

# OUR VOICE

SPRING 2024



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

## SHINING A LIGHT ON THE VALUE OF COMMUNITY EDUCATION

The mission of La Casa de las Madres is to provide emergency support for survivors of domestic violence, offer tools for DV survivors to transform their lives, and educate the community to shift public perceptions of domestic violence.

At La Casa, we consider the third part of our mission a critical piece woven throughout our services. With every survivor La Casa serves, we glean new insights into the experiences of domestic violence survivors. These observations poise La Casa to educate the community on not only the signs of domestic violence but also the challenges our clients face in reporting DV, accessing supportive services, and everything in between.

Armed with this information, La Casa can help members of the community identify patterns of abuse, support survivors, and advocate for societal change to boldly and effectively address domestic violence. At La Casa, we know that educating one person has a ripple effect that uplifts their friends, family, and community. In 2023 alone, we empowered 11,925 Bay Area community members to see and stop abuse.

This education is a critical component of our work to shift public perceptions of domestic violence, especially as media consumption can cultivate mixed messages around healthy relationships. For instance, a study of 600+ college students from the University of Michigan found that higher exposure to romantic movies correlated to a stronger belief that “love always finds a way.”



Volunteer Tabling at the SFUSD Galileo High School Love Fest in February 2023.

With this template, individuals can become more susceptible to the idealization and minimization of their partner’s traits, potentially shifting what they’re willing to tolerate in a relationship. The highlight-reel nature of social media also means that individuals are typically only exposed to the good sides of a relationship, making it more challenging for friends, family, or community members to identify abuse. This discrepancy creates cognitive dissonance between what a survivor projects online versus their lived experience with their partner. These patterns and more reflect the mixed, incomplete messaging around relationships and further validate the need for organizations like La Casa de las Madres to commit to comprehensive education.

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# LETTER FROM LUSERO



**Dear Friends of La Casa de las Madres,**

Reflecting on my first year as Executive Director of La Casa de las Madres, I am filled with immense gratitude and awe for our embarked journey. This milestone is

a personal achievement and a testament to the collective strength, resilience, and steadfast support of the incredible community surrounding La Casa de las Madres.

March marks the beginning of Women's History Month, a time when we celebrate the achievements of women throughout history and across the globe. This year's theme is Women Who Advocate for Equity, Diversity, and Inclusion; therefore, it's a fitting moment to honor the powerful women who have been at the forefront of reevaluating the status quo, addressing harmful behaviors that exist, and standing alongside La Casa de las Madres, championing our cause and enabling us to continue our vital work. This month, we pay homage to the founders, advocates, and supporters who have been instrumental in our fight against domestic violence.

Our journey began with a dynamic coalition of Bay Area women who envisioned a sanctuary for women and children fleeing domestic violence. Among them were Dr. Shelley Fernandez and Sonia Melara, motivating forces and pillars of strength whose unwavering dedication to social work and advocacy laid the groundwork for La Casa de las Madres. The founders' vision was clear: to create a refuge that embodies the safety, comfort, and unconditional acceptance found in a mother's love. Their legacy continues to inspire us every day.

We also celebrate the support of trailblazers like Dianne Feinstein, whose advocacy for domestic violence intervention and women's rights has been instrumental

in our growth. In 1980, then-Mayor Feinstein's pioneering efforts provided La Casa with the critical funding needed to sustain and expand our services. Her commitment to our cause has had a lasting impact, enabling us to offer a guiding light to countless survivors.

Our champions extend beyond these remarkable women. We are proud to recognize Maya Angelou, whose strong advocacy against domestic violence and dedication to emotional well-being has left an indelible mark on our community. Additionally, Kamala Harris's innovative approach to reaching survivors through a text campaign in partnership with La Casa when she was San Francisco's District Attorney showcases the importance of evolving with technology to meet our clients where they are.

As we celebrate Women's History Month, let us remember that the work of La Casa de las Madres is made possible by the courage, compassion, and tireless efforts of these women and many others. They have laid the foundation for our mission, and it is upon their legacy that we build our future.

