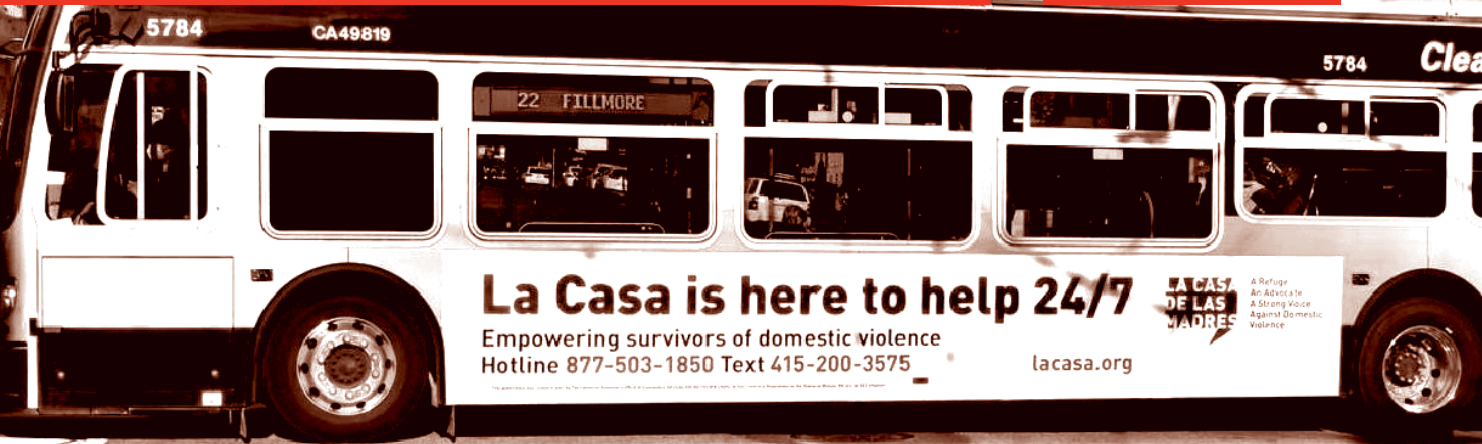


OUR VOICE

SUMMER/FALL 2020

LA CASA
DE LAS
MADRES



La Casa is Here to Help

The COVID-19 pandemic has drastically altered the structure of La Casa's services for both clients and staff.

Studies show that global and national emergencies often correlate with rises in intimate partner violence (IPV). Specifically, the pressure and proximity created by stay-at-home policies often exacerbate the risk of domestic violence. Therefore, La Casa has strived to adapt our core services to guarantee they remain available for survivors of domestic abuse across the Bay Area at this historically precarious time.

Among clients, the coronavirus has reshaped the demand for La Casa's domestic-violence support services. During the first month of the Shelter-In-Place Order (from March 17 to April 17), our Text Line saw an incredible 33% spike in activity. Hotline calls have remained consistent throughout the pandemic, but this actually represents an increased response in lockdown conditions because survivors often cannot find the privacy to make a phone call while living at home with an abuser. Among hotline calls, we've also noticed a jump in the percent of clients who need shelter. While approximately a quarter of hotline

callers expressed a need for emergency shelter during the last year, throughout the COVID-19 pandemic, we've found 32% of our 1,795 crisis calls mentioned a need for shelter.

At the Drop-In Counseling Center, La Casa has been faced with a range of hurdles to keep our operations running in a safe and effective manner. Adjusting our service model to the stipulations of the Shelter-In-Place Order has required us to rethink basic aspects of providing support in a socially-distanced reality. Accordingly, La Casa has pushed to adjust our service components to reach homebound and quarantined survivors. Our case managers now offer confidential phone sessions while our clinical interns pursue limited services by appointment with homebound clients including phone therapy. For equipment, La Casa has partnered with a range of allies to acquire thousands of masks, intensive cleaning supplies, and other protective gear to ensure our advocates can continue to provide direct services even in difficult circumstances. Additionally, we're also providing onsite case management services to 135 formerly homeless, trauma-surviving women at the Mary Elizabeth Inn and Verona Hotel, which are San Francisco's two women-only permanent supportive housing sites.

continued on page eleven

LETTER FROM THE Executive Director



Dear Friends of La Casa,

Despite the many unexpected challenges of the last 5 months, the first word that comes to mind when I think about the La Casa community is gratitude.

