

# News

from



Annual Report 2007

Volume 15, No. 1

*Come join the magic of Casa Esperanza...*

*by Harriet Bull, Casa Esperanza Board of Directors - Chair*

I can't believe that one year has passed since I wrote my last end of year update! Casa Esperanza has moved ahead with many of its programs and services and we have had a fantastic year. We have taken the information we learned in the *National Center for Social Entrepreneurs Entrepreneurial PathFinder Program* and have become an entrepreneurial model for non-profit organizations, as evidenced by the success of our programs.

The *Vehicle Donation Program* grows steadily each day, and has generated enough revenue to help us expand our cancer family services. Our *Patient Navigator Program* is also thriving, and includes a comprehensive resource library with materials on many types of cancer and issues, and the program provides psychological, social, financial resources and emotional support to cancer survivors and their caretakers.

In fact, in many ways, the past year has been almost magical. The most exciting news is that the Board of Directors has given us the go-ahead to start the quiet phase of our Capital Campaign. (Shh! Don't tell.) The Campaign

will be launched in the spring to raise funds for a new addition of 12 extended stay units. This addition is in concert with the increased number of patients expected as a result of the building of a new Cancer Center at UNM. As Russell Dilts, the CAO of the UNM Cancer Center says, "Stay tuned...there's more to come!"

Our main mission, to provide a home-away-from home for cancer patients and their families, is the reason we exist and are so vital to the people from all around the state of New Mexico. When someone is diagnosed with cancer, home is the place that they can rest from the fatigue of treatment surrounded by their loved ones. When treatment is in another city, the need for a home is still strong. That is why Casa Esperanza is vital: to provide a nurturing, familiar place for cancer patients to recover from treatment.

Providing services is what we are about, yet the most fulfilling part of my volunteer experience as a Board Member is when we receive letters from former residents about how Casa has touched their lives. Instead of giving you



*Casa Esperanza 2007*

updated statistics, I want to share an excerpt from a letter that reflects the job we do:

*...Continued on Page 3*

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5<sup>th</sup> Annual Angel Gala  
(funds raised at event benefit non-profits like  
Casa Esperanza)

Tuesday, December 4, 2007

5:00-7:30pm

Best Western Sally Port Inn

2000 N. Main St., Roswell, NM

Tickets: \$20 in advance \$25 at the door

The evening of festivities will welcome the  
holiday season and spark the holiday spirit!

Hearty snacks and beverages will be  
provided in the festively decorated hotel  
atrium. The imaginative Silent Auction will  
feature an assortment of unique gifts to assist  
your holiday shopping. A Live Auction of  
exceptional items will  
highlight the evening.

For more information please call Susie Russell  
at 622-8900 or email fcc@qwest.net.

**DIRECTOR'S PAGE**

by Eileen Cook

**1987 Revisited**

From the *RANM Roadrunner* March, 1987, by Mary Ann Howard, Chairperson, REALTORS Association of NM Community Services Committee. "... One of the major objectives (of the national association) is to increase REALTOR impact in the community and state by providing an opportunity to work together on community projects. By endorsing Casa Esperanza as a community service project, RANM is leading the way to meet this objective. This home away from home for cancer patients has touched the hearts of all of us and many local boards are already involved.... The Clovis Board had the first fundraiser in the state – a bowl-a-thon ... raised about \$2000."

From the *Clovis News Journal* March, 1988: "The first Casa Esperanza Four-Person Scramble golf tournament will be held Saturday at the Clovis Municipal Golf Course. Proceeds will aid in building Casa Esperanza, a temporary home for cancer patients in Albuquerque. Last year, **177 patients** from Curry County were treated in Albuquerque. ... The Tournament is a fundraising project of the Clovis Board of Realtors."

Fast forward to September 2007, nearly twenty years later, and read this from a flyer at Clovis Municipal Golf Course: "Clovis Board of Realtors Inc. is proud to sponsor the 2007 Casa Esperanza Golf Tournament. All proceeds go to Casa Esperanza

House of Hope in Albuquerque. They provide an affordable home away from home for families facing cancer. Over **1300 families** in our area have been helped since Casa began."

