

NEWS

from



Annual Report 2002

Volume 10 Number 1



photo by Dick Loyd

Board member and past award recipient Zane Reeves, left, presents the 2002 Amigo Award to fellow board member Fred Moore, who was instrumental in bringing the Michelle "Mike" Moore Memorial Golf Classic to Casa Esperanza in 1998, and who has chaired the event every year since then. During its five-year run the tournament has raised \$176,500, and the indefatigable Fred is planning yet a 6th tournament next June.

Casa Esperanza experienced another great year! *By Mary Ann Howard, Board Chair*

It has been a busy year as once again we had successful major fundraisers. Our car program brought in more than \$47,000 (over \$160,000 since its inception) and our Mike Moore Memorial Golf Classic netted in excess of \$26,000. Special thanks go to Taron Reeves for his work on the car program and Fred Moore for his tireless hard work on the golf tourney. Our Mike Moore Memorial Golf Tournament is returning "home" – to Tierra del Sol Golf Club in Belen. The scheduled date in June 14, 2003.

Our Ambassador program is on its way, and we are currently being represented by Fred Moore, Belen; Tillie Shaw, Clovis; Barbara Barnes, Los Alamos; Toots Green, Alamogordo and Betty Armstrong, Gallup. We hope to enlist Ambassadors from Las Cruces, Farmington and Southeastern New Mexico within the next few months and we solicit your help in these communities.

Casa's future is looking brighter than ever as we embark on some new and exciting events for the coming year. CAJA de ESPERANZA FIESTA- our newest fundraiser-our House of Hope will be auctioning off Hope Chests on April 4, 2003. These chests were

generously donated by Renee & Steve Upah of Unpainted Furniture in Albuquerque. We are soliciting celebrities to paint/decorate these chests. This promises to be a fun event for everyone.

Other exciting news is the beginnings of an expansion program for our facility. John Henderson is leading the charge on this project and is working with the University to make this dream a reality. Expansion will be behind the current facility and will include 12 more suites all of which will be handicap accessible. Yes, this will mean another Capital Campaign but we CAN do it. If we could begin in 1987 with only a vision, we can surely make it happen today with a vibrant, beautiful, well-run facility to show for our efforts.

Casa Esperanza is fortunate to have so many wonderful volunteers and we are ever grateful and appreciative of them and all that they do. This year we added three new members to our great Board of Directors- Jody Contreras of Wells Fargo; Laurie Hedrich, Attorney and Dick Satter, CPA.

It has once again been a joy and privilege to serve as Board Chair. However, I

could never have done it without the never-ending help and support from the best Board of Directors of any organization and a staff that is unparalleled in their time, talent and ability. Thanks again to you and each and every one of our friends and donors. You have been steadfast and true even in a tough year. Without you, none of this would have been possible. May God richly bless each of you!



photo by Dick Loyd

Board President Mary Ann Howard prepares her remarks for the Annual Board Meeting.

2003 Board of Directors

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Fred Moore

Retired, USMC

T. Zane Reeves, Ph.D.

Professor, UNM School of Public Administration

Dick Satter, Owner

Dick Satter, CPA, P.C.

Joseph V. Scaletti, Ph.D., Director

UNM School of Medicine

Office of Interdisciplinary Education

Johnese M. Turri, Senior Escrow Officer

Albuquerque Title Co.

Casa Esperanza Staff

Eileen Cook	Executive Director
Maryle J. Barber	Director Community Relations
Angie Carder	Guest Services
Martha Frederick	Guest Services
Mike Gallegos	Facilities Supervisor
Mary Loyd	Bookkeeper
Sam Lovato	Guest Services
Jeanne Messer	Finance Manager
Patricia Virgen	Guest Services

Reach us at:

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ALBUQUERQUE, NM 87196-0472
505-277-9880 Fax: 505-277-9876

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WEBSITE: WWW.CASAESPERANZANM.ORG

Our Mission

Casa Esperanza provides affordable housing for families facing cancer.

