



# LA CASA

FALL 2009

## Allstate and La Casa Partners to Fight Against Economic Abuse



The Allstate Foundation, in partnership with NNEDV (National Network to End Domestic Violence), recently developed a Financial Empowerment Curriculum to help victims achieve financial independence. The Financial Empowerment Curriculum includes financial tools and information designed to enable survivors of domestic abuse to fully understand their financial circumstances, as well as engage in short-term and long-term planning (e.g., budgeting tools, step-by-step planners, tips, etc.) to accomplish their personal goals.

Recently La Casa received an \$18,000 grant to help implement the Financial Empowerment Curriculum into existing programs designed to empower women to function effectively with various life skills and knowledge. The Financial Empowerment Curriculum will go a long way in helping women develop independent money skills and savvy.

“Allstate’s goal is to raise awareness about how economic empowerment can lead to a safe and financially secure future,” said Jennifer Kuhn, manager of the Economics Against Abuse Program at The Allstate Foundation. “With resources like the Financial Empowerment Curriculum, we’re providing tools to domestic violence survivors and others who may need financial guidance in these tough economic times.”

To better educate Americans about this often overlooked aspect of domestic violence, The Allstate Foundation provides the following signs to recognize economic abuse:

- Taking money, credit card or property from a partner without their permission
- Racking up debt without a partner’s knowledge
- Purposely ruining a partner’s credit score
- Forbidding a partner from earning money or attending school
- Being forced by a partner to hand over paychecks
- Cancelling insurance or credit cards without the partner’s knowledge
- Harassing a partner at work to negatively impact a job

The Financial Empowerment Workshops will be available to all La Casa clients.



Local Allstate Agent Dawna Vince presents Gina Orona-Ruiz with the \$18,000 grant check.

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## La Casa Receives Community Foundation of Southern New Mexico Award

La Casa was awarded the first Rio Grande Award for Excellence in Sustainability by the Community Foundation of Southern New Mexico at a summer awards presentation. The citation on the award reads as follows:

### NONPROFIT AGENCY PARTNERS AWARDS

*Rio Grande Award for Excellence in Sustainability: La Casa Inc.*

*This award recognizes excellence in sustainability among all Las Cruces nonprofit agencies. The recipient of this award has exemplified stellar leadership in creating a sustainable organization of human, social and material resources needed to achieve their long-term goals. The recipient has demonstrated the foresight to be able to continue their good work by creating and building a significant endowment in the Community Foundation. This award recognizes a nonprofit and its board of directors for making a concentrated effort to build endowment to sustain the organization - in perpetuity.*



## Make Someone Smile Week

The week of July 19 was 'Make Someone Smile' Week. C.R. Blossoms donated 26 flower arrangements, one for every woman living in the shelter. Along with beautiful flowers, each arrangement sported a big smiley face. The arrangements got the intended results: There were a lot of smiles at La Casa that day!

## St. Paul's Methodist Church Donation

Through the years, St. Paul's Methodist Church has supported La Casa in a variety of ways. Every year, La Casa clients and their families are able to have a wonderful Thanksgiving dinner, complete with turkey, vegetables and pie, thanks to the hard work and coordination of Jerry Longenbaugh and many other St. Paul volunteers. St. Paul's also contributes financial donations to shelter operations. La Casa sincerely thanks St. Paul's for the recent \$500 donation.



Jerry Longenbaugh presenting check to Patricia McClure



Mr. Tinsley, owner of Preston Art Center, along with the fashion show coordinators, Norma Vechot and Vanessa Earl present a donation check to Patricia McClure.

## Local Fashion Supports La Casa Inc.

The Emerald Isle coordinated a walk-through fashion show during the Girls Night Out. While women were shopping and being pampered, Emerald Isle models walked through the rooms chatting with women about their outfits.

In June, the Preston Contemporary Art Center hosted 'Fashion on the Edge' Benefit Fashion Show for La Casa. The unique fashion show featured 'steam-punk' fashions from the Purple Lizard, jewelry by Sam Peters, Carol Elder and the NMSU Silversmith Society, purses by Purse Your Lips and contemporary fashions from CATO.

