

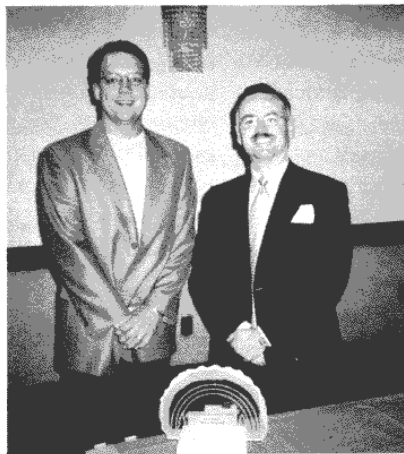
NEWS

from



Annual Report 2000

Volume 8, Number 1



Board of Director Chair Bob Gustin presents the 2000 Amigo Award to Bill Littlefield, a Casa Esperanza Board member until last summer when he and his family re-located to San Diego. The Amigo Award is presented annually to those who have demonstrated a significant and long-standing level of support and commitment to the agency. Bill established the Casa Esperanza Endowment Fund during his tenure on the Board and has left a lasting and meaningful legacy for the future benefit of our home and New Mexico's cancer community. We appreciate and miss Bill very much.

2000 Board of Directors Report by Bob Gustin - Chair, Board of Directors

The year 2000 will go on record as the busiest in our history. Casa Esperanza served more cancer patients than ever: our Monday through Thursday occupancy will finish at 93% and our overall occupancy at 81%. We were able to provide housing for many people as a result of the generosity of the people of New Mexico.

I am pleased to report that 2000 has been our most productive fund raising year as well. The Mike Moore Memorial Golf Tournament raised \$50,000, and a record 208 golfers participated in this exciting event. The Car Program netted a record \$28,000. The Su Casa program resulted in the dedication last May of two new suites - one for Curry County and one for Valencia County respectively. The Friends Program raised \$12,600 and included gifts ranging from \$25 to \$250. This campaign continues to generate more individual cash donations than any other fund raising activity. The Endowment Fund now totals \$86,928 and is steadily growing. This fund's earnings are dedicated solely to the upkeep of the agency's physical assets.

To ensure that fund raising continues to provide our home with much needed funds, our marketing efforts were in full force again

this year. With the assistance of Preston-Turri Productions, a new video was developed and will be our primary tool to market Casa Esperanza to potential Su Casa members as well as to local community groups. With the help of Anna Brown, a new website (casaesperanzainal.org) was created and provides information on Casa Esperanza as well as links to other cancer support agencies. Three new colorful billboards about the car donation program are in place thanks to Eller Media and to the Car Program LLC. A new logo was developed through the artistic talents of Starline Printing.

As a result of these marketing efforts, statewide recognition for Casa Esperanza continues to grow. We were honored as Charity of the Month at Coronado's Hero Wall. We were featured in the Department of Health's *Cancer Cornerstone* newsletter as well as in the *NM Business Journal*. Casa Esperanza was also selected as the Charity of the Month on 105.1 FM Radio.

Two new Board committees were established in 2000 in order to better serve our residents and employees. A Guest Relations Committee was formed to oversee residents' physical, emotional and spiritual needs.

Among this committee's activities are parties and entertainment, make-over opportunities, and interaction with community social workers, hospital personnel and chaplains. The Human Relations Committee consists of board members and staff and is responsible for personnel policies, professional personnel standards and employee compensation packages.

As Casa Esperanza celebrated its eighth anniversary of operations, numerous projects were completed to both repair and improve the physical assets. The kitchen and laundry room were re-tiled; all mattress sets were replaced; chair rails were installed in all twelve suites; all air ducts were thoroughly cleaned. Plans for 2001 include re-carpeting the guest rooms, re-covering and painting the walls, and finishing the photo print project.

These accomplishments clearly would not have been attainable without the support of a talented and energetic staff, volunteers, donors and board members. I fully appreciate all of you and your efforts to assist people in need - individuals facing cancer. I feel truly privileged to be associated with all of you.

