

# Annual Report 2023



# Words From Our Executive Director

## ***Season's Greetings friends of Casa Esperanza!***

As the end of the year approaches, I find myself thankful for the best first 5 months as the Executive Director of Casa Esperanza. Whether it has been watching a child arrive home with an award they received at school, a mom sharing she enrolled in college, or a partner announcing a grant award, I am fortunate to be a part of a compassionate board of directors, staff, and family participants.

Even more inspiring is the energy each success gives us in the face of so many challenges and barriers. While we end this year with achievements, we look forward to growth as an organization and individually as strong women leading their families. I am encouraged by the prospects that 2024 will bring for our families' life-changing work. My excitement is increased by all the partnerships and your donations which made it possible for Casa Esperanza to continue providing monumental life-changing quality services, such as:

- *Life planning to build strong, healthy, and meaningful households*
- *Breaking generational poverty*
- *Financial support for education and career planning*
- *Ensuring all children receive the best education available*
- *Financial literacy*

Next year Casa Esperanza will continue monumental strives to serve families in ways that will conquer barriers and trauma of the past. In 2024 we will launch an entrepreneur program, which will serve both Casa Esperanza moms and women in our community experiencing homelessness.

Financially, like many nonprofits across this community challenged by current economic uncertainties, Casa Esperanza continues to explore the way it conducts business to ensure its viability through accountability to you and with sound fiscal practices. While we had changes during 2023, these modifications yielded many benefits.

In closing and in the same spirit of appreciation, I am reminded of the magical moments of laughter, tears, and joy we as a staff experienced during our few months of 2023. Hope is rooted in the triumphant human spirit to know others believe in our families and stand behind them. Know that each time you gave of your time or financial support, you were one of those standing behind them cheering them on. Hope and the spirit of perseverance start at home; and for our women and children, their home is Casa Esperanza!

We honor the opportunity to come together with you in the spirit of tremendous gratitude and commitment in 2024 to see great achievements and success of our women that call Casa Esperanza home. Keep watching during 2024 to see great things.

Wishing you all a Good and Healthy New Year!

*Diane Contreras*

Diane Contreras, Executive Director, Casa Esperanza

# A Day In The Lives Of Our Women

Imagine a world where the start of each day brings new lessons. At Casa Esperanza's Transitional Home, this is the reality for our incredible women. Their day starts with a flurry of activity, orchestrating breakfast and readying themselves and their children for the day's journey ahead, using their own cars or through public transport. In these early hours, they draw upon their nurturing skills, emotional resilience, and mental strength, honed during their time at Casa Esperanza.

The hours unfold in a rhythm of planning and action, aligning with their life goals. They navigate first as mothers, then as dedicated employees, then eager students. Each moment is a testament to their responsible choices, a reminder of their transformative journey from the day they arrived at Casa Esperanza to the empowered women they have now become.

As night falls, these remarkable mothers share in their children's triumphs and challenges, acknowledging their own achievements. Household chores complete, they engage in groups nurturing social, parenting, and cognitive skills. They take turns cooking nourishing dinners, fostering a sense of family among everyone at Casa Esperanza.

Days brim with interactions with our dedicated staff, role models of wise decisions who guide them through reflective individual sessions. Each day holds its own magic, threaded with care and support. Yet, in their unique journeys, these women share common threads—their shared lessons and aspirations for a brighter future.

Casa Esperanza offers more than shelter and essentials; it fosters a community built on love, support, and unwavering belief in each woman's capacity to forge a healthy life for themselves and their children.





# Treanna's Success Story

After a long journey from North Dakota to Bakersfield, Treanna Mims arrived at Casa Esperanza on May 2, 2023. She and her two children (Armani, age 2 and Amiri, who was one week old at the time) originally came to Bakersfield to reside with her mother. Having an epiphany that she needed to change, Treanna took her two children to a motel where she stayed for 23 days until she was able to enter Casa Esperanza. Treanna identified several areas where Casa Esperanza could provide her the assistance she needed for success: acquire a higher level of education, build parenting skills, gain financial literacy, save money, and link with mental health and wellness treatment.

