



ANNUAL REPORT 2020-2021



A Message From The Executive Director

Casa Esperanza has been an essential organization during the pandemic, but Casa Esperanza's mission as New Mexico's House of Hope providing a *Home Away From Home* supporting families facing cancer, kidney transplant, high-risk pregnancy and other serious medical illnesses has not changed.



Amid these uncertain and challenging times, there is always a way to view our circumstances with hope, resilience and the promise of a new day. Our families, staff, donors, volunteers, board members and community are living through these difficult and unusual times. However, as I stop and look around there is good happening every day and people are helping each other.

The number of patients and their families staying at Casa Esperanza in 2020 and 2021 decreased, but we were there to reduce health inequities and support the most vulnerable populations through the most difficult times. With community support, we were able to purchase food from local restaurants to help feed our families.

With decreasing revenues and increasing costs, many of our donors embraced giving in a bigger way and we are so grateful. The federal government, local government agencies, United Way and Foundations provided funding to help during these unprecedented times. These funds added to our strength and financial viability helping to keep our doors open. It allowed our employees a guaranteed job, economic security and allowed some staff to work from home while their children were being home schooled, relieving stress and anxiety.

With a focus on health, safety, and security during numerous changing guidelines, Casa Esperanza did not have to shut down. We had Plexiglas partitions, facemasks and hand sanitizer, we were able to socially and physically distance, had flexible work arrangements and policies that kept staff and families safe.

Leo Buscaglia said, "Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around." For all the difficulties and challenges during the pandemic, the Casa Esperanza family has been transformational and each of you helped make our community resilient through kindness and adaptability. My heart is open and I am humbled.

CHRISANN GRAY

A handwritten signature in black ink that reads "Chrisann Gray".

Casa Esperanza, Executive Director

A Letter From Julia Miera, Board Chair

It's been an honor to serve as President of the Casa Esperanza Board of Directors. We've all been living through an unprecedented moment in time. What gives me hope is Casa Esperanza's continued commitment to provide comfortable housing and emotional support for patients and their families who reside temporarily in Albuquerque while the patient receives medical treatment.

Unlike ever before, that mission was put to the test in 2020 and continued in 2021, as COVID19 cut a path across New Mexico. Among the most vulnerable were the people that we exist to serve – rural adult and pediatric patients in New Mexico with major medical diagnoses that are required to travel long distances to Albuquerque for comprehensive health care services. Medical access disparities can impede quality patient outcomes particularly for vulnerable populations in rural areas. Casa Esperanza serves these people by providing vital services, assistance and support to families from all 33 counties in New Mexico.

Casa Esperanza is “New Mexico’s House of Hope.” Because of you, Casa Esperanza is able to provide direct services for over 5,000 low-to-moderate income, medically underserved families traveling and staying in Albuquerque for medical treatment. Thank you for the critical role you play in our efforts to lift up our most vulnerable neighbors.

I'm proud to report that the Casa Esperanza team, led by our resilient Executive Director, Chrisann Gray and supported by our amazing Board, was able to adapt to the ever-changing health orders.



We applied for PPP loans, adjusted budgets and reconfigured the way that we provided services to our guests and received donations from our community. The dedication and determination from our Casa Esperanza team and our board has been inspiring.

To our donors, nonprofit partners, advisors and others who have shared their generosity with Casa Esperanza, and on behalf of our dedicated and talented Staff and Board, I offer my sincere gratitude. As we continue on our journey to provide a “home away from home” for at-risk families receiving medical treatment in Albuquerque, we are honored that you have chosen to join us as a partner, supporter and friend.

Julia P. Miera, Board Chair



ROBERT AND MARIA HANSECK

The families who stay at Casa Esperanza are remarkable. At dinner gatherings at Casa Esperanza, they share their stories of strength, resilience, grace, and gratitude in the face of unimaginable adversity. Robert and Maria Hanseck are a perfect example of this resolve.