So, 1300 families, more than \$100,000, twenty golf tournaments and one bowl-a-thon later, Clovis Board of Realtors has committed to support Casa Esperanza's capital campaign, which will begin in earnest early next year. And what makes this support so special is that history is repeating itself in a glorious way.

That 1988 golf scramble was among the first fundraising events for building New Mexico's brand new house of hope for families facing cancer – the first of many events held by boards of realtors throughout the state. Now Clovis Board of REALTORS is again at the head of the line and the first to host a fundraising event in support of Casa Esperanza, Phase II. Not wanting to depart from their "first-out-of-the-gates" reputation, Clovis pledged proceeds from this year's golf tourney - the very first drops in the vast capital campaign bucket.

Having now served nearly **21,000 families**, Casa Esperanza has fulfilled that early dream of providing a warm and friendly home to thousands of people in New Mexico's cancer community. We could not have done this without the dedication and support of our friends in Curry County, as well as from our REALTOR friends throughout New Mexico. Thank you!

# MEET MARCOS CHAVEZ

*from the notebooks of Monica Bojorquez & Patty Virgen*

Marcos Chavez is four years old. He lives in Farmington with his older brother and sister Leonel and Adamary and he loves to play - outdoors especially. He loves roller skating and baseball. He collects toy dirt bikes. And boy, does he love horses! He would like to own a few someday. Back home Marcos attends preschool, where his teachers love having him in their class. Marcos aspires to operate machinery when he grows up, just like his father, Juan. His mom Sandra says that Marcos is a very happy kid and normal in a every way. "Although Marcos is very shy, he has the magic that attracts people to his smile, people such as doctors, nurses - basically anyone who approaches him."

But Marcos got sick. Lots of ear infections, leg aches and swelling have occurred during his few brief years on earth. After many trips to the hospital and many tests later, doctors diagnosed Marcos with leukemia this past February. He was flown to UNM Hospital, and



Marcos Chavez shows one of his winning smiles

a later bone marrow analysis confirmed the diagnosis. So, Marcos and his family found a home at Casa Esperanza.

Marcos has been in treatment now for seven months, and he will need to return to Casa Esperanza and UNM Children's Hospital for intensive treatments - once a month for four more months. Sandra said, "Marcos has responded very well to his treatment, but

he will still have to face 2 ½ years of continuing treatment."

Marcos is known as "Mr. Energy" here at the house. If you didn't know about his leukemia, you would not suspect that he is ill. We see Marcos as a very positive child and are certain that his joy and eager participation in life will help make the next two years a bit less of a bumpy road for both Marcos and his family. Marcos is a very special child blessed with a supportive family who love him dearly, as do we all.

Sandra says that she is very grateful to Casa Esperanza. The Chavez's have been offered other accommodations - offers that she declined because she and her family feel so at home here. She feels safe and secure and adds that "Casa Esperanza is a home away from home for my family." It is very much our pleasure to have the Chavez's become a part of our very large, extended family.

...Chair's Report continued from Page 1

*Dear Casa staff:*

*"When I was young, home was the place where my parents provided a safe haven for me, my brothers and sisters. When I turned 18, I left home and got a job. As excited as I was about being on my own, I was frightened about facing the world alone. I learned that someone actually has to pay for the lights, water and telephone, and I often went "home" to my parents' house to get a good meal and to feel the security of my childhood. (Even though my Mom turned my bedroom into her sewing room.)*

*When I got married I found out what it is to be responsible and create a nest for my family. I noticed that there are many variations and types of*

*families; however, one thing is universally shared: home is a place for comfort and support. When I was diagnosed with cancer, Casa Esperanza provided a safe haven for me that felt very much like my childhood home. I was away from my own family and home and needed extra special care. The Casa staff was so warm and welcoming and I felt like part of a new family. Thanks for all you did for me and for all of the cancer patients who stay in your home."*



Please join our family in providing a home-away-from-home and support services to families facing cancer. Donate your money, your time, your heart and help keep the magic alive.