Treanna enrolled in UEI College and completed their Medical Assistant program. She was ready for an externship, but found she needed certain tools to begin. Treanna reached out to the Casa Esperanza staff for assistance in solving this problem. She then wrote a request to the Casa Esperanza Program Committee for financial assistance in acquiring the equipment needed (stethoscope, blood pressure monitor, ID lanyard, and scrubs), and was awarded the funds necessary to allow her to begin her externship.

The real challenges came next as she struggled to find daycare, transport her now three-year-old to Pre-K and back, and make it to work in time for her shift at Columbus Medical Group. Her days began at 5am on the earliest public bus and ended at 8pm with transportation hard to come by. Finances became tighter, and her set budget seemed to go by the wayside. Treanna's externship began to seem like a burden, not an opportunity. Through it all, Treanna remained steadfast and open-minded. She came to the staff for guidance when barriers became overwhelming, and the Casa Esperanza staff helped her problem solve the options that would prove successful. Then just as she and her children found a rhythm, the long days into evenings took its toll and the children



became sick. Again, Treanna used her newly gained problem-solving skills to coordinate her work hours so she could get medical care for the children. Treanna prevailed successfully and completed her externship on November 14, 2023. Her Medical Assistant diploma is on the way. Columbus Medical Group offered Treanna a full-time position, Monday to Friday from 9am to 6pm. She accepted and was hired, starting in December 2023.

All this time, Treanna kept up with her requirements for Casa Esperanza's program, completing homework for missed group sessions and attending weekly individual sessions. This included 29 hours of Social Skills, Partners in Parenting, and Second Step Education, and 30 hours of individualized Life Goal Planning and Budgeting sessions. Armani, now 3, is in good health and currently attends Pre-K through the Bakersfield City School District at the MLK Learning Center. Amiri, seven months old, is healthy and has regular doctor check-ups. Treanna continues to try new parenting styles to find one that best fits her family. She readily accepts constructive suggestions from staff and continues to attend all educational and skills building groups as she improves her understanding of herself in her new life.

