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.”

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.

continued on page 11
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,

Lusero Arias
Executive Director, La Casa de las Madres
La Casa empowered 11,925 Bay Area community members to see and stop abuse.

**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

**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.

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

**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.

**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

**Who We Serve Demographics**
- 91% Female
- 8% Male
- 1% Transgender
- 36% Latino
- 30% African-American
- 8% White
- 8% Asian/Pacific Islander
- 13% Multi Ethnic
- 10% Native American
- 3% Unknown American

- 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

- 91% Female
- 8% Male
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- 13% Multi Ethnic
- 10% Native American
- 3% Unknown American
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 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

Give now to support (s)heroes 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 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!
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 or reach out to donations@lacasa.org.

Thank you to our 2023 Sponsors!
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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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.

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

A Special Thanks to Our Current Partners

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- William G. Gravell Foundation
- Giants Community Fund
- Compassion Fund
- Mary Kay Ash Foundation
- Wilkes Bashford Helping Hands Emergency Fund
- PROLOGIS
- Stanley S. Langendorf Foundation
- Sponsor Family Foundation
- Frank A. Campini Foundation
- Bella Vista Foundation
- Fairmont San Francisco
- Women’s Foundation California
- Delta Dental
- Help for Children
- IIDN, Northern California Chapter
- 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
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

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


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.

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Lusero Arias

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La Casa de las Madres


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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