



40 years. Because of you.

Strengthening families. Improving the lives of babies and toddlers.



DE ESPERANZA

Early Childhood Development Program

CELEBRATING

2020

A MESSAGE FROM THE EXECUTIVE DIRECTOR



We are grateful to you: our family of supporters, donors, and volunteers. You are what makes our mission possible each and every day. For many of us, 2020 has been filled with uncertainty and anxiety. During times like these, it is easy to overlook the progress we have made. That is why **I am thrilled to share and celebrate with you our 2020 accomplishments.** For me, reflecting on the past helps guide our future; so with great pleasure, I present to you our 2020 Annual Report.

Covid-19 has challenged all of us to metamorphose in order to exist in the “new normal”. As a nonprofit for early childhood development, Su Casa de Esperanza transformed itself in the midst of uncertainty to continue our mission. The heart and soul of our program is personal interaction and relationship building. This pandemic has triggered our transformation from in-person delivery to virtual. We are providing each family with developmentally appropriate activities and a listening ear to help direct families to available resources during a time when the hard truths of inequities are more prevalent than ever. We will return to in-person delivery as soon as it is safe for our staff and families.

Our 40 years of experience has shown us that it is key is to be proactive, not reactive in our approach to early childhood development. The place where children are born can affect their chances for a strong start in life. Babies need good health, strong families, and positive early learning experiences to foster their healthy brain development and help them realize their full potential. School readiness is so much more than letters, numbers, colors, and shapes. Su Casa strives to give families from the colonias equal footing for health, education, and hope for the future.

We did this before the pandemic, and we will continue our efforts during and after this pandemic. To play a pivotal role in the wake of COVID-19 to support children’s learning at home, meet families’ basic living and emotional needs, and serve as a trusted source of information through this public-health crisis is Su Casa de Esperanza’s mission. As we live through this unprecedented situation with COVID-19, our top priorities are to keep serving all of our children in their early childhood development and to help their families be strong, healthy, and safe.

We are dedicated to ensuring that Su Casa de Esperanza remains a sustainable organization now and well into the future. Because of you, Su Casa de Esperanza is able to do this. We hope this celebration report illustrates how serious we are in assessing our effectiveness and the impact we have on children and families in the Rio Grande Valley.

On behalf of the entire Su Casa de Esperanza staff and board members, thank you for your support this past year. You keep us moving forward toward a better tomorrow for our families and the community.

Gratefully,

A handwritten signature in green ink that reads "Belinda Flores Simons". The signature is written in a cursive, flowing style.

Belinda Flores Simons

OUR MISSION

Su Casa de Esperanza provides early learning experiences and support services to infants, toddlers, and preschool children in partnership with families to ensure a strong future for all.

OUR VISION

Every child will have good health, strong family support, and positive early learning experiences to reach their full potential.

OUR CORE VALUES

- We act in **faith**, instill **hope**, and serve with **love**.
- We treat all children, families, staff, and volunteers with **dignity** and **respect**.
- We **celebrate**, nurture, and **appreciate** our **bicultural** community and learn from one another.
- We are **transparent**, **trustworthy**, and **reliable**.
- We foster **early learning experiences** for strong physical, emotional, and economic **wellbeing**.

OUR WORK

Su Casa De Esperanza is an inclusive, dual-generation educational program that works to break the cycle of poverty for families who are predominantly Hispanic in the Rio Grande Valley. We are dedicated to improving the lives of children and families. The program is designed to:

1. Create community-centered opportunities for the entire family
2. Provide better educational outcomes for children
3. Support life-long learning

Our goal is for children to be school ready; and we work with moms and dads to recognize that as parents, they are the most influential and primary teachers for their children. As mentioned, the cornerstone of our program is personal interaction and relationship building; and we are with the family until the child reaches three years of age and graduates into a local Head Start program. In 2019, nearly 1,900 children and adults participated in classroom instruction, adult education classes, parenting classes, summer youth camp, and special events at both of our centers. In 2020 due to the pandemic, we modified our services to continue our mission. Personal interaction is critical, but we have found that the use of technology, especially during shelter at home, is an integral tool for leveling the playing field for our families who face systemic disparities like income inequality, geographic isolation, and discrimination.

