

NEWS

from



Summer 2002

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Well-known Albuquerque personality Terry McDermott of Intel Corporation serves as master of ceremonies for the auction and luncheon following the tournament. The auction featured fabulous trips and golf packages and raised \$6000.

Lynn Anderson keeps a close watch on the "closest to the hole" contest sponsored by the Northside Civitan club of Albuquerque.



Alas, no one made the lucky shot on the designated hole that day, although many tried in hopes of driving off in a PT Cruisers sponsored by Auge's Dodge Chrysler Jeep in Belen. A.J. Smith made a hole in one on Mesa #6 and was awarded a \$250 gift certificate from Auge's.

Isleta Eagle Golf Course served as our host once again, this time for the 5th Annual Michelle "Mike" Moore Memorial Golf Tournament, which brought nearly \$24,000 to Casa's coffers.



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.

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Our Mission

Casa Esperanza provides affordable housing for families facing cancer.

DIRECTOR'S PAGE

by Eileen Cook

The New Mexico Cancer Plan

The New Mexico Department of Health has just issued the NM Cancer Plan for 2002-2006. Funded by the NM DOH and the National Center for Disease Control and Prevention, the five-year plan was created with the involvement and partnership of more than fifty organizations, including Casa Esperanza. To quote from the source: "This cancer plan is based on the public health model of promoting health and preventing disease, using risk reduction, screening, treatment, surveillance, public policy and program evaluation. . . . The intended audience is broad, with the hope that this plan will be used by people in all areas of cancer prevention and control throughout the state, . . . and it is hoped the planning process itself will lead to increased communication and collaboration among all those working in the cancer field."

You bet. Since cancer is the second leading cause of death in New Mexico, it is imperative that all cancer related agencies – those providing health care as well as those providing support services – work toward common goals. Those goals include reducing the risks, increasing early detection and screening, increasing access to effective cancer treatment, and *addressing the quality of life issues for those affected by cancer* (emphasis mine). With this sort of focus and determination, things are sure to dramatically improve for those 6500 New Mexicans who receive a cancer diagnoses each year.

Wouldn't it be extraordinary to see a significant decline in that number? I think that time may well be coming, folks.

It is especially gratifying to see the results of such remarkable collaborative efforts, to realize that so many diverse agencies can put aside any turf issues or other conflicts and work productively to prevent the occurrence of cancer and to improve the quality of life for New Mexico's cancer community. I would like to sincerely thank all who participated – with particular thanks and congratulations to the NM Department of Health for its outstanding and capable leadership for this project. Although supplies are limited, if you would like to receive a copy of the 2002 New Mexico Cancer Plan, please call (505) 841-4549 or email bethp@doh.state.nm.us. The plan will also be available to download as a PDF file from the Department of Health Cancer Program's website at www.cancernm.org/cp_publications.htm.

New Director at Foundation

Karen Mann, Chief Financial Officer at UNM Cancer Research & Treatment Center, was recently elected to a three-year term on the Casa Esperanza Endowment Foundation Board of Directors. Karen recently retired from the board at Casa Esperanza, Inc., and we are pleased that she has committed both her time and exceptional talents to benefit the Foundation.

"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 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.

Honeywell's Neighbors Uniting Neighbors Club hosted the Annual barbecue in May, as they have done every year for the past nine years. The members, all employees at Honeywell, plan, cook and serve dinner to the families and staff at Casa Esperanza. Seated above are Delila Lovato and her daughters Marissa (l) and Miranda (r). Miranda just donated 11 inches of her hair to enable a child with cancer to have a very special hairpiece indeed. Her sister Marissa has plans to donate 15 inches of her hair as well.



Joining Master of Ceremonies and Board Member Zane Reeves (r) at the Annual Brick Laying Ceremony in May are the family of Hugh Reilly, including (l-r) his widow Erin, sister-in-law Dana and brother Pat. Also pictured are Erin's daughters Lauren and Lindsey. Hugh, who recently lost his battle with cancer, was a resident of Albuquerque and a long time supporter of Casa Esperanza.