DIRECTOR'S PAGE

by Eileen Cook

Fred Moore

How to tell you about Fred...? Should I begin by telling you that he is the only board member who has also been a resident at Casa Esperanza? Or should I begin by telling you about his days as a drill sergeant in the Marine Corps? Or perhaps I should tell you about the day that Fred came to me about a little golf tournament he wanted to put together in Mike's honor...

Fred was feeling that terrible, raw pain you feel when your life has been torn apart by the loss of a close family member. Fred's wife, Mike (Michelle), lost her fight with cancer just two months before Fred sat down to chat with me in my office, and I was astonished by what he had to say. In the midst of such terrible grief, Fred felt compelled to think about others facing what he had just been through, and he wanted to help. I was touched by his compassion for the families at Casa, many of whom he had come to know during his sojourn with us.

So was born the Michelle "Mike" Moore Memorial Golf Classic. Fred wanted to host a "small" tournament at his home club, Tierra del Sol in Belen, a place where he and Mike played often and well. Through his association with the Sun Country Amateur Golf Association, Fred was ably qualified to make this tournament a

success. So I said yes. Of course I did. And I offered whatever help the staff might provide.

Well, that first "little" tournament raised \$21,000 for our treasury, and the next four years brought the total to \$176,500. Those of us who work with Fred year after year are convinced that he has a bit of the energizer bunny inside of him—his vigor and enthusiasm for this house are abundant. But we feared we might be wearing this ol' Marine dog down, and just as we were thinking we might taper off a bit, Fred announced that we're going for a 6th year! God bless him. He is a marvel.

Fred will tell you that he doesn't do this by himself, and of course, I know that's true. He has a wonderful, dedicated committee in Valencia County (including his new bride Edie Redfearn) to back this effort, and they all put in many, many hours of hard work. But Fred is the catalyst, the driving force, the compassionate man who is passionate about Casa Esperanza and about helping the families who stay here.

I could not be more pleased that the Board selected Fred Moore as best friend to the house this year and awarded him the 2003 Casa Esperanza Amigo Award.

"NEWS from Casa Esperanza" is published three times a year by Casa Esperanza, Inc. in Albuquerque, NM.

Casa Esperanza (Tax ID #: 85-0356946) is a registered 501(c)(3) not-for-profit corporation. All contributions are tax deductible. Casa Esperanza does not telemarket, participate in door-to-door solicitation, or campaign via chain letters or e-mail appeals. Casa Esperanza receives a portion of its funding from a contract with the New Mexico Department of Health. CE is a participant in the 2002-2006 NM Cancer Plan.

Member of the National Association of Hospital Hospitality Houses, a professional organization that promotes and assists not-for-profit programs that provide lodging and supportive services in a caring environment for families accompanying ill loved ones away from home. To learn more about NAHHH and other special places such as Casa Esperanza, visit www.nahhh.org.

Member of the Albuquerque Cancer Coalition, 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.

Member of Chambers of Commerce in Albuquerque, Belen, Clovis, Alamogordo, Los Lunas. Member of Albuquerque Better Business Bureau.

ANITA JOE *by Martha A. Frederick, Guest Services Team Member*

Anita Joe is a striking Navajo woman, who radiates a quiet strength. She first came to Casa Esperanza with her son Rayfurt in September for six weeks of radiation treatments. Cancer is new to Ms. Joe; she was diagnosed only in July of 2002.

Ms. Joe lives with her family in Houck, Arizona. Last July, at a hospital in Gallup, her doctor found a lump in her breast. A biopsy showed that the lump was cancer. Surgery in July removed the lump and lymph nodes. Ms.

Joe said she was glad the lymph nodes were removed because she feels that the cancer has less of a chance of spreading now. She is now midway through her course of radiation treatments at UNM Hospital.



Casa Esperanza residents Anita Joe and her son Rayfurt of Houck, Arizona.

Her son and caretaker, Rayfurt, is 21. He accompanies his mother to Albuquerque every week, stays at Casa with her, and goes with her to her treatments. He was living in Phoenix, AZ, when his mother's cancer was diagnosed. He went home immediately to help. He said he knew what he *should* do and what he *wanted* to do — which was to be his mom's caretaker during her treatments. He said he can always find a job.