2001 Board of Directors**Officers**

Mary Ann Howard, Chair
Vice Pres., Agency Manager
United General Title Insurance Co.

Richard Eagle, Vice Chair
Professional Sales Representative
AMGEN/Biotechnology

Karen Mann, Treasurer
CFO, UNM Cancer Research and Treatment Center

Robert Gabaldon, Assistant Treasurer
Asst. Vice President, Bank of Albuquerque, N.A.

Johnese M. Turri, Secretary
Senior Escrow Officer, Albuquerque Title Co.

Robert Gustin, Past Chair
Pres., Gustin Property Group

Directors

Gene Barnhouse, Owner
Albuquerque Lighting Co., Inc.

Herb Crosby, President and CEO
Avtec, Inc.

Rose Duffman, Director
Emergency Operations Training Academy, DOC

John Edward, MBA & Broker
The Edward Group, Real Estate and Insurance

Marc Florez
Financial Consultant, Merrill Lynch

John M. Henderson, III, Sale, Comm. Real Estate
Grubb & Ellis/Lewinger Hamilton

Fred Moore
Retired, USMC

William (Bill) Morton
Retired, USAF

T. Zane Reeves, Ph.D., Director
UNM School of Public Administration

E. Anita Smith, System Analyst
Presbyterian Healthcare Services

Sheldon Wright, President
First Financial Trust Co.

Casa Esperanza Staff

Eileen Cook Executive Director

Laura Abeita Residence Manager

Maryle J. Barber Community Relations Mgr.

Veronica Estrada Residence Aide

Mike Gallegos Maintenance Tech

Mary Loyd Bookkeeper

Roxanne Pacheco Finance Manager

Alison Rosner Weekend Aide/Security

Patricia Virgen Residence Aide

Our Mission

Casa Esperanza provides affordable housing for families facing cancer.

Reach us at:

CASA ESPERANZA, PO BOX 40472

ALBUQUERQUE, NM 87196-0472

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

EMAIL: CASA@FLASH.NET

WEBSITE: WWW.CASAESPESPERANZA.NM.B.ORG

Director's Page

by Eileen Cook

You've made all the difference. ..

We have focused this year on improving client services and amenities, and boy, were you a help! Thanks to Bank of America Charitable Foundation, PNM Foundation, Presbyterian Healthcare Foundation and many others, we constructed a brand new fenced family back yard, complete with playground equipment and new landscaping. As always, Clovis Board of Realtors demonstrated their love for this house by underwriting the costs of tiling the kitchen and laundry room floors. And our friends at QWest responded to our plea for funds to add a private line with voice mail in each of our 28 guest rooms. NM TechNet came through with new computers so that we could equip our residents with the means to contact their home and office e-mail or to research on the internet.

Home Depot and Pavestone, Inc. employees worked together last summer to create a new patio for our "undeveloped" northwest corner. In early September, 24 volunteers showed up to lay an interlocking brick patio and large raised planters around the perimeter of the building. With its impressive vistas of the west mesa and with picnic tables and a barbecue grill added, the patio has become a popular and pleasing outdoor area for our families to enjoy. What a great day's work.

Easy Riders of Albuquerque and Chick's Harley Davidson both sponsored ride events to benefit our house, creating a delightful diversion for our guests. Wal-

Mart Distribution Center in Los Lunas kept our pantry stocked, and Wells Fargo Bank donated an entire 4-H steer for our freezer. Such gifts guarantee that every family at Casa Esperanza will be well-nourished no matter what their financial circumstances. To make our families feel especially cared for, many volunteers participated in our room renovations. Groups from Honeywell, State Farm, Intel, InnsPoint, Pi Kappa Alpha, Department of Energy, Cross of Hope Lutheran Church and many others landscaped, painted, scrubbed, and turned all 56 new mattresses in the house. American Furniture responded with brand new linens and bedding, and we are ready to lay new carpet in all the guestrooms, with costs underwritten by Honeywell Defense Avionics Systems and others (two grant proposals are pending).

