Cary Dougherty*

*Jean Marie Cole  
Chuck Gara  
Tillie Gonzales  
Bob Hanna  
Jennifer Harris  
Helen A. & Meredith Heljesson  
Kathleen Hellman  
Michael D. House  
Phillip Hutcherson  
John Eric Johnson  
Alice Kelly*

*Manuel R. Lara Jr.  
Charlie Lee  
Juan Lopez  
Matias Manning  
Elizabeth Struck & Marian Grimm  
Gilbert Montoya Jr.  
Michelle Moore  
Delia Niederhaus  
Donald E. Nielson  
Vanessa Nielson  
Gina Orona-Ruiz*

*Freddie Orserio  
LeeAnn Barket Fisher Rusi-  
leen  
Valerie Sandoval  
Christine M. Schultz  
Darren James Teets  
Tino Turri  
Robert L. Uenery  
Winnie Aicher & Vanessa  
Nielson  
Jasmine Vaquez*



## Give Hope a Ride: Holding Hands with our Charitable Partners

- Chrisann Gray, Director, Give Hope a Ride

Independence is a central theme in our society but imagine a world of greater health, understanding, compassion, happiness and love within our community. Imagine working together for the greater good. Here at Casa Esperanza we desire to make a difference and strive to connect with other individuals, volunteers, businesses and non-profit agencies that want to transform our community.

Transformation comes from dreams, visions and actions and has the power to build a better world. Difficult times, changes in funding, limited resources and constant fundraising are driving non-profit agencies and others to collaborate in order to flourish. Currently, the Give Hope a Ride program has partnered with ten community non-profits and helps these agencies with their auto donations. By joining forces we share our knowledge and expertise.

We avoid unnecessary duplication, reduce costs and we make connections with one another. Just look at the mission and vision of Casa Esperanza and its partnering agencies bring forward: Casa Esperanza providing a home away from home for patients and their families facing cancer; Barrett Foundation breaking the cycle of homelessness for women and children; PB&J Family Services providing a variety

of programs that train, educate, nurture and strengthen at risk families; People Living Through Cancer helping people face the challenges of cancer and improve quality of life; Big Brothers Big Sisters of Central NM mentoring children facing adversity to achieve success; First Nations Community Health-source providing health services to American Indian families and other

that strengthen individual, family and work life. By using combined insight, inspiration and ingenuity, partners can create a roadmap to their desired destination and can significantly increase social impact to help each other grow. Each of our Charitable Partners is passionate about improving the lives of those they serve and each has an inexhaustible drive to create positive

change. If we can hold our vision steadily on the good, it is only a matter of time before a shift occurs and communities are transformed. Theodore Roosevelt said, "Far and away the best prize that life has to offer is the chance to work hard at work worth doing."



underserved populations; Safe House providing a safe and confidential shelter for homeless families as a result of domestic violence; El Ranchito de los Niños keeping brothers and sisters together and providing a loving home; Family Promise assisting homeless families achieve and sustain independence; UNM Foundation promoting excellence in higher education; Outcomes offering social services

### Vehicle Donations

We would like to recognize all those who have donated vehicles to Casa Esperanza Endowment Foundation.

The funds from our vehicle donation program help to provide lodging and support services to New Mexico residents and surrounding areas who are undergoing medical treatment in Albuquerque. To donate a vehicle visit [www.CasaEsperanzaNM.org](http://www.CasaEsperanzaNM.org) or call 505-277-2066.



## Recognizing Our Major Contributors - July 2012 to June 2013

### Pillars \$500 - \$999

Steve & Lori Aguilar  
 Maryle Jackson Barber  
 Boyd Engineering Supply Co.  
 Chris and Danelle Brennan  
 Jean Bryant  
 Camero Car Club  
 Cardinal Health  
 Commercial Association of Realtors  
 Jane Cook  
 Ryan Dobbs  
 Jerry & Joyce Foropoulos  
 Deanna Marie Foster  
 Alice Irvin  
 Richard & Mary Loyd  
 Anthony R. Masciotra, Jr.  
 Moose Lodge 2081  
 Grace Parr  
 Fay Pepin  
 Rio Rancho High School DECA  
 Temple Lodge #6 AF & AM  
 Trinity on the Hill Episcopal Church  
 Sandra Winchester  
 Women's Christian Service Society

### Cornerstone \$1000 - \$2,499

Bank of the West  
 Clay & Mary Campbell  
 Combined Federal Campaign  
 Eileen Casey Cook  
 Sue Daulton  
 Steve & Lisa Evans  
 Cheryl & Jeff Gaedke  
 Lisa Gonzales-Bloom  
 Joyce Haden  
 Jeanette Hammann  
 Robert B. Loftfield, PhD.  
 Julie & Jim March  
 Phillip Oppendahl  
 Michael & Joyce Skolnick  
 Bob & Phyllis Stice  
 Otto & Sonya Strack  
 Sunwest Trust  
 The Crebilly Foundation  
 Julie Tierney  
 Wells Fargo Foundation  
 Wesley United Methodist Church

