



# LA CASA DE ESPERANZA

CHILDREN DO WELL WHEN THEIR FAMILIES  
DO WELL, AND FAMILIES DO BETTER WHEN  
THEY LIVE IN SUPPORTIVE COMMUNITIES

2006 FAMILY STRENGTHENING AWARDS

## SERVING TWO GENERATIONS

From 6:30 a.m. to midnight, the day care center of the Children, Family and Youth Program is a hub of activity at La Casa de Esperanza. On weekends and after school, older children join their younger siblings at La Casa for their own activities that keep them safe and well nurtured in every sense.

More than just a convenience, La Casa's Children, Family and Youth Program can mean a better future for families. Its extended hours free parents to work jobs that build their families' assets. Parents also know that La Casa is making sure their children gain skills to help them succeed in school.

"Many parents come to us needing quality day care for their children and end up staying for much more," says Anselmo Villarreal, executive director of La Casa, which has been meeting the needs of Hispanic families in Waukesha, WI, for 40 years.



THE BEST WAY TO HELP CHILDREN  
IS TO HELP THEIR PARENTS AS WELL.

OUR CHILDREN, FAMILY AND YOUTH  
PROGRAM EMPOWERS PARENTS AND  
REMOVES BARRIERS THAT IMPEDE THEIR  
ABILITY TO PARENT WELL.

—Anselmo Villarreal, Executive Director, La Casa de Esperanza

## A MAP FOR GROWING STRONGER

When a family enrolls in the Children, Family and Youth Program, their journey begins with a needs assessment by the La Casa staff. Parents then create a life plan that might encompass employment, savings, education and housing.

“We help parents develop a road map to guide their families toward the American dream,” Villarreal says. “Along the way we constantly reassess their needs and change course accordingly.”

Depending on the family’s goals, parents can turn to La Casa for GED preparation, ESL classes or job skills. La Casa’s assistance filing for the Earned Income Tax Credit and opening a bank account helps families pay down debt and save for education, homeownership and other family goals. Parents can find mental health services and help dealing with such issues as domestic abuse.

Parents with backgrounds that make it hard to find employment can enroll in La Casa’s six-week Food Service Training Program. When they graduate, they have the skills and experience that lead to jobs in area restaurants and dining services. Staff also offer career counseling to help graduates find long-term employment.

“Parents come to us from very challenging circumstances,” says Villarreal. “We support them and also challenge them to reach beyond their initial goals.” La Casa serves close to 250 families a year.

## FAMILIES COUNT FAMILY STRENGTHENING AWARDS

Through a joint venture of the Annie E. Casey Foundation and the National Council of La Raza (NCLR), the **FAMILIES COUNT Family Strengthening Awards** recognize NCLR Affiliates with outstanding programs that work to give children what they need most—strong, capable and economically successful families. Responding to the varied needs of the families they serve, these organizations improve the economic prospects of working men and women and create the services and networks of support that all families need to realize their aspirations for themselves and their children.

La Casa de Esperanza demonstrates the partnership that the Affiliates of the National Council of La Raza (NCLR) form with Latino families. Nationally, nearly 300 of these organizations provide community and workforce development, education, social services, immigration, citizenship and other services. Collectively, the Affiliates serve millions of Hispanic Americans and immigrant families. “Day in and day out, our Affiliates work to strengthen families and communities,” says Janet Murguía, President and CEO of NCLR. “Together, we are creating more opportunities for Latino parents to build a better future for themselves and their children.”

## LA CASA DE ESPERANZA

Award-winning Program:

Children, Family and Youth Program

Anselmo Villarreal, Executive Director

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