Robert and Maria live in Truth or Consequences, New Mexico, where Robert has a curio and fine jewelry store that he has owned for 40 years. He met Maria in his store 10 years ago. She was a home health caregiver and she took her client on an outing to see his store.

Robert unabashedly admits when he saw Maria for the first time it was love at first sight. They were married, and Robert became a wonderful father to Maria's 5 children.

Life was going well for the Hanseck family until one day Robert noticed blood in his stool. After being tested, his oncologist gave him the terrible news-he had colorectal cancer. His next step was to go to Albuquerque for surgery and treatment. The social worker at the oncology office told the Hansecks about Casa Esperanza. The Hansecks closed the store and came to Albuquerque.

Robert was to have surgery followed by 2 months of chemotherapy and radiation. They both were so appreciative that they could stay at Casa Esperanza during this time. Money was a big concern, so the fact that Casa Esperanza could work with them was a such a gift. Maria really appreciated the small things like being able to do her laundry and having delicious meals provided. It made their time away from home more bearable.

When asked what impacted them the most during their stay at Casa Esperanza they both said something amazing. They said that when they were at dinner they met a family whose young boy had cancer. Robert said that this really put his life in perspective. In spite of the pain he had been through with his cancer, he considered himself lucky that he had so many good years. Robert and Maria considered themselves to be blessed. They are fine examples of grace and gratitude.

THE RYERSON'S

grat.i.tude (noun)

The quality of being thankful;
readiness to show appreciation for
and to return kindness



What brought them to Albuquerque was when David accepted a position as an electrical engineer at Sandia Labs. Marilyn pursued a career in nursing.

Marilyn and David Ryerson learned about Casa Esperanza in 2018. This was the year Casa Esperanza's roof was damaged with hail and the interior was flooded. Many families who were staying at Casa Esperanza were displaced for months.

Marilyn and David were doing volunteer work nearby Casa Esperanza and heard about the flooding. They learned about Casa Esperanza's mission and decided they wanted to help.

What attracted the Ryersons to Casa Esperanza was the warm and caring atmosphere. What was also important to them when deciding to whom to give support was a charitable organization that were good stewards of money donated to them. They feel that Casa Esperanza fits the bill.

Casa Esperanza exists because of the kindness of our donors, volunteers, and our community. There is so much to say about the people who support Casa Esperanza. They are kindhearted, compassionate, charitable, and generous. All of these adjectives just scratch the surface of the benevolence of Marilyn and David Ryerson.

Marilyn and David are both down-to-earth people from Iowa. David's family were in farming and Marilyn's father delivered oil to the farms. Ironically, the Ryerson's did not meet through their families, but they met on a blind date.

David jokes, "I was surprised Marilyn accepted when I asked her on a second date." Their second date turned into 57 years of marriage, 3 children, 6 grandchildren, and 2 great grandchildren.

PAUL FRUMPKIN

The Central New Mexico Encore Fellowship Program is operated out of the Center for Nonprofit Excellence at United Way of Central New Mexico. The Fellowship Program is aimed at connecting recently retired professionals with nonprofits in need of specialized skills and assistance to achieve deep and lasting impact through capacity building.

The Fellowship is a 1,000-hour position paid through a stipend which is typically set-up for the Fellow to work half-time for about one year.

The Fellowship matches retirees with nonprofits and ensure progress toward the goals of each Fellowship. The nonprofits, or “Work Hosts” provide a well-defined and structured project and ongoing information and support that allows the Fellow to use his/her skills and passion to make a real and lasting difference in the nonprofit and the community.

In all cases where The Fellowship Program has found a “fit” between Fellow and a Work Host, excellent results have been seen for a fraction of the market value of what would otherwise be a consulting arrangement with a seasoned professional. Paul Frumkin is a perfect example of a successful relationship between Intel and Casa Esperanza.

Paul has been a tremendous asset for Casa Esperanza by revolutionizing the Give Hope a Ride Program (GHAR).

