



casa de  
esperanza

ANNUAL REPORT FISCAL YEAR 2014

# DEFINING SUCCESS

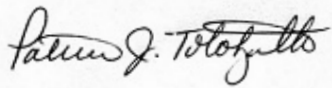
## A YEAR OF CHANGE & ACCOMPLISHMENT

Dear Friends of Casa de Esperanza,

I am delighted to share this Annual Report with you, reflecting our organization's impact this year.

Casa de Esperanza's innovation and leadership have produced significant results both locally and nationally. Each of our work areas produces results that have powerful consequences in the lives of Latin@s, their families, and their communities.

Yet, our accomplishments over the course of the year would not have been possible without our talented and committed staff, board, and volunteers; the foundations and corporations that believe in the power of Latin@ communities; and the individual donors that share their hard earned resources because, like us, they know that we all deserve the opportunity to live free from violence.



Patti Tototzintle  
Chief Executive Officer



“Changing paradigms requires a transformation in our hearts and minds that reframes our mental map”

-Z. Ruby Whitestarr, keynote speaker at the Latina Institute





# TRAINING & TA

## THIS YEAR'S HIGHLIGHTS

Casa de Esperanza National Latin@ Network for Healthy Families and Communities (NLN) now has more than 1,650 members. The members are engaged with weekly e-mails, monthly webinars, and ongoing training and technical assistance provision.

- \* We provided 103 training events including workshops, blog-talk radio segments, audio conference calls, and national conferences. We trained 3,794 attendees. We hosted 30 webinars in English and Spanish with 539 attendees.
- \* We distributed 118 culturally relevant products (videos, manuals, fact sheets, curricula, etc.) around the country.
- \* We reached 405 organizations from 44 states (plus DC and Puerto Rico). Internationally we reached Spain, Honduras, Mexico, and Canada.
- \* The NLN released the Special Collection "Domestic Violence in Latin@ Communities" in collaboration with the National Resource Center on Domestic Violence. This special collection is housed on the National Online Resource Center on Violence Against Women (VAWnet.org) and provides a compilation of tools and resources developed by and for Latin@s as well as culturally adapted tools to address domestic violence in Latin@ communities.
- \* The NLN successfully co-hosted simultaneously the Culturally Specific Service Providers New Grantee Orientation and Institute in Washington, DC in January 2014.
- \* During FY2014, the NLN has provided ongoing TA to the Culturally Specific/Trauma-Informed Family Violence Prevention and Services Act (FVPSA) grantees in collaboration with the Asian & Pacific Islander Institute on Domestic Violence.
- \* The NLN continued to work collaboratively internationally.



"Vida plena para tod@s"

-2014 Latin@ Institute theme



# PUBLIC POLICY

## THIS YEAR'S HIGHLIGHTS

Significant progress was made during this past year in strengthening collaborations with other national Latin@ organizations. Casa de Esperanza continued to participate in administrative advocacy with federal agencies, including the Department of Health and Human Services (HHS), Office on Violence Against Women (OVW), Department of Homeland Security (DHS), and Office for Victims of Crime (OVC). We are active members of the National Hispanic Leadership Agenda (NHLA), a coalition of 37 preeminent national Hispanic organizations, and have also been active as the co-chairs of the Latina Task Force of the NHLA.

- \* As a member of the Steering Committee for the National Task Force to End Sexual and Domestic Violence (NTF), Casa de Esperanza has continued to play an important role in efforts to raise awareness about the changes in the VAWA reauthorization legislation.
- \* We have participated in stakeholder meetings with the newly created Council to Combat Violence Against Women of the Department of Homeland Security and their Blue Campaign to address trafficking.
- \* We assisted in co-hosting a Congressional briefing on Capitol Hill on November 19, 2013 in which we highlighted the critical need for immigration reform and improved protections for immigrant survivors.
- \* We have advocated improving access to services for individuals with limited English proficiency (LEP) and access to services critical for life or safety for immigrant survivors through administrative advocacy with HHS and by participating in an all-day training for federal agencies in July of 2013.



“Language access for domestic violence survivors is a human rights issue.”