Due to the efforts of NM State Senators Billy McKibben and Richard Romero, and of NM State Representative Mimi Stewart, The Department of Health and UNM Health Sciences both awarded contracts to Casa Esperanza to insure the continuation of our high quality of care and service to New Mexico's cancer community.

Thanks to each of you we mentioned and the many hundreds we did not. You are very special and important to us - we could not continue without your help.

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

Casa Esperanza 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 contracts with the NM Dept. of Health and UNM Health Sciences.

MEMBER OF THE NATIONAL ASSOCIATION OF HOSPITAL HOSPITALITY HOUSES
and the ALBUQUERQUE CANCER COALITION

Resident Profile - A Life in Transition

from the notebook of Veronica Estrada



Mary Helen Rivera of Corona NM is currently residing at Casa Esperanza with her husband Ismael.

Mary Helen Rivera has lived with lupus since 1987, and until recently her life remained pretty normal in spite of her condition. But last February Mary Helen had symptoms that were frightening and well beyond what she had previously experienced. And the news was not good. Lung cancer. And treatment had to start right now - right away.

So in March, Mary Helen and Ismael, her husband of 42 years, packed up and traveled from Corona in Lincoln County to Albuquerque. Mary Helen says that she felt lost and unsettled and found it very hard to be away from home.

During her early treatment, the Riveras tried to go home at least every two weeks, but as Mary Helen's radiation and chemo-therapy treatments progressed, the couple spent more and more time at Casa Esperanza. And it has helped, as Mary Helen and Ismael have made many friends at the house. Mary Helen feels better these days and says that "attitude has a lot to do with it."

She keeps her faith and believes that God will not take her until it's her time -and "my time is not now." We are indeed happy about that.

Board Member Profile - Mary Ann Howard

by Maryle Jackson Barber

Two years ago when I joined the staff of Casa Esperanza I was very interested to learn of Casa's history. I was particularly interested in the initial dream and how far we had come from that vision. In learning the story, there were a few people who stood out and one of those was Mary Ann Howard. I learned that Mary Ann had served on Casa's Board from 1987 to 1993 and had worked diligently as a member of the NM Board of Realtors to see the vision of Casa Esperanza become a reality. As Mary Ann put it, "take a thought and raise a whole lot of money to make the house real."

Mary Ann is a native of Hobbs, and is married to Eddie, the minister of Christian Fellowship Church. They have three children; Jennifer Lopez, Steve and Jonathon. She is currently the Vice President and Agency Manager of United General Title Insurance Co., and her area of responsibility includes all of New Mexico and West Texas. Previously employed at Albuquerque Title Co., Mary Ann has held this position for two and a half years, with a total of twenty-six years in the title insurance business.

Mary Ann had a close and personal understanding of the need for a place like Casa Esperanza - her mother had recently died from lung cancer. Through her own experience, she understood how families become devastated, feel alone and unsure of just how to cope with all of the things happening in their lives. She saw families held captive by their illnesses.

A year or so ago I finally met Mary Ann. She was visiting with Eileen Cook, and me on her re-emerging interest in Casa Esperanza. She said she was interested in returning to her first love. Eileen asked her why not come back to the board? Mary Ann responded that it would be a wonderful way to serve her community and that it matched her need for community. She also shared her passion for the Casa program, a program designed so communities all over the state can demonstrate financial support by adopting a room or suite each year at Casa Esperanza. The program creates a direct link between communities and the residents from that community who stay at the house. Mary Ann shared that she would like to see more communities involved in the program. Casa Esperanza residents are not just from the large cities - they are from communities like Dulce, Loving, Thoreau, Pilar and Deming. Mary Ann has seen how these communities can and have come together for Casa Esperanza through pancake dinners, charity baseball games, car shows, cook-offs, and banquets, and she believes the image of these communities lives in this house.