GHAR is Casa Esperanza’s social enterprise business that raises money for the families and operations at Casa Esperanza. Paul accomplished this by building a new database that changed the way Casa Esperanza does business in the vehicle donation department.

Through Paul’s work, Casa Esperanza now has access to data that identifies trends, acknowledges donors and partners in meaningful ways, and runs reports with minimal effort. He is developing procedural manuals as well for maintaining and updating the system as needed long after he moves on to his next project.

Another amazing contribution from Paul was getting Casa Esperanza’s first-ever online vehicle auction up and running. These projects have contributed to Casa Esperanza earning over \$100,000 (before expenses) in auction sales alone in the last 2 months! Casa Esperanza cannot convey enough how grateful our entire team is for Paul and the Encore Fellows Program.



Paul Frumkin

PROGRAMS

At Casa Esperanza, our goal is to meet the needs of our families in a caring and professional environment. The families that come to Casa Esperanza have more than just medical needs. Housing and food insecurity, financial disparities, and mental health issues are just a few concerns that follow our families. Casa Esperanza recognizes these needs and has set up collaborative programs that address these issues both while the families stay with us and after they return to their homes.

Family Care Team

The mission of the Family Care Team Program is to facilitate access to care, improve quality of life, and reduce the burden of illness for patients, families, and communities. Casa Esperanza houses many rural families who otherwise would not be able to stay in Albuquerque during treatment. Casa Esperanza provides families with a non-clinical “home away from home” where they may interact with other residents facing similar challenges.

Clinical Counseling Program

Conveniently scheduled during community dinners, a licensed, clinical counselor will check in with every family present to provide information on their services, quickly determine the support needs of the family, and schedule individual sessions as necessary. The Clinical Counseling Program provides professional counseling and clinical support services to residents, families, and staff.

Social Worker Internship Program

Casa Esperanza is committed to providing families who stay with us with support services and community resources to alleviate the stressors created when navigating a serious medical diagnosis. The Social Workers also conduct follow-up interviews to ensure families returning to their home community are connected to support services locally as needed.

In support of the Clinical Counseling Program, Casa Esperanza has developed the Social Work Internship for first year Master of Social Work Students enrolled in participating university programs.

Casa Esperanza works with the following New Mexico Universities -- New Mexico Highlands University, Western New Mexico University, and New Mexico State University.