Our mission is achieved by:

- Assisting expectant mothers in the prenatal process, so that they may have healthy, full-term pregnancies, with an end result of delivering healthy babies.
- Providing intervention support during a child's formative years, monitoring early childhood development, and identifying signs of possible developmental delays.
- Creating a non-threatening environment for learning and interaction within the family, teaching intra-family communication skills, and training mothers to be their child's primary teacher.
- Offering practical support on how to encourage learning, manage challenging behavior, and promote strong parent-child relationships.
- Building social capital by providing opportunities for families and individuals to share experiences, common concerns, and successes.
- Providing vital health information and knowledge of resources to address wellness for the family.
- Providing opportunities for children to succeed in elementary school, thus reducing the prospect of dropping out in high school.



OUR PROGRAMS



Early Childhood Development Program

- Prenatal education and support
- Infant stimulation (newborn-12 months)
- Toddler preschool prep (12-36 months)
- Parent education

All services have become virtual since March due to the pandemic. Our lessons are done with instructional packets and follow-up phone calls. We are happy to report that we have not only maintained the number of participants in our programs, but have grown slightly in number.



Enrichment Programs

- Youth summer camp: 2-week program for school-age alumni
- Promoting Childhood Literacy partnership with Pharr Memorial Library
- Workshops on parenting, health, and family
- Soccer scholarships for toddlers and alumni

Due to the pandemic, these enrichment programs have halted until it is safe to resume.



Adult Programs

- English classes through RGV Literacy Center
- Men's Bible study
- Parenting presentations
- Community resources awareness presentations

Our Men's Bible Study group resumed their Tuesday evening meetings this February. The other classes and presentations discontinued in-person delivery until it is safe to resume.

**"Potential is universal, but opportunity is not.
The space between is where we come in."**

Wes Moore

2020 ACCOMPLISHMENTS

Health for the Entire Family

We offered nutrition and fitness classes and programs for parents and families through partnerships with Texas A&M Agrilife and Methodist Healthcare Ministries. Classes focused on diabetes prevention and the effects of obesity on overall health. Due to Covid-19, we halted in-person presentations in March and will resume as soon as it is possible.

Summer Educational Enrichment

We host a 2-week summer educational enrichment program for alumni, ages 6-12 years old. Sixty youth in summer of 2019 came together to celebrate the theme of "Dream, Discover, and Explore." They participated in a variety of experiences that our underprivileged children would not normally have. The Pharr Library presented storytelling and literacy skills, and our students celebrated their heritage while seeking to better understand the person they are and the person they hope to become. Due to safety precautions during Covid-19, we did not have our summer camp in 2020.

Expansion in Progreso

Since 2001, our Progreso program has been housed out of a Hidalgo County portable. In 2020, thanks to the help of individuals, businesses, churches, and foundations, we completed our construction project on a new 4,000 square foot facility. Su Casa De Esperanza is now serving more Mid-Valley families thanks to so many community partners.

Collaboration & Community Partnerships

Through our partnerships with Hope 2 Others Foundation, Knapp Community Care Foundation, United Way of South Texas, Valley Baptist Legacy Foundation, and other private foundations and public agencies, we educated our families and connected them to current parenting and early childhood development resources. Please see last page for complete list of partnerships and collaborations.

Passionate Staff & Trust

Staff provided critical social and emotional support for families. We assisted mothers with recommendation letters for citizenship, translated federal documents for families, assisted with the completion of forms, and provided advice on community resources, especially due to Covid-19. We hosted celebrations for families who would not otherwise be able to afford on their own.



2020 AT A GLANCE



75

mothers participated in the prenatal phase of the Early Childhood Development Program. Staff home visitors worked with the mothers-to-be in their homes monthly until Covid-19. Services continue remotely since then.

