

# micronoticias



## The Week of Hope and Telethon

### *la semana de la Esperanza*

### Anchored to a "Miracle"

Casa Central's annual pledge campaign went from a one-day telethon to a week-long celebration of our clients and their success. The *Week of Hope* highlighted our clients' testimonials from May 30th through June 6th as they appeared on television, radio, newspapers and digital media.

Rev. Daniel Alvarez, founder of Casa Central, and our President Ann Alvarez anchored the 28th Telethon on Channel 44 on Sunday, June 6th from the phone bank at Casa Central. The phones didn't stop ringing for hours while Telemundo Chicago 44 broadcast its Sunday Movie of the Week. Commercial breaks during the movie were dedicated to the pledge drive.

The Telethon closed with "*Casa Central: A Miracle of Love*," a special half-hour show hosted by Rev. and Ms. Alvarez. The show featured our clients and their compelling stories of hope and success. Employees and sponsors also appeared as special guests.

The *Page of Hope* remains a fixture of our campaign, and it appeared four times beginning June 1st in Hoy, Chicago's only daily Spanish language newspaper.

Radio partner La Ley 107.9 FM encouraged its audience to support Casa Central.

Café Media promoted the campaign through its website and Cafecito e-magazine. Daily e-blasts from Casa Central

highlighted "Stories of Hope" and [www.casacentral.org](http://www.casacentral.org) also promoted this week-long initiative. In its May 20th edition, Teleguia de Chicago featured the Channel 44 Telethon.

All in all, nearly \$60,000 has been pledged and collected at press time. "Even in these difficult economic times, our Casa Central family came through so we can continue helping those who need the most," said Ann Alvarez. "We appreciate all those who donated, from employees and board members to businesses and telethon viewers."

Friends and relatives of employees raised close to \$10,000 in pledges through a special employee-driven appeal, with Rev. Alvarez leading the way.

Casa Central thanks our many sponsors, including Bank of America, El Milagro Inc., La Preferida Foods, Hispanic Housing Development Corp., Harris Bank, Goya Foods, and Xerox Capital Services for their valuable support.

Participants from the Adult Wellness Center join Rev.

Daniel Alvarez, founder of Casa Central, during the 28th Annual Telethon on June 6th. From left: Rosa Martínez, Laura González and María Carias.

**DONATE NOW!**

It's not too late to add your contribution to the Telethon tally. Visit [www.casacentral.org](http://www.casacentral.org) and click on the link at the bottom left hand corner of the front page, "Credit Card Donation." It's safe and exclusive to Casa Central. You can also send a check or money order to Casa Central Telethon, 1343 N. California Ave., Chicago IL 60622.

# La Posada Celebrates 20 Years of Service

La Posada, Casa Central's interim housing program for homeless families, celebrated its 20th anniversary with a dinner-dance on Friday, February 19th at the Humboldt Park Field House, 1400 North Sacramento Boulevard in Chicago.

Hundreds of supporters and friends of La Posada attended the landmark event for one of Casa Central's long-standing social services.

"We're all very proud of the accomplishments of our housing program, which has helped over 1,000 families for two decades," said Ann R. Alvarez, President and CEO of Casa Central. "The staff and supporters of La Posada

deserve to celebrate this anniversary."

Dinner guests were treated to a delicious three-course buffet from 90 Miles Cuban Cafe, while star DJ John San Juan provided a variety of dance music for all tastes. Ten guests left the party with lovely raffle prizes.

Opening its doors to the underserved homeless and Spanish speaking families of all sizes, La Posada strives to assist families in moving from homelessness to permanent housing, as it has done since 1989.

La Posada is made unique by the comprehensive network of supportive services it offers, a factor which ensures maxi-



Josefina González, case manager at La Posada, was a raffle winner during the February 19th dinner celebrating La Posada's 20th anniversary.

mum participation and a high success rate. The program provides childcare, transportation, food, clothing and emergency cash. Supportive services include life skills education, family literacy, counseling, nutrition education, and financial management to help families regain and sustain self-sufficiency.

## Runners And Walkers Make The Finish Line At Wrigley Run

Casa Central joined the 13th Annual "Wrigley Start Early Run," a one-mile, 5K and 10K run-or-walk along Chicago's Grant Park. Twenty employees and friends of the agency walked and ran through Grant Park starting at Upper Hutchinson Field on Saturday morning, April 10.

Part of the proceeds from the runners' pledges was donated to Casa Central in support of its programs and services. The race course followed lakefront and Museum Campus paths, stretching

from the Chicago River at the north end to Soldier Field (for those participating in the 10K).

Casa Central was a first-time beneficiary of the Run, as it became a partner with Prevent Child Abuse America and Voices for Illinois Children together with the event's title sponsor, the Wm. Wrigley Jr. Company. Now in its 13th year, the Run has generated nearly \$1 million for child abuse prevention efforts in Illinois and across the nation since its inception.



The Casa Central team meets before the Wrigley Start Early Run. Employees and friends of the agency participated in one-mile, 5K, 10K or fun walks.



## At Casa Central Event, ComEd Provides Relief from Overdue Bills

Ann R. Alvarez, President and CEO of Casa Central, addresses media and those in attendance before the Helping Hands Care event at Casa Central's Bitia Alfonso Auditorium on March 1st. Customer service reps from ComEd were at the Auditorium to assist energy customers who sought help with their electricity bills. With Alvarez are, left to right: State Rep. Cynthia Soto, ComEd Sr. Vice-President of Customer Operations Fidel Marquez, and State Sen. Willie Delgado.

