

News

from



Annual Report 2006

Volume 14, No. 1

2006 - A year of change, a year of growth, a year of promise

by Harriet Bull, Casa Esperanza Board of Directors Chair

There are approximately 58,000 people living with cancer in New Mexico. Being diagnosed with cancer is a traumatic event for all, and families facing a diagnosis have many difficult decisions to make. Traveling to Albuquerque to get treatment and not being familiar with the resources available in the community can be overwhelming. Staying in a hotel can be costly, and issues such as locating transportation to treatment, finding convenient, inexpensive restaurants, etc. can be taxing when you are ill, or caring for a loved one. Casa's mission of providing a home-away-from home and support services to cancer patients and their families has impacted the lives of so many New Mexicans in a positive way. Casa is there for families in all 33 counties of our state. In 2005, we served over 1700 families.

Being President of the Board of Directors of Casa Esperanza is truly a remarkable blessing for me and has enriched my life within a few short months. That is because I am passionately devoted to Casa's mission and way of conducting business. Led by our dynamic Executive Director, Eileen Cook, staff members are knowledgeable, efficient and ethical, and are willing to do whatever it takes to assist the residents.

This past year, several members of the Casa staff, Eileen Cook, Angelica Medina, Mary Loyd, and Maryle Barber joined Board members Anthony Masciotra, and Lily Curtis, Advisory Board member Bob Stice, Volunteer Lee Beckley, and myself in attending an extraordinary program-the Entrepreneurial Pathfinder Program sponsored by Bank of Albuquerque, Blue Cross Blue Shield, Don Chalmers, FHL Foundation, First State Bank, Lockheed Martin/Sandia National Lab, PNM, Presbyterian Healthcare Services, United Way of Central NM

and Wells Fargo Bank. The goal of the Pathfinder Program is to help non-profit organizations think like entrepreneurs so that the groups will find new ways to support themselves. Traditional funding sources are drying up as major companies in NM are being asked to support over 4500 non-profits!



This enthusiastic Casa group looked at many options for new business opportunities ranging from running a hotel with a wellness spa to adding an adult day-care facility. In the end, the group chose to expand our auto donation program and run it in-house. With a limited staff, Casa has been able to earn over \$130,000 net in 9 short months. Our previous program which was handled by an outside agency, only contributed \$27,000 net for the entire year in 2004. Thanks to Macy FitsEmons, head of our great towing company, we have not only increased our profits, but we have also had closer contacts with our donors.

Another new program for Casa is our Nina Bean Memorial Patient Navigator Support and Advocacy Program. I am proud to say that my husband, Ken Bull, funded the initial pilot program that will serve Breast and Cervical cancer patients and their families. The Program provides a team of experts who will assist patients and families to get through the maze of the healthcare system, dealing with legal, insurance, worker-related, psychological, social and emotional issues. We have hired Lorna Marchand to coordinate the program. After the initial pilot program, we will expand to serve people with all types of cancer.

Not every program that is providing growth is new to Casa. Our occupancy rates are increasing each month, our grant writing efforts are producing results, and our major events (the Hope Chest Auction fundraiser and the Michelle (Mike) Moore Memorial Golf Classic) are all contributing to make Casa stronger every day.

I want to take this opportunity to thank each and every one of you for all you do to assist Casa Esperanza in being one of the States's shining gems-an important example of how New Mexicans serve their citizens. Whether you contribute, money, time, food, elbow-grease, ideas or anything else, we are so very grateful to you in the name of cancer patients and their families across our wonderful state.

"If every American donated five hours a week, it would equal the labor of 20 million full-time volunteers."