### Guardians \$2,500 - \$4,999

Elizabeth Smith  
 Brian & Lisa Sternberg

### Keystone \$5,000 - \$9,999

Boeing  
 Dr. Richard Castillo  
 Clovis Board of Realtors  
 Del Norte Rotary Foundation  
 J.F. Maddox Foundation  
 Keller Williams Realty  
 Jim & Ellen King  
 Technology Ventures Corp.  
 Western Refining Company  
 Keith Wilson

### Lifetime = \$30,000 +

Community Foundation of Chaves County  
 Dr. Richard Castillo  
 Clovis Board of Realtors  
 Eileen Casey Cook  
 Sue Dalton  
 Embassy Suites  
 Hancock Family Fdn.  
 PNM Resources Fdn.  
 United Way of Central NM

## Casa Esperanza Endowment Foundation July 1, 2012 - June 30, 2013

Dara & Hector Ambriz  
 Lia Armstrong  
 Phyllis Byers  
 CliftonLarsonAllen  
 Cardinal Health  
 Eileen Casey Cook  
 Embassy Suites  
 Steve & Lisa Evans  
 Cheryl & Jeff Gaedke  
 Deborah Hoffman  
 Kevin & Diana Honnell  
 Alice Irvin  
 Michael & Johnese Turri

La Merced No. 2550 Loyal Order of the Moose  
 Ginny & Richard Longbotham  
 Michael Lucero  
 Anthony & Erin Kelly Masciotra Jr.  
 Pete & Lois McCatharn  
 Richard McClanahan  
 Tom McClusky  
 Jim Raquet  
 Wynella Shaw  
 Elizabeth Smith  
 Julie Tierney

*Thank you to all of our generous donors. Because of limited space, we are simply not able to list everyone who supports Casa Esperanza or the Casa Esperanza Endowment Foundation. Please know that your gift is the key to our success and we appreciate each one of you.*



**CASA ESPERANZA, INC.**

Fiscal Year Ending June 30, 2013

**Revenues**

|                                  |                  |
|----------------------------------|------------------|
| Grants                           | 64,700           |
| NM Dept of Health                | 70,796           |
| Program Income                   | 248,967          |
| Contributions & Support          | 207,661          |
| Foundation Support               | 73,760           |
| Event Income                     | 35,544           |
| Interest income                  | 42               |
| Other Income                     | 4,655            |
| In-Kind Income                   | 46,771           |
| <b>Total Support and Revenue</b> | <b>\$752,896</b> |

**Expenses**

|                                   |                |
|-----------------------------------|----------------|
| Program                           | 509,969        |
| General & Administrative          | 129,590        |
| Fundraising                       | 14,645         |
| <b>Total Expenses before Depr</b> | <b>654,204</b> |

Change in Net Assets before Depr \$98,692

Depreciation Expense 84,142

Increase (Decrease) in Net Assets \$14,550

Average Return on Investments = 8.24%

**ENDOWMENT FOUNDATION**

Fiscal Year Ending June 30, 2013

**Revenues**

|   |                  |
|---|------------------|
| Car Donation Program (net of cost of sales) | 321,444          |
| Event Income                                | 27,021           |
| Contributions & Support                     | 8,776            |
| Investment Return                           | 110,741          |
| Interest Income                             | 4,521            |
| In-Kind Income                              | 27,432           |
| <b>Total Revenue</b>                        | <b>\$499,935</b> |

**Expenses**

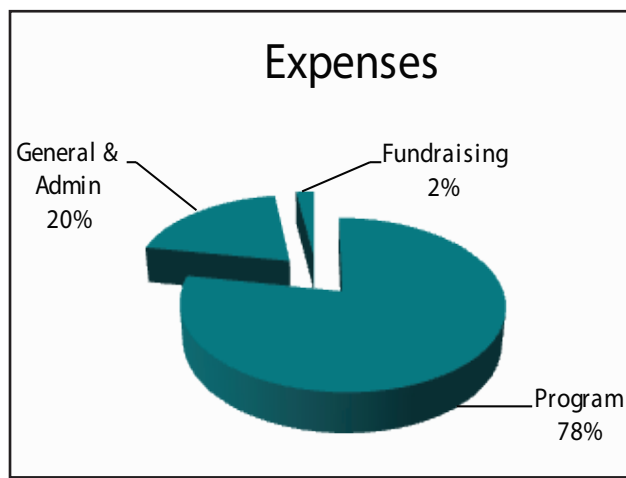
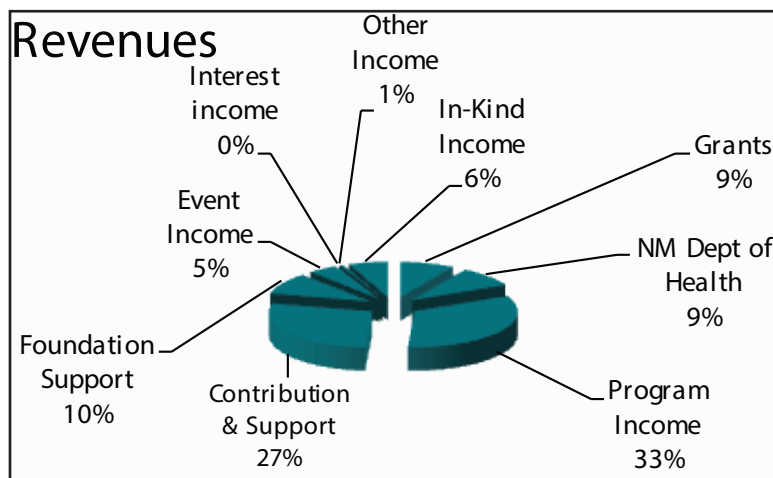
|   |                                 |
|---|---------------------------------|
| Program (Support to Casa Esperanza, Inc.) | 73,760                          |
| General & Administrative                  | 134,716                         |
| Fundraising                               | 419,753                         |
| Depreciation Expense                      | 3,734                           |
| <b>Total Expenses</b>                     | <b>\$631,963</b>                |
| <b>Increase (Decrease) in Net Assets</b>  | <b><u><u>-\$132,028</u></u></b> |