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 Bob & Kathleen Hellman  
 John Henderson & Trudy Jones  
 Henrietta's Restaurant  
 Michael Hensley  
 Zane & Robert Hensley  
 Fred & Jane Dillon Hermann  
 Ernest Herrera  
 Tommy & Gloria Hightower  
 Hinkle Family Fun Center  
 Charles Hobby  
 Bill and Robin Hoberg  
 Lemoine & Carrie Hopkins  
 Eddie & Mary Ann Howard  
 Martha Hoyt  
 HUB International Southwest  
 Ward & Peggy Hunnicutt  
 Debbie & Roger Hunter  
 Racquel Huslig  
 Jesse & Patricia Jacobs  
 James Jaramillo  
 Don & Karen Karnes  
 Jim & Barbara Kauffman  
 Thomas & Greta Keleher  
 Keller Williams Realty  
 Cortez Kibble  
 Kenneth and Melinda Knoll  
 4 - KOB-TV  
 James Kolek  
 Herbert Konkel  
 La Merced No.2550  
 Lamar Outdoor Advertising  
 LandAmerica Albuquerque Title  
 Linda Lillow  
 Jerry Lisk  
 Bill & Susan Littlefield  
 Richard & Virginia Longbotham  
 Los Altos Golf Course  
 Gena Love  
 Lovelace Medical Group  
 Richard & Mary Loyd  
 Mary Lucero  
 Bernadette Lujan  
 Joe Maestas  
 Jose & Mary Maestas  
 Glenn & Judy Magelssen  
 Robert & Catherine Malone  
 Lorna Marchand  
 Donald & Julie Marquez  
 Marty's Muffler Shop Inc.  
 Anthony Raymond Masciotra, Jr.  
 Matthew Lee's Hairstyling  
 Peter & Lois McCatharn  
 Randall & Cheryl McMullen  
 Janice Micali  
 David Micklevitz  
 Midway Office Supply Center  
 Doyle Miller  
 Richard & Cynthia Ming  
 Margarito & Gloria Mondragon  
 Fred & Edie Moore  
 William & Gloria Morton  
 Leo Moya  
 My Bank  
 New Mexico Tech Research Fdn  
 Benny Nichols  
 BC Nowlin  
 Jamie & Mark Padilla  
 Paramount Investments LLC  
 Thomas & Doris Parry  
 George Pearce  
 Amado & JB Pena, Jr.  
 People for Pete Domenici  
 Karen & Michael Peters  
 Carl's Wood Designs  
 Dorothy & Duke Peterson  
 Beth Pinkerton  
 PM Marketing  
 PNM Resources Foundation  
 Jody & David Prell  
 Dennis & Janice Prescott  
 Presnell Design Group  
 Beverly Quinlan  
 Radio Disney  
 Larry & Dorothy Rainosek  
 Ron & Colleen Redfearn  
 T. Zane Reeves  
 Becky Renfro  
 Rand & Colleen Rensvold  
 Rhombus Professional Association  
 Nancy Rich  
 Sidonie & Charles Richardson  
 Richardson's Trading Company  
 Drew & Laurie Riedle  
 Peter Rinn  
 Rita's New Mexican Restaurant  
 River Terrace Inn  
 Reynaldo & Cecelia Rivera  
 Dr. Robert E. Bussey, DDS  
 Arthur & Virginia Romero  
 Barbara Romero  
 Ben & Annabelle Romero  
 USS Paine Webber Financial Serv.  
 June Romero  
 Irving Rubin  
 Louie Ruffin  
 Community Fdn. of Chaves County  
 Debra Saine  
 San Felipe Casino Hollywood  
 Dee Sanchez  
 Hugo & Jackie Sanchez  
 Sandia Investments of Wachovia  
 David & Elizabeth Satterfield  
 John & Mary Saunders  
 Joseph Scaletti, MD  
 Michael Seefeldt  
 Sylvain Segal  
 Share N Care Pharmacy  
 Betty Shaum  
 Patsy Shue  
 Shull and Associates  
 Christel Clear Skin Care  
 Penny Simpson  
 Michael Skolnick  
 Sky Management, Inc.  
 Ron & Julene Smith  
 John & Delores Sorensen  
 Southwest Airlines  
 David & Lois St. John  
 Dale Stanford  
 State Employees Credit Union  
 Ron Steiner  
 Jim & Petey Stephanak  
 Stewart Title of Valencia, Inc.  
 Neel & Kay Storr  
 Terry & Rose Marie Strach  
 Sunshine Flowers and Gifts  
 Sunwest Trust  
 Don & Jan Swanson  
 T & R Market Inc.  
 Amy Tanler  
 James A. Taylor  
 William & Beth Taylor  
 James & Trish Teets  
 The Carpet Company  
 The Range Café  
 The Trail of Painted Ponies  
 Kathy Thomas  
 Gary & Carla Thompson  
 Barb & Bob Thurman  
 Samuel & Nancy Troutman  
 Dennis & Annette Trujillo  
 Bob & Faye Tucker  
 Sara Tucker  
 Turney's Inc.  
 Jan & Chris Turri  
 Michael & Johnese Turri  
 Tino & Bonnie Turri  
 Turri Consulting  
 Turri Productions  
 Unique Landscaping  
 University of NM  
 UNM Champion Golf Course  
 Ross & Jean Van Dusen  
 Henry Viciedo  
 Douglas & Colleen Wagoner  
 Max & Sue Wakitsch  
 Wal-Mart Distribution Center 6084  
 Cindy & Bryon Wall  
 Greta Weiner  
 State Farm Insurance  
 Jade Acupuncture  
 Terry & Sheila White  
 Darryl & Christi Willison  
 Zuna Corporation