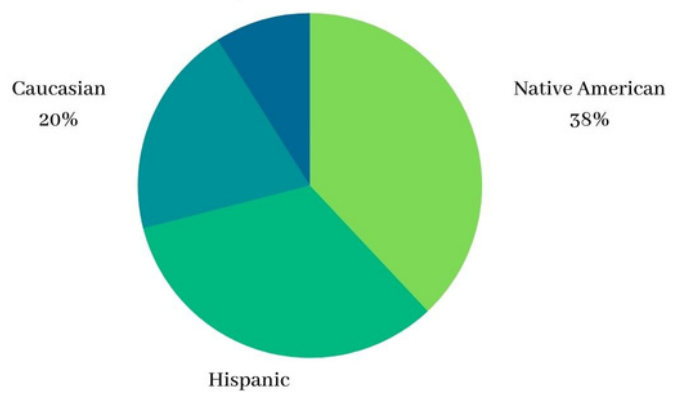
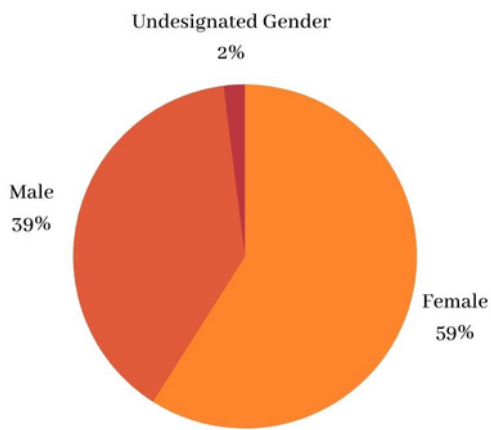
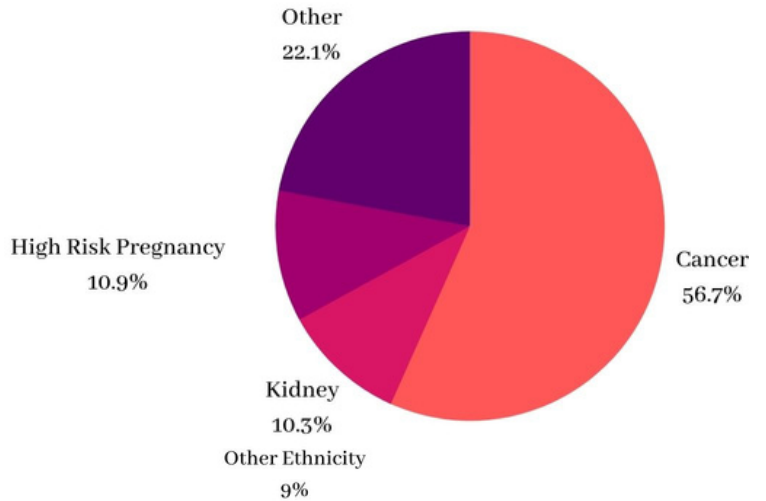
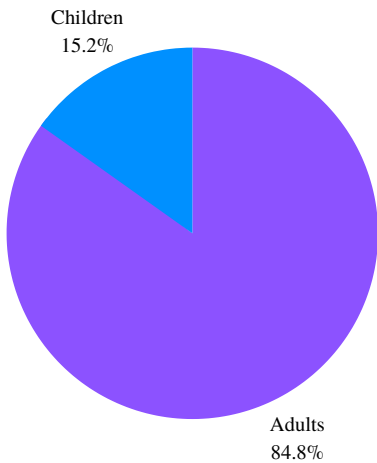
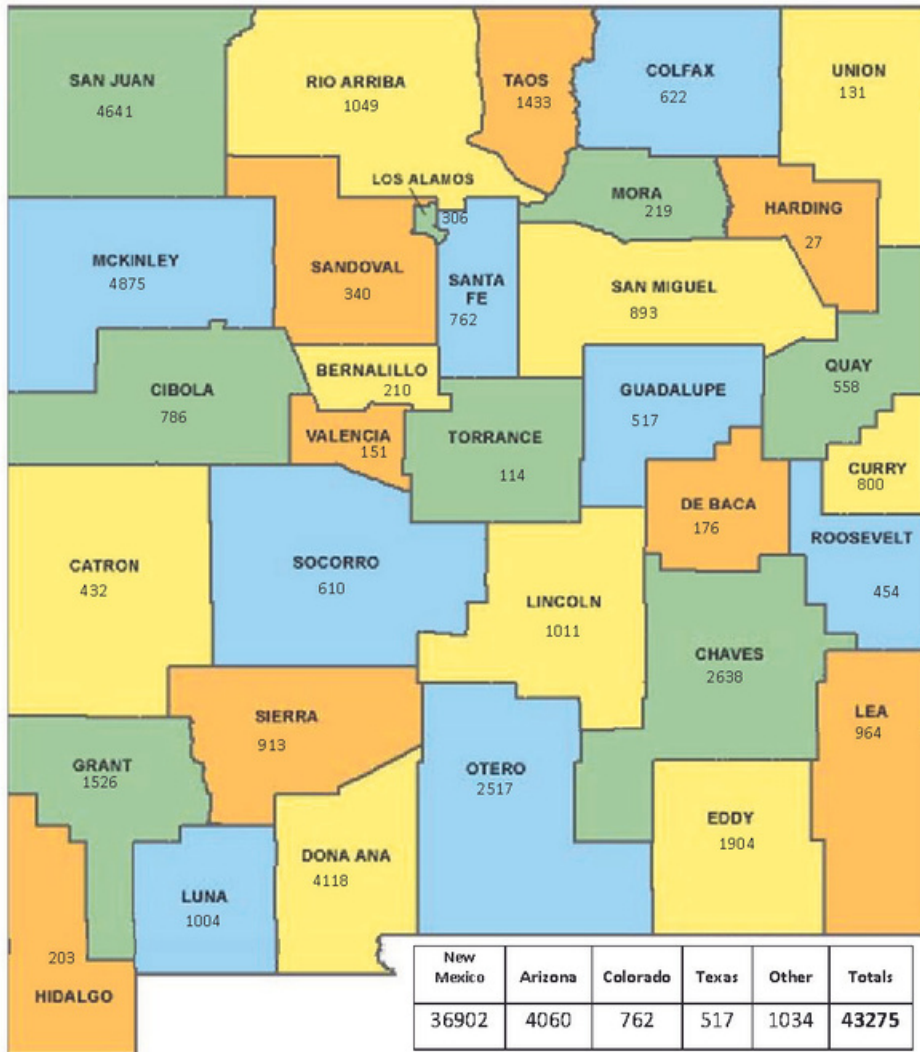
Family Studies Internship