Together, we continue to strive for a world free from domestic violence, where all individuals can live in safety and with dignity. Your support, whether through time, resources, or advocacy, fuels our ability to make a difference in the lives of those we serve. You can feel secure knowing that your support directly benefits local women in need.

Thank you for standing with us, for believing in our mission, and for being a part of our journey. Here's to another year of empowerment, healing, and hope.

With deepest gratitude,

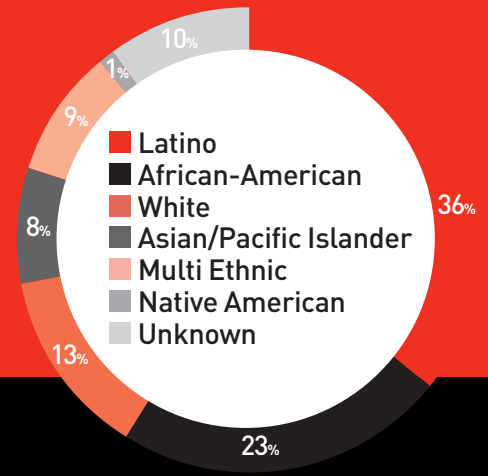
A handwritten signature in black ink, appearing to read 'Lusero Arias', written in a cursive style.

Lusero Arias  
Executive Director, La Casa de las Madres

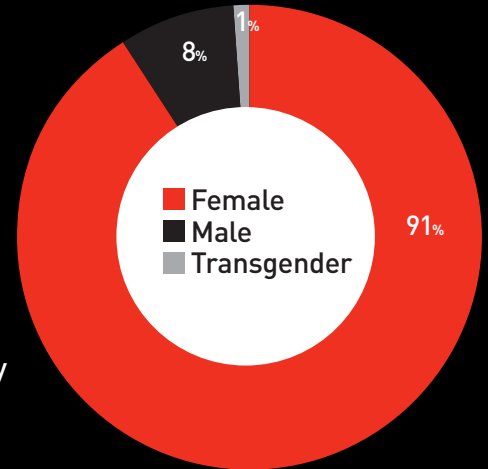
# COMMUNITY IMPACT

La Casa empowered **11,925** Bay Area community members to see and stop abuse.

## WHO WE SERVE



- 22% are immigrants
- 23% are limited-English proficient
- 13% self-identify a mental or physical disability
- 6% are lesbian, gay, bisexual or other
- 25% come to us homeless or unstably housed



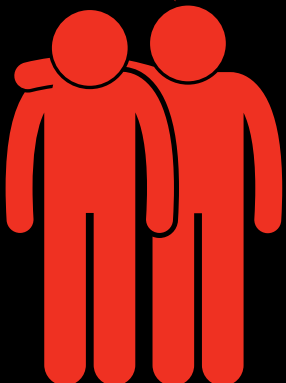
## CRISIS RESPONSE

- 7,349** crisis line calls and texts
- 3,174** Police response advocacy
- 297** Women and children confidentially sheltered
- 9,593** Days & nights at shelter

## PREVENTION EDUCATION

**2,774** community members learned about seeing and stopping domestic violence through **89** workshops and events.

## SUPPORT & INTERVENTION



**2,304** survivors of all ages accessed La Casa's suite of community based and residential programming to address safety, emotional, financial, housing, and health needs.

## BREAKING THE CYCLE OF VIOLENCE

Survivors come to us with needs and priorities as diverse as they are. We give them the tools to transform their lives- to be safe, empowered, connected, and supported.

**93%** rate of success across measurable outcomes in CY2023.

**84%** of survivors moved into safer, next-step or permanent housing.

**93%** developed a critical sense of self-efficacy to meet their family's needs.

**80%** made steps towards increased income and financial capacity

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## Mary Elizabeth Inn Partnership Spotlight



In light of Women's History Month, we are spotlighting our 20+ year partnership with the Mary Elizabeth Inn (MEI), a women-only Single-Occupancy Residence (SRO) dedicated to providing transitional and permanent housing support to up to 88 single women residents, many of whom have histories of homelessness

and intimate partner violence. The partnership, first made possible by the Supportive Housing Initiative Act (SHIA), provides educational and recreational opportunities to promote healthy lives and reduce isolation.