## Vehicle Donation Program

by Sandy Breeding, Vehicle Donation Program Coordinator

Everyone should get chance to ride in a speeding car, playing adult bumper cars with other cars racing at speeds up to 55 mph. As Casa Esperanza's Vehicle Donation Coordinator, I was recently privileged to have this adventure. It all started last spring when Casa's Give Hope a Ride Vehicle Donation Program received a call from an enterprising auto body shop owner with a unique and interesting idea. He needed a cheap junk car to fix up and use for racing in the new Cruiser class races at Hollywood Hills Raceway.

Due to our widespread advertising, he was aware of Casa Esperanza's Vehicle Donation Program and knew that we received many types of vehicles from our donors. His presentation to Casa involved us donating a car to him in exchange for advertising on the car. What an exciting way to get our donation message out to a lot of viewers!

Once the right body type of car that was headed for salvage was donated, he went to work tearing apart, rebuilding, and painting the old Ford Thunderbird. Before

long, a race car was born. Next came the best part: our advertisement on the vehicle. As you can see in the picture, we fit a lot onto Casa's bright blue car with our logo and donation information on both sides and the rear. What a beauty!



Rick Sorrell & the "Casa" Car

Our enterprising body man is Greg Nidel of Greg's Body Shop located at 138 Utah NE. Even though this is his first year of racing, his record includes winning the first race of the season at Hollywood Hills, the 100 lap endurance.



In September a group of Casa staff headed for the Hills, Hollywood Hills Raceway that is. I was hoping to get a passenger seat view of racing from ole #10 but our car had not been equipped yet with the a passenger seat belt. So instead I rode with Greg in his #11 car. Between the mud flying everywhere, the exhaust fumes and the loud roaring cars, it was at the same time exhilarating and frightening; an experience I will not soon forget. In the first race of the night our Casa car, driven by Rick Sorrell, won second place with only slight damage to her body. In the second race of her class, she took another low blow but still finished in ninth place.

Plans are in the works for continued involvement at Hollywood Hills Speedway next season. We are all proud of our "Casa" car, her creators and drivers Rick and Greg. Most importantly they presented the opportunity for us to get the word out there of Casa Esperanza's Vehicle Donation Program in a fun way, flashing our name around again and again and again.....