Casa Esperanza Endowment Fnd Long-Term Investments

|                          |                                  |
|--------------------------|----------------------------------|
| <u>30-Jun-13</u>         | <u>FMV</u>                       |
| Mutual Funds             | 916,366                          |
| Equity Funds             | 307,677                          |
| Fixed Income Funds       | 0                                |
| Land held for sale       | 73,599                           |
| ABQ Community Fdn Funds  | 23,476                           |
| Charitable Gift Annuity  | -22,433                          |
| <b>Total Investments</b> | <b><u><u>\$1,298,685</u></u></b> |

House & Car Lot volunteers have donated 5,771 hours of labor this year and The board has donated 128 hours to Casa & the Foundation.

**CASA ESPERANZA, INC.**



Copies of the full 2013 audit for Casa Esperanza, Inc. and the consolidated audit for Casa Esperanza, Inc. and Casa Esperanza Endowment Foundation are available from the organization office (see page 8 for contact information)

Casa Esperanza, Inc.  
PO Box 40472  
Albuquerque, NM 87196

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ORGANIZATION  
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## Annual Report 2013

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### Our Mission

*Casa Esperanza - New Mexico's home away from home providing a caring community to support and serve families facing cancer.*

- Casa Esperanza (Tax ID #: 85-0356946) is a registered 501(c)(3) non-profit corporation. All contributions are tax deductible. Casa Esperanza does not telemarket, participate in door-to-door solicitation or campaign via chain letters.
- Casa Esperanza receives a portion of its funding from a contract with the New Mexico Department of Health. Casa Esperanza is a member of the NM Cancer Council which creates and implements the Comprehensive Cancer Plan.
- Casa Esperanza is a **Combined Federal Campaign** designated charity. Our CFC # is **60462**.
- Member: Healthcare Hospitality Network. To learn more about HHN and other special places such as Casa Esperanza go to [www.nahhh.org](http://www.nahhh.org).
- Member: NM Cancer Council, an alliance of cancer support agencies, hospital treatment centers and governmental agencies to inform, to educate and to advocate on behalf of NM cancer patients and their families. Their website is [www.cancernm.org/cancercouncil](http://www.cancernm.org/cancercouncil).
- Affiliate: NM Cancer Care Alliance, providing NM cancer patients with local access to latest experimental treatments available. Their website is [www.nmcca.org](http://www.nmcca.org).
- Member: Chambers of Commerce in Albuquerque, Belen, Clovis, Alamogordo, Los Lunas Albuquerque Hispano and the American Indian Chamber.
- Member: Albuquerque Better Business Bureau.

*~If you receive more than one newsletter, please share it with someone who will find it interesting and useful.~*

*Casa Esperanza has a terrific website. Be sure to check it out for the most current and up to date pictures and information on past and upcoming events, how to donate on-line (secure site) and how to become involved at CE. Our website is: [www.casaesperanzanm.org](http://www.casaesperanzanm.org)*

### Casa Esperanza Staff

Eileen Cook CEO  
Jesus Coronado-Gonzalez GHAR Lot Att.  
Claudia Crocker GHAR Assistant  
Mike Gallegos Facilities Manager  
Yuliana Granillo Family Care Team  
Chrisann Gray Give Hope a Ride Dir.  
Mary Loyd Bookkeeper  
Desiree McBrayer Finance Director  
Monica Olguin Family Care Team  
Catherine Suiter Executive Assistant  
Sarah Trujillo Family Care Team  
Debbie Trujillo Comm. Outreach/Vol.  
Patricia Virgen Family Care Team Dir.

#### Reach us at:

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ALBUQUERQUE, NM 87106  
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[www.casaesperanzanm.org](http://www.casaesperanzanm.org)