STRENGTH & RESILIENCE

LA CASA DE LAS MADRES


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2020 ANNUAL REPORT
Dear La Casa Community,

The extraordinary past year will be etched in La Casa’s history for many reasons. We hosted a ribbon-cutting ceremony for our new Community Office and Drop In Center with Mayor London Breed in December 2019. By February 2020, we were remodeling our services for the COVID-19 pandemic.

Despite the unexpected convergence of physical and economic threats facing our clients and community, we cannot lose perspective on the whole: 3,770 survivors were supported in the 2019-2020 fiscal year; 10,052 more community members were empowered; and our new home at 1269 Howard Street is already strengthening impact—starting with a 21% increase in families accessing help at the Drop In Center in its first 6 months.

As a frontline warrior, La Casa’s goal is to bring our life-saving services to the most at-risk survivors in the most at-risk populations. We’ve adapted to meet the expanded needs of the moment without skipping a beat. The following pages shine a light on how we are making progress today and ushering in a safer community tomorrow.

Since our founding in 1976 to call out and dismantle the “power-over” model, La Casa has centered transformative social justice as a guiding principle. Women of color, immigrants, and LGBTQ identifying women face the greatest risks of poverty and food insecurity. They suffer higher rates of violence, health problems, and unemployment. We know our community still has a long way to go. Health inequities among survivors of color have only grown during the pandemic, and we are doubling down on our efforts to address historical biases, disrupt structural racism, and strengthen program responsiveness to client needs.

Looking to 2021, we will continue to listen and act. In partnership with the City and police department, we’re expanding upon a pilot program to equip first responders across all 10 District Stations with a domestic violence lethality assessment tool. The tool brings community resources and victim advocates to survivors at the highest risk of serious injury or death sooner, preventing further police intervention and increasing in-community support to keep survivors safe.

La Casa’s doors and phone lines are always open—to anyone in need—thanks to our incredible community of partners, generous supporters, and courageous staff. We are so grateful for all of you. Please reach out if we can answer any questions, and join us to end cycles of violence.

Sincerely,

Kathy Black

“I deserve to feel respected and loved.”
LIVE SUPPORT IS ALWAYS AVAILABLE

24/7 CRISIS RESPONSE

We respond swiftly & professionally around the clock. Live, bilingual crisis counseling and resources are just a call away through our statewide toll-free Adult and Teen Crisis Lines and Text Support Line.

5,181 calls & texts from victims and allies

We reach out to connect victims to critical voluntary resources after police respond to a family-violence 9-1-1 call in San Francisco.

1,460 survivors called after a police response to their abuse

52% accessed immediate support and learned about resources

Our shelter is the only refuge in San Francisco offering safety to survivors 24/7/365.

335 women & children stayed at our confidential emergency shelter

10,883 days & nights of safety
SAFER AND STRONGER COMMUNITIES

INTERVENTION & PREVENTION

Emergency residential and community-based safety planning and support services provide trauma-informed care to child and adult survivors of abuse.

1,595 survivors of all ages empowered through counseling, skill building & advocacy

2,175 minors supported by parent & family focused services

3,770 Bay Area survivors and families supported

We teach adults, teens, and professionals about the dynamics of healthy relationships, how to spot warning signs of abuse, and how to reach out for help.

4,276 local citizens learned about domestic violence in prevention workshops

5,776 community members informed through outreach events

Survivors transform their lives in partnership with La Casa by building strength in 5 areas:

- Increased Safety
- Reduced Isolation
- Enhanced Knowledge of Domestic Violence
- Heightened Agency
- Improved Stability

95% success (across all metrics)
From a once-quiet shelter, La Casa has transformed into a robust hub of community programs. In addition to the Drop In Center, expert advocates are regularly accessible at nine locations across San Francisco meeting survivors wherever they may be on their path to safety and healing. Key partnerships include:

The San Francisco Police Department and La Casa have worked side by side for nearly 20 years to drive a survivor-centered response to domestic violence. Our advocates inside the Special Victims Unit provide safety planning, assist with restraining orders, and guide survivors through their next steps.

La Casa partners with primary care clinics at Zuckerberg SF General Hospital and medical first responders across the city. We provide safety planning and immediate support to victims of abuse who are identified during routine medical appointments or while seeking emergency care.