*Whoopi Goldberg-
Forbes Magazine, Oct, 2, 2006,
pg. 120*

2006 Board of Directors

Officers

Harriet Bull, Chair

UNM CRTC, Retired

Anthony R. Masciotra, Jr., Treasurer

Chief Financial Officer, UNM CRTC

Stephen Dudoich, Secretary

Journeyman Clerk, Smith's Food and Drug

Jane Cotner, Recording Secretary

Cancer Prevention & Community Outreach, UNM CRTC

Directors

Anaetha Chino

Regional Field Director, Democratic Party of NM

Lily Curtis

Director & Asst. Reg. Mgr., PAI of Kentucky

Mary Ann Howard

VP, Agency Mgr, United General Title Insurance

James Jaramillo

President, Broker, Coba Investment Co.

Fred Moore

Retired, USMC

Leo Moya

Bursar, University of NM

Alison Rosner

Assistant District Attorney

Howard Shaver

The Shaver Group

Johnese Turri, Senior Escrow Officer,

LandAmerica Albuquerque Title Company

Advisory Board

Marc Florez

Financial Advisor, Wells Fargo Trust

T. Zane Reeves, Regent's Professor,

School of Public Administration, UNM

Betty L. Shaum, VP

Commercial Real Estate, Compass Bank

Bob G. Stice, LPCC

Private Practice Counseling & Psychotherapy

DIRECTOR'S PAGE

by Eileen Cook

What a whirlwind of a year 2006 has been for Casa Esperanza. As you will read in other parts of this newsletter, there has been a tremendous surge in activities. We brought the vehicle donation program in-house, we launched a Patient Navigator and Survivor Services Program, we added three new staff members, we got approval from the UNM Board of Regents to expand our facility at our current site, we housed 1700 families from New Mexico and throughout the region, we had another successful golf tournament, and we hosted our fourth annual hope chest auction, and participated in three art gallery benefits for Casa Esperanza.

Whew, I should be exhausted. In fact, the entire staff and board of directors should be exhausted. But rather, we feel energized and re-focused and excited to pursue the challenges of the new year. Such challenges include expansion of the Navigator Program as well as expansion of the facility, and we are ready to get busy!

The UNM Cancer Research and Treatment Center is raising capital to construct a five-story, state-of-the-art treatment center west of University Blvd – just down the hill from us. It will be absolutely amazing and will serve as New Mexico's regional comprehensive cancer care hospital, one of only forty in the nation. UNM is anticipating and preparing for the resulting increases in patient numbers, as we must do so by raising our own funds to add additional rooms. As plans now stand, we will add twelve additional housing units designed for long-term stays, each with a kitchenette and laundry facility. Our neighbor to the north, Ronald McDonald House, is also expanding to accommodate an anticipated increase in occupancy with the opening of the new UNM Childrens Hospital Bill and Barbara Richardson Pavilion. There's lots of excitement all around us – and it is truly contagious.

So please keep us in your thoughts and charitable giving plans for 2007. Casa Esperanza needs your continued support, your care and your participation.

Thanks so much, and stay tuned....

Welcome New Staff Members!

Sandy Breeding. Sandy is the new Vehicle Donation Coordinator for Casa Esperanza. Sandy, a former long-term resident of Albuquerque, moved back after stints in the Northwest and Mexico. We are delighted to have her as a member of the Casa family, and you will share that delight when you call to donate a vehicle. Sandy is well aware that a car is a beloved friend, and she treats both the donor and the gift with the greatest respect. See Sandy's update on the Vehicle Donation Program on page 7.

Lorna Marchand. Lorna is the new Coordinator of the Patient Navigator and Survivor Services Program. She grew up in Albuquerque, left this gorgeous land for Arkansas, and just returned after a fifteen year absence. Lorna has vast experience working with the cancer community, and we are fortunate to have her on board. She is also the mother of Rachel, a two-time cancer survivor, so she well knows the importance of assistance in navigating through the medical, insurance and legal mazes many times encountered after a cancer diagnosis. See Lorna's article about the Navigator Program on page 4.