Ms. Joe says her family has been wonderful to her and very supportive. She has 6 children, 4 boys and 2 girls. Rayfurt is one of the older ones. She also has 2 grandchildren. In addition, her mother, father, 6 sisters and 2 brothers live near her in northern Arizona.

A niece of Ms. Joe's told her about Casa Esperanza. A friend's family member of the niece's had stayed here. Both Ms. Joe and Rayfurt praise Casa Esperanza and its staff. They say the people are nice to them and the facility is comfortable and quiet.

Their stay has overlapped with a few special events here. First, a volunteer mission group from Louisiana was here for a week and prepared a special dinner of file gumbo and other New Orleans specialties. The Joe's enjoyed that. More recently, they were here for a pizza dinner and decorating for Halloween. Both Ms. Joe and Rayfurt took an active part in both the eating and the decorating!

Sharing her story for this article was not easy for Ms. Joe. Rayfurt influenced her decision and felt she should interview for the newsletter. I am grateful to her for allowing me to "invade her privacy". I am in awe of this beautiful, quiet, strong woman and her son. I wish for her healing and a joyful return to her family and life in northern Arizona.

Carol and Larry Schroder *by Angie Sanchez Carder, Guest Service Team Member*

Carol and Larry Schroder have been staying at Casa Esperanza since 1993. They come from Elephant Butte, New Mexico for Larry's treatments at UNM Cancer Research and Treatment Center. Nine years ago, Carol called to make reservations at the hotel in Albuquerque where they always stayed. Carol was told that there were no rooms available due to a convention and that they would need to find other accommodations. Carol turned to the Cancer Center and asked for help in finding a place to stay. They directed her to Casa Esperanza.

Carol and Larry said that at Casa not only did they receive lodging, they received the support and caring of people who truly understood what they were going through. "Against the odds, my husband survived. I will be eternally grateful to Casa. During my darkest hours, the staff and residents of Casa gave me what I needed to get through the worst ordeal of my life."

"Casa continues to give support to both of us every time we travel to Albuquer-

que to receive care at the Cancer Center. We know that my husband will struggle with a chronic illness the rest of his life, but because



Carol and Larry Schroder near their home in Elephant Butte, NM.

of Casa; we know we can get through it. For us, the word 'Casa' has come to mean a wonderful group of friends cheering us on."

The Schroders are indeed very special - they are among Casa's very first resi-

dents, and they are a part of Casa. They reflect all that Casa represents: caring, sharing and a willingness to help others. Carol is always looking to see what Casa is in need of and finds a way of getting the need filled. She is always ready to assist other residents in whatever the need may be.

Carol and Larry always have a smile and positive outlook on life. When Schroders come though the front door, the house feels complete because Casa's "family" has come home.

We would like to say thank you to Carol and Larry for all they have done during the nine years they have stayed at Casa, as well as for what they continue to do. We can truly say that the Schroders are Casa's "caregivers!"

Caja de Esperanza Fiesta to benefit Casa Esperanza *by Anita Smith Novak, Event Committee Member*

An extraordinary, delightful event awaits you! Casa Esperanza will salute the remarkable artistic talents of artists and craftsmen, both local and national, in its first annual "Caja de Esperanza Fiesta". The Fiesta will feature beautifully crafted Birch hope chests donated by Unpainted Furniture of Albuquerque and creatively decorated by well-known artisans and celebrities. The hope chests will reflect the festive spirit of the designer and be auctioned at a gala



FIESTA

event to benefit Casa Esperanza. To be emceed by Marisa Maez Brigman, former anchor at Channel TV 7 News, the Fiesta will be a celebration of camaraderie, food, spirits, art, and of course, Casa Esperanza, New Mexico's house of hope and home away from home for families facing cancer.

Mark your calendars for April 4, 2003, 5:00pm to 8:00pm at the Wool Warehouse in Albuquerque for the first annual "Caja de Esperanza Fiesta!"

Major Contributors July 1, 2001 - June 30, 2002

Lifetime Circle of Friends

KNML - 610 Radio

WB 19 & NM 50

Founders Circle of Friends

Car Program, LLC

Clear Channel Outdoor

Keystones Circle of Friends

First UMC, Sun City, AZ

Presbyterian Healthcare Fdn.

