

Casa Central Launches Private Pay Homecare Services

DID YOU KNOW:

- Chicago is home to 396,170 seniors age 60 and up
- 298,700 (28.6%) of households in Chicago have at least one senior at home, and
- 118,536 (40%) seniors live alone

(source: 2010 Census)

At Casa Central we are committed to responding to the needs of seniors and their families by providing a robust homecare service program staffed by dedicated, compassionate and skilled Homecare Aides who help seniors maintain their independence and connection with their communities. The entire team embraces our mission to offer tender personal care, companionship, shopping, food preparation, and light cleaning to every client we serve. We strive to provide the nurturing and support that will help seniors age in place and in peace and to support families whose daily living routines remain uninterrupted. Our impact is measured by the number of seniors who remain at home and age with dignity.

In response to the growing needs of our most vulnerable senior population and their families, Casa Central is pleased to announce the launch of the Homecare Services Private Pay Program extending the same level of dedicated service available to seniors and families who may not qualify for services under Medicare or who prefer our Private Pay option. This program



complements our existing Homecare Services and Adult Wellness Center where we:

- Care for over 800 seniors annually
- Offer respite for families of 90 seniors who attend our Adult Wellness Center daily
- Employ 300 Homecare Aides and Adult Wellness Center staff
- Offer an entry point for Certified Nursing Assistants seeking a career in healthcare

For more information about our programs or to request a presentation of our services, please contact Patricia Vasquez at pvasequez@casacentral.org or call 312-714-3541.



OUR MISSION

Casa Central transforms lives and strengthens communities, with a special focus on Hispanics. Our network of social services propels a diverse population of all ages toward self-sufficiency and a higher quality of life.



Casa Central
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TRANSFORMING LIVES

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CASA CENTRAL WEEK of HOPE

Stay tuned for information on our 2013 Week of Hope! If you would like to sponsor this event, call Ray Rubio at (773) 645-2322 or email ray@casacentral.org.

Does your company offer a matching gift program? Please share this information with us so we can maximize your contribution! Call Ray Rubio, Community Relations Manager at 773-645-2322 or email ray@casacentral.org.

Wishes Do Come True

Early Learning Programs Scholarship Fund

Casa Central launched their "Give a Child a Head Start" Campaign at the 2012 Annual Awards Dinner. This Early Learning Programs Scholarship Fund will help to close the gap between what Casa Central can secure in reimbursements and what it costs Casa Central to deliver quality pre-school learn-

ing programs. That gap is \$620 per child, per year. Through the support of generous donors who invested in our children's education, we raised over \$16,500 during our dinner appeal. Since the start of this initiative, 11 families have benefitted from these scholarships and have been able to keep or enroll their children in the program despite financial circumstances that previously made them ineligible or unable to make their monthly payments.

Casa Central's Early Learning Programs prepare children for kindergarten and build a strong foundation for future academic success. The programs include 3 center-based programs for pre-school children and a home-



Pictured are Giannaliz Zamot from Casa Infantil Stars Classroom and her mother Yesenia Quitero, the first recipients of the Early Learning Programs Scholarship at Casa Infantil.



Center-Based and Home-Based Early Learning Programs contribute to our children's academic achievement.

*give a
child a
head start*

based Head Start program that is the largest in the State of Illinois. If you would like to "give a child a head start", please give online at www.casacentral.org or send your contribution to Casa Central



and designate the Early Learning Programs Scholarship Fund. For more information about the Early Learning Programs, please email Zoraya Morales at zmorales@casacentral.org or call 773-645-2341.



Creating HOPE Together

On October 11, 2012, over 320 guests celebrated at our Annual Awards Dinner held at the Radisson Blu Aqua Hotel. Among our guests was the Honorable Mayor Rahm Emanuel whose belief in our mission led him to make the commitment of being our guest of honor for a second consecutive year.

Ellen Costello, Chief Executive Officer and U.S. Country Head of BMO Financial Corporation served as the dinner Chairperson; she welcomed our guests and collectively we honored our friends at Northern Trust, Walgreens and Kenilworth Union Church. Each have actively supported Casa

“It takes organizations like Casa Central, committed to a community and making sure that children have a safe place [to be], driven by the mission of education”

—Rahm Emanuel’s
2012 Dinner Remarks



Above, Ann Alvarez presents Mayor Emanuel with a picture of a mural, “Cultural Fusion”, created by Omar Van Opstal & the teens in our Youth Opportunities Unlimited program.



Opening remarks given by 2012 Dinner Chair, Ellen Costello.

Central’s programming and are integral to the communities we serve. They deservedly received the Community Builder Award (Northern Trust), the Corporate Partner Award (Walgreens) and the Faith-in-Action Award (Kenilworth Union Church). The dinner highlighted Corporate and Community partnerships with a focus on volunteerism. Last year, Casa

Central welcomed over 100 volunteer groups, consisting of over 1500 individuals providing over 17,000 hours of service to our community, a milestone we are proud to celebrate.

