OUR VOICE Spring 2022



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



Shining a Light on Domestic Violence

3 out of 10 people experienced increased strain in their romantic relationships during the coronavirus pandemic (Blue Shield of California 2021). Conditions were hard for everyone, but not equally. According to the National Commission on COVID-19 and Criminal Justice, rates of domestic violence soared in many communities. Here at La Casa, calls for help are higher than ever. On our 24-hour statewide, toll-free telephone lines, calls are trending 37% above pre-pandemic levels. On our Text Support Line, conversations have surged 200%.

Domestic violence was an epidemic before the coronavirus, a widespread public health problem with many preventable and terrible effects. In the San Francisco Bay Area, prevalence studies tell us that over 200,000 women-identified individuals will experience intimate partner violence just this year (California Department of Health Care Services 2006). Beyond physical abuse, domestic violence—an escalating pattern of abuse in which one partner controls the other through force, intimidation, or the threat of violence—includes threats to harm others, isolation, extreme jealousy, using children and systems to exert power, and economic abuse. Domestic violence is a leading cause of homelessness among families as well as constrained economic capacity: over 60% of employed survivors' abilities to keep their jobs or progress professionally is impacted by abuse.

It also remains a leading cause of death, cited by police departments in 30% of female homicides. A 2021 study of maternal deaths in the United States further identified that women were more than twice as likely to die from homicide during pregnancy or the year following childbirth than from hypertensive disorders, hemorrhage, and infection. To prevent deadly escalations and to insure survivors of abuse are never alone, La Casa is here 24 hours a day, every day. Over the past two years, amid the changing COVID-19 environment, we provided uninterrupted support. We empowered 26,234 Bay Area community members to see and stop abuse.

Through widespread outreach, education campaigns, and conversations across workplaces, social clubs, and high schools, La Casa is shining a light on domestic violence. Talking about healthy and unhealthy relationships is the first step to stopping abuse. In lockstep is clearly establishing that the person causing harm is solely responsible for their words, actions, and behaviors.

We are building a future where safety is a not just an expectation but a guaranteed right for all women, children, and families in their homes and most intimate relationships. As our community moves into a pandemic recovery stage, La Casa continues our daily work with survivors helping them heal and build back the pillars of strength and stability. "What do you need?" "How can we help?" On buses and in-person, we continue educating the community about the dynamics of domestic violence and the options that people who may be experiencing abuse have.

What can you do?

Shine a light on domestic violence by inviting La Casa to share information at your community gatherings and by talking about domestic violence and healthy relationships around the dinner table. You can help us spread the word through your own networks, raise the volume on La Casa's voice by liking and sharing our messages on social media, or spearhead a team or table for our upcoming events. Help us shine a light to end domestic violence.

Dear Friends of La Casa,

Our commitment to survivors and La Casa's mission is clear. While many things have changed over the past two years, both internal to and outside of La Casa, La Casa's dedicated team continues to provide practical and empowering support to survivors across the City, around the clock. It has not been easy. It's a considerable task to protect the health and safety of survivors needing our support and the staff and volunteers of this frontline organization.

I initially joined La Casa as a volunteer in 2013 while completing my undergraduate degree. In the last eight years, I've held various roles at La Casa and currently serve as Director of Human Resources and Operations. As a domestic violence survivor, not a day goes by that I'm not inspired by the fantastic work of La Casa's advocates.

It's an honor to support and work alongside our amazing advocates every day. This work has moved me to pursue a law degree to gain the expertise necessary to support survivors and advocate for positive changes in the civil and criminal justice systems.



Whether it is empowering our clients, providing them with the tools they need to be successful and live violence-free lives or educating the community on the serious public health issue of gender-based violence; their resilience is palpable.

In addition to our staff and volunteers, we have so many advocates, partners, and donors to thank for La Casa's strength and consistency. We offer safety, unconditional support, and deep experience with the roots and consequences of gender-based violence. You provide the growing momentum to stop the cycle of violence and build support systems that are accountable to survivors' needs and dreams.

Along with La Casa's longstanding programs and services, La Casa continues to rise. Hotline calls keep surging, and we're fielding a 37% increase over pre-pandemic levels. Just six months ago, we launched a multi-year partnership with Family and Children's Services, formerly Child Protective Services, funded by the Human Services Agency. Our goal is to stabilize and empower survivors and families where domestic violence and child abuse may be co-occurring. Since September, we have also helped nearly 40 survivors and their families realize the opportunity of a lifetime, securing permanent housing through HUD's Emergency Housing Voucher program.