Casa Esperanza partners with the University of New Mexico Family and Child Studies department to offer students local experience in a nonprofit setting. The program utilizes student volunteers and interns to provide support to the Family Care Team, Clinical Counselor, and Social Work Interns.

Demographics 2020



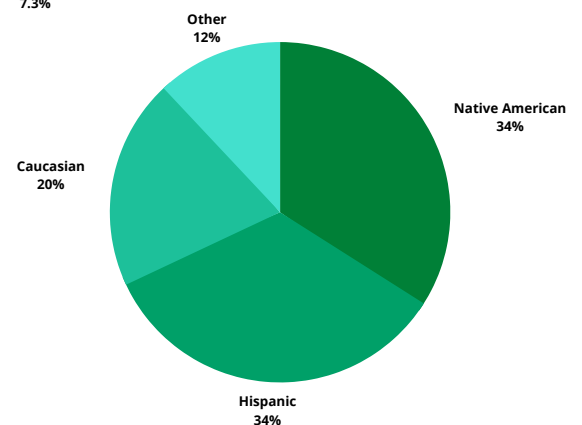
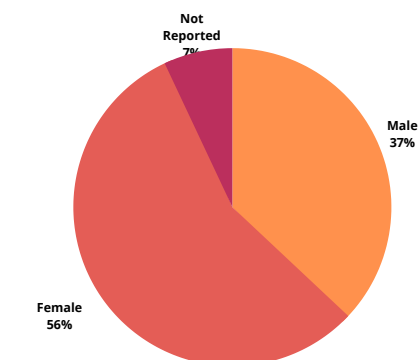
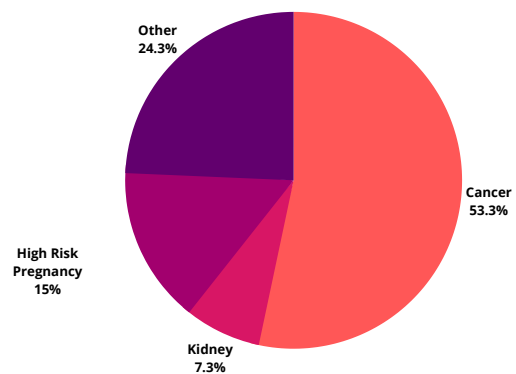
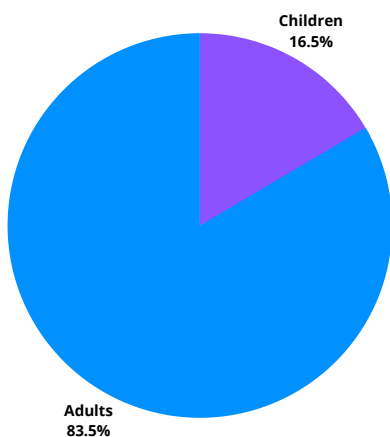
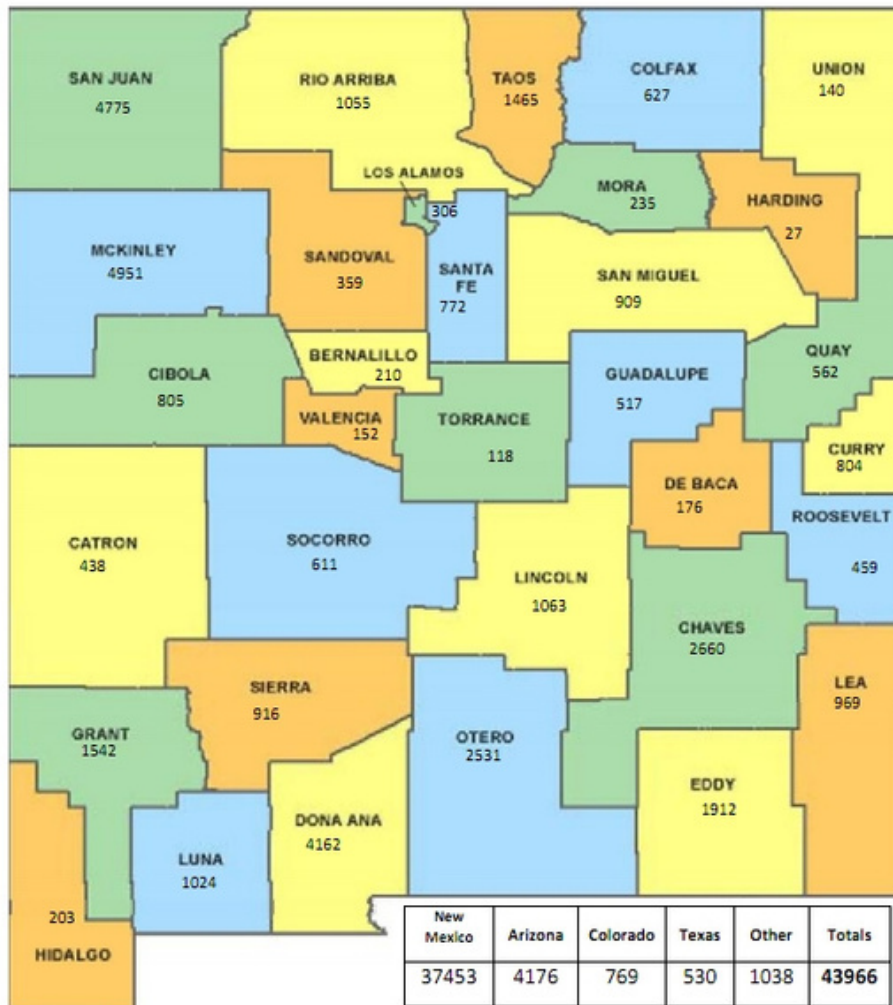
Families Served by County and Neighboring States 1992 - June 2020



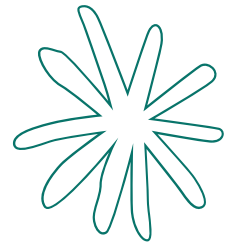
Demographics 2021



Families Served by County and Neighboring States 1992 - June 2021



CASA ESPERANZA, INC.
Fiscal Year Ending June 30, 2020



Revenues

Grants	46,624
Program Income	257,840
Contributions & Support	189,408
Foundation Support	65,747
Event Income	23,000
Interest income	18
Other revenue	36,454
In-Kind Income	12,339
Total Support and Revenue	<u>\$631,430</u>

Expenses

Program	540,078
General & Administrative	160,934
Fundraising	4,679
Total Expenses before Depr	<u>705,691</u>
Change in Net Assets before Depr	<u>-\$74,261</u>
Depreciation Expense	115,011
Increase (Decrease) in Net Assets	<u>-\$189,272</u>