La Casa's onsite support services are critical to a resident's success. Two on-site La Casa case managers provide confidential peer counseling, encouraging each woman to build upon the momentum of her newly stable housing to address underlying vulnerabilities related to experiences of trauma, domestic violence, sexual assault, substance abuse, and job readiness. La Casa case managers also facilitate support groups open to all tenants, focusing on healing trauma, self-care, educational and economic literacy workshops, health and wellness, and community engagement. With La Casa's support, many residents make strides into independence and self-sufficiency.

**“As a case manager for women at Mary Elizabeth Inn, I have witnessed incredible strength and the power of resilience firsthand. Being able to share and guide these individuals on their journey towards empowerment and independence has been an immense privilege. These women have demonstrated that with support, compassion and strength every woman can rise above any challenge.”**

**—Isabela Rios Barajas, Case Manager,  
La Casa de Las Madres**

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## Give now to support (s)heros at La Casa and across the Bay Area

**Every spring we celebrate mothers.** Translated in Spanish, La Casa de las Madres is Home of the Mothers, founded to ensure safety and an empowering community for women and families. Our name reflects the loss of one founder's mother, murdered by her husband, before beacons of hope like La Casa existed. It invokes the tireless support survivors find inside our doors and roots us in the strength and passion of our trailblazing foremothers.

Please return the enclosed envelope, visit [lacasa.org/shero](http://lacasa.org/shero) or scan the code below to make a gift today.

The (s)heroes at La Casa show up for survivors of domestic violence every day seeding hope, and resilience.

**Your gift gives us strength. It will also transform lives:**

**\$50 = 3 crisis calls answered on our 24-hour emergency hotline**

**\$100 = 1 day and night of safety for a mother and their child at shelter**

**\$500 = 6 weeks of breakfast for the entire shelter totaling 1,350 warm meals**

**\$1,000 = A ten-week support group cycle for 10 survivors**



If you have a special (s)hero in your life, visit the webpage to make a gift in their honor and La Casa will send them a special Mother's Day message!





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# Save the Date for redHOT\* 2024

**Thursday, October 17, 2024**  
**The Green Room, 401 Van Ness Ave**

Save the date for this year's redHOT\* for Change gala and auction for a cause - an evening of celebration and activism to end domestic violence and support survivors. We look forward to seeing you there!

If you're ready to commit to safe and healthy intimate relationships across the Bay right now, we're ready to hear from you:

**Donate an auction item**

**Volunteer on the event planning and fundraising committee**

**Demonstrate your values through sponsorship**

Employee teams and resource groups, businesses, and individuals are invited to learn more at [lacasa.org/redhot](https://lacasa.org/redhot) or reach out to [donations@lacasa.org](mailto:donations@lacasa.org).

## Thank you to our 2023 Sponsors!



*Olivia Brion*

**CANTADORA**



# LA CASA DE LAS MADRES DONOR LIST

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, 2023** and **December 31, 2023**. 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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Jane Davis	Bryna Rifkind	Lisa Carlin		Alan Conchas
Krista Dixon	Cameo Jones	Alicia Padilla		Alana Kern
Leonor Barnett	Diane Liguori	Amgen Foundation		Alex Keane
Lynn Kirshbaum	Jennifer Singh	Bill and Leslie Thompson		Alexander Hunt IV
Maria Gloria	Katy Ullman	Brian Gagan		Amy Johnson
Mary Carrigan	Linda Pirlot	Charles Crandon		Amy Mullen
Michelle Martin	Mary Boyle	Claire Beale		Chandler Wills
Patricia Houden	Sarah Crockett	EDF Renewables		Dr. Wayne Coburn
Sally Allen	Pamela Spitzer	Elizabeth Siegel		Emily Filocco
Sandra J. Briggs	Richard Cox	Erinna Woo		Eric Hughes
Sue Bethanis	Sara La Croix-Alvarado	Joan Eckart		Erin Price-Wright
	Sarah Park	Jose Madrid Gomez		Evans Klein