Christy Casias. And welcome, too, to Christy, who has worked at Casa Esperanza for several years as a member of the Guest Services Team. She was recently promoted to Accounting Assistant to help with the overload of work in the Finance Department, and we are truly blessed to have her talents focused in this new direction. Christy is the proud mother of Jonah, who is now a year old. Christy's new schedule will allow her to spend more time at home with her family.

Ana Munoz is our brand new member of Casa's Guest Services Team. Ana moved to Albuquerque when she was five years old – from Chihuahua – and she is compassionate and caring and goes out of her way to assist our families. Please welcome these great additions to the Casa family.

LEGACY SOCIETY

Have you remembered Casa Esperanza in your will or estate planning? If yes, please let us know. If no, please let us know if you are interested in learning more about estate planning. Thank you for caring about Casa Esperanza's future.

Family Profile - Beth Lutjens

from the Notebook of Patty Virgen

Beth Lutjens is from Tularosa, and she really enjoys the beautiful views and wildlife that abound there. Beth and her husband, Donald, have four children, eight grandchildren and three great grandchildren. Life was just about perfect.

But life is not perfect. Beth was diagnosed with cancer in 2002 and her world changed drastically, practically overnight. One bright spot during all the chaos was when Beth found out about Casa Esperanza. Beth and Donald moved in during her treatments and have stayed with us off and on since that time. Beth says, "Casa is my comfortable home away from home. I love that I can bring my hobbies and have good space to work." Beth makes dolls, sculpts and builds houses!

Beth was in business for twenty years, producing exquisite porcelain miniature dolls five to six inches in height. She has now retired, but states that her hobbies really help her keep a positive outlook as well as provide a peaceful activity when her energy levels are low. However, we at Casa seldom see that side of Beth. Her energy levels are usually very high and her positive attitude is admired and commented upon both by staff and her fellow guests at Casa.



She helps other families stay positive during their sojourns at Casa, where they are all going through very difficult times. Beth often cooks dinner for Casa families, and she is very helpful with their needs.

Beth has recently put her chemotherapy treatments on hold to give her doctors time to evaluate her progress and to give her a much needed break. She will get to go home for a while, back to Tularosa, where she can enjoy the gorgeous scenery.

It is a pleasure having Beth at Casa. She has become a good friend, even sharing some of her best recipes with us. The most important thing I've learned from Beth, though, is to never let anything get you down. She frequently shares this advice, no matter how bad a situation may be. She refuses to let it keep her down.

Beth is a very strong, caring woman. I wish her and her family the very best.

Casa Esperanza Endowment Foundation Contributors

July 1, 2005 - June 30, 2006

Roseanne & Javier Aceves
Steve & Lori Aguilar
Col. Robert L. Algermissen
Lance & Kerri Allgood
Auge's Dodge Chrysler Jeep
Albuquerque Lighting
Albuquerque Monument Co.
Lucy Alexander
Alphagraphics on Osuna
APSCO
J. Torrey Baird, Jr.
Jan Bartelstone
Macy & Kathryn Bayless
Robert Benjamin
Connie Blake
Barbie Brennan
Patricia Brkich
Harriet Bull
Doreman & Sheri Burns
Carol Carpenter
Car Program LLC
Charter Bank
Gerald Chavez Realty
Chavez-Grieves Consulting
Sherrye & Henry Chernoff
Citi Cards/Citigroup
Clovis Board of Realtors
Comcast
Compass Bank

Eileen Cook
Mike & Victoria Copeland
Kent & Melanie Cravens
Grace Cummins
Jim & Lily Curtis
Stephen & Pam Dudoich
Carol Estes
Exit Realty Southwest
French Mortuary
Pat Frisch
Jason Garcia
Chester & Ruth Gore
Cliff Gramer
John & Toots Green
Bob & Laura Gustin
DJ Harris
OK Harris
PJ Hartman
Bob & Kathleen Hellman
Charles Hobby
George & Robin Holbrook
Eddie & Mary Ann Howard
Howard Electric Inc. of NM
HUB International Southwest
Ward & Peggy Hunnicutt
Alice Irvin
Chris Jungmann
Kurt & Donna Kauffman
Walter & Allene Kleweno