Fashion on the Edge was not the typical fashion show fundraiser, rather an eclectic, entertaining fashion arts performance. The audience from the sold out event seemed to thoroughly enjoy themselves. The Preston Center is hoping to hold another event next year.

## Mark Your Calendar for these Upcoming Events!

### Annual La Casa Holiday Bazaar at Dickerson's Barn

December 4, 5, & 6 Friday is preview night from 5-8 pm. Music, refreshments and early bird shopping! Tickets: \$12 donation. Saturday shopping hours from 9 am to 5 pm and Sunday 10 am to 4 pm. Admission: \$3 donation. All proceeds benefit La Casa's domestic violence program. New features this year: a Christmas decoration exchange table. Bring an ornament or decoration you're tired of and exchange it for another like-kind ornament or decoration. A La Casa booth will have donated hand-made items for sale.

### Annual Candlelight Vigil.

Every October (Domestic Violence Awareness Month), La Casa hosts a Candlelight Vigil in memory of those who have been killed

by family members, spouses, or partners. This year's Vigil will be held on Tuesday, October 13. The guest speaker is Mildred Muhammad, the wife of the D.C. sniper. The event is free and open to the public. Radio station, HOT103 will host a remote at the site from 11 a.m. to 1 p.m. to publicize the event as well as promote the Community Foundation of Southern New Mexico's fundraiser, the Empty Piñata. Bravo Chevrolet has donated Chevy Cobalt as a raffle item for this promotion. All proceeds of the raffle will go to support local non-profits during these hard, economic times. The time and location of the Candlelight Vigil will be announced at a later date.



## Encuentro Latino: A National Conference on Latinos & Domestic Violence

The conference will focus on promising practices and current research relevant to Latinos and domestic violence. Our presenters include a number of experts in the area of domestic violence and Latinos. This conference is targeted to domestic violence advocates, researchers, and students, as well as those interested in concerns relevant to Latinos.

In addition to many informative plenaries and breakout sessions, the conference will include a symposium on domestic violence and religion, a Fiesta Latina, and an optional pre-conference activity

celebrating Dia de los Muertos (Day of the Dead).

The Hotel Encanto de Las Cruces, located in Las Cruces, NM, will be the venue for this two-day conference.

November 3 & 4, 2009 (with pre-conference activities the evening of Nov. 2)

For more information visit

<http://latinodv.org/2009conference.html>

## The Children's Program

A new part-time child advocate will be starting within the next few weeks to assist in providing fun activities for the children who are living in the shelter.

During the candlelight vigil in October, the Children's Program will have an activity table set up for all children who attend. They will learn about what domestic violence is and whom it can affect, but they will also have fun and enjoy themselves.

There will be a "fall festival" the day before Halloween at the shelter in the evening hours. The shelter children will participate in games, crafts, and dressing up in costumes and trick or treating (going door to door at the agency). During this time they will be taught about being safe during Halloween if they should choose to go trick or treating in the community.

## Comfort for the Shelter

The Project Linus Organization brought their first handmade blanket to the La Casa shelter 10 years ago. In July, a milestone had been reached: the 10,000<sup>th</sup> Project Linus blanket was brought to La Casa. The 10,000th blanket was made by Anna Lee Bernstein and Kryz Swirydczuk. It is a Mickey Mouse quilt done in checkerboard style.

The mission of Project Linus is to provide love, a sense of security, warmth and comfort to children who are seriously ill, traumatized, or otherwise in need through the gifts of new, hand-

made blankets and afghans, lovingly created by volunteer "blanketeers."

In July, Las Colcheras Quilting Guild supplied handmade quilts to over 40 beds and cribs in the shelter. The bright and cheerful quilts created quite a stir in the shelter as they were being brought in. The residents, young and old, big and little all wanted a quilt for their rooms. Warm, fuzzy feelings were created even before a single person wrapped a quilt around them. The quilts also added warm, friendly colors to the rooms.

## Union Pacific Awards \$2000 to Transitional Housing Program

Finding affordable housing for clients is always a challenge for La Casa. Plans are underway to acquire or construct housing for survivors and their families. In the past, Union Pacific has generously donated to the Capital Campaign so wanted to show continued support to this final phase of the Campaign.



Luis A. Heredia -Director of Public Affairs for AZ&NM presents Union-Pacific Check to Gina Orona-Ruiz.

