

News

from



Annual Report 2005

Volume 13, No. 1

UNM – Designated Cancer Center!

Eileen Cook, Executive Director

Hallelujah! That about sums up the collective rejoicing heard around the north campus in late September. The U.S. National Cancer Institute notified the UNM Cancer Research & Treatment Center that they are now a "Designated Cancer Center" - one of just 40 such designated centers in the United States. It is a major honor.

So what does this mean for New Mexicans? It means that the 7,500 or so New Mexicans who will receive a cancer diagnosis in 2006 will be able to receive the best and latest cancer treatment options available. And they won't have to go to a cancer center in Houston, or Denver or Phoenix. They can stay right here. Cheryl Willman, MD, Director and CEO of UNM CRTC, said "...All citizens of New Mexico deserve outstanding cancer care here in their home state, surrounded by their friends and family members who support and love them. The UNM CRTC provides outstanding cancer care to the most prominent and the most needy individuals in our communities, side by side." Did you know that UNM CRTC is one of the few places in the entire country where the poorest of us can receive the highest quality of cancer care? We have much to be grateful for, we New Mexicans.

So what does this mean for Casa Esperanza? It means that Casa Esperanza will remain a vital component in today's holistic approach to cancer care for those who travel to Albuquerque for treatment. It means that Casa Esperanza will need to prepare for those who are here for long-term treatments, such as bone marrow transplants. It means that Casa Esperanza's occupancy will continue to skyrocket. It means that Casa Esperanza will need to expand its present facility or be forced to turn families away. But most of all, it means that Casa Esperanza will continue its mission and allow families to remain together during their long, difficult battles with cancer.



lies. You have made a tremendous difference in the lives of many, and you will continue to do so. I am humbled by your care and compassion. And I thank you.



2005 Board of Directors

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An Involved Life?

**From Writing a Check to
Making a Difference
by T. Zane Reeves, Ph.D.,
Casa Esperanza Board Chair**

The test of charity is: do you give something that you value greatly, something that you love? The Quran

Are you one of those individuals who is *financially secure*, not *rich* (except to two-thirds of the world), but who can buy whatever you want? If so, how involved are you in the lives of strangers in your community, both with your time and money? Perhaps you may occasionally contribute to church or charity like Casa Esperanza or even monthly United Way allocation through payroll deduction. Or, you may volunteer for a public radio telethon or rape crisis center hotline from time to time. Although commendable, it should not be mistaken for *involvement* with a charity or as deep compassion.

Involvement occurs on mental, physical and spiritual levels. It happens now, not later, as a bequest in your will following your unexpected demise. Your own involvement can be a role model for your co-workers; it can spread throughout the workplace as your organization becomes involved in the community, thereby contributing to a sense of community service at work. Your involvement becomes personal and has "staying power" over time; the combined result is your own personal growth and spiritual development as well as a sense of "family" at work.

Time and money in the *here and now*.

Please take a minute to assess the level of your involvement with strangers who need your compassion, like the families who reside at Casa Esperanza. Decide which of the following four categories best describes your level of involvement:

Me now, mine later. I take care of my family first. My goal is to financially prepare for my retirement and

make sure my kids have a nice nest egg for their education. I contribute to my church/ synagogue and that's about it. I don't serve on any charitable boards or not-for-profits organizations. Basically, I believe that anyone who wants to succeed can do so if he just works hard enough. I really don't have much sympathy for the homeless, addicts, or nut cases. I work too hard for my money to give it away to those who are not motivated by a solid "work ethic."

Me now, them later. I work very hard and intend to build a nice little nest egg for my family and for my favorite charities after I pass away. I really don't have time to serve on not-for-profit boards or do much volunteer work, although I help out with my Kiwanis' club pancake breakfast and Knights of Columbus' St. Patrick's Day meal at the homeless shelter. My major bequest will be to a charity like Casa Esperanza, Inc.

Giving now and later. I have been quite blessed and make a respectable income, which allows me to generously contribute to various charities, i.e. the homeless, HIV support, and cancer research. As far as the poor are concerned, I know that "there, but for the grace of God, go I." I figure I can't take it with me and besides, I get a lot of satisfaction from being involved in a variety of projects to help those who are suffering. I am leaving some possessions to my kids, but it is more important that they learn the value of serving a larger community and so most of my bequest is going to a charity in whose mission I greatly believe, like Casa Esperanza.

Each of the aforementioned individuals has values, beliefs and principles regarding community service, but only one really puts life in the larger perspective of giving now and in the future. You alone decide your personal legacy, how you will be remembered. Will it be one of generosity or of someone who basically took care of self? Think about leaving a legacy of involvement, at work and with your family and with Casa Esperanza.