Richard Kraft
KOB-TV
LandAmerica Albuquerque Title
Barbara Lumley
Casey & Beverly Luna
Glenn Magelssen
Peter & Lois McCatharn
Angelica Medina
David Micklevitz
Walter & Dawn Miller
Margarito Mondragon
Michelle "Mike" Moore Memorial
Golf Classic
Phil Moore
Leo Moya
Carolyn Muller
Pat Navarrette
Franklin & Youvonne Newkirk
Nielsen's Golf Shop, Inc.
Paramont Investments LLC
Peter & Sylvia Perucci
Dorothy Peterson
Premier Distributing Co.
Dennis & Janice Prescott
Ron & Colleen Redfearn
T. Zane Reeves
Rhombus Professional Assoc.
Barbara Romero
Mark & Barbara Rudolph

Shannan & Mick Salo
Dee Sanchez
Sandia Investments
John Saunders
Joseph Scaletti, MD
Michael Seefeldt
Penny Simpson
De Haven Solimon Chaffins
Mary Sundstrom-Gramer
Neel & Kay Storr
James & Trish Teets
Kathy Thomas
Barb Thurman
Jan & Chris Turri
Patrick & Ann Turri
Tino & Bonnie Turri
Unpainted Furniture
John Vittal
Allan Wainwright
Galen Wales
Molly O'Rourke Wall
Wal-Mart Distribution Ctr. 6084
Wal-Mart #850
Wells Fargo Bank
JD Wellborn
Caitlan Williams
Darryl Willison

Patient Navigation and Survivor Services Program

by Lorna Marchand, Program Coordinator

Imagine that you have just been diagnosed with cancer. You are just beginning to adjust to the physical and emotional effects of your disease and the treatment, when you are suddenly faced with a host of new challenges: confusing medical terminology, demanding treatment schedules, lost income, mounting insurance paperwork and expenses, and limited time and energy to manage even the simplest of everyday tasks. For many people with cancer, trying to navigate the health care system to obtain quality medical care and social services while juggling financial and practical responsibilities can be overwhelming.

Casa Esperanza's *Patient Navigation and Survivor Services Program* was developed to meet the unique needs of cancer patients and survivors. The program – which was funded by an initial grant from the Nina Bean Memorial Trust – is designed to enhance the delivery of cancer care, improve quality of life, and reduce the cancer burden by assisting patients, survivors, and their families with accessing much-needed health and social services.

The Program assists with many things, including:

- Obtaining information and educational resources through the on-site *Cancer Information and Resource Center*, which offers free publications and materials on many cancer topics
 - Solving practical problems related to treatment (such as transportation, childcare, financial assistance, wigs and prosthetics, pain management and exercise)
 - Finding free and low-cost legal and financial counseling services
- Any Casa Esperanza resident with a cancer diagnosis is eligible for services through the Patient Navigation and Survivor Services Program. In addition, new clients may be referred into the Program from outside Casa Esperanza by frontline providers and treatment centers, community-based organizations, public health institutions, or by self-referral. After an initial intake interview, an Individual Assistance Plan is created for the client, who is then followed through the program and beyond to ensure continuity of services.
- Although the Program is staffed by a Patient Navigation Coordinator, it follows a multi-disciplinary team approach model, relying heavily on volunteers with specialized backgrounds and partnering with outside agencies to deliver services. Volunteers will also be recruited to assist with administrative tasks and health fairs, and to organize the Resource Center. If you are interested in volunteer opportunities please contact Lorna Marchand at 505-277-9882.

An advisory committee consisting of key stakeholders in the cancer community provides oversight and governance for the Program.