# Programs

SERVICES	FREQUENCY	DESCRIPTION
<b>Life Goal Planning</b>	30 days, 90 days, 120 days, 180 days	To develop an educational goal path, career path, family reunification planning and transition plan to independence.
<b>Individual Life Goal Review</b>	Weekly	To review life goal plan, make necessary updates based on current culture, address barriers and encourage participant. Revision of goals are done during this session, referrals to other agencies if necessary and discuss communal living barriers to success.
<b>Budget Planning</b>	Twice Weekly	Session with participant to understand financial situation, eliminate unnecessary spending, set financial goal, make a plan and set a savings goal amount. Discuss credit scores, repairs and repayment options to improve credit scores.
<b>Individual Budget Plan Review</b>	Once Weekly	Session with participant to review budget, unexpected expenses, readjustment of spending, monitor savings plan, supportive linkage of services to avoid unnecessary spending. Problem solve barriers in savings planning.
<b>Social Skills Group</b>	Twice Weekly	Education groups on where participants have been, what they've learned and how to use the information they have. It's about recognizing strength and realizing potential. It's incorporated interactive teaching techniques to encourage participants to explore and express their own thoughts and feelings through group activities.
<b>Partners in Parenting Group</b>	Once Weekly	Education groups provides workshops/groups that focus on concepts important for parenting effectiveness such as communication skills, guidance techniques, and positive discipline strategies. The emphasis is on building skills, providing support, and helping parents understand the needs and abilities of children during different stages of development.
<b>Anger Management</b>	Twice Weekly	Includes worksheets, handouts, and group leader instruction for facilitating a session on the antecedents of anger to help participants become more aware of their physical cues and emotional responses to anger and frustration. Group leader discussion questions are provided to help encourage clients to talk about the situational aspects of anger and strategies for self-regulation.
<b>Idea for Better Communication</b>	Once Weekly	Communication Roadblocks is part of the Straight Ahead: Transition Skills for Recovery manual developed at TCU. This session features a leader's script, with notes and handouts for leading a solution-focused or strengths-based discussion of dealing with perceptions that interfere with communication. Participants are invited to think about things they do and are aware of in others that get in the way of effective communication.
<b>Music Literacy</b>	Twice Monthly	Introduce and educate children on understanding language, experiment with rhythm, words, tempo, and melody, and think creatively and holistically, build a strong foundation based on critical thinking, working in tandem, the significance of dedication and the importance of knowing one's duties. Education of the prominence of creativity in everyday life. Educating children on reading and writing music notation are indispensable skills.
<b>Second Step</b>	Once Weekly (as needed)	Participants and children will learn to master these crucial skills, educate staff and parents and learn to recognize and respond appropriately when they observe bullying or receive a bullying report, all while gaining insight into teaching children and parents. Visual signs, role-play and group discussion will assist parents and children with openly communicating signs of bullying. (Grades K-5)
<b>Character Strong Social Skills</b>	As Needed	Staff/facilitators will be teaching, assisting parents and children with establishing a strong foundation of social & emotional skills through healthy habit development, social awareness strategies, empathy building techniques. Facilitators will link parents and children to effectively reach their emotional understanding using pre-built slide decks, activities, videos, and more that are adapted for both in-person and virtual learning environments. (Grades 6-12)
<b>Eat Healthy, Be Active Curriculum</b>	Once Weekly (6 weeks cycle)	Participants will learn how to be active and have fun with their family. Education and instruction on how to make easy and healthy meals, cut sugars in food and drinks and to grow what you eat. Participants will learn portion control, what a healthy plate looks like and fun activities for table talk.
<b>Financial Literacy</b>	Once Weekly	Financial literacy basics with work sheet. Savings and equity, credit worthiness, purchasing a house, eviction and retirement.
<b>Successful Women Entrepreneurship Program</b>	COHORT:	SWEP-Casa Esperanza participants, alumni and women residing in local homeless shelters. providing quality training, counseling, and access to resources to pursue, develop and succeed in a career or small business start up. 13-week program curriculum covers: How to get a business license, develop a business plan, learn the basics of banking and establishing credit, building a website, marketing, quality control, and more!

# The Volunteer Opportunities Are Endless



Casa Esperanza community volunteers serve a vital role in furthering our mission to provide services to homeless women and children and in support of their transition to permanent housing and stable employment.

At Casa Esperanza, volunteers are an esteemed part of our community, working together with staff to break the cycle of homelessness and poverty one family at a time.

Following are some of our volunteer program opportunities:

- *Providing counseling services for our residents*
- *Offering services for residents for which you have specialized training (i.e., financial management, tutoring, job hunting techniques, interview skills)*
- *Facilitating Cognitive Behavior group sessions*
- *Providing child care services to children of women in the program*
- *Planning arts and crafts activities for children*
- *Supplying meals for our residents*
- *Preparing meals at your site and dropping off at Casa Esperanza*
- *Preparing and cooking dinner at Casa Esperanza and dining with the residents*
- *Purchasing dinner from a restaurant and having it delivered to Casa Esperanza*
- *Planning and offering special activities for families, such as birthday parties, holiday parties and other events*
- *Providing mentoring services to the residents and their families*
- *Providing transportation services and/or event support*
- *Fundraising event organization and planning*
- *Assisting with social media, Casa Esperanza website and marketing*

*Please consider volunteering with us. If interested, contact Lauraine Cook 661-703-0925.*

# Casa Esperanza's Future and Grants

## Harpy Eagle

Exciting news! Thanks to the incredible support from the **Kern Family Health Care HHIP grant**, we made a great stride towards our goal of providing affordable housing in the community.