Together we're continuing to adapt, shining a light on domestic violence and ending cycles of violence for vulnerable families across the San Francisco Bay Area. Thank you for being a critical part of our work.

With gratitude,

Lusero Arias, Director of Human Resources and Operations

Our Impact

Over the past two years, La Casa provided uninterrupted, around the clock support.

Empathy, expertise, and critical resources — all completely free of charge, confidential, multilingual, and available to anyone in need.

I learned to be strong when facing problems and understand that I am not alone.

En hacerme fuerte ante los problemas y saber que no estoy sola.

— Drop In Center Client

This is a safe space to stay and think.

Lugar para quedarse y poder pensar.

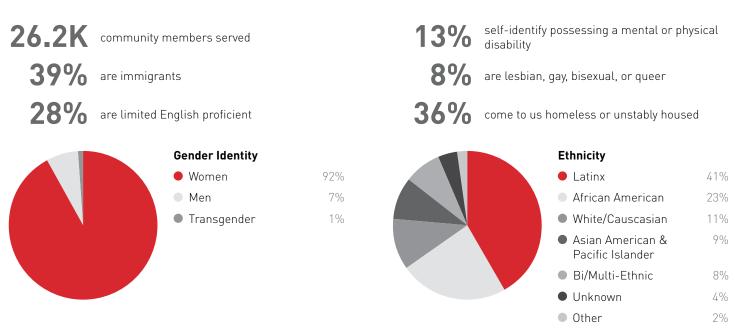
— Survivor in Emergency Shelter

La Casa helped me stay safe, reunite with my daughter, and make a plan for my future.

— Survivor in Emergency Shelter

Who Do We Serve

Survivors of domestic violence come to us with needs and priorities as diverse as they are. We meet them in their unique circumstances and give survivors the tools to transform their lives and their children's lives.



Crisis Response

La Casa answered a rising number of calls and texts and provided critical resources, like emergency shelter, for women and children seeking safety from escalating abuse.

12.4K texts and calls

200%

increase in Text Support Line conversations

16.2K

days and nights of comprehensive support for 400+ women and children



Hotline Calls

Crisis & Options Counseling	30%
Survivors Seeking Safe Shelter	29%
Friends & Family Seeking Advice	27%

Resource Advocacy & Referrals 14%

Prevention

Through presentations, events, and workshops, La Casa helped local community members, including first responders, social workers, and teens, learn how to see, stop and prevent abuse.

> community members pariticipated in presentations, events, and workshops



outreach events

Intervention & Support

La Casa provided community-based and residential programming to address safety, emotional, financial, housing, and health needs.

3.7K	survivors supported
85%	of survivors moved into safe, next-step or permanent housing
94%	of survivors built a critical sense of self-efficacy to meet their needs
69%	of survivors with increased income and financial capacity

Surviving & Thriving

When was the last time you prioritized yourself and walked away from a bad situation? What did you do to prepare yourself for that change? What resources did you have in place to make it possible?

Were you isolated? Cut off from friends and family? Did you have someone making you feel bad about yourself, your skills and talents? Did you have a safety net in place?

Ending an abusive relationship is never easy—especially with the additional health, housing, and economic challenges created by recent pandemic conditions. The impacts of domestic violence are compounded by experiences of oppression and exclusion. La Casa's work, from our founding, has been deeply rooted in the knowledge that all forms of violence are connected. Gender-based violence is one aspect of structural oppression.

Through intervention and prevention programs, La Casa shines a light on the many ways identity, trauma, and vulnerability intersect for individuals and communities. Survivors come to us with needs and priorities as diverse as they are. We meet them, family's like Nancy's, in their unique circumstances and give them tools to transform their lives.

"No one, regardless of gender or sexual orientation, should experience abuse. Period. And if they do they should have the service and support to get through it."

 — United States President Joe Biden, signing the Violence Against Women Act Reauthorization on March 15, 2022

Nancy* was referred to La Casa's co-located advocates at the San Francisco Human Services Agency office shortly before the shelter-in-place regulations went into effect. After leaving her abusive partner of 10+ years, she needed a safe space to live while she stabilized her life; Nancy and her 9-year-old daughter found it at La Casa's Emergency Shelter.

Inside the shelter, Nancy had the space to think. She was able to obtain a permanent restraining order against her abuser and connect with mental health resources for herself and her daughter. She worked with a community partner to apply for and obtain a voucher for permanent housing, and with La Casa's support she identified a qualifying housing unit shortly thereafter.