53

healthy babies were born to mothers who participated in Su Casa de Esperanza's Prenatal Program.

119

babies and their mothers (238 participants) received support and instruction twice weekly from staff home visitors in their homes through the Infant Stimulation phase of the Early Childhood Development Program until Covid-19. Services continue remotely since then.



311

Toddlers, mothers, and fathers participated in developmental activities at the centers until Covid-19. Services continue remotely since then.

2,660

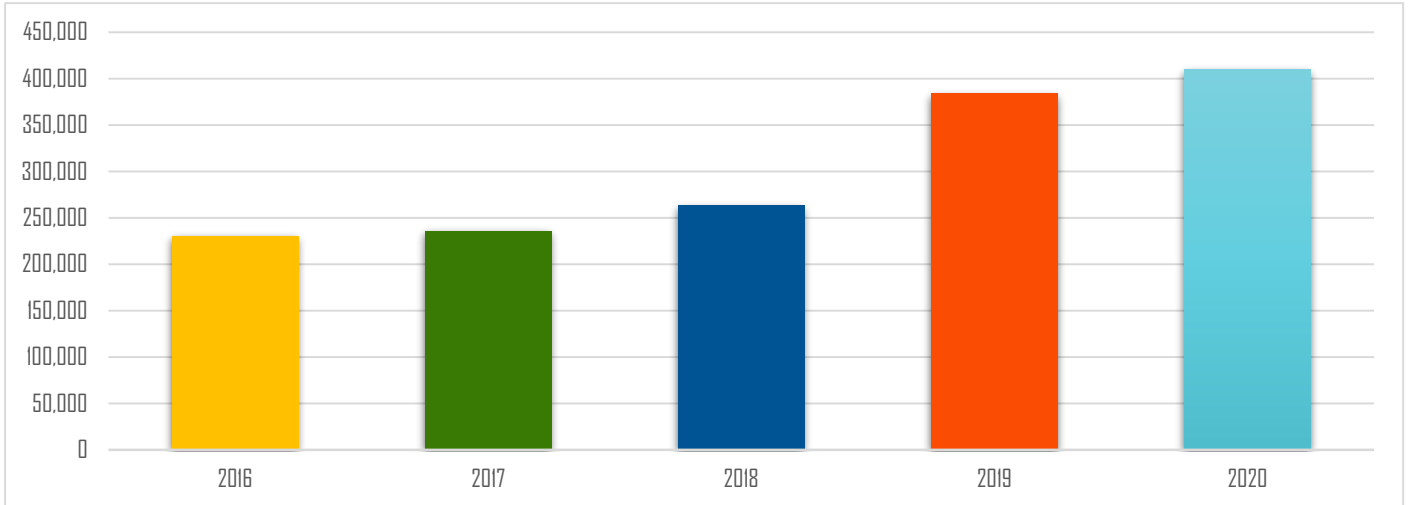
staff home visits/phone calls to our families in Pharr and Progreso. In March, we began our services remotely.

From its inception, Su Casa has emphasized the strength of family, at the family level. From pregnancy through toddlerhood, equipping & empowering women, providing useful family skills, supplying health and wellness information, encouraging youth to stay in school, sharing community resources, and reinforcing family values all at no cost to the families is core to our mission. We do it through self-empowerment and instilling strong family values. We do it by creating more equitable learning environments. We do it person to person, with women supporting women, and moms mentoring moms.

2020 FINANCIALS

In 2019-2020, we met the Better Business Bureau's "Standards for Charity Accountability".