Sandia Foundation

Trail of Painted Ponies

Wells Fargo Bank of NM

Guardians Circle of Friends

Steve & Lori Aguilar

Clovis Board of Realtors

First UMC Houma, Houma, LA

Isleta Casino & Resort

Masonic Charities of NM

Estate of Julius & Agnus Rezler

Valencia County *News Bulletin*

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Wal-Mart Super Center #1414

Zia Laundry, Inc.

Defense Avionics Systems Honeywell, Inc.

Cornerstones Circle of Friends

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Paul & Sue Daulton

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Fuzion Video Productions

H. Davidson & Assoc.

John & Trudy Henderson

Laura Highfill

Hope Chapel

Intel Corporation

Isleta Eagle Golf Course

Pepsi Cola of NM

Catherine Q. Russell

Valerie Schumann

Albert & Judith Singleton

James & Cecilia Sitterly

St. Chad's Episcopal Church

St. Paul's UMC, El Paso, TX

Keith Wilson

Women's Christian Service Society

Pillars Circle of Friends

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Air Land Sea Travel

Albuquerque Title Co.

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Cosmopolitan Woman's Club

Dancing Eagle Casino

Gloria Garcia-Salazar

Jerry Foropoulos & Joyce Salazar

Gustin Property Group, LLC.

Sharon Gissel

Grace Ave UMC, Frisco, TX

Phillip & Laurie Hedrich

Ray Lucero

Merit Distribution Services

Fred Moore & Edie Redfeam Moore

Don & Shirley Nielson

Raymond Niles

NMELGA

Northside Civitan Club

Arthur Palmer

Pi Kappa Alpha

Radisson Htl & Conf Center

T. Zane Reeves

Joseph & Celine Reilly

Brian & Mara Rempel

Roses Southwest Paper Company

Joseph & Rita Scaletti

State Bar of NM Leadership

Sunshine Chapter OES

Trinity on the Hill Episcopal

United Church of Christ, AZ

Barbara Wiard

Hugh Reilly

Mary Michaelene Reilly

Rhombus Professional Assoc.

Dick Satter, CPA

Sierra del Sol Condominiums

Stewart Title Unlimited

Talbot Agency, Inc.

Michael & Johnese Turri

Wells Fargo Bank of Belen

Partner Circle of Friends

Tony & Esther Aguilar

Alligance Healthcare Corp.

Daniel Aranda

Roscoe & Barbara Barnes

Fareeza Belcher

George & Shirley Brabson

George Buffett

Lowell & Kay Burford

Carla Burton

CIGNA/Lovelace

Christian Fellowship Church

Christine Clayton

Eileen Casey Cook

Anne Cullum

Del Norte High School AFJROTC

Charles Eberly

Faith Lutheran Church

First State Bank

Marc & Vikki Florez

Bob & Pam Fondino

Mark Friedman

Charlie Gallegos

Joyce Haden

Lila Hindi

Kenlyn Hobley

Home Journey Team

Dwight Howard

John & Pauline Jewett

JMH, III, Inc.

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Tanya G. Metzger

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Red Roof Inn

Theresa Ritter

Marjorie Shelter

Julie Smith

South Valley Academy

T & T Supermart

Turney's Inc.

United General Title Co.

Marilyn E. Wackerbarth

Arthur Welsh

Our Lady of the Most Holy Rosary Catholic Parish

Century Club Members

Grif & Katy Pickard

Casa Esperanza Foundation

Carlo's Properties

Hans & Cynthia Egnes

Dean & Alice Irvin

Radisson Harbor View Hotel

Radisson Hotel Visalia

Dickie Romero

Robert & Ruth Satter

George Schadelbauer

Michael & Johnese Turri

Wal-Mart Super Center #1414

Memorials & Honorariums July 1, 2001-June 30, 2002

Eugene Aalto
 Reba Abeles
 All the Residents &
 Their Families
 David Beckman
 Eleanor Bemis
 Emily Bergamo
 Michael Bittenbender, Jr.
 Yetta Boulware-Seaney
 Chuck Bradley
 Vera B. Brandon
 Gary Butler
 Christopher Carson
 Patrons of Casa Esperanza
 Dr. Dan & Pat Clifford
 Charter Companies
 Robert Crow
 Louise Henderlight Davis
 Natalie Dineyazhe
 Loyce R. Easley