**\$50 to  
\$99**

Alan Hobesh  
 Alex Cohen  
 Christine Liu  
 Christopher Sides  
 Cohn & Wolfe  
 Credit Karma Matching Gifts  
 Costco Matching Gifts  
 Daffy Charitable  
 Dorothy Brown  
 Dr. Diane LeBow  
 Elizabeth Owens  
 Ellen Heiman  
 Gerardo Alderte  
 Goerss Family Fund  
 Jacqueline Brevik  
 Janice Link  
 Jennifer Valencia Esquivel  
 Jessica Ortiz  
 Juan Herrera  
 Kai Levy  
 Kaiser Permanente Matching  
 Gifts



Felitia Hancock  
 Kimberly Johnson  
 Lindsey Hill  
 Lydia Walker  
 Mia Harlock  
 Art Vallez  
 Joaquin Guerra  
 Kevin McConnen  
 Richard Center  
 Carole Zingesser  
 Cecilia Ogbu  
 Heather Solway  
 Juanita Gonzalez  
 Karen Thomas  
 Peter Johnson  
 Piyush Patel  
 Sam and Bonnie Steinhardt  
 Sangita Bajpai  
 Shivani Kumar  
 Zach Sanchez  
 Givinga Foundation  
 Dante Dalla Gasperina  
 A.G. Norton  
 Dr. Peter Hanink  
 Steven England  
 SS&C Technologies  
 Matching Gifts  
 Victoria Drake  
 Cynthia Morell  
 Robert Smuts  
 Anne Marie Donnelly  
 Martha P. Yanez  
 Justina Ortiz  
 Andrea Gormley  
 Michelle Patterson  
 Krystal Gracier  
 Diane Zacher  
 Gail kessler  
 Andrea Vazquez  
 Jackson Salovaara  
 Joshua Evors  
 Michelle Sands  
 Cassandra Poggi  
 Timothy Paez

**Up to  
\$50**

Jack Gudes  
 Jocelyn Arevalo Gutierrez  
 Vicki Bandel  
 Dell Technologies Matching  
 Gifts  
 Avidan Rose  
 Jason Renteria  
 Patrick A. Fleisch  
 Dana Jayne  
 Dana Oshiro  
 William Torrey  
 Daisy Contreras  
 Itzel Rodriguez  
 Jamie McAdoo  
 Jane Hanson  
 Ka Yue  
 Karly Ko  
 Kathleen Brockdorf  
 EA Games Matching Gifts

Katie Mellon  
 Boji Tony  
 Jane G. Hansen  
 Whitney Parker  
 Audrey Jordan  
 Caitlin Clancey  
 Aric Shang  
 David Ruben  
 Diana Lu  
 Lily Yi  
 Tayfun Iper-nunez  
 Aileen Jordan and  
 Richard James Carell  
 Alexis Farsai  
 Christie Buck  
 Erin McMann  
 Laura Balestieri  
 Mariam Bereket  
 Megan Dietrich  
 Melissa Edwards  
 Danice Fagin  
 Jessica Hilgart  
 Frances Englander  
 Brie Linkenhoker  
 Linda Niles  
 Monica Elden  
 Riva Madan  
 Victor Solorzano-Gringeri  
 East Bay MUD  
 Clayton Olsen  
 Charlotte Sebastian  
 Cindy Evans  
 Maria Elena Fletcher  
 Melanie Pochat  
 Pamela Sebastian  
 Valsa Binu  
 Vita Newstetter  
 Wendy Tan-jarmy  
 Yugendhar Reddy Sarabudla  
 Dr. Jason Macario  
 Julie Binkley  
 Nandika Donthi  
 Rachael Byrne  
 Rachel Jones  
 Angel Olmedo  
 Aaron Neiman  
 Aaron Raphael  
 Amanda Thoet  
 Amandeep Kaur  
 Andrew Hrivnak  
 Aneesh Anand  
 Anna Day  
 Anne Ward  
 Aryan Roman  
 Ashley Robinson  
 Aurora Ruiz  
 Benita Lee  
 Blue Shield of California  
 Matching Gifts  
 Brightspeed Matching Gifts  
 Carla Pinon  
 Caroline Siazon  
 Cecille Bansuelo  
 Claire H. Chow  
 Craig Davis  
 Charles Schwab Matching  
 Gifts Program