Mary Ann re-joined the board in 1999 and will be the Casa Esperanza Board Chair for 2001. She has established simple, yet demanding goals for the year: she wants communities outside and inside Bernalillo County to get to know Casa Esperanza better; she wants the local community to know who and what Casa Esperanza provides; she wants to insure that Casa Esperanza remains a home away from home which is comfortable, safe, and a place to help relieve the stress and to ease the frustration and heartache for it's residents. Mary Ann believes that one very significant attribute Casa Esperanza has is



Mary Ann Howard, Casa Esperanza's President-elect for the 2001 Board of Directors.

that the staff is caring, loving and concerned. She knows that the staff treats all the residents like family and makes a real difference in their lives.

What a great challenge for all of us. Thanks Mary Ann.

Memorials & Honorariums July 1, 1999-June 30, 2000

Dorothy Ackley
 Nicolas Alexander
 Debrajean Arvizo
 Helmut Baer
 Graham Blevins
 Vera B. Brandom
 Pauline Brown
 Lucy Brubaker
 Bill Bryan
 David Bustillos
 Maria Elena Camacho
 Jeanette Carmello
 Virgil H "Pete" Chase
 Jason Chavez
 Roy L. Chee
 Eugenia Cicero
 Gladys Croonquest
 Kari Dawson
 Toby DeArmond
 Natalie Dineyazhe
 Ryan Dominquez
 Winnie Donley
 Juanita Dorris

Henry and Dorothy Dudoich
 Eva June Dutton
 Pearl I. Ervin
 Emily Escamilla
 The Joe Family
 Montana Farnum
 Harold Newton Fate
 John M. Feeney
 Teadora Garcia
 Belen Golf Committee
 Robert Ingle
 George Key, MD
 Catherine E. King
 Sarah Labrosse
 Royce Lankford
 Elva "Elvie" E. Lisk
 Megan Llewellyn
 Anna Lucero
 Mary Lucio
 R. Leon Marks
 Robert G. Marrah
 Raeanne Marie Martinez
 Dylan Maybury

Trenton Maybury
 Robert McIntyre
 Gene Meier
 Michelle (Mike) Moore
 Mina Owen Nahas
 Ron Oelsner
 Forest and Roberta Oliver
 Joe Z. Pacheco
 Carol Anne Palmer
 Mike Palomino
 Isaiah Perea
 Beth Phelps
 Alijah Polasky
 Walker B. Porter, DVM
 Col. Joseph Pospisil
 Olan Rains
 Ann Raup
 Jack Redfeam
 Howard Rowzee
 Alan Ryan
 Agnes Schadelbauer
 Margaret Schultze
 Dolores Sena

Erin Shock
 Demesio Silva
 Joyce Stanley
 Helen Thompson
 Maureen Tooley
 Johnese Turri
 Obie Upton
 Luciano Uribe
 Helen Vicenti
 Idalou Claudine Walls
 Collette Walz
 Goldie Watson
 Margaret Watson, R.N.
 Aileen Weatherly
 Dustin Webb
 Faye Y. Wells
 Elizabeth Mary Werner
 Jim and Jake Wilcoxon
 Dr. Anthony Williams
 Sadie Wolfe
 Donald Woolf
 Lug Young
 Royal K. Ziegler

Great Holiday Idea!

Have you been in a quandary over what to get that special client or employee? Or are you absolutely stuck on what to get 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 first annual holiday ornament designed and created especially for our house. Cast in pewter, the dated ornament is a Native American bear fetish which incorporates Casa Esperanza's new logo. Designed by Shawn Harjo, a Seminole-Navajo now residing in Isleta, the fetish's heart-line echoes the mountain range within our logo - a truly unique and splendid interpretation of the traditional design.