LEAVE A LEGACY®

*"Make a Difference in the Lives
that Follow."*

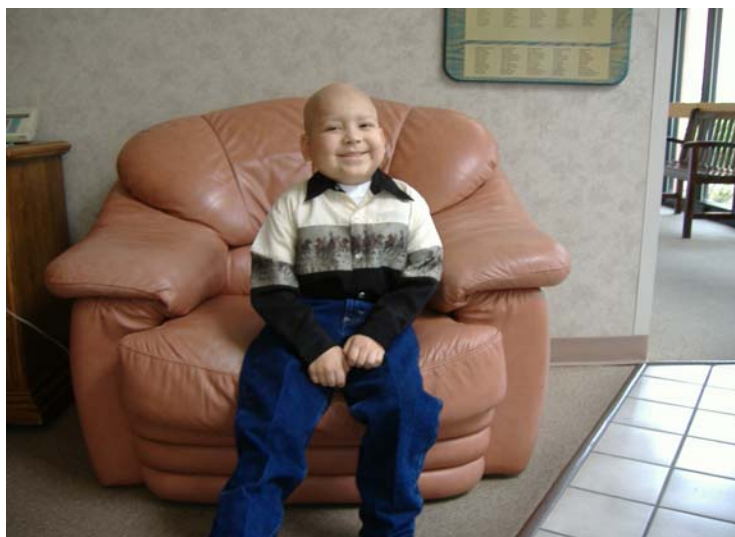
*Consult your financial advisor or
attorney today to plan a gift that
will touch the future.*

Juanito Campa *from the desk of Daniel Dinning & Patty Virgen, Guest Services Team Members*

Juan Campa and his mother, Maria P. Reyes, are current guests at Casa Esperanza. They have been with us since June 1st. They are from Juarez, Mexico where six-year old Juanito was diagnosed with leukemia. When his mother was informed about his condition, she immediately brought Juanito, a U.S.-born resident, back to the United States.

Maria, in her native Spanish tongue, often shares how lucky she feels to be at Casa Esperanza with people around who want to help her. Juanito will have to remain in Albuquerque for 3 years; this is the estimated time doctors have given to Maria. The Children's Cancer Fund has helped Juanito and his mom cover their lodging cost and is also helping Maria extend her Visa so she can remain in the United States with her son during this difficult time.

Juanito has been seen, on more than one occasion, walking through the halls of Casa with a beaming smile. No one here has ever asked why; we seem to unconsciously prefer to bask in his simple and genuine serenity. We are compelled only to simply smile back. These days, however, with his newest acquisition, a Game Boy Advance from UNM Hospital, it is a bit more difficult to grab his attention.



Juanito with yet another generous smile.

We often house patients that are children here at Casa Esperanza. What is it about

them that makes them so captivating? They stir a great sympathy within us, a sorrow at seeing a child mired in the pain of such an adult situation. However, witnessing them bear their burden with the resiliency and vitality of the youth they possess inspires our admiration, which in turn drives our compassion to help them and besides, when that same kid can out-play you at a video game, you realize that they are capable of anything.

We are happy to have Juanito and his mom here at Casa Esperanza, and we are very grateful to the Children's Cancer Fund as well as the Mexican Con-



Maria Reyes (mom) and her little vaquero.

ulate who have helped the family with their lodging costs.

**CASA ESPERANZA ADHERES TO THE DONOR BILL OF RIGHTS ADOPTED BY THE
ASSOCIATION OF FUNDRAISING PROFESSIONALS.**

I. To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes. **II.** To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgement in its stewardship responsibilities. **III.** To have access to the organization's most recent financial statements. **IV.** To be assured their gifts will be used for the purposes for which they were given. **V.** To receive appropriate acknowledgment and recognition **VI.** To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law. **VII.** To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature. **VIII.** To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors. **IX.** To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share. **X.** To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.

**Code of Ethical Principals and Standards of Professional Practice
STATEMENTS OF ETHICAL PRINCIPLES *Adopted November 1991***

The Association of Professional Fundraisers (AFP) exists to foster the development and growth of fund-raising professionals and the profession, to preserve and enhance philanthropy and volunteerism, and to promote high ethical standards in the fund-raising profession.

To these ends, this code declares the ethical values and standards of professional practice which AFP members embrace and which they strive to uphold in their responsibilities for generating philanthropic support.