While the COVID-19 pandemic has put more pressure than ever on La Casa’s safety-net infrastructure, we’ve experienced an unprecedented outburst of generosity from our community: that’s why I want to say **thank you** to everyone who has donated time, masks, money, or simply a kind word. Bolstered by this support, I’m proud to share that La Casa has maintained all our essential services and staff members throughout the coronavirus crisis. We could not do this without you.

For that reason, we are going to break from our typical newsletter format to focus this edition on thankfulness. I want to dedicate my

Thank you for fueling the fight for equality.

letter to recognizing the incredible debt of gratitude we owe to the countless generous people, organizations, and companies who supported us across these difficult months. During this time, we’ve witnessed a period of historic change in our country from the upheaval of the pandemic to the protests for racial equality in the wake of George Floyd’s tragic murder. The national outcry for racial justice reinvigorates La Casa’s pledge to empower the brave survivors of domestic violence who seek our services every day. Fighting racism and injustice has been a pillar of La Casa’s work since our founding, as a disproportionate number of La Casa’s clients are low-income people of color. This passionate commitment has driven our work to end domestic violence for the last 44 years, and will continue to propel us decades into the future. Thank you for fueling the fight for equality.

With Gratitude,

Kathy Black
Executive Director

In-Kind Donations
Since Shelter in Place Order:


MASKS
17,000+


MEALS
600+


DIAPERS
3,000+

HOW WE HAVE RESPONDED

Throughout the Shelter-In-Place Order, La Casa's staff continued to show up on the front lines at our office every day, offering essential services to survivors of domestic violence and their families. The pivot to serving survivors in a pandemic was not easy—but the resilience, empathy, and passion of the La Casa team ensured our services were present, day after day, to anyone calling for help.

During Shelter in Place:

21% increase in hotline callers seeking shelter after the city's order was enacted

Over 60 hours of volunteer support each week in responding to messages on our Text Line

Advocates answered 350 hotline calls in the first month of Shelter-In-Place

25 families found refuge at our emergency shelter in the first 3 months of the pandemic



At the beginning of the pandemic, we faced a shortage of PPE, but responded by assembling masks by hand to protect our community's health and safety. Our team made over 3,000 masks to distribute to employees, shelter residents, and supportive housing clients.

Additionally, we put together over 2,000 boxes of healthy food and snacks for our residents at the Hotel Verona and Mary Elizabeth Inn. These residents, who are formerly homeless women, had difficulties consistently finding food and groceries at the start of the Shelter-In-Place Order. To meet this demand, La Casa employees and volunteers packed, sealed, and delivered over 135 weekly food boxes to residents ensuring they had access to healthy foods without compromising their safety.

We also responded to a 33% increase in messages on our Text Line. Calling for help while sheltering with an abusive partner or living in an unsafe situation can be dangerous. Many survivors found that messaging our Text Line discreetly was the safest way to access resources, referrals, and emotional support in this challenging time.

A STORY OF SAFETY

Throughout the Shelter-In-Place Order, survivors of domestic violence have faced increased rates of violence and additional barriers to safety and healing.

The COVID-19 pandemic has increased our collective isolation, sparked financial and emotional strain, and caused heightened levels of stress—creating exacerbated conditions of violence which often continues without any accountability. La Casa has been at the frontlines helping survivors and their families find safety and support in this unprecedented time. We would like to share a story of hope and resilience with you as a testament to the power of survivors and mothers everywhere.

Teresa* and her daughter came to this country to reunite with her child's father. Teresa had no other friends or family in the Bay Area, and could not work legally due to her immigration status--making her completely dependent on her partner. The physical abuse started shortly after arriving in California and rapidly increased in severity during her first month in America. As the violence escalated, Teresa grew concerned for her and her daughter's safety, but she did not know if reaching out for help would jeopardize her documentation and ability to stay in the country. When she expressed a desire to leave the relationship, Teresa's partner violently attacked her. While seeking medical treatment after the incident, Teresa connected with La Casa and quickly completed an intake to enter La Casa's Emergency Shelter with her daughter.