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 to 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.**

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

Name: _____ Phone # _____

Address: _____ City, State, Zip: _____

Check enclosed **or** ... Please charge my: Visa _____ Master Card _____

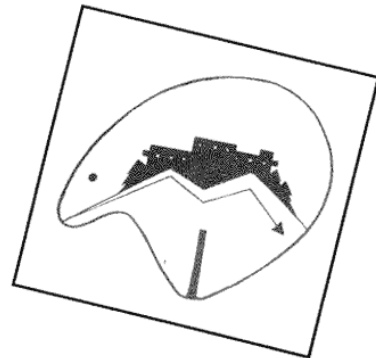
Discover Card _____

Card # _____ Exp. Date: _____

Signature: _____

You may also purchase your Holiday Ornament at Casa Esperanza
 1005 Yale NE, Albuquerque NM 87106 between the hours of 8:00am and 8:00pm Monday
 through Friday, 9-2 on Saturday and 1-6pm on Sunday.

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



CASA ESPERANZA

FISCAL YEAR 2000 BUDGET

REVENUES AND OTHER SUPPORT

| | |
|-----------------------------|-----------|
| NM Dept. of Health contract | \$142,000 |
| Room rentals | \$180,139 |
| In-kind donations | \$ 88,155 |
| Fund-raising, net | \$ 26,095 |
| Contributions | \$ 74,083 |
| Endowment Fund | \$ 34,796 |
| Interest | \$ 11,133 |
| Other | \$ 6,090 |
| Equipment Sales Loss | \$ (960) |

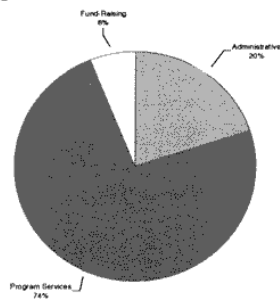
TOTAL REVENUES \$561,531

EXPENSES

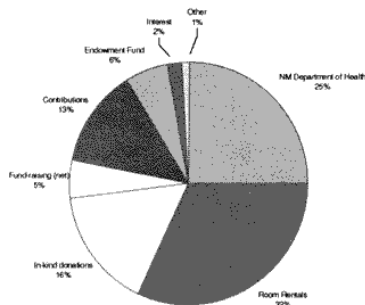
| | |
|------------------|-----------|
| Program Services | \$309,321 |
| Administrative | \$ 85,633 |
| Fund-raising | \$ 23,103 |

TOTAL EXPENSES \$418,057

Expenses



Revenues



Major Contributors July 1, 1999 - June 30, 2000

- Lifetime Circle of Friends
PNM Foundation Inc.
- Founders Circle of Friends
KKOB AM-FM Radio Station
KWBQ TV Channel 19
- Keystones Circle of Friends
Donrey Outdoor Advertising
Presbyterian Healthcare Foundation
Zia Laundry, Inc.
- Guardians Circle of Friends
Defense Avionics Sys., Honeywell Inc.
Preston-Turri Productions
Wal-Mart Super Center - Belen
- Cornerstones Circle of Friends
Chick's Harley-Davidson, Inc.
Daniel L. Dathe
Walter Davis
First Church of Religious Science
Eddie and Mary Ann Howard
Lisa Flores
Ralph Mancuso
Presbyterian Salud
Rose's Southwest Paper Company
Michael and Johnese Turri
Barbara Wiard
Women's Christian Service Society

- Pillars Circle of Friends
AMGEN Foundation Inc.
Dianne Anderson
Albert and Mae Cantu
Cosmopolitan Woman's Club
Dr. Daniel Dieterichs
Veronica Estrada
Robert and Laura Gustin
Laura Highfill
Raymond and Helen Jackson
Casey and Beverly Luna
Leon Marks
Don Nielson
NMELGA
Richard and Katie Prasek
Rhombus Professional Assoc.
Mark and Barbara Rudolph
Kate Smartt
Patti Spencer, Accents & Interiors, SF
Tribal Rugs & Furnishings
NM Tumor Registry, CRTG.