## Patient Navigation Program Celebrates One-Year Anniversary, New Staff Member

by Lorna Marchand, Patient Navigation Director



Stacie Soto

As we approach our one-year anniversary, we are proud to announce that the Patient Navigation and Survivor Services Program is

fully operational and is regularly providing direct services to patients. We have had overwhelmingly positive feedback from our patients and their families about our program, and the assistance we have been able to provide has been significant. Over the past year, Casa Esperanza has been able to assist many patients in serious crisis situations who otherwise would have fallen through the cracks. From helping a financially strapped patient locate free eyeglasses to accompanying a patient to a chemotherapy appointment, the Casa Esperanza Patient Navigation and Survivor Services Program has been a constant source of support, and the solution to many of patient's problem.

However, the need for our services continues to grow, and Casa Esperanza is responding to that need through the addition of new staff and new programming ideas. In an effort to expand its patient care component, Casa Esperanza recently hired Stacie Soto to serve as Assistant Director for the Patient Navigation Program. Stacie brings to Casa Esperanza a solid background in patient care, a knowledge of the cancer environment, and a genuine concern for people facing the demands of cancer treatment. She has a bachelor's degree in Psychology from Occidental College in Los Angeles, and is currently working on an MSW in clinical social work through New Mexico State University. Most recently, Stacie worked as a Child Development Specialist in the University of New Mexico Hospital's (UNMH) Child Life Department. At UNMH, Stacie performed basic case management services, including providing psychosocial interventions with pediatric patients and their families and providing support for them dur-

ing their hospital stays. Stacie is also fluent in Spanish and has trained and worked as a dual-role medical interpreter at UNMH. She has broad clinical and volunteer experience working with culturally diverse populations in both social service and medical settings.

Stacie describes her role in the Patient Navigation program as helping to "create a solid clinical support program for cancer patients...increasing the support network for cancer patients by connecting them with community resources, and improving the quality of Patient Navigation program services for Spanish-speaking patients." Stacie infuses her new position with an energy and enthusiasm that will surely be felt by our residents. She is enthusiastic about working with patients, and she knows several Casa Esperanza residents already through her work with pediatric patients and their families at UNMH.

We hope you will join us in welcoming Stacie to the Casa Esperanza family.

**CASA ESPERANZA, INC.**

Fiscal Year Ending June 30, 2007

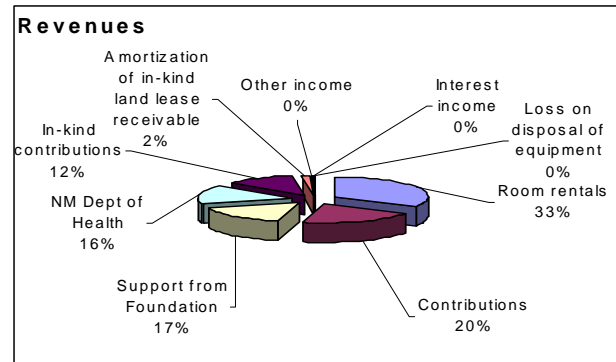
**Revenues**

NM Dept of Health	126,400
Room Rentals	268,511
Contributions	165,011
Interest Income	1,526
In-Kind Contributions	96,917
Loss on disposal of equipment	-1,253
Other Income	1,235
Support from Foundation	133,603
Amortization of in-kind land lease receivable	12,331

**Total (Support & Revenue) \$804,281**

**Expenses**

<b>Program Services</b>	
Low Cost Lodging	416,393
Patient Navigation	59,604
<b>Total Program Svcs</b>	<b>475,997</b>
<b>Supporting Svcs</b>	
Management & General	148,135
Fundraising	25,379
<b>Total Supporting Svcs</b>	<b>173,514</b>
<b>Total Expense</b>	<b>\$649,511</b>



**ENDOWMENT FOUNDATION**

Fiscal Year Ending June 30, 2007

**Revenues**

Investment Income	217,734
Contributions	470
Special Events (net)	70,884
Car Donation Program	478,273
<b>Total Revenue</b>	<b>\$767,361</b>

