Celebrated 65 years of Transforming Lives in 2019
A MESSAGE FROM THE PRESIDENT & CEO

“65 years of transforming lives is not just an individual accomplishment as an organization, it’s a communal accomplishment.”

Martin R. Castro, Esq.
President & CEO

Dear Friends, Supporters, Volunteers and Staff of Casa Central,

In 2019, Casa Central reached a huge milestone: 65 years of Transforming Lives in our community. As we celebrated with staff, volunteers, friends and supporters of Casa Central, we reflected on the meaningful impact that our organization has had on the lives of so many individuals and families since 1954, when a small group of committed community activists founded this organization to lend a helping hand to Chicago’s growing Latino communities.

For the past 65 years, Casa Central has served thousands of individuals and families in the Chicagoland area. As a multi-service organization, families have been able to access a number of excellent programs that respond to diverse needs, including pre-school and after school programming, transitional housing, domestic violence counseling, senior care services, and more.

Today our evidence-based, bilingual, bi-cultural, health and well-being focused programs not only establish a safety net for those in need, but we also help catapult people to self-sufficiency by equipping them to achieve their full potential. That success is evident in the pages of this Annual Report. During our 65th Anniversary year, Casa Central served nearly 10,000 people, engaged hundreds of volunteers and worked to address the social determinants of health of our participants.

This fiscal year we further strengthened the engagement from young professionals with Casa Central’s mission by launching our inaugural Emerging Leaders Auxiliary Board (ELAB), a group of 23 distinguished young professionals from various industries across the Chicago area who serve as ambassadors for Casa Central and help support the programs, activities and communities we serve by designing innovative forms of philanthropic engagement.

While our communities have come a long way in the ensuing 65 years, many needs remain. That is why Casa Central’s work is as relevant today as it was when we opened our doors in 1954. As we step into the next chapter, I am very optimistic about the future of Casa Central and know that our greatest accomplishments still lie ahead of us. We have a clear vision, deeply held values and the best supporters and team members to continue achieving great things for our community.

Sixty-five years of transforming lives is not just an individual accomplishment as an organization, it is a communal accomplishment, and today we want to thank you all for your continued support which has made this possible. We are honored to have served the community for 65 years, and with your support, we look forward to the next 65!

Sincerely,

Martin R. Castro, Esq.
President & CEO
OUR MISSION

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

To build a strong community, one family at a time, across life stages and generations, Casa Central offers programming in three main areas:
1. INSPIRING LIFELONG LEARNING AMONG CHILDREN AND YOUTH:
   - Early Learning Academy
   - School Age Program

2. PROVIDING SAFETY AND FOSTERING SELF-RELIANCE FOR INDIVIDUALS AND FAMILIES:
   - Intact Family Services
   - Violence Prevention and Intervention Program
   - La Posada Interim Housing Program for Families Experiencing Homelessness

3. PROMOTING ACTIVE, HEALTHY LIFESTYLES FOR OLDER ADULTS:
   - Adult Wellness Center
   - Home Care Services
OUR IMPACT
9,715 INDIVIDUALS REACHED

WHO WE SERVED

1060
ADULTS REQUIRING DAILY LIVING ASSISTANCE

481
CHILDREN IN THE SCHOOL AGE PROGRAM AND EARLY LEARNING ACADEMY

279
FAMILIES IN NEED OF SERVICES TO IMPROVE FAMILY FUNCTIONING AND CHILD WELL-BEING

258
DISASTER EVACUEES FROM PUERTO RICO, IN NEED OF ASSISTANCE

PROGRAM HIGHLIGHTS

100%
of parents reported a sense of support and child safety as a result of the School Age Program.

100%
of Violence Prevention and Intervention participants reported increased knowledge regarding the dynamics of domestic violence.

98%
of Adult Wellness Center participants, who regularly attended yoga classes, reported their physical and emotional health had improved.