The Stay-At-Home Order began shortly after Teresa's entry into shelter, which made finding resources difficult. In spite of this challenge, Teresa worked closely with her case managers

to identify referrals and resources to begin establishing safety and independence for her family. Due to her documentation status, Teresa was not eligible for public benefits, but La Casa case managers connected her to a cultural organization that helped provide financial aid so Teresa could open a bank account to start building long-term savings.

La Casa's case managers helped Teresa access a variety of legal and victim support services including a restraining order and immigration support. Although the court proceedings were significantly delayed due to COVID-19 safety guidelines, Teresa and her daughter were eventually granted both civil and criminal protective orders against their abuser. Teresa also made significant progress in her immigration case and hopes to be granted a worker's permit later this year.

During her stay at shelter, Teresa began working with La Casa advocates through phone counseling to process her experience. With crucial support from La Casa's case management team, Teresa and her daughter secured affordable, permanent housing—a new home to live in safety and peace.

Teresa worked closely with her shelter case managers, who offered referrals and advocacy as she worked towards her goal of safety and independence for her family.

*La Casa protects the identity and confidentiality of all our clients. Names and identifying details have been changed.

LA CASA DE LAS MADRES' DONOR LIST

We've been amazed and overwhelmed by the incredible giving spirit of our community in the wake of the coronavirus.

This unprecedented generosity has warmed our hearts and kept our spirits high through these trying months. We are unspeakably thankful for the huge-hearted individuals, foundations, companies, and volunteers who stepped up to donate in-kind and monetary gifts.

The outpouring of generosity has been spectacular: dozens of people reached out to donate thousands of masks and other personal protective equipment to keep our clients and staff safe. Volunteers stepped in to assemble hundreds of weekly food boxes for the vulnerable women staying at the Hotel Verona and Mary Elizabeth Inn. An inspiring array of foundations, companies, and financial institutions made significant donations to help underwrite our life-saving work for survivors across the Bay Area during this tumultuous period.

We'd like to extend a special thank you to the following foundations for their extraordinary kindness in supporting us outside their normal grant cycle: the Bella Vista Foundation, Verizon Foundation, San Francisco 49ers Foundation, George H. Sandy Foundation, Lisa & Douglas Goldman Fund, the Ray & Dagmar Dolby Fund, Justine Miner Donor-Advised Fund, and the Wells Fargo Foundation.

The Board of Directors would like to thank all of our generous contributors for making La Casa's work possible. The following list reflects pledges made and gifts received between **January 1- June 30, 2020**. Please excuse any inadvertent errors or omissions. United Way & Corporate Campaign donors: please note that La Casa makes every effort to acknowledge support as soon as we are notified of a donation. External processing time may create a delay of several months but your support is vital and appreciated. Our United Way designation number is 44026.

The logo for redHOT* PARTY is displayed on a red background. The word "redHOT" is in a lowercase, sans-serif font, with "red" in a lighter weight and "HOT" in a bolder weight. A white asterisk is positioned to the right of "HOT". The word "PARTY" is written vertically in a smaller, uppercase, sans-serif font to the right of "redHOT".

La Casa staff and the redHOT* planning committee have come to the difficult decision that we will not be holding our redHOT* party this October. Multiple factors led to this decision including the many uncertainties created by the COVID-19 environment and ensuring safety of our supporters. We remain hopeful we will resume the tradition of redHOT* in October 2021!

Stay tuned for other ways to support La Casa during this October's Domestic Violence Awareness Month!

\$150,000+

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"Asking my company to donate to La Casa was important to me because I was a victim of domestic violence for many years from my ex-husband. I have a young son and refused to raise him in a toxic situation because I did not want him to think that was how you should treat a woman. I'm a strong advocate because I was silenced for a long time but last year I filed for divorce and decided to press charges after a terrible incident happened. Standing up and respecting myself was an incredibly difficult decision—but I am strong and knew it was the right thing to do. If my story could help someone else that would be amazing.

—Sarah Fendrich, Permira Advisers

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“Domestic violence is an issue that touched me personally growing up, and I know how important it is for victims to find the resources they need to build a new way forward. I am incredibly grateful to everyone at La Casa for putting yourselves on the line during COVID-19. You are a lifeline to many, and it’s so important for the rest of us to pitch in to ensure this work continues at such a difficult time.”