Income Growth By Year



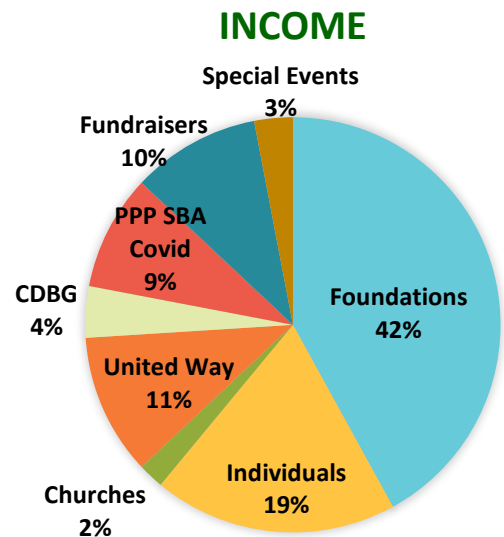
2020 Income: \$410,208.04

- Foundation Grants - \$171,599.64
- Churches - \$8,750.00
- Individuals - \$78,476.31
- United Way - \$43,485.44
- City of Pharr Community Development Block Grant (CDBG) - \$14,432.10
- Fundraisers - \$43,764.55
- Special Events (Food Drive) - \$11,000

2020 Expenses: \$335,197.11

- Program Services/Instructors - \$129,151.35
- Salaries/Social Security/Medicare - \$74,776.99
- Professional Fees - \$8,886.51
- Supplies - \$25,283.61
- Telephone - \$4,563.30
- Postage and Delivery - \$62.60
- Occupancy & Rent - \$30,935.86
- Equipment Rental & Maintenance - \$4,149.35
- Travel: Automobile Maintenance, Mileage, & Insurance - \$5,569.73
- Miscellaneous Expenses - \$48,665.72
- Indirect Expense - \$3,152.09

Forms on File: 2019 IRS Form 990 and Audit is available on our website: sucasadeesperanza.org



OUR BOARD LEADERS

SU CASA DE ESPERANZA LEADERSHIP



Rocio Tanus
Board Chair



James Downing
Board Vice-President



Ann Williams
Board Secretary



Trainor Evans
Board Treasurer



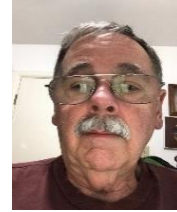
Charles Bell
Board Member



Raul Cabaza
Board Member



Sheri Dittman
Board Member



Steve Frazier
Board Member



Rose Galligan
Board Member



Camille Jones
Board Member



Dr. Nina Torkelson
Board Member



John Watkins
Board Member

2020 COMMUNITY PARTNERS

Carl C. Anderson Sr. & Marie Jo Anderson Charitable Fdn.
Hope 2 Others Foundation
IBC Bank of McAllen
Knapp Community Care Foundation
Pharr Memorial Library
Methodist Healthcare Ministries of South TX
Our Lady of the Lake University
P2 Alamo Community Center
Good Samaritan Community Services, Pharr Center
Pharr Rotary
Plaza Sports Center

Presbyterian Church (USA)
RGV Literacy Center
South Texas Literacy Coalition
Texas A&M AgriLife Extension
Texas Regional Bank – McAllen
The Trull Foundation
The Valley Baptist Legacy Foundation
United Way of South Texas
UTRGV - Office of Border Health Rehabilitation
Valley Baptist – Ask the Doctor Sessions

**Su Casa de Esperanza continues to grow as we meet the needs of our families
in the colonias of South Texas. Thank you for your continued support.**

(956) 781-0276 | email@scde11@aol.com | sucasadeesperanza.org | find us on facebook





INTRODUCTION OF OUR NEW LOGO

Elements of our new logo:

“Su Casa de Esperanza” means “Your House of Hope”.

“Three things will last forever: faith, hope, and love - and the greatest of these is love.”
1 Corinthians 13:13

The sun with its rays signifies hope. It also symbolizes what Su Casa hopes to be to its families, “a point of light”.

The house for the “A” in Casa symbolizes our home but also that our services are delivered by home visitors.

The primary colors signify early childhood. We chose green as a main color to honor our original logo.

The horizon (yellow line between Su Casa and De Esperanza) represents better things. The horizon is the cusp where what we know meets the new or unknown. It provides hope.

Our tagline “Early Childhood Development Program” states what we are and do.

(Adopted August 2020)