Dana Welty  
 Daniel Orr  
 Danielle Martin  
 Danny Jong  
 Dhaval Chavan  
 Eileen Patron  
 Gayathri Gopalakrishnan  
 Geoffrey Uralanda  
 Greg Tsang  
 Holly-Anne Quinn  
 Iris Cline  
 James Piper  
 Jeffrey O'brien  
 Jennie Kim  
 Jennifer Snediker  
 Jessyca John  
 Jingyi Shen  
 John Buck  
 Farella, Braun + Martel LLP  
 Matching Gifts  
 Jon Landis  
 Jonathan Seff  
 Joon Park  
 Joseph Fryer  
 Joshua Moen  
 Julie Felner  
 Julie Mchuron  
 Karen Quinn  
 Karen Sipprell  
 Kenyon and Irene Ellis  
 Kevin Dell  
 Kylie Wolf  
 Ladd Newsome  
 Lynnel Powell  
 Margaret Park  
 Martin Zuern  
 Matthew Anderson  
 Michael Hearn  
 Monica Smith  
 Adam Nedelman  
 and George McCarthy  
 Charles McNerney  
 Leslie Ingram  
 Jenna Taylor  
 Jeri Raimondi  
 Katherine Bird  
 Kim Truong  
 Mercedes Alvarez  
 Rosemary D'Alessandro  
 Nancy and Allan Finlay  
 Nicole Mossman  
 Nicole Stout  
 Patrice Palomares  
 Paul Garraway  
 Phoebe Colt-Laughlin and  
 Lisa Laughlin  
 Quijing Zhi  
 Rachel Flowers  
 Richard Locke  
 Rochelle Smahl  
 Samia Khan  
 Scott Dalton  
 Shruthi Ramamurthy  
 Sonja Hunter  
 Steven Facio  
 Steven Haney  
 Sylvia and Raul Reyes

Talon Clayton  
 Vaibhav Masih  
 Bernadette Barker-Plummer  
 Ashley Stanek  
 Barbara Strong  
 Bianca Gorospe  
 Billie Kasmark  
 Evelyn Weis  
 Frank Masi  
 Jane Roarty  
 Joan Faber  
 Julie Akstand  
 Kailey Milliken  
 Kara Fabella  
 Kara Murphy  
 Kelly Shea  
 Lydia Francis  
 Madeline Bellar  
 Mary Graber  
 Matthew Levy  
 Lauren Bradley  
 Nina Yang  
 Nicole Kim  
 Nora Morikawa  
 Okta Matching Gifts  
 Oracle Matching Gifts  
 Shea Caruthers  
 Skylar Hall  
 Tracy Baudoin  
 Wayne Brooks  
 Spotfund Technologies  
 SVELTE METALS  
 C.I. Philapil  
 Maureen Vachal  
 and Kathy Prescott  
 Bessie Mitskaris  
 Eva Trevino  
 Linda Agerter  
 Pauline M. Sloan  
 Tracy Yeakle  
 Vicki Gonzalez  
 Nitinai Sountornsorn  
 Sarah Dasher  
 Grant Storey  
 FedEx Corporate Services  
 Sharmila Chatterjee  
 Lisa Hamilton  
 Anjana Sarkar  
 Wendy Jong  
 Rachel Huseby  
 Piper Sandler  
 Matching Gifts  
 Pure Storage Matching Gifts  
 Edith Bourbin  
 Yvette Seales  
 Anjana Menon Cherubala  
 Crystal Glantz  
 Patricia Vaughn  
 Taylor Ashford  
 United Way - California  
 Capital Region  
 Sephora Matching Gifts  
 Compton's Coffee House  
 Jan Maureen Sakovich  
 Inna Sochava  
 SS&C Technologies  
 Matching Gifts

## Matching Gifts

### Double Your Donation

**Apple**  
 Kathleen Brockdorf;  
 Melissa Edwards;  
 Anonymous;  
 Michael Flynn;  
 Charles Crandon;  
 Ryan Moynihan;  
 Michael Flynn;  
 Ryan Moynihan