—Seemay Chou, Assistant Professor of Biochemistry & Biophysics at UCSF

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“As the reality of the pandemic and SIP was unfolding, it was becoming clear that one of the most devastating costs of Covid-19 was the rise in domestic violence. We at BakerAvenue Wealth Management wanted to try to make some sort of difference. We also knew that others would like the opportunity as well – so we organized our #financialfeminism selfie campaign to raise money for La Casa De Las Madres. It was amazing to see people get creative and show their support for women and families.”

—BakerAvenue Wealth Management

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In Honor Of

All my customers that helped me raise this money.

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Valentina Kimily Jones

Joshua Jenkins

Lisa King

John King

La Casa Staff

Anonymous

Pete Lamb

Anonymous

Diane LeBow

Susan Alcorn

Lily Loew

Anna Wilcoxon

Lorrie

Paul Bradley

Judie Lucius

Jane Spray Fund

Maggie Lyons Weller

Ginger Jackson-Gleich

Men and Women of San Francisco

Who Have Been Victims of Abuse

Kristen Drake

Chris Miaskowski

Anna Wilcoxon

Denise Montoya

Frank J. Gallo

Carinsa Morgan

Angelina Schlesinger

Camille Morishige

Gail Elaine Block

My Mom

Anonymous

NK, BJN, KED, JJR, SG, AP, LB,

Women and Men in San Francisco

Kristen Drake

Carolyn Rivers

Paula Rivers & Mr. Steve

McConnell

Joseph Sanchez

Anonymous

Charles & Liz Sander

Rebecca Schumacher

Ruth Saunders

Victoria White

Kay Sweet
Gail Elaine Block

Tailored Fit PT & Strengthening
Maureen Guajardo

Anna Wilcoxon
Julian Mickelson

Bernice Yarak
Dennis A. Yarak & Margaret
Becker

In Memory Of

Margaret Byron
Anonymous

Marlene Callejas
Laura Castro
Dina Edwards
Debra Eslava-Burton
Leslie Jones
Lindsey Keener
Laura Kline
Janet Macks
Wendy Tukloff
Celine Shimizu