Pauline Encinias
 First Annual Leadership Inst.
 State Bar of NM
 Janice Fitz
 David Flannery
 Ethyl Fox
 Shirley French
 Glenice Frier
 Osilio Galindo
 Pia Gallegos
 Felicia Gutierrez
 Jennifer Harris
 Cynthia Anne Hiers-Robinson
 Virginia Holley
 Mary Ann Howard
 In the Glory of Christ & the
 Service of Mankind
 John & Marguerite Huizing
 Leroy Jespersen
 Catherine King

Robert Yoshio Kodama
 Law & Res. Planning Assoc.
 Della Lisk
 Ray Litz
 Isabel Maes
 Cody Manz
 Rosana Manzanares
 Danny Marquez
 Mary S. Martin
 Michelle "Mike" Moore
 Melissa Murray
 My Son Lost to Cancer
 Vanessa Nielson
 Rudd Niles
 Garry Oglesbee
 Elizabeth Owens
 Carol Anne Palmer
 Shirley Pate
 Molinda Proffitt
 Cynthia Rangel

Delbert Redfearn
 Sidney & Rose Regensberg
 Hugh Reilly
 Julius & Agnes Rezler
 Alex Romero
 Greg S. H. Ross
 Marjorie Salmon
 Agnes Schadelbauer
 Tinka Schroeder
 Chris Schultz
 Jeri Smith
 Roy B. Spencer
 Dorothy Taylor
 William Taylor
 Rod Touchet
 Virginia Watts
 Terry Weaver
 Elwood "Woody" Wittle
 Ann Yalman

Great Holiday Idea!

Have you been in a quandary over what to purchase for that special client or employee? Or are you absolutely stuck on what to get for that mother-in-law or great aunt who has everything under the sun? Well, your list of holiday shopping decisions just got a whole lot shorter! We just may have the perfect solution to the annual dilemma of what to give that special friend, colleague or family member.

We are proud to present Casa Esperanza's third annual holiday ornament designed and created especially for our house. Cast in pewter, the 2002 ornament features a fetish bear carrying the Casa Esperanza's logo house, trees and mountains on his shoulders. Designed by Shawn Harjo, a Seminole-Navajo now residing in Isleta, the piece is truly unique.

This exquisite ornament comes boxed with a card enclosure and is ready for giving to those lucky names on your gift list. Supplies are limited, so hurry and submit your order today. You'll be doing a great service both to yourself and for those who depend on Casa Esperanza.

To order your Holiday Ornament (s) today, simply complete the information below and return this form with payment to: **Casa Esperanza, P.O. Box 40472, Albuquerque, NM 87196-0472. Ornaments will be shipped after November 1, 2002.**

Please send me _____ Holiday Ornaments at \$18 each (plus \$2 per ornament for postage).

Name: _____

Address: _____

City, State, Zip: _____

Phone #: _____

Check enclosed **or** ... Please charge my: Visa ___ Master Card ___ Discover Card ___ Am. Exp. ___

Card # _____ Exp. Date: _____

Signature: _____



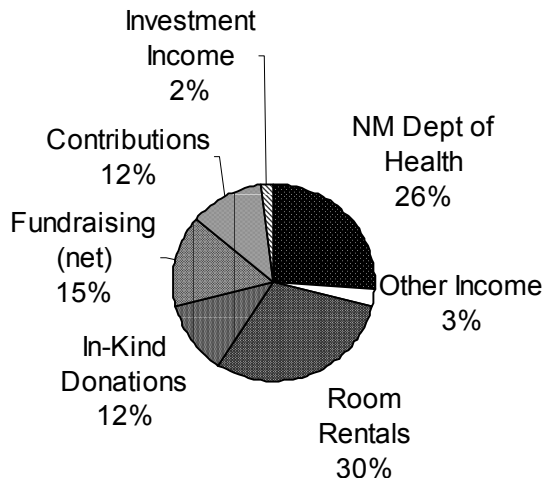
After November 1st, you may also purchase your Holiday Ornament at Casa Esperanza, 1005 Yale NE, Albuquerque NM 87106. Office is open from 8:00am to 8:00pm Monday through Friday, 9-4 on Saturday and 1-6pm on Sunday. We also have a limited number of 2000 and 2001 limited edition ornaments available for your purchase at \$18 each plus shipping.