**Arch Insurance Group**  
 Kim Truon;  
 Anonymous;  
 Mary Anne Ruyle

**Bank of America**  
 Carmen Sanchez

**Chevron Matching**  
 Kevin Gross;

**Cisco Systems**  
 Individual Anonymous

**Costco Matching Gifts**  
 Wendy Jong

**Genentech, Inc.**  
 Alicia Padilla;  
 Jamie McAdoo

**Google Inc.**  
 Anonymous;  
 Erinna Woo;  
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 Monica Smith;  
 Kurtis MacFerrin;  
 Thomas Vander Stichele;  
 Paul Haahr;  
 Ziwei Zong;  
 Cindy Marin;  
 Laura Breiman

**VMware Foundation**  
 Edgar Maddry

# Empowering Survivors Together: The Launch of Our Corporate and Foundation Partnership Program

In the heart of our mission at La Casa de las Madres, we stand committed to providing sanctuary and support to survivors of domestic violence. Our journey has been one of compassion, resilience, and collective effort. This initiative marks a significant stride towards amplifying our impact and fostering a community of care and support.

## Introducing the Caring Hearts Alliance

The Caring Hearts Alliance at La Casa symbolizes more than just a partnership; it represents a collective heartbeat, pulsing with empathy, support, and a shared vision for a violence-free community. By joining forces with La Casa, corporations embark on a meaningful journey, aligning their brand with a noble cause and contributing significantly to the well-being of countless individuals.

**Champion (\$50,000+):** Engage directly with key leaders, enjoy exclusive annual recognition across multiple channels.

**Protector (\$25,000):** Benefit from tailored marketing strategies, prominent recognition on our platforms.

**Advocate (\$10,000):** Feature in our press releases and media outreach, plus participate in collaborative events.

**Ally (\$5,000):** Align with our mission, engage employees in volunteerism, and gain acknowledgment in our communications.

## A Call to Join Our Cause

We extend a heartfelt invitation to corporations and foundations to join the Caring Hearts Alliance. Together, we can provide hope, support, and a pathway to recovery for survivors of domestic violence. Your partnership signifies a commitment to societal change and the betterment of our community.

## A Special Thanks to Our Current Partners



**BlackRock**

WALTER & ELISE HAAS FUND

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FAMILY FOUNDATION



Frank A. Campini Foundation

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SAN FRANCISCO

**WOMEN'S**  
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CHILDREN  
Prevent & Treat Child Abuse

**IIDA** | NORTHERN  
CALIFORNIA  
chapter

**D** | **DAVIS**  
FAMILY  
FOUNDATION



For those inspired to become a part of our Caring Hearts Alliance, please reach out to Emilee Matey at (415) 503-0500 or [emilee@lacasa.org](mailto:emilee@lacasa.org)

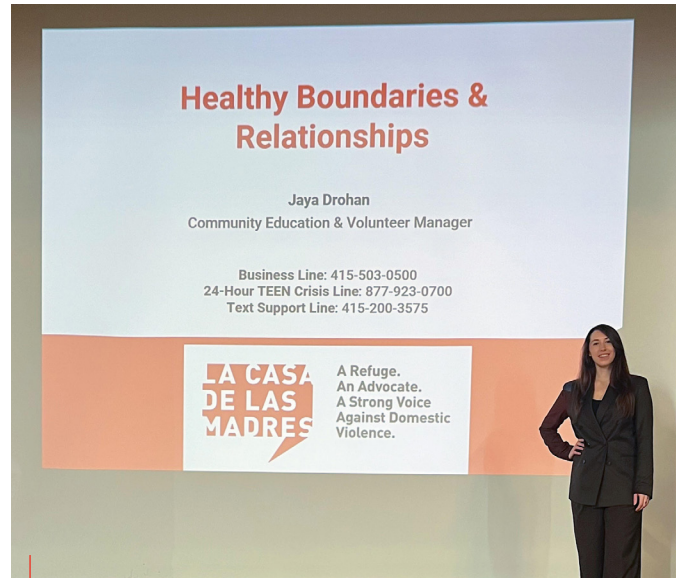
## Shining a Light, continued from cover