Tommy Galindo
Doris Flamm

Gloria Gonzalez
Angie Sagastume

Marjorie Hunter
Claire Hunter

Mabel May & Mary (Peppy) May
Deborah L. May

Theresa McDonnell
Suzanne Giraud

Michelle Sessions
Chia Collins

Momand Shalizi
Shamayel Shalizi

Imelda Daen Tumaneng
Donald del Pilar

Miyoko Uyemoto
Barbara Scheifler &
Don Del Pilar

In Celebration of Mothers

Di Beard
Nancy & Nathaniel Fisher

Meagan Becker
Lauren Becker

Kathy Black
Malaney Wood Johnides &
Steven Johnides

Cynthia Blair
Nancy & Nathaniel Fisher

Marty Butler
Seanna Vail

Michelle Byrtek
Elizabeth O'Leary-Sternberg

Ellen Filler
Lisa Schur

Roz Fisher
Nancy & Nathaniel Fisher

Joyce Frenz
Amanda Hunt

Jo Gill
Dilraj Bhadare & Gagan Gill-
Bhadare

Sukhninder Bhadare
Dilraj Bhadare & Gagan Gill-
Bhadare

Elizabeth Hall
Geoff Wright

Melinda Henderson
Tierney Henderson

Rebecca Hill
Shane O'Connor & Katharine
Berg

Elaine Horton
Rachel Ganz

Kathy Klein
Lindsay & Daniel Sweetnam

MaryEL Kober
Brendan Kober

Alice Kong
Victoria Tam

Betty Lalich
Amy Lalich

Lenore Lashley
Maria Bee & Daniel Martinelli

Kathryn Latour
Iris Latour

Nalini Makhijani
Sanjay Makhijani

Charlotte Martinelli
Maria Bee & Daniel Martinelli

Katy Martinelli
Maria Bee & Daniel Martinelli

Mary Ellen McConnell
Paula Rivers & Steve McConnell

Catherine Miller-Dolan
Courtney Dolan

My Brave Mother
Marta Oshea

My Mom
Anonymous

Elizabeth O'Leary-Sternberg
Dr. Michelle Byrtek

Barbara Patraka
Jody Patraka

Carolyn Pope
Ashlynn Pope

Carol Richard
Shane O'Connor & Katharine
Berg

Joni Rodolico
Amy Moy

Wendy Rose
Jonathan Gray

Lorraine Rose
Issac Rose

Lori Saia Odisio
Erin Odisio Jones

Carol Skinkle
Robert Skinkle

Sadie Stone
Bob Armstrong

Sherri Sweetnam
Lindsay & Daniel Sweetnam

Katherine Taylor
Laura Feinleib

Megan Wilichinsky
Bonnie Tessler

Matching Gifts - Double your Donation

Aetna Foundation
Michaela

Airbnb
Anonymous
Sophon Chum
Kelsea Starr

Apple
Anonymous
Gabrielle Badie
Kathleen Brockdorf
Katrina Dickson
Lara Dreis
Melissa Edwards
Stephanie Feliciano
Ameila Goodman
Annette Grinager
Kathryn Hanrahan Pierce
Charlotte Hill
Rekha Jois
Adam Meyer
Zinaida Pozen
Jarrad Stallone
William Terrell
Joshua Weinberg
Douglas Wokoun
Jesse Zeifman

AT&T
Mercy E. Nielsen

BlackRock
Jennifer Ehrlich
Maricela Garcia
Lisa Laughlin
Phoebe Colt-Laughlin and Lisa
Laughlin

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Anonymous

Charles Schwab
Anonymous

Chevron
Anonymous

Cisco Systems
Anonymous
Andrea Brunetti
Julie Teitelbaum

Cloudera
Sripathi Raj

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Bonnie Goldsworthy
Lisa Olvera

Deloitte
Angela Alvarado

DocuSign
Anonymous

Dolby
Molly Hill

Dropbox
Ian Carroll

Gap
Joseph Zarate

Genentech
Melissa Abreu
Rhona O'Leary

Google
Desiree Almendral
Anonymous
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Chaheti Bansal
Lexi Baugher
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Stuart Hobbie
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Lebbonee Kittredge
Adam Klein
Ben Kram
Courtney Laster
Julian Le
Kalie Levinson
Sybil Lewis
Sarah Lyman
Marina Masaki
Jasmin May
Marisa Millard
Sarah Morales
Melissa Muatoz
Rachel Myers
Chinaza Nwaneri
Julie Ross
Sara Super
Stephanie Taylor
Robert Thompson
Skye Wanderman-Milne
Andrew Whalley
Erinna Woo

Gusto
Rebecca Acree
Dana Oshiro

IMS Health
Hunchung Kim

Indeed
Anonymous

Intel
Boji Tony

Kaiser Permanente
Marjorie Anne Gisslow
Joann Rodriguez

KKR
Anonymous

Levi Strauss & Co.
Avidan Rose

LinkedIn
Anonymous
Amber Halstead

LiveRamp
Anonymous

Macy's
Elvia Ramirez

McKinsey & Company
Sofia Shchukina

Morgan Stanley
Elenita Clariza

NVIDIA
Anonymous
Mathias Caetano
Steven Kasapi

Oracle
Hannah Van Opstal

PagerDuty
Anonymous

Paypal
Jonathan Rauch

PDT Partners
Nancy Eveleigh

PG&E
Anonymous
Katherine Bird
Chantelle Cooper
Vicki Gonzalez
Jessica Hilgart
James Vickroy
Robert Half
Anonymous

Salesforce
Charlies Dillingham
Kristy Duvall
Katia Hage
James Horne
Mai Le
Tom Mertel
Mahesh Moriramani
Matthew Sundby
Jessica Wilcock
Michelle Zauss
Kim Zvik

Sephora
Anonymous
Anna Bowe
Jennie Foey
Johannah Goldstein
Laurie Haynes
Amy Kelly Lauer

The Omidyar Group
Liliana Giffen

Turner Duckworth San Francisco
Anonymous

Twitter
Blair Hunter

U.S. Accenture
Patrick A. Fleisch

UPS
Candice Carrasquillo
Quirian Martinez

Vanguard
Anonymous

Visa
Anonymous

VMware Foundation
Anonymous
Prashant Priyadarshi
Sherry Yuan

Wells Fargo
Anonymous
Sarah Bellrichard
Jorge Cordova
Donna Fong
Kimberly Kam
Georgia McNamara
Bessie Mitskaris
Shannon Ryan
Erica Smith
Timothy Valdivia

