



July 20, 2011

Last month I read a headline: “Stock Market loses 179 points!” I see that in June alone the market swung between 11,900 to a little above 12,400. It certainly is a time of great financial fluctuations, somewhat like what many of us face in our personal lives. I thought about the families living at Casa Esperanza. In the same month the stock market was behaving so erratically, we provided a home away from home to *170 families* from throughout New Mexico. Every day people are diagnosed with cancer. Every day people choose to fight that cancer.

So, how does the swing in the stock market affect our ability to provide a caring community to support and serve families facing cancer? Looking at our numbers, it appears that our grant funding will stay at about the same level as it has during the past two years, even though costs continue to rise for electricity, food, water and facility maintenance. Hopefully our donors, like you, will continue to support us and even give a little extra when possible. Our investments, optimistically, will continue to earn a little, but we do not expect a great market windfall. The demand for rooms at Casa is up - over the last six months we have had an average of 80% weekly occupancy.

And here is how we get by.

In June alone we welcomed 127 volunteers to the house. Some came in groups, like the VIM (Volunteer in



Mission) group from University United Methodist Church Tulsa Oklahoma, and some came on their own, like Mia who volunteers at the Give Hope a Ride car lot. These folks, our unsung heroes, coordinate with staff and work diligently to take care of this facility and its needs. In June, sixteen staff members worked long and hard to close out the books for the fiscal year or to greet our families, or to pay our bills or to raise funds to cover the tab.

Since we last wrote to you in November, we have received grants from Hancock Family Foundation for food assistance for our families, Community Foundation of Chaves County for Patient Navigation Program assistance, United Way of Central NM for lodging and resident assistance, PNM Foundation for new windows replacing our old metal ones, and Cardinal Health to assist families with the cost of lodging, just to name a few of our corporate and foundation supporters. We have also been approved as a beneficiary for Combined Federal Campaign dollars (CFC number is 60462, in case you have an opportunity to designate Casa Esperanza). New grant and funding opportunities are always on our radar, as are several fundraising projects.

Nearly five years ago, Mark Gundlach, General Manager of the Embassy Suites Hotel and Spa, invited Casa Esperanza to participate in a fundraiser that he had in mind - a cycling event to benefit Casa Esperanza and Carrie Tingley Hospital Foundation. We were thrilled to accept and have participated each year in the Annual Day of the Tread event - growing from 250 participants that first year to 2000 participants. For his work and support above and beyond all expectations, it is with great pleasure that the Casa Esperanza Board of Directors presented the 2010 Amigo Award to Mark Gundlach this past December.

In March we hosted our 9th Annual Art for Hope Auction. We had 500 guests in attendance and over 80 pieces of wonderful art and wine up for auction. In the middle of the festivities our outstanding auctioneer, Howard McCall, issued a challenge to the attendees to match the \$16,000 donated to Casa Esperanza this year by the staff. With great energy and compassion in the room, that number was matched and then some. What a remarkable evening! Put *March 31, 2012* on your calendar for the 10th Annual Art for Hope Auction.

In the next few weeks, we will be the beneficiary of several fundraising events, and I'd like to share them with you. First on the calendar is the 2nd Annual La Merced Mooseheart Golf Tournament to be held on *August 13* at Tierra del Sol Golf Course in Belen. Please contact Fred or Edie Moore at 505-864-7015 or visit our website, www.casaesperanzanm.org, for additional information. The 6th Annual Keller Williams Golf Tournament is slated for *September 1* at Santa Ana Golf Club in Albuquerque. For more information contact on the Keller Williams Tournament contact anniejaques@aol.com. On *September 10* our faithful and generous friends in Clovis will host the annual Golf Scramble to benefit Casa – an event the Clovis Board of Realtors has sponsored for us since 1987! You can learn more about this event by contacting Bonnie Wright at bwright@plateautel.net. During the week of *October 1-9*, Casa Esperanza will be the beneficiary of delightful works of art donated by the artists displaying in the Artists of NM Tent at the International Balloon Fiesta. Come out early for great sights, a warm tent and to purchase a ticket for a buck to win the work of art of your choice. *October 16* is the 5th Annual Day of the Tread, which benefits both Casa Esperanza and Carrie Tingley Hospital. This year you can walk, run a full marathon or cycle up to 100 miles. To participate, go to www.dayofthetread for lots of useful information.

So, as you can see, we enjoy the wide support of many wonderful groups and organizations throughout the state. All in all, this has been a pretty good first six months of the year. However! And it's an important "however." **The majority of our funding comes from compassionate individuals just like you**, and I would like to invite you to join me and the Board of Directors in financially supporting this outstanding agency so that we may continue to help the families who depend on us. If you would like to visit with me about Casa and our needs, you can reach me through Casa Esperanza at 505-277-9880. If you are interested in volunteering in any way – dinners for the families are always a hit and very welcome – you can contact Stephanie Mora at 505-277-9880 or smora@casaesperanzanm.org. I have enclosed an envelope to assist with any financial donation you can send our way.

Thank you, and have a great summer!

Anthony R. Masciotra, Jr.

Anthony R. Masciotra, Jr, President
Casa Esperanza Board of Directors