The Patient Navigator model has been in existence since the early 1990s when New York's Harlem Hospital launched its landmark Patient Navigation study focusing on access-to-care problems among African-American women living in the inner city. While the concept is not new at the national level, this is truly an innovative program for New Mexico, and we hope it will have a lasting and positive effect on all New Mexicans affected by cancer. Casa Esperanza is excited to offer this program and to be a pioneer in Patient Navigation.

Want to know more about Casa Esperanza's Patient Navigation?

Contact:

Lorna Marchand

Patient Navigation Coordinator

Phone: 505-277-9882

Fax: 505-277-9883

Email:

lmarchand@casaesperanzanm.org

Want to know more about Patient Navigation?

Healthcare Association of New York State – Harlem Hospital Demonstration Project

<http://www.hanys.org/>

National Cancer Institute's Center to Reduce Cancer Health Disparities
<http://crchd.nci.nih.gov/initiatives/pnp/>

Casa Esperanza, Inc. Major Contributors July 1, 2005 - June 30, 2006

Lifetime \$30,000 and above

American Home Furnishings
Patricia Brown, Cymric IEP, Inc.
NCA, AIA
Car Program LLC
Clovis Board of Realtors
Comcast
Masonic Charity Fdn. of NM, Inc.
Mike Moore Memorial Golf Classic
Sandia Corp Fnd. SNL
Solo Cup Foundation
United Way of Central NM
UNM Facilities Planning
UNMCRTC

Founders Circle \$10,000

Red Rock Foundation
UNM Office of Greek Affairs

Keystone Circle \$5,000

Albuquerque Fire Department
Blue Cross Blue Shield
Christine & Steve Clayton
Masonic Charity Fdn. of NM, Inc.

Guardian Circle \$2,500

Sharon Coleman
Desert Springs Church
Gina FitsEmons
Chuck North
Rio Grande Civitans
Sandia Foundation
Brian & Lisa Sternberg
Mike Tryon
Michael & Johnese Turri
Frank Wolak

Cornerstones Circle \$1,000

A & R Medical Supply
Steve Adams
Julie Aicher
Michele Andrews
AOL Premium Services, LLC
John & Elvira Archuleta
Maryle Jackson Barber
Lee & David Beckley
Jim Bowlin
Barbie Brennan
Steve & Rebecca Caali
Eileen Cook
Martha Jane Cotner
James Cousens
Paul & Sue Daulton
Duke City Civitan Club
John Emery
Feller Family Charitable Fdn.
Harrison Contracting Co. Inc.
Nathaniel Horton
Richard Kay
Charles & Beverly Key
Kirtland Top 3 Association
Drexel Kisner
LDS Church-Albuquerque Stake
Legacy Church
Anthony Raymond Masciotra, Jr.
Tim Mitchell
Fred & Edie Moore
Moose Lodge 2081
Fred Morley

Pi Beta Phi
Bobbie Pool
Presbyterian HC Fdn.
Mike Rizzo
Klay & Barbara Roberts
Janice Roybal
Community Fdn. Of Chaves Cty.
Gene Shrum
St. Chad's Episcopal Church
Women's Christian Service Soc.
Lillian Wyman