ENDOWMENT FOUNDATION
Fiscal Year Ending June 30, 2020

Revenues

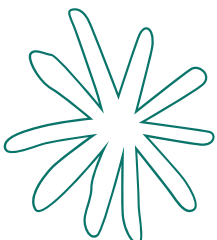
Car Donation Program (net of cost of sales)	449,331
Event Income	39,490
Contributions & Support	25,502
Investment Return	79,857
In-Kind Income	800
Other Income	16,709
Total Revenue	<u>\$611,689</u>

Expenses

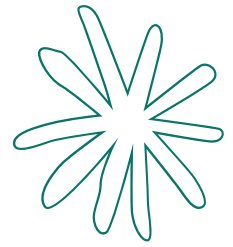
Program (Support to Casa Esperanza, Inc.)	65,747
General & Administrative	255,173
Fundraising	452,047
Depreciation Expense	0
Total Expenses	<u>\$772,967</u>
Increase (Decrease) in Net Assets	<u>-\$161,278</u>

Casa Esperanza Endowment Fnd Long-Term Investments
30-Jun-20

Mutual Funds	824,452
Equity Funds	586,351
Fixed Income Bonds	15,044
Land held for sale	73,599
ABQ Community Fdn Funds	32,696
Charitable Gift Annuity	38,515
Total Investments	<u>\$1,570,657</u>



CASA ESPERANZA, INC.
Fiscal Year Ending June 30, 2021



Revenues

Grants	121,425
Program Income	185,838
Contributions & Support	229,881
Foundation Support	70,067
Event Income	22,000
Interest income	48
Other revenue	487
In-Kind Income	33,203
Total Support and Revenue	<u>\$662,949</u>

Expenses

Program	422,806
General & Administrative	157,976
Fundraising	19,328
Total Expenses before Depr	<u>600,110</u>
Change in Net Assets before Depr	<u>\$62,839</u>
Depreciation Expense	<u>115,417</u>
Increase (Decrease) in Net Assets	<u><u>-\$52,578</u></u>

ENDOWMENT FOUNDATION
Fiscal Year Ending June 30, 2021

Revenues

Car Donation Program (net of cost of sales)	150,271
Event Income	0
Contributions & Support	83,581
Investment Return	384,544
In-Kind Income	0
Other Income	60
Total Revenue	<u>\$618,456</u>

Expenses

Program (Support to Casa Esperanza, Inc.)	70,067
General & Administrative	150,408
Fundraising	232,463
Depreciation Expense	0
Total Expenses	<u>\$452,938</u>
Increase (Decrease) in Net Assets	<u><u>\$165,518</u></u>

Casa Esperanza Endowment Fnd Long-Term Investments

<u>30-Jun-21</u>	<u>FMV</u>
Mutual Funds	975,089
Equity Funds	563,232
Fixed Income Bonds	15,364
Land held for sale	73,599
ABQ Community Fdn Funds	42,272
Charitable Total Investments	45,928
	<u>\$1,715,484</u>



Staff

Administration

Chrisann Gray – Executive Director
Desiree McBrayer – Finance Director
Mary Spring – Development Director
Breanna Adams – Bookkeeper
Alexandra Martinez – Development Coordinator

Family Care Team

Yuliana Granillo – Family Care Team Supervisor
Jami Urquidi – Family Care Team Member
Madeline Cloney – Family Care Team Member

Facilities

Mike Gallegos – Facility Maintenance Coordinator

Give Hope a Ride

Leslie Sullivan – Give Hope a Ride Supervisor

Board of Directors

Julia Miera – President
Gabriel Castro – Vice President
Mike Moore – Treasurer
Essence Hand -- Secretary
Dr. Richard Castillo – Member at Large
Bryan Runyan
Dean Cross
Yuriana Lancaster
Nathan Chang Stephenson
Sharon Austin
Dennis Burt