Their generous funding enabled us to secure a spacious 1800 sq. foot property, conveniently located near a top-rated school and boasting a 3-car attached garage. We are currently in the process of transforming this space into a haven: a two-bedroom, one bath apartment alongside a three bedroom, two bath apartment. This marks a crucial steppingstone in our journey, offering graduating individuals the opportunity to transition from temporary living to more stable, permanent housing. It's a testament to our mutual unwavering commitment to bolster housing options in Bakersfield for those facing homelessness or at risk of it. We are immensely grateful for the **Kern Family Health Care HHIP grant's** support in making this vision a reality.



## Casa Grants

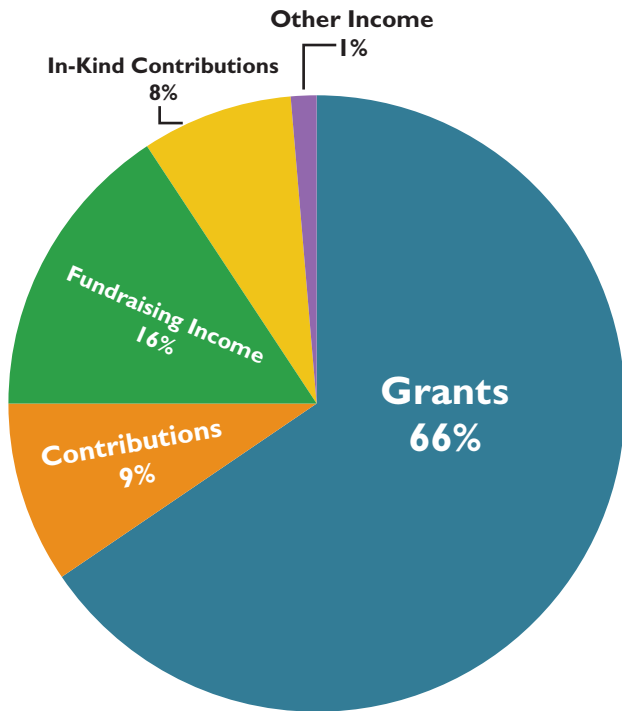


Casa Esperanza extends our heartfelt gratitude for your unwavering support in our mission to aid homeless women and children. Your generous grants have been instrumental in providing shelter, sustenance, and hope to those in dire need within our community.

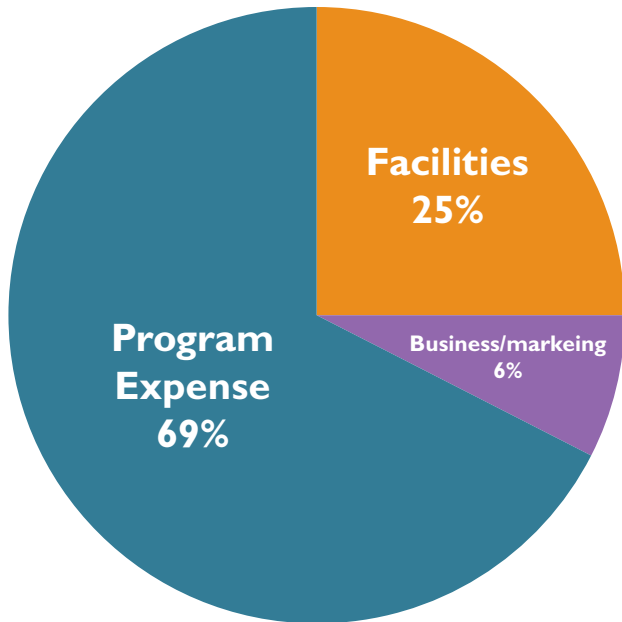
Your commitment to our cause has not only alleviated immediate hardships but has also empowered us to expand our programs, ensuring a more profound and lasting impact on the lives we touch.