Pillars Circle \$500

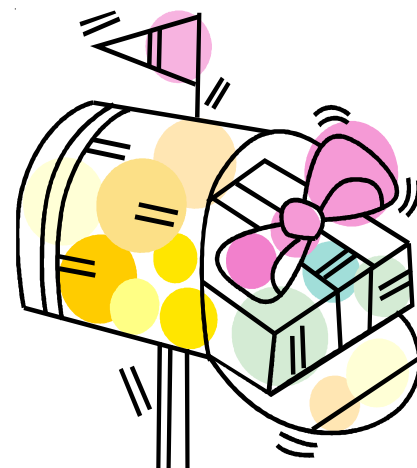
Kenneth & Ingeborg Aalto
Ray Amador
Avalon Investments
Dave Barela
Nick Bovee
Madelen Brkich
Trevor Buhler
Harriet Bull
Saul Carrasco
Bill Chavez
Michael Clearwater
Mark Coffman
Jaspar Corona
Curry County Abstract & Title
Del Norte HS AFJROTC
Martha Dreskin
Bob Duryea
Art Esquibel
Larry Evans
First American Title Co.
Sandra Fitch
Katheryn Flanery
Jerry Foropoulos & Joyce Salazar
Martha Francis
Wesley Furman
Elena Gallegos
Roger & Stacy Goldstein
Frank Griego
Carrie Gutierrez
Home Depot #3504
Vickie Jaramillo
Ethel Johnson
Nick Kadlec
Stephen Landfield
Karen Lea
Andrew Levandoski
Elizabeth Lewis
Robert B. Lottfield, Ph.D.
Mike Matlack
Randy McComas
Claudia McConnell
Thomas A. Mercer
Erin Morgan
James Muench
Sue Nichols
Don & Shirley Nielson
NM State Employee Charity
Lendsi Odnoha
Charles Owens
April & Christopher Parrish
June Peace
Steve Pink
Deborah Porter

Reserve Industries Corp.
Annie Romero
Karen Santiago
Mary Seal
Todd Smirnow
Harold & Carol Ann Sorensen
Stewart Title of Albuquerque
Yvette Tomada
Greg Trail
Trinity on the Hill Episcopal
Jean Uhring
UNM Department of Pediatrics
Max Valencia
Ernest Wackerbarth
Gordon Weighton
Linda Wood

Partner Circle \$250

Isreal Alaniz
Albuquerque Civitan Comm. Proj.
David & Kathleen Allen
Aquinas Newman Center
Bernadine Aragon
John Aragon
Joe Baughman
Viktoria Belovarski
Daryl & Nancy Bigelow
Shirley Bonds
Diana Bonilla
Carl Brown
Todd Burning
John Caldwell
Eric Carmody
Dave Chagnon
Joyce Chavez
Kenneth Cook
Marilynn Cooper
Cosmopolitan Woman's Club
Daniel Cottle
Mark Coy
John Crisman
John DaCamara
Jim Dahl
Bill Davis
Jim Davis
Wayne Demill
Doyle Roof Masters
Rachael Duncan
Cynthia Eaton
Frank Eaton
Hans & Cynthia Egenes
Alice Eiffert
Farmington HS Softball
Christopher Firor
Steve Fraker
Ron Frost
Johnny Gallegos
David Garcia
Thomas & Jayne Gerlach
Siegfried Halus
Dennis Hattie
Gary Hillman
Jill Hobson
Clark Hodges
Charles Humiston
Ian Hurley

Ralph & Gay Nell Huybrechts
May Loyd
Marilyn E. Jackson
Kirby Jefferson
Anita Kelley
Kimbrough-Carpenter, Inc.
La Cueva Key Club
Margaret Lee
Alfonso Lobato
Pablo Lopez
Lawrence Lundquist
George March
Gordin Martin
Steve & Betina McCracken
Thomas & Mary Meyer
Paula Morgan
Jeffrey Morris
Masako Morrison
William & Gloria Morton
Philip & Karen Nalley
NM Tumor Registry
Christopher Nichols
Dr. Scott & Toots Obenshain
Ralph Edredo
Dorothy Peterson
Petroglyph National Monument
Griff & Katy Pickard
Richard & Katie Prasek
Richard Ramirez
George Reiter
Roses Southwest Paper Co.
Kent Sallee
Paul Sanchez
Steve Schneider
Renee Sena
Betty Shaum
Sheldon & Lisa Smith
Ben Stone
Dan & Jean Stouffer
Student Occ. Therapy Association
Emery Suave
Sun Crest Realty, Inc.
Duffy & Jean Ann Swan
The Title Company, Inc.
Larry Thielen
Nicolas Torres
Tramway Comm. Church YAMS
Leslie Wingert
Scott Zastrow



CASA ESPERANZA, INC.