Zillow
Anonymous
Jesus Gonzalez

La Casa also receives funding from:

California Department of Education:
Child and Adult Care Food Program

California Office of Emergency Services:
Domestic Violence Assistance Program
Housing First For Domestic Violence

Department of Human Services
DV Services to CalWORKS

Department on the Status of Women:
Violence Against Women Intervention & Prevention Grants Program; Office of Violence Against Women's Grants to Encourage Arrest Program

Marriage License Fees

Federal Emergency Management Agency:
Emergency Food & Shelter Program

The Mary Elizabeth Inn
Supportive Services Program

San Francisco Mayor's Office
Office of Housing:
Emergency Solutions Grant Program
Nonprofit Sustainability Initiative

UCSF ARISE Program

LA CASA IS HERE TO HELP

continued from page one

At our emergency shelter, La Casa instituted a range of safety protocols to ensure social distancing and limit community transmission. These measures included installing social-distancing decal stickers, closing communal rooms, offering meals in 3 shifts, and switching to disposable silverware and plates. In response to public health guidelines, clients receive a full-symptom screening every day including a temperature check, and everyone at shelter is required to wear a mask. We also disbanded group therapy starting in March to maintain social distancing. To compensate for this absence, our case managers continue to explore alternate ways to engage mothers and children in remote therapeutic activities.

We have changed our room structure to a “pod” model based on the recommendations of the San Francisco Department of Public Health. This model creates 9 individual units for women and families, with each including their own bathroom to ensure safety and social distancing for our clients. Unfortunately, many of the women and children currently staying at our emergency shelter do not have reliable lodging to move into during the Shelter-In-Place Order. Our shelter offers a temporary safe haven when need is most acute—since the risk of serious injury or death skyrockets 75% when survivors take action to separate from an abuser. In the midst of the current pandemic, it becomes especially important to ensure that our life-saving shelter services are available to those who need them.

Looking toward the months ahead, it is impossible to say what additional obstacles or trials we may need to face in the wake of the pandemic. Every day we work to adapt new policies and strategies to keep our services vital and survivors safe throughout this health crisis. Yet whatever the challenge, with your support, La Casa will be ready to fight for a safer tomorrow.

Every day we work to adapt new policies and strategies to keep our services vital and survivors safe throughout this health crisis.

La Casa wants to partner with your company on Corporate Citizenship! There are many great ways to get involved: from employee workshops to volunteer activities to sponsoring an upcoming Living Room. La Casa wants to help you build a culture of giving back at your workplace. If you want to know, more please drop us a line by emailing Jessica.n@lacasa.org to discuss exciting partnership opportunities.



**A Refuge.
An Advocate.
A Strong Voice
Against Domestic
Violence.**

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San Francisco, CA 94103

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Fax: (415) 503-0301
Crisis Line: 1-877-503-1850
Teen Line: 1-877-923-0700
www.lacasa.org

**The greatness of a community is most accurately measured by the
compassionate actions of its members.**

—Coretta Scott King

La Casa de las Madres

**A Refuge. An Advocate. A Strong Voice Against
Domestic Violence.**

The mission of La Casa de las Madres is to respond to calls for help from domestic violence victims, of all ages, 24 hours a day, 365 days a year. We give survivors the tools to transform their lives. We seek to prevent future violence by educating the community and by redefining public perceptions about domestic violence.

La Casa de las Madres

**Un Refugio. Un Consejero. Una Voz Fuerte en
Contra de la Violencia Doméstica.**

La Casa de las Madres ofrece amparo a mujeres que han sido víctimas de la violencia doméstica, y a sus hijos e hijas. Nostros nos esformzamos en ayudar tanto a las mujeres como a los niños a descubrir su fuerza interior, manejar los riesgos que se les presentan y tener más control sobre sus propias vidas. Nuestro objetivo es restaurar la dignidad de nuestras clientes, fomentar su esperanza, evocar su valor y ayudarles a desarrollar su mayor potencial.

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