When Nancy and her daughter left La Casa's shelter some months later, it was for the comfort and security of their own stable home—a fresh start. Although at times overwhelmed, Nancy is proud to be on a new path to healing and self-sufficiency. Her family continued to access support from La Casa's Drop In Center as well as counseling services to address the trauma of their years of abuse. "We are stronger now, and I have hope."

* Names and identifying information altered to protect confidentiality



In It To End It

Connect with a virtual community of Bay Area changemakers for our 3rd annual fitness challenge and put your wellness goals to work for La Casa de las Madres and the Bay Against Abuse.

In It To End it rallies "sweaty changemakers" across the San Francisco Bay Area July 1st through 31st.

Participants sign up for the month-long challenge, set personal fitness goals, track their progress, and gain and share motivation in a growing virtual community. It's that easy. Raising funds from friends and family to stop domestic violence is optional, but why not? La Casa and In It To End It will provide you all the tools and inspiration you need.

You can spearhead a team of friends or colleagues or join Team La Casa. Participants gain access to exclusive workouts and online meet-ups. For the competitors out there, top earners will be rewarded with exclusive 49ers memorabilia, Go-Pro Cameras, and work out gear – in addition to championing an end to domestic violence.

In It to End It is a collaborative event drawing together five of the Bay Area's foremost organizations offering services and support to those experiencing domestic violence. We've teamed up through Bay Against Abuse to build our impact. Now we need YOU!

Contact katharine@lacasa.org for more information.

1 in 3 girls will experience dating or domestic violence in her lifetime, if we don't make change now.

Register today at atlasgo.org/InItToEndIt.

Thank you to our sponsors







Celebrate Mother's Day with La Casa de las Madres.

Mother's Day is about recognizing the individuals who have lifted us up, taught us compassion, and helped us overcome. Who is your (S)Hero? Make a gift in their honor, and help us bring safety to survivors 24 hours a day, 365 days a year. La Casa will send your honoree a special Mother's Day message from you and La Casa.

La Casa de las Madres is rooted in the strength and resiliency of individuals who show up every day to give others safety, stability, and love. In 1976, our name was chosen to reflect that unconditional support. At La Casa, we strive to provide the strength and support that we attribute to the many advocates, mothers, protectors that came before us.

Return the enclosed envelope or visit lacasa.org/shero to make your gift today.

With or without an honoree, your gift will lift up another mother in need.





redHOT

Save the Date for La Casa's annual celebration.

This year's redHOT* party will start at 6 pm on Thursday, October 6, 2022, and we hope to see you in person!

Kicking off National Domestic Violence Awareness Month, the redHOT* party raises critical funds and awareness for the red-hot issue of abuse, the urgency of La Casa's work to insure safety, and the pivotal role of community in stopping the cycle of violence.

Want to get involved?

Contact Katharine Berg, Director of Community Partnerships and Philanthropy at 415-503-0500 or katharine@lacasa.org to sponsor, support the auction, or join the event planning committee.

A big thank you to our 2021 sponsors









La Casa de las Madres' Donors

The Board of Directors would like to thank all of our generous contributors for making La Casa's work possible. The following list reflects gifts and pledges made and gifts received between **July 1, 2021 and December 31, 2021.** Please excuse any inadvertent errors or omissions. We welcome your comments and corrections. For contributions through a corporate campaign or third party processor, please note that external processing time may delay our receipt and recognition of funds by several months, but your support is vital and appreciated! **Together, we are building pathways to an abuse-free future.**

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I learned to be strong when facing problems and

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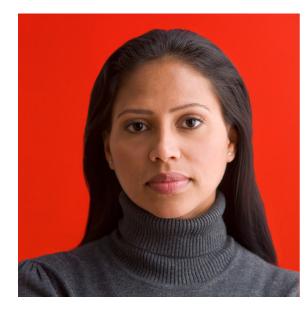
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The staff at La Casa helped me really understand the legal process and CPS. They listened to me and cared about my mental health and safety. I learned about many resources I could use.

Trabajadora me ayudó entender el proceso legal y de CPS, siempre me escucho y se preocupo de nuestra salud mental y seguridad, aprender recursos.

- Domestic Violence Survivor Rebecca Gutierrez

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This is a safe space to stay and think.

Lugar para quedarse y poder pensar.

- Survivor in Emergency Shelter

La Casa helped me stay safe, reunite with my daughter, and make a plan for my future.

Anne Vuong

Anonymous

Maria Elena

Sephora

Distad;

zalez;

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- Survivor in Emergency Shelter

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It took me quite a long time to develop a voice, and now that I have it, I am not going to be silent.

- Madeleine Albright

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.

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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