Members of the Association of Professional Fundraisers (AFP) are motivated by an inner drive to improve the quality of life through the causes they serve. They seek to inspire others through their own sense of dedication and high purpose. They are committed to the improvement of their professional knowledge and skills in order that their performance will better serve others. They recognize their stewardship responsibility to ensure that needed resources are vigorously and ethically sought and that the intent of the donor is honestly fulfilled. Such individuals practice their profession with integrity, honesty, truthfulness and adherence to the absolute obligation to safeguard the public trust.

Furthermore, AFP members

- Reserve the ideal of philanthropy, are committed to the preservation and enhancement of volunteerism, and hold stewardship of these concepts as the overriding principle of professional life;
- Put charitable mission above personal gain, accepting compensation by salary or set fee only;
- Foster cultural diversity and pluralistic values and treat all people with dignity and respect;
- Affirm, through personal giving, a commitment to philanthropy and its role in society;
- Adhere to the spirit, as well as the letter, of all applicable laws and regulations;
- Bring credit to the fund-raising profession by their public demeanor;
- Recognize their individual boundaries of competence and are forthcoming about their professional qualifications and credentials;
- Value the privacy, freedom of choice, and interests of all those affected by their actions;
- Disclose all relationships which might constitute, or appear to constitute, conflicts of interest;
- Actively encourage all their colleagues to embrace and practice these ethical principles;
- Adhere to the following standards of professional practice in their responsibilities for generating philanthropic support.

You already know that Casa Esperanza (CE) serves as a home away from home for patients and their families during cancer treatment in Albuquerque hospitals. CE provides an affordable home for out-of-town patients undergoing treatment, and provides professional counseling as well. We offer patients and their families resources where they can do research into cancer care. CE can accommodate up to 28 families at a time. The shared dining room and four kitchens help foster a sense of community among the patients and offer an opportunity for families to share their experiences and challenges while undergoing cancer treatment. There is also a private library, game and TV room, a children's recreation room and fully fenced backyard playground. Our conference room offers a quiet space for individuals and families to meet with doctors, ministers, and/or counselors, and free transportation is provided to and from the UNM Hospital. It is the only independent hospitality house of its size in New Mexico. *We hope you know* that your financial and in-kind support directly underwrites the cost of providing support for the cancer patients of New Mexico and Southwest. *Thank you!*

Major Contributors July 1, 2004 - June 30, 2005

Lifetime \$30,000 and above

American Home Furnishings
Cymric IEP Inc.
Car Program LLC
Clear Channel Outdoor
Clovis Board of Realtors
Def. Avionics Sys.Honeywell Inc.
KNML – 619 Radio
KWBQ TV Channel 19
Masonic Charities of New Mexico
Mike Moore Memorial Golf Classic
NCA, AIA
PNM Foundation Inc.
Arthur & Carol Palmer
T. Zane Reeves
Lloyd & Virginia Storr
Zia Laundry, Inc.

Founders Circle \$10,000

Wells Fargo Bank

Keystone Circle \$5,000

Steve & Lori Aguilar
Bernard Osher Trust
Unpainted Furniture
Will Weinstein, Family Trust

Guardian Circle \$2,500

Albuquerque Lighting Company
Alphagraphics
David & Lee Beckley
Sara Chambers
Joanna & Don Cole
Gary Goodman
Healthcare Laundry Service
Land America-Albuquerque Title
Glenn Magelssen
Margarito Mondragon
Presbyterian Healthcare Fdn.
Wal-Mart Distribution Center

Cornerstones Circle \$1,000

ASUNM Community Experience
Albuquerque Monument Co.
Patricia Brkich
Michelle Campbell
Community Fdn. Chaves County
Christine Clayton
Ralph & Jody Contreras
Eileen Casey Cook
Mike & Victoria Copeland
Jim & Lily Curtis
Paul & Sue Daulton

Del Norte HS AFJROTC
Feller Family Charitable Fdn.
Virginia Gonzales
John & Toots Green
Harrison Contracting Co. Inc.
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Linda Lomahaftewa
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Anthony Raymond Masciotra, Jr.
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Rio Grande Civitans
Dickie & Suzanne Romero
Beth Sailer
Dee Sanchez
Paul Sanchez
John & Mary Saunders
Sierra Vista Civitan Club
Floyd & Helen Stake
State Employees Credit Union
Neel & Kay Storr
Talbot Agency, Inc.
Michael & Johnese Turri
NM Federal Credit Union
James & Sandy Uhl
Wal-Mart on Eubank
Wal-Mart on Coors
Wal-Mart Super Center #1414
Lt. Col. Wayne Whiting
Darryl Willison
Women's Christian Service Soc.
YDI- 4th Street Outreach