-Rosie Hidalgo, Director of Public Policy



# RESEARCH

## THIS YEAR'S HIGHLIGHTS

The research team is consistently invited to participate in various national research meetings and conferences. This year, the NLN has strengthened its collaboration with the Latina Researchers Network, a national network of underrepresented researchers (90% of which are Latina researchers) from diverse disciplines.

- \* NLN's research team offered over 12 different presentations at various research outlets.
- \* Several members of the research team presented at the Latina Researchers Conference hosted in New York City.
- \* Our National Latin@ Research Center on Family and Social Change continues to support graduate and undergraduate students to complete important milestones towards their degrees and gain community based research experience.
- \* The Assistant Director of Research has coordinated an Evaluation Toolkit Workgroup which consists of 5 community based organizations and who are actively working on developing an Evaluation Toolkit that will serve to build the capacity of cultural-specific, community based organizations in our field.
- \* The NLN and National DV Hotline collaborated on another national survey on the impact of immigration and language access on Latina survivors.



“Trust the community”

- Julia Perilla on research in Latino communities





# FAMILY ADVOCACY

## THIS YEAR'S HIGHLIGHTS

During this past year we served a total of 650 women and children through the Family Advocacy initiative (233 women and 417 children). 32 women and 46 children stayed at the Refugio; the average stay was 40 days.

- \* Our advocate at the Hennepin County Domestic Abuse Service Center (DASC) served 226 individuals on a walk-in basis.
- \* The increased connection with Amig@s has resulted in an increase in the types of support that we can provide to participants in El Refugio (ESL classes, supportive listening, etc.)
- \* We established a Latin@ advisory team comprised of Latin@ law enforcement/criminal justice professionals to develop strategies and recommendations that will enhance systems and advocacy responses to Latin@ domestic and sexual violence victims in the community.
- \* We began to build connections and gather information about trafficking and Latin@ communities.
- \* During FY14 we responded to a total of 1,715 calls to our crisis line.
- \* In December 2013, we were able to provide holiday gifts to over 57 families working with us in the Twin Cities area through our annual holiday gift drive-*Proyecto Navidad*.



“Many participants who lived at the Refugio and developed relationships with other residents stayed connected after they left. Maintaining those friendships and sharing resources among themselves make life easier for them and their families.”

-Rosario de la Torre, Family Advocacy manager on how growing social capital is important to our work



# YOUTH INITIATIVES

## THIS YEAR'S HIGHLIGHTS

This year was a year of many challenges, learning curves but also great accomplishments. In addition to workshops, youth gained opportunities to work on self-identified community action projects that address healthy relationships, violence against women and girls, and other issues important to Latin@ youth.

- \* A total of 6 boys participated in our ever first boys camp, each day there was time for a quote of the day and reflection. The camp focused on positive ideas of Latino identity, masculinity, and leadership. The youth were able to get to know each other and lay a framework for community. They prepared their own meals, and invited the girls youth amig@s for lunch, were able to attend a Twins game, and enjoyed a field trip to Nickelodeon universe with their mentors.
- \* Our girls camp focused on healthy relationships and leadership. With 7 participants the girls were able to collaborate with the boys camp in many activities. Both camps took place on college campuses as a way to expose the youth to higher education opportunities and environments.
- \* In August of 2013 we hosted our 2nd annual Latina girls youth conference, "We Live We Learn". Over 40 Latinas ages 10-18 attended the conference.
- \* Six amig@s participated in the Real Love Is Tech Challenge raising awareness around teen dating violence. The youth amig@s made a comic strip, a PSA, and shared quotes and pictures via Instagram that represented what real love is to them. They were 1st runner up almost winning the challenge!



“There are two things we should give our children, one is roots, the other is wings”

-Z. Ruby White Starr, keynote speaker at the Latina Institute





# FUERZA UNIDA AMIG@S

## THIS YEAR'S HIGHLIGHTS

This past year was a year of change as protocols, processes, training, and expectations were developed for Amig@s to work on their projects. Fuerza Unida Amig@s completed leadership training and started to lead and implement their action projects.