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 1st, 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. The 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 apiece plus shipping.

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

**Thank You For Your Support
For the 5th Annual Michelle “Mike” Moore Memorial Golf Classic
To Benefit Casa Esperanza - New Mexico’s House of Hope
and Home Away from Home for Families Fighting Cancer.**

\$24,000 Raised

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Special Thanks to Dan Maloney, Assistant Golf Professional, Mike Ciolek, Jill Trujillo, Co-Head Golf Professional of Isleta Eagle Golf Course and Geoff Galen, Food and Beverage Manager for providing the facilities and excellent service that made this event such a success.

Special Thanks to the crews at Fiesta Tents for all their work and energy to make the set up just right.

Special Thanks to the event committee for their tireless efforts: Fred Moore, Chair, Edie Redfearn Moore, Midge Cron, Mary Ann Howard, Rebecca Sullivan, Kerri Allgood, Johnese Turri, Roxanne Pacheco, Cheryl Gaedke, J. Harry Ford, Harriet Krayer, Rita Scaletti, and Jody Contreras.

Special Thanks to our auctioneer, Bob Padilla, and his assistant, Tim Padilla.

Special Thanks to Erin Cook, our official photographer.

Special Thanks to Casa Esperanza volunteers and staff for going above and beyond the normal call of duty.

A Very Special Thanks to those many generous souls who purchased Silent and Live Auction items and financially supported this event. Without friends like each of you, we would not be able to continue to provide a home for families struggling with cancer.



Tournament Chair Fred Moore, left, prepares to present our signature Kokopelli trophies to the lucky winners. Assisting Fred is his wife Edie Redfearn and her daughter Kerrie Allgood.



Some never came close to collecting that PT Cruiser. A golfer, who shall remain anonymous, searches for his ball in the extremely challenging "rough."



Getting ready to hit the links is Jeff Romero, financial advisor to the Casa Esperanza Endowment Foundation. Jeff is with Salomon Smith Barney in Phoenix.



They're off. Golfers head out for the shotgun start at Isleta's gorgeous 27-hole course.

Legacy Society

Casa Esperanza has a wonderful group of special friends – the members of our *Legacy Society*. These special people are supporters who have remembered to include Casa Esperanza (or the Foundation) as they have made plans for their estates. It's really so easy.

Planned or “deferred” giving allows you to leave a lasting legacy for Casa Esperanza, to ensure that the home will flourish well into the future and that the lodging needs of New Mexico’s cancer community will continue to be met. Casa Esperanza has benefited throughout the years from the foresight of caring donors who have included our home in their wills or living trusts. We encourage you to make Casa Esperanza part of your estate plan and to feel secure in the knowledge that you have provided both for your family and for the charity you have so generously supported during your lifetime.

To learn more about planned gifts, consult your attorney or estate planner. Meanwhile, if you already have selected Casa Esperanza as part of your estate plan, we encourage you to let us know so that we may have the opportunity to recognize your generosity during your lifetime. Just write us and confirm your arrangements, and we will proudly display your name on a Legacy

Society tile in our Wall of Hope.

For more information, visit our website at www.casaesperanza.org.

Visit us and Donate Online!

Please visit our new and improved website at www.casaesperanza.org. Among the changes, you will notice that we have provided an easy and secure way to donate online directly to Casa Esperanza. To learn more about our Legacy Society, the Car Donation program, the Circle of Friends or the Endowment Foundation, click on to the “Become a Supporter” page. If you would like to know more about the American Cancer Society, People Living Through Cancer, the National Association of Hospital Hospitality Houses (NAHHH), the UNM Cancer Research & Treatment Center, the National Coalition for Cancer Survivorship, the United Way, or the Trail of Painted Ponies, click on to the “Related Links” page. Enjoy your visit!

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