Fiscal Year Ending June 30, 2006

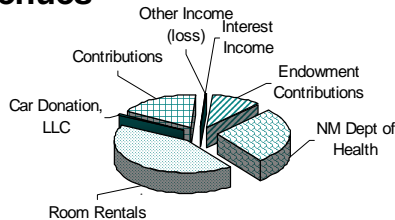
Revenues

NM Dept of Health	152,762
Room Rentals	234,822
Car Donation Program	4,205
Contributions	98,262
Investment Income	1,194
Other Income (loss)	-1,264
Contributions from the Endowment Fdn	<u>61,200</u>
Total Revenue (Note 1)	\$551,181

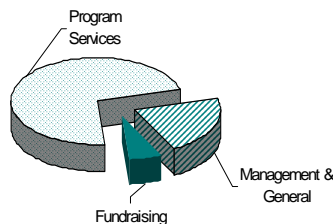
Expenses

Program Services	383,232
Management & General	116,731
Fundraising	<u>32,412</u>
Total Expense	\$532,375

Revenues



Expenses



ENDOWMENT FOUNDATION

Fiscal Year Ending June 30, 2006

Revenues

Investment Income	130,911
Contributions	2,950
Special Events	52,171
Car Donation Program	<u>110,332</u>
Total Revenue	\$296,364

Expenses

Management & General	57,411
Fundraising	111,806
Support to Casa, Inc	<u>61,200</u>
Total Expenses	\$230,417

Casa Esperanza Endowment Foundation Assets

June 30, 2006	Cost	Value	Appreciation
Common Stock	833,268	919,520	86,252
Fixed Income Securities	461,296	441,746	(19,550)
Cash & Money Market	<u>67,392</u>	<u>67,392</u>	<u>0</u>
	1,361,956	1,428,658	66,702

Note 1: These are from our audited report, in-kind donations are not reflected. Total for 2005-2006 in in-kind was \$14,863 in goods and services.

Copies of the full 2006 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, 2005 - June 30, 2006

Memorials

- Eugene Aalto
- Rowdy Aragon
- Sammy Avitia
- Harriet Barteau
- Richard Bohl
- Mrs. John Braswell
- Garen Brewer
- Ray Brin
- G Douglas Browing
- Reyes A. Calbert
- Laura Cole
- Carl Comyford

- Sean Cordova
- Ray Cramer
- Rob Roy Dial
- Natalie Dineyazhe
- LeAne Evans
- Rusty & Lee Ann Fischer
- Teodora Garcia
- Ben Haight
- Lewis Harris
- Patricia Ann Hobby
- Catherine King
- Colin Larkin-Thomson
- Sue Luther

- Richard Matthews
- Michelle "Mike" Moore
- Dale Pew
- Patsy Reed
- Hugh Reilly
- Lourdes Sanchez
- Rita Scaletti
- Tom Schiffer
- Roy Spencer
- Thomas Tomlinson
- Gail Wackerbarth
- Frederick Walz
- Jim Wilmarth

- Ruth Wolford
- Hugh & Helen Woodward
- Mother, Brothers Robert,
Earl & Harry
- Honorariums**
- Casa Esperanza Stf. & Vol.
- Ellen Guest
- Laurie Hedrich
- Chris Schultz
- Christine Schultz-Dau
- Marissa Sternberg
- UNM Trauma Unit
- Arthur Welsh

Vehicle Donation Program

by Sandy Breeding, Vehicle Donation Program Coordinator

While always a success, Casa's Vehicle Donation Program underwent a radical change the last half of this fiscal year. The donations continue to grow since bringing the program in-house this March. We are now netting approximately 85% of the sold value of our vehicles while many other programs receive as little as 10%. There have been many changes; our new logo for one!