96%
of surveyed participants reported feeling emotionally and physically safer as a result of Home Care Services.
<table>
<thead>
<tr>
<th>Statistic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>197</td>
<td>Older adults at our Adult Wellness Center</td>
</tr>
<tr>
<td>75</td>
<td>Individuals impacted by domestic violence and other trauma</td>
</tr>
<tr>
<td>54</td>
<td>Families experiencing homelessness</td>
</tr>
</tbody>
</table>

- **94%** of participants feel their quality of life has improved as a result of Casa Central services.
- **94%** of parents demonstrated reduced risk and increased safety factors in the home as a result of Intact Family services.
- **90%** of Early Learning Academy students met or exceeded expectations in cognitive development.
- **86%** of School Age Program participants increased knowledge of healthy activities and making healthy choices after participating in physical and nutrition education.
STORIES OF OUR PARTICIPANTS

Participant names have been changed to protect their privacy.
Manuel and his mother fled Colombia to escape a violent domestic relationship. Once in Chicago, Manuel enrolled in Casa Central’s School Age Program (SAP) for after school services.

Manuel began exhibiting behavioral issues, as a result of the trauma he had lived before and the language barrier he was facing with his classmates. The SAP team quickly intervened to refer Manuel internally to the Casa Central Violence Prevention and Intervention (VPI) program for therapeutic services. Manuel was able to continue receiving after school and academic programming through SAP, while also addressing the challenges he was facing due to transitions in his life and the effects of the abusive relationship on his life. A year later, Manuel is fluent in English, excels in leadership roles, and has healthy relationships with his peers in the SAP program!

Casa Central is proud to offer wrap-around case management programs that provide a multitude of services for individuals and families.

With generous ongoing support from the Healthy Communities Foundation (HCF), Casa Central’s School Age Program and Early Learning Academy have been able to enhance our high-quality, innovative programming and strategic initiatives. As communities and their needs evolve, these programs will be able to adapt to demographic and socioeconomic changes as well as census data, reaching children and families in new areas that are disconnected from necessary services. Funding from the HCF has further supported the program’s ability to recruit and retain highly credentialed, bilingual teachers in our high-need service areas.
Andrea, the mother of two children, was in a physically abusive relationship.

Andrea ended the relationship and shortly after, she observed that her relationship had affected her children’s behavior. That is when she decided to enroll her family in the Violence Prevention and Intervention (VPI) program. VPI provides services to families who have been impacted by violence and trauma to regain a sense of safety and well-being.

Andrea received individual domestic violence services to better understand the abuse she had experienced, to recognize the signs of an unhealthy relationship, ways to support her well-being and access other community resources.

Through consistent work with her VPI therapist, Andrea now has insight into the impact of interpersonal violence on her family and is determined to nurture her relationship with her children.

Andrea has also been working with her therapist to develop a narrative to share with her children about their experiences. Andrea continues to show an incredible amount of resilience and always strives to ensure her children’s overall safety and well-being. VPI staff are so proud of her progress and the positive impact on her children’s lives.
Both had little to no income and were unable to secure an apartment of their own. That’s when they were referred to Casa Central’s La Posada, Interim Housing Program for families experiencing homelessness. John and Caroline had the opportunity to attend La Posada’s Educational Community Access and Alternatives to Training/Employment (EDUCATE) program consistently; they attended job readiness, financial literacy and housing rights workshops. The Casa Central team assisted them with developing their resumes which resulted in stable employment for the both of them.

Caroline obtained a full time job as a nanny and John works as a handyman for a property management company. Part of their service plan goals included learning to budget their income which allowed them to eventually save money in their escrow account that was later used for a security deposit on their own apartment. They were able to enroll their older daughter in school and their 4 year old son was enrolled in Casa Central’s Center-Based Head Start program. Both of their children were also enrolled in Casa Central’s School Age Program.  This provided the much-needed assistance and support for Caroline and John and reduced their anxiety about who was having to pick them up directly after school.