Our Safe Housing Project has tirelessly championed survivors’ rights to secure, stable lodging within the San Francisco’s permanent supportive housing since 2006. Advocates and educators work inside the Housing Authority and with providers across the city to help survivors access priority “subsidy transfers,” and to establish “domestic violence-free zones” in housing communities.

Our Teen Program partners with Wellness Centers at SFUSD high schools across the city to ensure age-appropriate dating and domestic violence counseling are readily available to youth. La Casa also leads “Healthy Relationship” workshops across the Bay Area teaching youth and their influencers to notice unhealthy behaviors and support one another.
Last winter Marianna was experiencing homelessness after fleeing a violent home in the heat of a custody battle with her batterer. Inside our confidentially located shelter, Marianna began to collaborate with our expert staff to de-escalate crisis, develop her family’s safety plan, and lay out her next steps.

As she settled in, Marianna worked with her case manager to access financial, housing, and medical resources and began moving forward. She was referred to La Casa’s Housing First rental readiness and subsidy program, which helped her secure an apartment. She found full time work in an IT department and stayed focused on balancing bills with household needs to lay a solid foundation for her family’s future.

Her growing stability was tested by COVID-19, when Marianna was forced to self-quarantine because an employee at her jobsite tested positive for coronavirus. Her work hours and income were cut. Then her children’s school shut down for the pandemic. Suddenly, childcare was an impossible challenge and feeding her family was more expensive.

But Marianna persisted. With La Casa’s help, she registered for a nearby food pantry, applied to a city program to reduce PG&E costs, and signed up for clinical counseling. La Casa was able to provide her additional rental assistance to bridge the gap, and Marianna reconnected with her mom, who was able to watch the kids as her hours at work—and her income—ramped back up.

Marianna recently exited our subsidy program. She was just granted full custody of her children and plans to continue her education pursuing a career in technology. At the end of a difficult year, Marianna is proud to be providing for her children—and proud to turn the rental help over to another family in need.

*Dentifiers changed to preserve confidentiality*

**DID YOU KNOW?**

La Casa’s Housing First Program launched in 2018 to stabilize 10 low-income survivor families by providing support services and rental assistance for up to one year.
At La Casa we take fiscal responsibility seriously, putting every dollar to work to provide crucial resources to survivors in need.

"La Casa de las Madres is an anchor of the domestic violence safety net. We are proud to support its ambitious initiatives to make sure safety and empowering services are available 24 hours a day to meet and respond to the diverse experiences and needs of our Bay Area community."

Stephanie Rapp, Senior Program Officer
Walter and Elise Haas Fund

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Statement of Activities - Fiscal Year Ending June 30, 2020*

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<thead>
<tr>
<th>Revenue &amp; Support</th>
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<tbody>
<tr>
<td>Contract Revenue</td>
<td>$ 2,646,687</td>
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<tr>
<td>Grants &amp; Contributions</td>
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<tr>
<td>Special Events</td>
<td>$ 127,068</td>
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<tr>
<td>Donated Services &amp; Equipment</td>
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<tr>
<td>Investment Income</td>
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<tr>
<td>Miscellaneous Income</td>
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<tr>
<td><strong>Total Revenue &amp; Support</strong></td>
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<table>
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<tr>
<th>Expenses</th>
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<tr>
<td>Program Services</td>
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<tr>
<td>Fundraising</td>
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<tr>
<td>Management &amp; General</td>
<td>$ 254,368</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$3,721,181</strong></td>
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Revenue Sources

- Contract: 46.5%
- Grants & Contributions: 49.8%
- Special Events: 2.4%
- Donated Services, Investment Income, & Miscellaneous: 1.3%

*Our full 2019-20 financial statements and Independent Audit Report issued by Harrington Group LLP can be accessed upon request.

"La Casa’s help made me want to be an advocate for survivors in the future."
JOIN US TO END ABUSE

Volunteer

* Put your passions and skills to work to end domestic violence

Donate

* Fund safety and solutions for survivors in need

Advocate

* Engage us on social media and sign up for our e-newsletter

Reach out with questions or to learn more about joining La Casa in the movement to end domestic violence:

Katharine Berg
Director of Community Partnerships & Philanthropy
415-503-0500 | katharine@lacasa.org

Mission Statement: La Casa de las Madres responds 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.

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Executive Director: Kathy Black

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