**Expenses**

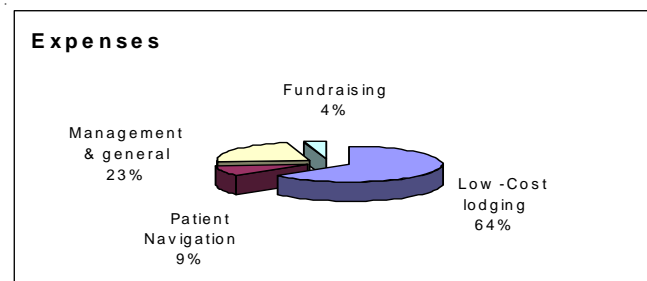
Car Donation Prgm	124,197
Other Fundraising	92,218
<b>Total Fundraising</b>	<b>\$216,415</b>
<b>Management &amp; General</b>	
Support to Casa, Inc	88,490
	133,603
<b>Total Expenses</b>	<b>\$438,508</b>

**Casa Esperanza Endowment Foundation Assets**

June 30, 2007	Cost	Value	Appreciation
Common Stock	869,779	1,066,939	197,160
Fixed Income Securities	370,054	363,393	(6,661)
Mutual Funds	91,175	88,890	(2,285)
	1,331,008	1,519,222	188,214

House volunteers have donated 1,079.5 hours of labor this year. The board has donated 406.5 hours to Casa & the Foundation.

Copies of the full 2007 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 10 for contact information).



**Upcoming Events and Celebrations!**



Chester & Ruth Gore, Steve Stucker and friends enjoy a wonderful evening.

The 6th Annual Hope Chest Auction will be April 5, 2008 at Albuquerque's Embassy Suites. Once again, 20 plus artists will be donating their terrific skills to produce a wonderful and unique piece of their artwork on our hope chests. For more information, please visit [www.casaesperanzanm.org](http://www.casaesperanzanm.org).



Fred Moore on his way to another successful Tournament.

The 11th Annual Michelle "Mike" Moore Memorial Golf Classic will be held once again at the beautiful Tierra del Sol Golf & Country Club on June 14, 2008. For more information, please visit [www.casaesperanzanm.org](http://www.casaesperanzanm.org).



Senator Kent and Melanie Cravens were selected as our Amigo Award recipients last year at our Annual Meeting in December. The Cravens have been long time supporters of Casa Esperanza through their print shop, *Alphagraphics on Osuna*, and through the NM State Legislature. Congratulations! The Amigo Award recognizes outstanding Casa Esperanza volunteers and supporters.

CASA ESPERANZA, INC.  
Post Office Box 40472  
Albuquerque, NM 87196-0472

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## Return Services Requested

Annual Report 2007

page 10

### Our Mission

Casa Esperanza provides an affordable home away from home for families facing cancer.

“NEWS from Casa Esperanza” is published two times 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 Department of Health Comprehensive 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](http://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. Website is [www.nmcca.org/acc](http://www.nmcca.org/acc).

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 maintained by Shelly Lieberman. 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
Maryle J. Barber	Development Director
Monica Bojorquez	Guest Services Team
Natalie Bojorquez	Guest Services Team
Sandy Breeding	Vehicle Donation Program
Jessica Clauson	Bookkeeper
Gina FitsEmons	Administrative Director
Mike Gallegos	Facilities Mgr/Vol Coord.
Anita Harrison	Administrative Assistant
Mary Loyd	Finance Director
Lorna Marchand	Patient Navigation Dir.
Angelica Medina	Gst Serv & Comm Rel Dir
Stacie Soto	Patient Navigation AsstDir
Sarah Trujillo	Guest Services Team
Patricia Virgen	Guest Services Team Mgr.

### Reach us at:

CASA ESPERANZA  
PO BOX 40472  
ALBUQUERQUE, NM 87196-0472  
1005 YALE NE  
ALBUQUERQUE, NM 87106  
505-277-9880 Fax: 505-277-9876  
e-mail: [info@casaesperanzanm.org](mailto:info@casaesperanzanm.org)  
[www.casaesperanzanm.org](http://www.casaesperanzanm.org)