In conjunction with the media’s portrayal of relationships and limited dialogue around domestic violence, the oppressive systems that perpetuate DV are also largely misunderstood. Survivors of color and survivors of lower socioeconomic backgrounds face increased risk factors and challenges when it comes to domestic violence. We cannot understand domestic violence in isolation and must consider how its cyclical nature is linked to other oppressive systems such as racism, xenophobia, classism, ableism, sexism, and heterosexism. A report from the Bureau of Justice Statistics found that Black or African American females experience intimate partner violence at a rate 35% higher than that of white females, and about 2.5 times the rate of women of other races. In our education and outreach efforts, we shed light on the identity-based challenges and experiences endured by survivors of domestic violence.

We educate through many avenues including presentations for local community-based organizations, our in-house 40-hr Domestic Violence Counselor Training, and through local tablings. Two of our most popular presentations, ‘Intro to La Casa’s Programs & Services’ and ‘DV101’, as well as all of our services, are provided at no cost because there shouldn’t be a financial barrier to receiving this education.

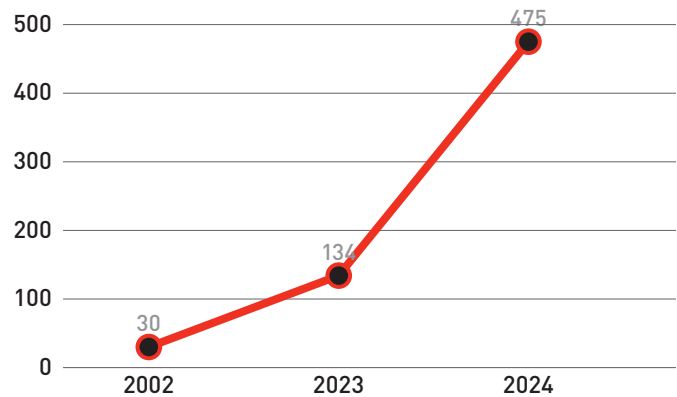
At La Casa, we envision a society free from domestic violence. To move toward this goal, we must also begin educational interventions early. The most common age when intimate partner violence is first experienced by women is age 18-24 (38.6%), followed by age 11-17 (22.4%) according to the National Intimate Partner and Sexual Violence Survey. Leveraging our partnership with the San Francisco Unified School District, our Teen Program allows us to fulfill our mission by educating youth at local middle and high schools. Every February is Teen Dating Violence Awareness Month, and this year, La Casa reached triple the amount of youths than in previous years.

Finally, La Casa’s educational resources empower everyday community members and professionals alike to see and stop abuse. This comprehensive approach to education means that professionals can show up for their clients in more effective ways, while individuals and community groups can similarly increase awareness about domestic violence.

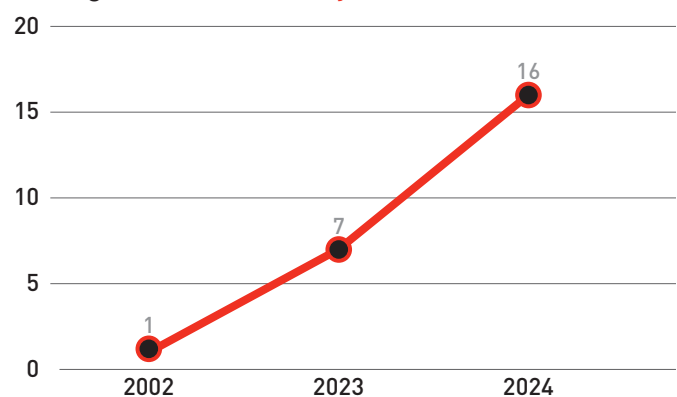


La Casa’s Volunteer Manager presenting Healthy Boundaries & Relationships education during TDVAM.

### Youths reached through presentations & Tablings during TDVAM: February



### Number of presentations & Tablings during TDVAM: February







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

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[www.lacasa.org](http://www.lacasa.org)

**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.

**Executive Director** Lusero Arias

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Katie Hale, RN, MS, CPNP	

## **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. Nosotros nos esforzamos 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.

### **Newsletter Credits**

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