*All proceeds will benefit Casa Esperanza,
 New Mexico's house of hope and home away from home for families facing cancer.*

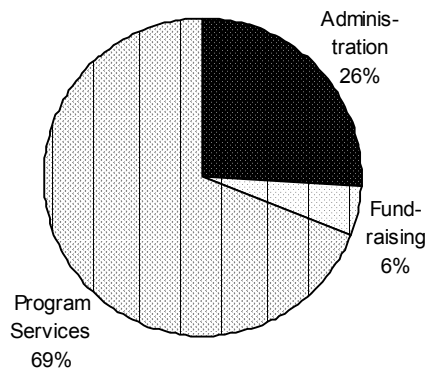
CASA ESPERANZA, INC.
Fiscal Year Ending June 30, 2002**

Revenues		
NM Dept of Health	26%	130,000
Room Rentals	30%	148,187
In-Kind Donations	12%	56,963
Fundraising (net)	15%	77,480
Contributions	12%	58,534
Investment Income	2%	9,478
Other Income	3%	14,008
<hr/>		
Total Revenue	100%	494,650
Expenses		
Program Services	69%	335,716
Administrative	26%	128,583
Fund-Raising	5%	25,398
<hr/>		
Total Expense	100%	489,697

REVENUES



EXPENSES



ENDOWMENT FOUNDATION
Fiscal Year Ending June 30, 2002**

Revenues	
Investment Income	-13,507
Contributions	8,055
In-Kind Contributions	346
Other	-2,000
<hr/>	
Revenue Loss	-7,106
Expenses	
Investment Expense	2,858
Office & General	2,056
Insurance	862
Other *	11,470
<hr/>	
Total Expense	17,246

* The Endowment Foundation purchased a new boiler for Casa Esperanza's building. Cost: \$11,470.

**Copies of the Casa Esperanza, Inc. and Casa Esperanza Endowment Foundation full 2002 audit is available from the organization office. (see page 2 for contact information.)

Casa Esperanza Endowment Fdn., Inc.

2002	Cost	Fair Value	Unrealized App.
Common Stock	\$109,771	\$89,195	(\$20,576)
US Gov. Oblig.	\$ 41,866	\$42,547	\$681
<hr/>			
	\$151,637	\$131,742	(\$19,895)
<hr/>			
Total Invst.	\$300,835	\$277,402	(\$23,433)



photo by Dick Loyd

Kim McNulty, CPA with McNulty Zahm LLC, presents the audited financials for fiscal year 2002 at the Annual Board meeting in September.

Endowment Foundation Report

By Robert Gustin, Foundation Chair

Consistent with any person or entity invested in the stock market the past year, the Endowment Foundation sustained some losses in its portfolio. However, due to a conservative investment strategy, the results were much less severe than they might have otherwise been. Our major expenditure this year was to replace the boiler at a cost of \$11,471.

We had another successful “non-event” fundraiser last year – “The Balloon Fiesta Sock Hop,” which raised \$5,000 for the Endowment Foundation. This year, we are in the process of attempting to surpass that amount with a new non-event: “Casa Esperanza’s 1st Annual Harvest Festival Chile Cook-Off”. If you have not already received your invitation, I am sure you soon will.

Although we had no major gifts



photo by Emily Trujillo

Endowment Foundation President Bob Gustin and his wife Laura Ortiz Gustin at the Annual Board Dinner and Donor Recognition event at the Albuquerque Marriott.

coming to the Foundation this year, we did receive \$8055 in general donations. Our goal this year is to focus on soliciting major gift commitments through planned giving opportunities for donors. This past month we repeated the successful April wine and cheese reception for Foundation donors at the Petroleum Club, sponsored by Salomon Smith Barney and First Financial Trust Company.