## Girls Night Out Rocks Las Cruces!

La Casa's new annual fundraising event brought the house down in Las Cruces on Friday, June 26 in the newly renovated Alameda House. The evening of girly fun began with valet parking by the NMSU football team decked to the nines in black and pink tuxedos from Fox's Tuxedos.

Wine, hors-d'oeuvres and a chocolate fountain (complements of Southwest Wines, La Posta and Dickerson's Catering) awaited under a covered patio while women sat relaxing to music and chat before going into the house for an evening of pampered fun.

Mini-makeovers, hair up-do's, massages, manicures and more were provided by Crawford Studios, Sha-Bangs Day Spa and Tanning Salon, Salon Allure, Massage Therapy Training Institute, Katharoz and Olympian University. Palm Reading was offered by Fortunes Told and Alma Hernandez gave belly dancing demonstrations. Close to the Heart had free scrap booking classes. It was a high energy evening thoroughly enjoyed by all.

Vita-Man, Fraternal Order of Eagles, Dr. Katherine Kemmer, First Community Bank and Steinborn GMAC helped underwrite the event as generous financial sponsors. Radio of Las Cruces was the publicity sponsor and Action Event Rental generously donated table, chairs, tablecloths, etc.

This event was the brainchild of Dawn Starostka, owner of Helping Hands Event Planning. She approached La Casa earlier this year with the idea. Dawn and her assistant, Stephany Trego worked tirelessly and always with good humor putting this event together.

La Casa was pleased this first time event netted over \$7500. We look forward to this event again next year. The new date is scheduled for April 30, 2010.

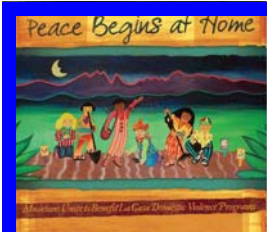
La Casa would like to thank the following businesses for their contributions to Girls Night Out Silent Auction and Raffle:

Emerald Isle  
 Be Young Hair Salon  
 Unravel Yarn and Fabric  
 Mountain View Coop  
 La Posta  
 Barnett's Harley-Davidson of Las Cruces  
 Jennifer Woods Salon  
 Apron Strings and Passionate Purses  
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 La Belle Fille Consultants  
 Curves  
 Brake Masters  
 Busy Bees  
 Double Eagle Restaurant  
 Lorenzo's de Mesilla  
 Red Brick Pizza  
 Texas Roadhouse

# “Peace Begins at Home” CD



Local musician, Chris Sanders wanted to create a fundraising CD for La Casa when, “Ryan Steinmetz introduced me to a courageous woman, a La Casa client, whose story became the inspiration for this musical garden of songs.” She asked her musician friends to donate a song for the CD named, Peace Begins at Home, asked a graphic designer friend to do the art work and she became the CD’s producer. The art work on

the cover was taken from a mural in the shelter’s play room that was painted by Lindy Bridgers.

Musical Artists include: Chris Sanders, Steve Smith, Randy Granger, James Gier, Ana Egge, The Chenille Sisters, Laura Kemp, Charlie Wood, Jim Shearer, Cider Jazz, Bob Einweck and Melissa Rios.

The CDs are \$20, 100% of the proceeds will go to the Capital Campaign. The CDs may be purchased at La Casa’s Administrative offices or through any La Casa Board member or Guild member.

Newsletter recipients have the option of having the CDs mailed to them free of charge. That’s our small way of thanking you for your support. Call La Casa at 526-2819 and ask for Patricia or Kathy and they will take your order or use the order form below.

## Now on sale at the Barnes & Noble NMSU Bookstore:

NMSU Bookstore is located in Corbett Center on the NMSU Campus.

Hours: M-F 8:00 am- 5:30 pm

Sat. 10:00 am-2:00 pm

# “Love is Not Abuse” T-shirt

Every year, student artists from local schools submit posters about domestic violence for October’s Domestic Violence Awareness Month. La Casa receives so many thought provoking works of art that it is often difficult to a select the winner.

As a fundraiser, it was decided to create a t shirt with a powerful image concerning domestic violence. The art work selected was from the 2007 first place winner from Mayfield High school.