We are immensely grateful for your trust in our organization and for standing alongside us in our journey to create a brighter, more secure future for homeless families. Your contribution is instrumental in turning our shared vision into a reality. Thank you, **Kern Family Health Systems, Dignity Health, Kaiser Permanente, and Citizens Bank!**

# 2022-2023 Fiscal Year



Revenue Pie Chart



Expense Pie Chart

## Revenue & Expenses

Revenue:		
Grants	\$ 632,360	66%
Contributions	\$ 89,457	9%
Fundraising Income (Net)	\$ 153,852	16%
In-Kind Contributions	\$ 75,589	8%
Other Income	\$ 12,338	1%

Total Revenue: **\$963,596** 100%

Expenses:		
Program Expense	\$ 150,926	69%
Facilities	\$ 53,670	25%
Business/Marketing	\$ 13,771	6%

Total Expense: **\$218,367** 100%

Net Revenue: **\$745,229**

### Notes:

1. Grant from Kern Family Health Services totaled \$900,000 which included \$399,000 for Capital items. (Harpy Eagle home purchase and our Van)

## Cost Per Person

Program:	
Salary & Benefits	\$ 232,000
Other Program Expense	\$ 53,100
Accounting/HR	\$ 10,000
Facilities	\$ 18,960
Auto Expense	\$ 4,400

Total : **\$ 318,460**

Per Resident: (15 persons) **\$ 21,231**



# Gayle Batey Recognition



**Casa Esperanza** has introduced its first-ever Community Service Award, named after Ruth Gayle Batey. This award recognizes individuals who demonstrate courage, determination, and a commitment to helping others across society. Ruth Gayle Batey, a respected figure in the Bakersfield community, is celebrated for her dedication to education, philanthropy, and positive change.

Formerly a teacher, Gayle, along with her late husband Ben, transitioned into successful real estate development with Batey Construction & Realty. They contributed significantly to Bakersfield's growth, building nearly 1,000 homes and sharing their success to benefit the community. Gayle emphasizes the power of education in uplifting the region.

Gayle's achievements include receiving the CSUB President's Medal in 2015 and being the longest-serving member of the President's Community Advisory Council. She and her husband initiated projects like Project BEST and the Batey Gardens to address educational challenges and enhance community spaces. They also established funds supporting education, biology students, and research on Alzheimer's and Parkinson's diseases.

Gayle's connection with Casa Esperanza, a home for homeless women and children, reflects her commitment to family values. A plaque and a maple tree, symbolizing balance, love, and abundance, will be dedicated to her at the Panorama House.

Casa Esperanza invites everyone to join in honoring Ruth Gayle Batey for the inaugural award, recognizing her as an exemplary model of community service.

## Thank you to our **In-Kind Donors**

Action Glass	Frantz Nursery	Ralph Garcia-Pacheco
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# DONORS

## **\$5000 & Above**

Gayle Batey  
Jim & Julie Cesare  
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## **\$2000-\$4,999**

Jerry and Lauraine Cook  
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We invite you to consider supporting **Casa Esperanza**. Your contribution creates lasting transformations in the lives of homeless women and children, offering them hope and stability. Yet, the impact extends beyond mere philanthropy. Investing in us yields remarkable returns.

The financial burden of homelessness is substantial, estimated at \$50,000 per person annually due to increased medical emergencies, heightened law enforcement costs, and higher rates of incarceration. In contrast, our comprehensive services, including housing and essential support, total \$21,231 per person. This represents less than half of the community's financial outlay.

Choosing to invest in **Casa Esperanza** not only generates positive community change but also provides an opportunity for your philanthropy to make a tangible and measurable difference. Your support doesn't just lighten the financial load; it nurtures hope, dignity, and a brighter future for those in need.

*Join us in creating meaningful change and be part of transforming lives for the better.*



## Contact Us

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