- \* We completed six Fuerza Unida Amig@s trainings, ending the year with 74 Amig@s!
- \* On February 14, 2014 we called on women and men everywhere to harness their power and imagination to rise for justice as part of the international campaign, One Billion Rising. Participants shared stories and information, artists danced in celebration of women, and chefs prepared a simple meal for everyone. 120 participants attended the event at Powderhorn Park in Minneapolis, MN.
- \* When the hard decision was made to close the Centro de Información y Recursos at Mercado Central, 2 dedicated Amig@s decided to take responsibility for keeping it open. Between September 2013 and March 2014 Amig@s del Mercado reported working with 1055 participants and have been open a total of 620 hrs.
- \* Other community action projects lead by Amig@s included *Reina por un día*, a mother's day event, Free beginning Yoga classes for women in the community, and *Mujer Fuerte*, a series of informative workshops on domestic violence.



“Our work is about mobilizing community members to take action on the work that’s most important to them”

-Lumarie Orozco on Casa de Esperanza's community engagement initiative





# FINANCIAL INFORMATION

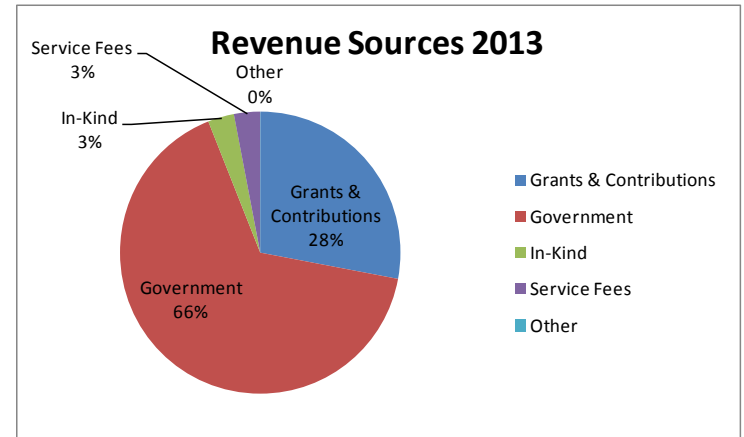
## OPERATIONS

2014

2013

### Revenue Sources

Grants/Contributions	856,835	703,266
Government	1,848,230	1,718,561
In-Kind	12,352	79,128
Service Fees	71,573	76,561
Other	156	553
<b>Total Revenue &amp; Support</b>	<b>2,789,146</b>	<b>2,578,069</b>