“Together, with strong corporate and community partnerships, Casa Central continues to create “esperanza”,



(from left to right) Steve Pemberton, Chief Diversity Officer & Divisional VP, Walgreens; Leo Alaniz, Senior VP of Strategy & Marketing, Northern Trust; Rev. Sarah Garcia, Associate Minister, Kenilworth Union Church; Dr. Rosita Lopez, Board Chair, Casa Central; Ann Alvarez, President & CEO, Casa Central.

hope for the individuals and families we serve,” said Ann Alvarez, President and CEO of Casa Central. Through these partnerships, Casa Central surpassed its financial goal that will allow us to sustain our programs. The appeal for the evening focused on creating

a Children’s Scholarship Fund for our Early Learning Programs.

“It’s energizing to witness such an overwhelming commitment from our partners to jointly work on transforming lives,” added Mrs. Alvarez.

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Ann R. Alvarez
President & CEO

Cheryl Debusmann-Serra
Editor

Casa Central is a United Way Member agency. For more information about our programs, please call (773) 645-2300 or fax to (773) 645-2475, or visit www.casacentral.org.



“Like” us on Facebook and find us on YouTube as Casa Central Chicago; Follow us on Twitter as Casa Central.

CASA CENTRAL NEEDS

Gift Cards (any amount) to be used for participants, recognition events and/or program incentives

New kitchen items such as pots, pans, utensils, cups, plates etc.

Spanish or bilingual (English/Spanish) books

Art materials for arts & craft projects for children, youth and seniors

Employment Training Program helps individuals reach their career goals

Casa Central's Employment Training Programs help individuals transition from unemployment/underemployment to employment. Through our comprehensive Employment Training Program model, individuals receive training, gain confidence and are equipped with resources that propel them towards self-sufficiency and a higher quality of life.

Established in 1980, the Employment Training Program provides Certified Nursing Assistant (C.N.A.) training to low-income individuals who would like to enter the health-care field. Vocational instruction is coupled with counseling and enrichment activities to enhance the skills necessary for participants to successfully enter the workforce.



In addition to the C.N.A. training program, we also offer an Over-55 Employment training program, Home Care Aide training, ESL classes, and a Family Bridges Program, which includes case management, workshops and job readiness training.

In the near future, the Employment Training Program will also add Food Service and Social Service Aide (Program Activity Aide, Housekeeping Aide, Clerical Aide, Classroom Aide, Kitchen Aide) training tracks to its programming. By engaging in our career pathways, participants will successfully enter entry-level employment and are a step closer to reaching their career goals.

For more information about the Employment Training Programs, please call 773-645-2431.



Community Technology (CTC) updates



This past October, the CTC underwent extensive renovation in order to provide a more comfortable space for our students, staff and visitors. Some of the improvements included: new EZ keyboards and EZ marble mice to support older adult users and those with physical limitations, a new Smart board for instruction, an additional 60" flat screen TV, as well as a more open and supportive classroom configuration for students. The next class registration will



be Monday, March 11, 2013. Please contact Juan Guillen at jeguillen@casacentral.org or call 773-782-8859 for more information.

La Posada Expansion

Due to changes in a neighboring organization, as of January 1, 2013, Casa Central was given additional slots from the Department of Family and Support Services and will be expanding our La Posada Interim Housing program for homeless families.

Through this expansion, La Posada will accommodate 3 additional families (up to 25 additional beds). Beginning in February 2013, La Posada will consist of 23 furnished apartments, serving 70 families each year.



What a Difference a Year Makes



- 469 children served through Center- and Home-based Head Start
- 107 children ages 5-12 were served through the School Age Program (SAP) — all children enrolled passed to the next grade level
- Through the Healthy Children Initiative, 67% of SAP children increased their produce consumption
- Youth Opportunities Unlimited served 87 youth - providing 128 homework sessions and 33 tutoring sessions — 85% of youth in tutoring improved a full letter grade in a weak subject
- La Posada Interim Housing served 76 families — 89% moved into permanent housing
- Violence Prevention and Intervention provided 2,033 hours of service to 299 participants including children and reached over 900 people through 31 outreach events
- The Community Technology Center provided computer and internet access and training to 1,444 individuals

- The Adult Wellness Center served 176 participants — 100% of caregivers surveyed, reported a decrease in stress levels due to enrolling their loved ones in the center



Reaching for Excellence: Casa Central Recognitions

- Ranked among the top 20 Latino non-profit agencies in the nation—Hispanic Business magazine, May 2012.
- Received reaccreditation from the National Council on Accreditation (May 2012)-demonstrating that the agency is culturally responsive, evidence-based, and follows best practice principles for program evaluation and design.
- The Certified Nursing Assistant Training Program won the ARAMARK Building Community 2012 Innovation Awards for Workforce Readiness. This award celebrates new and unique program models aimed at improving lives, supporting families, and strengthening communities.

Casa Central was presented with the distinctive Jorge S. Prieto Sr. Humanitarian Award, September 2012.



thank you

We are grateful to the following donors for their commitment to Casa Central: (donations made from July 1, 2012 to December 31, 2012)

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