**micronoticias**  
TRANSFORMING LIVES

**Ann R. Alvarez**  
President

**Lorena Alonso & Frank Diaz**  
Editors

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

## Fourth Presbyterian Church

A group of dedicated mothers, members of Fourth Presbyterian Church, visited the Adult Wellness Center on April 6th to create a play date between their children and the older adults who participate in the Center's activities.

The Center provides a safe place for seniors to gather, socialize, exercise and participate in a variety of activities, all designed to maintain or restore their abilities. Seniors receive supervised, round-trip transportation from home to the Center, as well as breakfast and lunch. The Center averages more than 70 participants a day.

Intergenerational Moment



## families



Mary Reynolds, from Casa Central's Domestic Violence Intervention program, addresses the conference hosted by the Safe Start Coalition on April 22nd.

How does exposure to violence impact children's development? The question, and other facts about children and their exposure to several types of violence, was the basis for a day-long conference held at the Bitia Alfonso Auditorium on April 22nd.

Our violence prevention program coordinators, Mary Reynolds and Clarissa Benitez, led the conference with over 150 social work and early education professionals in attendance. Casa Central is the host agency for the Safe Start coalition, a network of 35 agencies serving children under age 6 and their families who have been impacted by exposure to violence in their homes and/or communities.

"We want to increase capacity in communities to prevent and respond to childhood exposure to violence," Reynolds said. "It cannot just be about those programs that work specifically with children who are exposed to violence. It is about all of us taking part to ending [violence] and preventing it from happening in the first place."

## Violence Prevention Initiative Hosts City-wide Conference

April 19th-23rd was Child Exposure to Violence Prevention Week in Chicago,

— as proclaimed by Mayor Daley.

children



## Children's Choir Performs on Census Awareness Day

The Humboldt Park Neighborhood Choir of the Chicago Children's Choir performed an hour-long recital at the Bitia Alfonso Auditorium on March 4th. Their presentation was held on Census Awareness Day, as part of a special event staged in support of the 2010 Census.

The choir, under the direction of Danny Wallenberg, performed an original selection based on counting from one to nine, in recognition of the Census and its awareness efforts. The Humboldt Park Neighborhood Choir rehearses twice a week at Casa Central and serves as a feeder to the citywide Concert Choir.

### Casa Central Annual Awards Dinner "Inspiring Lifelong Learning"

Honoring: **Ron Huberman**, CEO Chicago Public Schools  
2010 Community Builder Award

**The Boeing Company**, 2010 Corporate Partner Award

Westin River North Hotel 320 North Dearborn Street

6:00 Cocktail | 7:00 Dinner

For more information please contact Lorena Alonso,  
lalonso@casacentral.org, (773) 645-2476.

save the date  
Thursday  
October 28th

Recognitions and Congratulations

Millie Hernandez, director at La Posada, holds the Distinctive Innovations Award presented to La Posada by the School of Social Service Administration at the University of Chicago. Ann Alvarez, President of Casa Central, poses with Hernandez.



### CEO RECEIVES CITY CLUB, MALDEF HONORS

Ann Alvarez, President and CEO of Casa Central, accepted the Lifetime Achievement Award presented by the Mexican American Legal Defense and Education Fund (MALDEF) at its annual Chicago Awards Gala. The event, "Honoring Vision and Legacy," was held on June 17th at the Hyatt Regency Chicago. Alvarez was recognized for her tireless efforts to provide social services to the Latino community.

Earlier this year, Alvarez received the "Unsung Hero" Award presented by the City Club of Chicago. During its annual awards ceremony held on Feb. 24th, the City Club recognized Alvarez's excellent performance in public service. Alvarez was one of four honorees at the City Club event, in which Illinois Gov. Pat Quinn presented the keynote speech.

Also worth recognizing:

- The School of Social Service Administration at the University of Chicago presented its Distinctive Innovations in Social Services Award to La Posada, our interim housing program for homeless families, at a ceremony on June 5th. Mrs. Alvarez, an alumna of SSA, established this program in 1989, thus qualifying as a model program.
- Casa Central ranked 15th on the national list of Top 25 Non-Profit organizations published each year by Hispanic Business magazine.

# thank you

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# Our Promise

Casa Central promises to build a strong community, one family at a time, across life stages and generations.

# Our Impact

Inspiring lifelong learning among children and youth *annually...*

- 500 children ages 2-5 prepare for kindergarten
- 175 school age children participate in after-school enrichment activities
- 100 teens participate in positive youth development activities

Providing safety and fostering self-reliance for individuals and families *annually...*

- 70 homeless families receive housing and support
- 65 individuals train and study to become certified nurse's aides
- 500 victims of domestic violence receive counseling and support
- 800 community residents access free computer classes

Promoting active, healthy lifestyles for seniors *annually...*

- 150 seniors stay active and engaged in the Adult Wellness Center
- 1500 home-bound seniors receive home care services



To learn more about Casa Central or to get involved, contact  
[aalvarez@casacentral.org](mailto:aalvarez@casacentral.org) or visit our website,  
[www.casacentral.org](http://www.casacentral.org)



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