Pillars Circle \$500

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Alb.Regional Medical Center
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Maryle Jackson Barber
Pat Beatty
Connie Blake
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Paul Moran
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NM Oncology Hematology
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Michele & Lonnie O'Shields
Counseling & Case Mgt.
Richard & Katie Prasek
Rhombus Professional Assoc.
Roses Southwest Paper Company
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Sandia Investment Group
David & Elizabeth Satterfield
Sylvain Segal
Meryl Manning Segal
Greg Senn
Georgia Sharp
St. Chad's Episcopal Church
Stewart Title Unlimited
Bob & Phyllis Stice
Taos Ski Valley, Inc.
Trinity on the Hill Episcopal Ch.
UNM AFROTC
Wal-Mart # 850
Wal-Mart Foundation

Partner Circle \$250

Albuquerque's Newcomer's Club
Col. Robert L. Algermissen
Lance & Kerri Allgood
Ann Allsbury
Gene & Carmen Barnhouse
Fareeza Belcher
William & Janell Brooks

Harriet Bull
Kay Byrd
Tom Callahan
Cardinal Healthcare
Tom Case
Chiropractic Arts
Cosmopolitan Woman's Club
Crystal Dale
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David & Frances Hall
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Harriet Stamburgh
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George & Gloria Treadwell
Jan & Chris Turri

Casa Esperanza Endowment Foundation, Inc.

Car Program LLC
Clovis Board of Realtors
Cooney, Watson & Associates
Alice Irvin
Patricia Macaluso
Rhombus Professional Association
Georgia Sharp

CASA ESPERANZA, INC.

Fiscal Year Ending June 30, 2005

Revenues

NM Dept of Health	121,022
Room Rentals	201,286
Car Donation Program	25,659
Special events (Note 1)	74,416
Contributions (Note 1)	89,955
Investment Income	443
Other Income	2,241
Contributions from the Endowment Fdn	<u>98,900</u>
Total Revenue (Note 2)	\$613,922

Expenses

Program Services	335,323
Management & General	118,515
Fundraising	24,105
Transfer to Endowment	<u>109,761</u>
Total Expense	\$587,704

ENDOWMENT FOUNDATION

Fiscal Year Ending June 30, 2005

Revenues

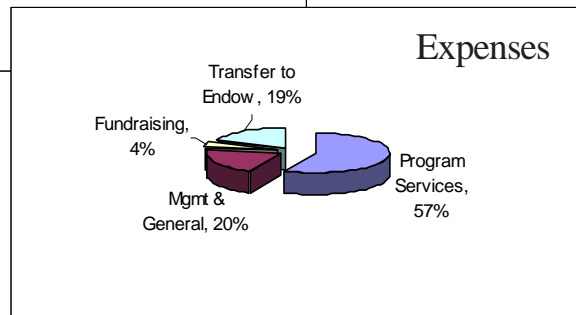
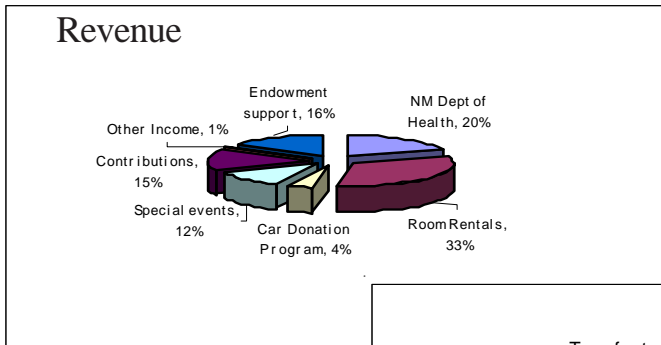
Investment Income	115,950
Transferred from CE	109,761
Special Events (Note 1)	
Other Income	<u>587</u>
Total Revenue	\$226,298

Expenses

Management & General	11,054
Fundraising	112,669
Support to Casa, Inc	<u>98,971</u>
Total Expenses	\$222,694

Casa Esperanza Endowment Foundation Assets

June 30, 2005	Cost	Value	Appreciation
Common Stock	811,459	867,958	56,499
Fixed Income Securities	447,516	454,898	7,382
Cash & Money Market	<u>95,505</u>	<u>95,505</u>	<u>0</u>
	1,354,480	1,418,361	63,881



Note 1: Contributions to Casa Esperanza include an additional \$21,151 from the large estate received last year.

Note 2: Because these are from our audited report, in-kind donations are not reflected. Total for 2004-05 in in-kind gifts was \$34,920 in goods and services — not counting all the generous donations of time.

Copies of the full 2005 audit for Casa Esperanza, Inc. and Casa Esperanza Endowment Foundation are available from the organization office (see page 8 for contact information).