- Partner Circle of Friends
Caroline Babbitt
Ron and Leslie Bondy
Tom Card
Citadel Communications Corp.
Bob and Midge Cron
Episcopal Diocese, Rio Grande
First Financial Trust Company
Frame Game
Barbara Hannemann
Mark Hohnstreiter
Lemoine and Carrie Hopkins
Imperial Group Realtors
Mark Maddox
Peter and Lois McCatharn
Melba's Floral
NM Scorpions Hockey Club
Palms Trading Company
Rio Grande Title Company
Andrew Sanders
Stewart Title Unlimited
Trucks Unique
Walter & Marie Vollbrecht
Glen and Patsy Whiting
Sheldon and Sharon Wright

- 2K2K Century Club Members
Ron & Lesly Bondy
Dean and Alice Irvin
William and Gloria Morton
Virgil Stout
Barbara Wiard*
George Schadelbauer*
Michael & Johnese Turri*

* 1999 Charter Member

- Endowment Supporters
Eileen Cook
Marlene F. Keller
Gerry Taylor
Robert and Laura Gustin
Griff and Katy Pickard
Sheldon and Sharon Wright

- Robert and Marlene Bryan
John and Pat Johnson
Richard Satter, CPA

- Airtouch Cellular
AMGEN Inc.
Lee Beckley
Connie Clayton
Siella Curley
Dugan's Nursery
First State Bank
John and Trudy Henderson
Bruce Hill
Scott Lardner
Louis Maestas
Fred A. Moore
NM Society of Clinical Oncology
Pi Kappa Alpha
Raysteel Inc.
Jeffrey Romero
Sierra del Sol Condominiums
Southwest Airlines
Tobe Turpen's Trading Co.
Trinity on the Hill Episcopal Church
UNM Health Sciences Center

- Albert Anella
Baca Auto
Russel Burris
Virgil (Pete) Chase
Covenant Presbyterian Church
Richard Douglas
Etched Glass Designs by Jerome
Millie Fosnar
Penny Griner
Charles and Patricia Hobby
Holiday Inn Express
Dwight Howard
Brian Luna
Randy and Karen Mann
Abby McCulloch
NM Quilters Association
Tommy Ortiz
T. Zane Reeves
Alan A. Rosner
George Schadelbauer
Talbot Agency, Inc.
Dean & Shirley Tyndall
Wells Fargo Bank of Belen
Wiggins, Campbell and Wells

- Florencio and Barbara Avitia
Barbara Eagle
Charles and Beverly Key
Phillip E. Oppedahl & Karen Ungar
Lee Beckley*
Burn & Littlefield PC*
Theodore & Vada Stanley

A House for a Bigger House

The Egenes Family, owners of Sundance Homes, recently announced the construction of a new house in the Quintessence subdivision in northeast Albuquerque. This is not just any new house, but the Casa Sundance House, 1800 square feet of heaven! And the views are unbelievable. You can see the volcanoes in the west and the mountains in the east - all from the roof-top deck. Groundbreaking should be occurring just about the time you receive this newsletter, and occupancy in January. Hans Sr. and his son Hans Jr., daughter-in-law Cynthia and his grandchildren selected Casa Esperanza to receive the proceeds from the sale of Casa Sundance. The funds are intended to underwrite costs for construction of a second story at Casa Esperanza - planned for sometime in the not-too-distant future. We are indeed grateful to the Egenes Family for their extraordinary care and concern for families facing cancer.



Legacy Society

You may join our Legacy Society by making a planned, or deferred gift to Casa Esperanza. Your gift will help reduce your taxable estate, and at the same time you will feel secure in the knowledge that the charity you so thoughtfully supported during your lifetime will continue to benefit from your generosity.

You will need to work with your attorney or estate planner to create or change your will or living trust, but the process is simple. Planned gifts take many forms, and you can find out more about these opportunities by visiting our website at casaesperanzainalb.org.

We encourage donors to let us know about any deferred gifts to Casa Esperanza, as it assists us in our long-range planning and gives us the opportunity to recognize your generosity during your lifetime. We will proudly add your name to our prestigious roster of Legacy Society members and add an engraved tile in your honor in our Garden Wall of Hope.

Return Service Requested

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

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