These t shirts can be purchased for \$15 at La Casa’s administrative office. Sizes available are small to extra large. T shirts will be mailed free to newsletter recipients. Call 526-2819 and ask for Patricia or Kathy and they will take your order or use the order form below.



Please make checks payable to La Casa or you may contribute by Visa or MasterCard.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

Phone \_\_\_\_\_

Ship to address if different from above

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_

	Quantity	Price	Total
<i>Peace Begins at Home CD</i>	_____	\$20.00	_____
<i>Love is Not Abuse T-shirt</i>	_____	\$15.00	_____
Small ( ) Medium ( ) Large ( ) X-Large ( )			
Grand Total:			_____

I want to pay by :    Visa                    MasterCard            Cash

Credit card number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as appears on credit card: \_\_\_\_\_

Signature: \_\_\_\_\_

Mail to La Casa, Inc. P.O. Box 2463 Las Cruces, NM 88004

Call 526-2819 and ask for Patricia or Kathy and they will take your order.



## La Casa Receives Grant Money for Puppet Show

During the school year, elementary students learn about domestic violence through the very popular La Casa puppet show. La Casa staff travel school-to-school, class-by-class delivering a very powerful and age appropriate message to young children. The Target Foundation realized the importance of such a program and awarded La Casa with a \$2,000 grant to continue the program.

## Mary Kay Consultants Hosts Pampering Groups for La Casa Clients

La Casa would like to thank Frankie Lawrence for coordinating pampering sessions for the shelter’s residents. Frankie volunteers not only her time, but also products and expertise with Mary Kay Cosmetics. Mary McCarty and Jennifer Allen, also Mary Kay Consultants, have assisted Frankie with these sessions. The pampering sessions not only provide a time for the women to relax and have fun, but is also a confidence and self-esteem booster. La Casa deeply appreciates Frankie, Mary and Jennifer volunteering their time and resources.

## Walmart Foundation Awards \$35,000 to Transitional Housing Program



The final phase of the Capital Campaign got a major boost when La Casa became a selected recipient for a Walmart Foundation Grant. The final phase of the Capital Improvement Project is to construct affordable transitional housing for families leaving the shelter to begin rebuilding their lives. Transitional housing provides a temporary respite of six months for a family while they adjust to a new way of life, search for jobs, enrolls in school or embroiled in a myriad of life-changing activities. The need for affordable housing is steadily increasing as more women leave the shelter. Walmart’s generous grant will help get this final project underway.



Delia Garcia, Senior Manager of Public Affairs and Government Relations, presents Gina Orona-Ruiz with the Walmart Foundation check.

## Who does the Newsletter Layout? Why a Wonderful Volunteer!

La Casa staff writes articles and takes photos for the newsletter, but it would all be in vain if we did not have Jan Severson generously donating her time and expertise in laying out the La Casa newsletter. She is so quick and professional...well, you see the results yourself. La Casa would be very lost without Jan and we wish her the best of luck in her upcoming art show

where she will be exhibiting her colorful southwest inspired woven baskets.

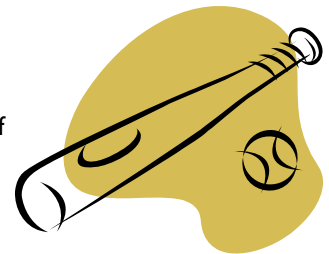
Volunteers are an appreciated and vital part of La Casa’s mission. Please call 526-2819 and find out how you can become a La Casa volunteer.

## Donors

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Debbie Cota	Xavier and Lori A. Jurado	Eva Renee	
Dora Cothorn	S L Keepers	Andre & Stella Rivera	

## La Casa Night at Cohen Stadium

The El Paso Diablos baseball team invited La Casa to a night of baseball on Monday, July 27. Many of the clients and staff attended the game and all their children received a baseball and a big, friendly wave from the announcers and people in the press box. Throughout the game, announcements were made regarding domestic violence, La Casa and our new corporate partner, Allstate. All the proceeds of the general admission tickets were donated to La Casa.



Secure online donations can be made at [www.lacasainc.org](http://www.lacasainc.org)

# La Casa, Inc.

P.O. Box 2463  
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[www.lacasainc.org](http://www.lacasainc.org)

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