As the Vehicle Donation Coordinator at Casa Esperanza, I enjoy the personal connection I can now give our wonderful donors. Macy FitsEmons of Macy Towing doesn't just tow away our donors' vehicles; he and his crew, Brian Dinning and Carmine Valenti, give their personal attention to each donor. They love to hear the "car stories" and make every effort to get the most value for every

vehicle we receive. Since it's inception in March, the new program has already contributed over \$138,000.00 (net) to Casa's Endowment Foundation, directly supporting the day to day running of Casa.

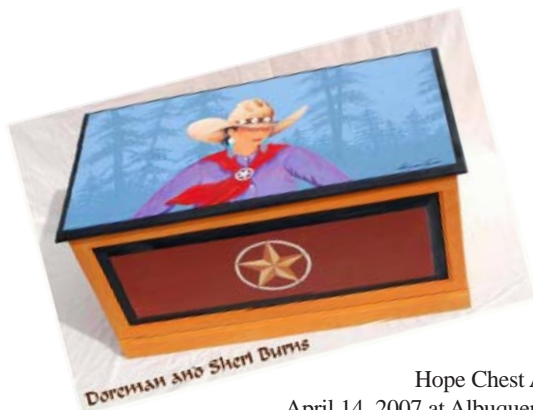
And, as Eileen Cook jokingly commented in a recent article published in the *NM Business Weekly*, "I like to think we may be also doing our part in cleaning up the New Mexican environment by getting rid of cars that are just sitting around unused."

Capital Scrap Metals and Auto Parts in Santa Fe, receive high ratings from all of our northern donors. So no matter what area in our range potential donors live, they are assured a team of people grateful for their donation and eager to make the process quick and easy.

Our gratitude for all of our vehicle donors and what they are contributing to the support of Casa Esperanza is immeasurable. If you are interested in donating any vehicle, including boats, motorcycles, or RV's to Casa (it does not even need to run) all we need is a clear title. Call me at Casa Esperanza's Vehicle Donation Program at (505) 277-2066 or go to our website www.casaesperanzanm.org.



Upcoming events!



The 5th Annual Hope Chest Auction will be April 14, 2007 at Albuquerque's Embassy Suites. Once again, Dorman & Sheri Burns will be donating a wonderful and unique piece of their artwork. For more information, please visit our website at casaesperanzanm.org.

The 10th Annual Michelle "Mike" Moore Memorial Golf Classic will be held once again at the beautiful Tierra del Sol Golf & Country Club on June 9, 2007.

For more information, please visit our website at casaesperanzanm.org.



CASA ESPERANZA, INC.

Post Office Box 40472
Albuquerque, NM 87196-0472

NON-PROFIT
ORGANIZATION
U.S. POSTAGE
PAID
ALBUQUERQUE, NM
PERMIT #599

Return Services Requested

Annual Report 2006

page 8

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: New Mexico Cancer Council

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, motorcycle or RV to benefit Casa Esperanza. Call 505-277-2066 or visit www.casaesperanzanm.org and click on the Vehicle Donation box.~

Casa Esperanza Staff

Eileen Cook	Executive Director
Maryle J. Barber	Development Director
Sandy Breeding	Vehicle Donation Coord.
Christy Casias	Accounting Assistant
Gina FitsEmons	Finance Director
Mike Gallegos	Fac. Supr. & Vol Cord.
Anita Harrison	Admin. Assistant
Sam Lovato	Guest Services
Mary Loyd	Bookkeeper
Lorna Marchand	Patient Navigation Cord.
Angelica Medina	Gst Srv & Comm Rel Dir
Ana Munoz	Guest Services
Patricia Virgen	Guest Services

Reach us at:

CASA ESPERANZA
PO BOX 40472
ALBUQUERQUE, NM 87196-0472
505-277-9880 Fax:505-277-9876
e-mail: info@casaesperanzanm.org
www.casaesperanzanm.org

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