Caroline and John worked hard to find the right apartment. It took a few months, but they were able to obtain a 2-bedroom apartment in Garfield Park. They moved into their new apartment and are currently in La Posada’s follow up program so the La Posada team can continue to provide any necessary stabilization supports.

Caroline and John became homeless after their support system, which was a close family member, decided to relocate to another state. Both had little to no income and were unable to secure an apartment of their own. That’s when they were referred to Casa Central’s La Posada, Interim Housing Program for families experiencing homelessness.

CAROLINE

EDUCATE Program at La Posada.
This service was created to fulfi a demand for computer education to assist families experiencing homelessness achieve independence. Additionally, the EDUCATE service has an unconditional mission to support community living, has the responsibility to restore and develop the capacity of families to live independently, productively and develop a commitment to continuing education to increasing self-worth and employability.
In November of 2018, Casa Central announced the members of its new Emerging Leaders Auxiliary Board (ELAB). The group was comprised of 22 distinguished young professionals from various industries across the Chicago area. Members of ELAB serve as ambassadors for Casa Central and help support the programs, activities and communities it serves through fundraising events, volunteer service, and professional engagement.

Thanks to the generous support of Comcast, Casa Central was able to purchase new computer equipment to upgrade the technology services provided to participants in our La Posada Interim Housing program for families experiencing homelessness. This new computer equipment specifically benefits La Posada’s Educational Community Access and Alternatives to Training/Employment (EDUCATE) program, which was created to fulfill the demand for computer education and to promote career pathways that inspire participants to discover new employment networks.

In February of 2019 we hosted a kick-off reception at the National Museum of Mexican Art with community and civic leaders from across the Chicagoland area to commemorate our 65th Anniversary year. This was the first of several events we hosted throughout the year to commemorate this special milestone.

In September of 2018, our staff from La Posada participated in the Chicago 32nd Annual Hunger Walk to raise funds and create awareness to end hunger.

In October of 2018, Casa Central’s Violence Prevention and Intervention Program and other staff covered the front of our building with purple ribbons in support of Domestic Violence Awareness Month.
In June of 2019, Casa Central hosted a community forum on “Building Our Future Leaders” where a cross-sector panel of experts shared their thoughts and ideas on the importance of leadership cultivation, breaking down barriers in the workplace, and offered advice on how to carve out a unique path to success. Panelists were: Omar Aquino, State Senator for IL 2nd District. Delia Ramirez, State Representative for IL 4th District. Dr. Rosita Lopez, Professor Northern Illinois University in DeKalb, Martin Montes, VP of Large Customer Services at ComEd, Monse Moreno, Agency Marketing Manager at Facebook, and Alfonso Barrera, Founder of HispanicPro.

Our elected leaders visit Casa Central and spend inspiring time with our program participants!

July 2018
Omar Aquino, State Senator for IL 2nd District.

March 2019
Juliana Stratton, Lieutenant Governor of Illinois

May 2019
Dick Durbin, United States Senator

In April 2019, our Intact Family Services Program joined the Illinois Blue Ribbon Campaign, for the 8th consecutive year, to raise awareness for National Child Abuse Prevention Month; a time to recognize that we each play a part in promoting the social and emotional well-being of children and families in our communities.

Each year, Casa Central recognizes and celebrates May as Older Americans Month. We are committed to supporting older adults, their families, and caregivers through both of our programs; Home Care Services and the Adult Wellness Center while engaging older adults in activities that promote physical, mental, and emotional well-being for the benefit of all.
**Revenue Sources**

- **Private Support**: $1,219,311
- **In-Kind and Other Income**: $1,411,995
- **Program Service Fees**: $3,851,480
- **Government and Public Support**: $11,848,064

**Total Revenue**: $18,330,850

**Graph**

- **Private Support**: 7%
- **In-Kind and Other Income**: 8%
- **Program Service Fees**: 21%
- **Government & Public Support**: 64%
86% of funding goes directly to programs