For our second reception, we invited not only current donors but potential donors as well. It was again held at the Petroleum Club, with Jeffrey Romero, Vice President at Salomon Smith Barney, serving as sponsor for the event. We hope each of you will plan to be with us for future Endowment Foundation socials to learn about new directions and visions for Casa Esperanza.

YOUR CHILDREN WILL BE PROUD *by Sheldon Wright, Endowment Foundation Board of Directors*

As a trust officer, I’m amazed at how many people seem to feel that, at their death, they somehow lose all rights to dispose of their assets as they wish or that it’s too late to do something good. Some people feel as if they must leave every dollar to their children or they will not be considered good parents. My experience over the years is just the opposite! Usually, children are proud that their parents left something to the worthy organizations that they supported — or got support from — in their lifetime. And, the charities do a fantastic job in letting the families know how much the gift will do for their programs and services. Simply put, the children miss their loved ones and the benefiting organizations help in the grieving process when they can relate to the children what great parents they had. It’s not always about the money!

The easiest way to make a planned gift is to include a bequest to one or more charities in your Revocable Living Trust or your Will. You would be surprised at how

helpful either a specific dollar amount or a percentage of your estate would be to a cause you care about.

A lot of people have life insurance policies that could easily be changed to name a charity as the beneficiary for all or part of the proceeds. I see a lot of people in their seventies and eighties who took out policies of \$5,000 - \$10,000 many years ago when that was a large amount of money. These days, those proceeds often don’t make up even one or two percent of their estate. So why not name the Casa Esperanza Endowment to receive the proceeds?

You might have a real estate lot somewhere that you never got around to building on. You could make out a Transfer on Death Deed for the property to the Casa Esperanza Endowment. This may be better than each of your kids ending up with a fractional interest in the property and having to sell it as a group.

You might want to let the Casa Esperanza Endowment and other charities

know what you’ve done so that they will know that you appreciate what they are doing for you and others. I know that they would like to recognize you while you are living...but that part is up to you.

Another popular type of planned gift is the Charitable Remainder Trust that you set up during your lifetime. Put a low basis asset in trust, sell the asset after it’s in the trust (free of any capital gain) and then receive the income or a set percentage for the rest of your life. You also get a current income tax deduction based on an actuarial computation. At your death, what’s left in the trust goes to the named qualified charity such as the Casa Esperanza Endowment. See your estate planner for more information.

So make your family proud and be an inspiration to others to do the same! It’s not that difficult and you’ll feel great knowing that you’ve done something to ensure that Casa Esperanza will be around for a long time to help people in need.



Bragging Rights

Our turn to crow a bit. In September, at the annual conference of the National Association of Hospital Hospitality Houses, Casa Esperanza received recognition for several of its marketing pieces. I would like to pass that recognition on to our very own Community Relations Director Maryle Barber, who is largely responsible for producing our newsletters and updating our website. Our summer newsletter won second place (thank you David McCain, owner of Downtown Printing for serving our needs so well), and our fabulous website took first place among houses of our size (thanks to Sheldon Liebman of L & S Marketing for so efficiently and artistically maintaining the site). If you would like to see why it took first place honors, please visit us at www.casaesperanza.org.

And—ta-da!—our eight-minute video won first place! In fact, it was shown in its entirety at the conference's awards breakfast. The video, shot and produced by Michael Turri of Fusion Video and beautifully narrated by his wife and Casa board member, Johnese Turri, was enhanced earlier this year when Michael shot interviews with three of our resident families. The result is very moving, and we owe a great deal to Michael and Johnese. If you have not seen the video, and if you would like to have one on hand to share with your club or group, please let us know, and we will be happy to send you one.



photo by Emily Trujillo

Board Chair Mary Ann Howard, center, presents an award to Michael Turri and his wife, board member Johnese Turri, in recognition of their outstanding contributions to Casa Esperanza.

Donate your car, boat or RV to benefit Casa Esperanza. Call 1-800-513-6560 or visit www.donatecar.com and let them take care of your donation.

Return Service Requested

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ORGANIZATION
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Albuquerque, NM 87196-0472