Memorials & Honorariums

July 1, 2004 - June 30, 2005

Loyce Allgood
 Jacob Barela
 Charles Berryman
 Michael Jr. & Gavin Bittenbender
 Lamar Barzell
 Arlene Carlson
 Karen Divers
 Eva June Dutton
 Janet Ferrell
 Virginia Gonzales
 Connie Graham

Frank Henry
 Carl Hileman
 Charles & Pat Hobby
 Dean Irvin
 Anna Maher
 Narciso Manzanares
 Michelle Moore
 Durwald Morrow
 James Oliver
 Jose Luis Ortiz
 Stella Perkinson

Hugh Edward Reilly
 Alex Romero
 Ashly Rowland
 Andrew Selby
 Georgia Svoboda
 John Tubbs
 Vera (Pat) Van Matre
 James Allen Varela
 Virginia White
 Pat Wiencek
 Bill Williams

HOLIDAY SALE! Save...

For the past five holiday seasons we have offered you the unique opportunity to purchase a unique holiday ornament specifically designed by local artists for Casa Esperanza. We will not be creating a new design for this year, but we are selling our wonderful pewter ornaments at a great sellout price. We are offering ornaments from past years, at \$10 each, or you may order all five designs for \$50.

All ornaments come boxed with a card enclosure, ready for giving to those fortunate people on your gift list. Supplies are limited, so we encourage you to place your order today. Remember, you'll be doing a great service to yourself as well as to those who depend on Casa Esperanza.

To order your ornaments today, please complete the information below and return this form with payment to: Casa Esperanza, P.O. Box 40472, Albuquerque, NM 87196-0472. Your ornaments will be shipped immediately. Don't forget this is a sellout of our ornaments; so when they are gone, we will not have new ones recast -- so order early.

Please send the following Holiday Ornaments:

Year 2000 _____ @ \$10 ea. = _____	Year 2003 _____ @\$10 ea. = _____
Year 2001 _____ @\$10 ea. = _____	Year 2004 _____ @ \$10 ea = _____
Year 2002 _____ @ \$10 ea. = _____	Box Set _____ @ #50 ea = _____

Please include \$2 for each individual ornament and \$5 each for the boxed sets for postage and handling.
Total enclosed: \$ _____

Ship to: _____ Address: _____
City, State, Zip: _____ Phone: _____

Check enclosed *or* charge my: Visa __ Master Card __ Discover Card __ American Express __.
Card # _____
Expiration Date: ____—____ Signature _____

You may also purchase Holiday Ornaments at Casa Esperanza, 1005 Yale NE, 8 a.m. to 8 p.m. weekdays, 10 a.m. – 3 p.m. Saturdays, and 2-6 p.m. Sundays. Our sincere thanks to all of you who do so much to support Casa Esperanza and the families we serve.



Upcoming events!



Del Norte JRROTC members assist auctioneers Jim Randall and Steve Stucker at the 2005 Casa de Esperanza Fiesta. Stucker, right, from KOB-TV, will serve as emcee and auctioneer for next year's Fiesta and hope chest auction on March 31. Watch for more information in early January 2006.



June 10, 2006 is the 9th Annual Mike Moore Memorial Golf Classic hosted by Fred & Edie Moore (center at this year's tourney) at Tierra del Sol Golf & Country Club. Featured next year will be the new Rita Scaletti Memorial Scholarships for two women's teams. Come out and play!

Our Mission

Casa Esperanza provides affordable housing for families facing cancer.

“NEWS from Casa Esperanza” is published twice a year by Casa Esperanza, Inc. in Albuquerque, New Mexico.

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. Casa Esperanza is a participant in the NM Cancer Plan.

Member: 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: 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: Chambers of Commerce in Albuquerque, Belen, Clovis, Alamogordo, Los Lunas.

Member: Albuquerque Better Business Bureau.

~Donate your car, boat or RV to benefit Casa Esperanza. Call 1-800-513-6560 or visit www.donatecar.com and let them know you want to designate Casa Esperanza as the beneficiary of your donation.~

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

Casa Esperanza Staff

Eileen Cook	Executive Director
Maryle J. Barber	Development Director
Lee Beckley	Office Volunteer
Christy Casias	Guest Services
Daniel Dinning	Guest Services
Mike Gallegos	Fac Supr & Vol Cord
Anita Harrison	Admin. Assistant
Crusita Jaimes	Guest Services
Sam Lovato	Guest Services
Mary Loyd	Bookkeeper
Angelica Medina	Gst Srv & Comm Rel Dir
Jeanne Messer	Finance Director
Patricia Virgen	Guest Services

Reach us at:

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 505-277-9880 Fax:505-277-9876
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