- Older Adult Services (52%)
- Children & Youth (17%)
- Family & Community (17%)
- Administration (11%)
- Fundraising (3%)

Total Expenses: $17,544,840
THANK YOU

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Healthy Communities Foundation
Paul M. Angell Family Foundation

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Ameriprise Financial Community Relations
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La Posada  
Araceli Rivera

In Honor of  
Horacio Rodriguez  
Arlene T. Rodriguez

In Honor of  
Adela Cepeda  
Bechily Hodes Family Foundation

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In Honor of Rachel Kuiper  
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In Honor of  
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Miguel A. Trujillo

In Honor of  
Marguerite Solari  
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In Honor of  
Catalino Rodriguez and the Rodriguez family  
United Talent Agency

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CASA CENTRAL’S TEAM
FY 2019

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Nilda La Luz
Chief Operating Officer

Paul Karl
Chief Financial Officer

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Vice President of Advancement

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Children & Youth

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Early Learning Academy
Center-Based Program
Program Director

Isela Serna
Early Learning Academy
Home-Based Program
Program Director

Karina Cabrales
School Age Program
Program Director

Yesenia Arreola
Violence Prevention & Intervention Program
Program Director
CASA CENTRAL'S TEAM

Individuals & Families

- Millie Hernandez
  La Posada, Interim Housing Program for Families experiencing homelessness
  Program Director

- Paula Valencia
  Intact Family Services Program
  Program Director

- Mayra Quiñonez
  Home Care Services Program
  Program Director

- Tatiana Sanjines
  Adult Wellness Center Program
  Program Director

Seniors

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  VP of External Affairs & Chief Marketing Officer

- Ileana Gomez, LCSW, PH.D
  Vice President of Senior and Community Services

- Mary Reynolds, LCSW, ICDVP, I/ECMH-C
  Vice President of Children’s Services

- Diana Bautista
  Human Resources Director
Called to meet the needs of newly arrived immigrants, a group of Hispanic pastors rented a storefront in the heart of a predominantly Hispanic neighborhood. They called this center Casa Central Evangelica and began providing counseling and aid to those in need. As their scope and services expanded, the agency became known simply as Casa Central.

1954

1976

1982

1975

1981

1954

1976

1982

The After School Program, today referred to as School Age Program, began offering this service for children ages 6-12.

The Early Learning Academy (back then known as Casa Infantil) was officially licensed to serve 40 children. During these past 42 years, the ELA (including the home-based and center-based ELAs) has continued to grow and to provide high quality early learning services to the community.

Home Care Services was initially referred to as the Chore and Housekeeping program, and began by offering home-based care to 9 older adults. Today, this program has served more than 800 older adults in their homes throughout the greater Chicagoland area.
La Posada’s program welcomed its first three homeless families. This program has maintained a longstanding reputation for excellence and innovation, in terms of its high-quality transitional housing and family-centered approach.

La Posada

1987
DOMESTIC VIOLENCE INTERVENTION

1990
LA POSADA

The completed facility at 1343 N California became Casa Central’s administrative headquarters and the home of several new and expanded programs for children, families and elderly.

NEW BUILDING

1993
INTACT FAMILY SERVICES

was initiated this year, and was referred to as the “Family First” program because of its focus on preventing child abuse, while keeping families together. This program has grown to become one of the largest Intact Family Service providers in the state due to its excellent service provision and bilingual/bicultural capacity.

1997

SAFE START PROGRAM

began this year. An innovative program that provides comprehensive, trauma-informed services to children ages 0-5 and their families who have been impacted by exposure to violence in their homes and communities.

Celebrated 65 years of Transforming Lives and Strengthening Communities.

65TH ANNIVERSARY

2007

began providing help and safety for victims and their families, and to this day it continues to provide crisis intervention, information regarding legal rights and safety planning, individual counseling, and support groups.

1987
DOMESTIC VIOLENCE INTERVENTION