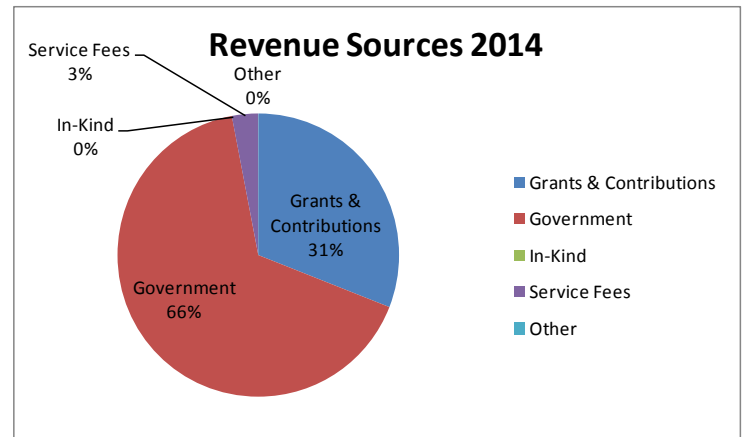


2014

2013

### Expense

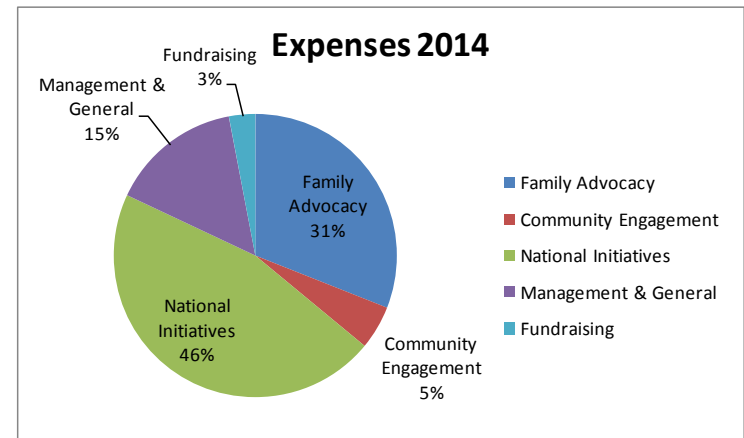
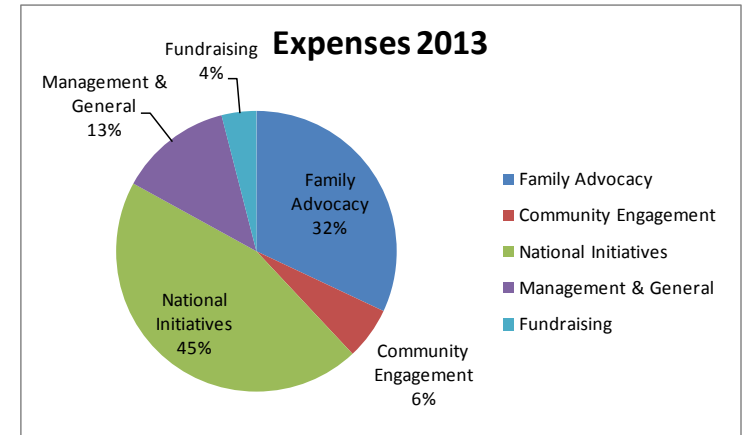
Family Advocacy	821,651	854,014
Fuerza Unida/Comm Engage	132,910	150,452
National Training & TA	1,209,585	1,237,392
Total Program Services	2,164,146	2,241,858
Management & General	393,340	325,564
Fundraising	75,173	103,484
<b>Total Expense</b>	<b>2,632,659</b>	<b>2,702,906</b>



# FINANCIAL INFORMATION

## BALANCE SHEET

	2014	2013
Current Assets	691,823	498,182
Net Property & Equipment	76,927	101,802
Other Assets	35,445	35,790
Total Assets	804,195	635,774
 Total Liabilities	 326,456	 314,522
Unrestricted Net Assets	29,280	18,541
Temporarily Restricted Net Assets	448,459	302,711
Total Net Assets	477,739	321,252
 Total Liabilities & net Assets	 804,195	 635,774



2014  
National Latin@ Institute  
Vida plena para tod@s  
Confianza Nacional Latina



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# ¡GRACIAS!



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Department of Health and Human Services, Administration for Children and Families  
State of MN Department of Public Safety- Office of Justice Programs  
Ramsey County Emergency Food and Shelter National Board Program  
Hennepin County - Domestic Abuse Service Center  
City of New York - Center for Court Innovation  
City of Minneapolis

### United Way

Greater Twin Cities United Way

### Corporations/Foundations

Women's Foundation of Minnesota  
Blue Cross and Blue Shield of Minnesota Foundation  
Verizon Wireless  
Verizon Hopeline  
Ucare  
National Domestic Violence Hotline  
Otto Bremer Foundation  
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Rosie Hidalgo, Director of Public Policy for the National  
Latin@ Network

Juan Carlos Areán, Director of the National Latin@ Network

Casa de Esperanza has chosen to use “@” in place of the masculine “o” when referring to people or things that are either gender neutral or both masculine and feminine in make-up. This decision reflects our commitment to gender inclusion and recognizes the important contributions that both men and women make to our communities.



# FIND US

## ADDRESS, PHONE & WEB

**main address**

po box 40115  
st. paul, mn 55104

**crisis line:** 651.772.1611

**administrative office:** 651.646.5553

**policy address**

325 pennsylvania ave se  
washington dc, 20003

**web**

[www.casadeesperanza.org](http://www.casadeesperanza.org)  
[www.nationallatinonetwork.org](http://www.nationallatinonetwork.org)

**research center**

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