



*La Casa, Inc.*

2024

# Annual Report

*Transforming Lives Together*



*La Casa, Inc.*

#### **BOARD OF DIRECTORS**

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Store Operations*

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Gloria Carreras  
*Events Manager*

## **MISSION**

To support everyone affected by domestic violence.

## **VISION**

A just and safe community free from violence and abuse.

## **ABOUT LA CASA, INC.**

La Casa, Inc. is a 501(c)(3) not-for-profit organization providing emergency shelter, domestic violence prevention, awareness, advocacy, transitional housing, and other supports. Learn more about La Casa and the vital community work that La Casa does at [www.lacasainc.org](http://www.lacasainc.org).

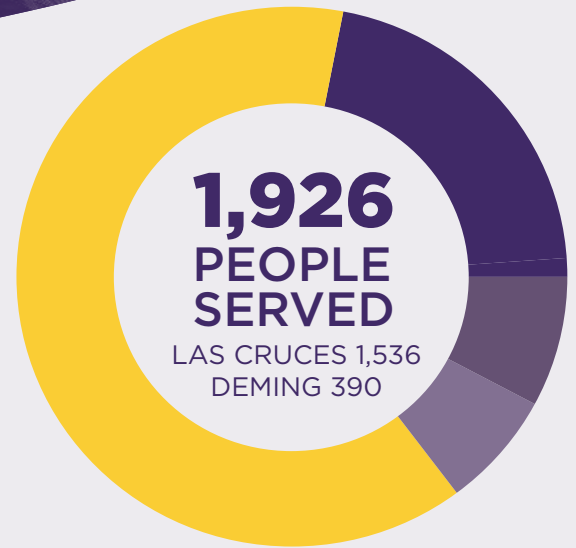
If you or someone you know is in need of support, please call La Casa's 24/7 hotline at 800-376-2272.

La Casa welcomes all survivors of domestic violence.

LA CASA HAS FOUR NEW MEXICO LOCATIONS:  
Las Cruces | Deming | Anthony | Hatch

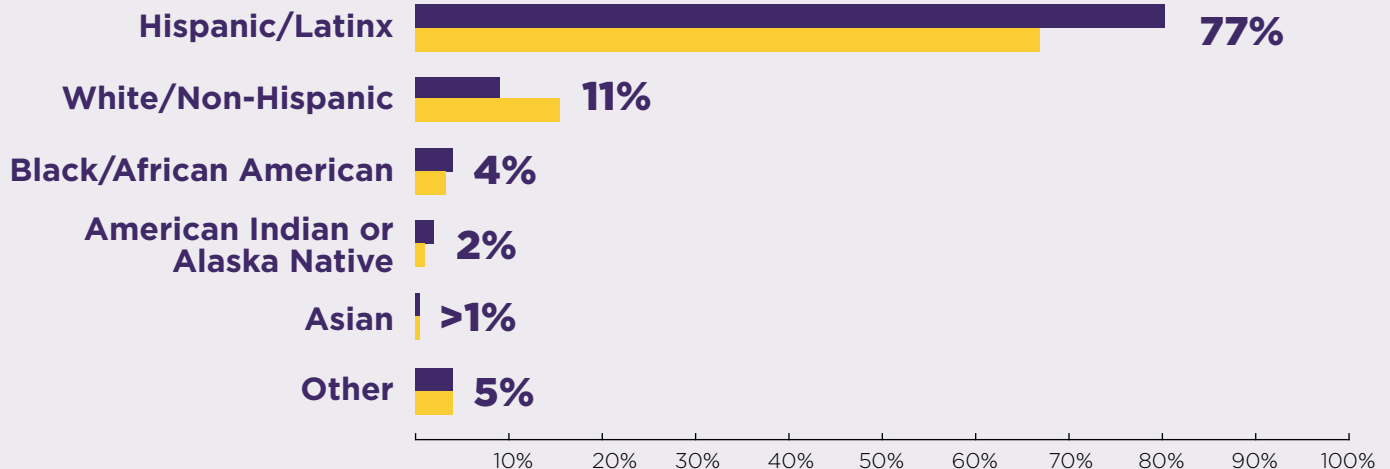
# 2024

|                            | LAS CRUCES | DEMING | TOTAL |
|----------------------------|------------|--------|-------|
| Females                    | 74%        | 72%    | 73%   |
| Males                      | 24%        | 28%    | 24%   |
| Persons with a Disability  | 9%         | 9%     | 9%    |
| Persons over the age of 55 | 8%         | 11%    | 8%    |



## RACE / ETHNICITY

■ LAS CRUCES ■ DEMING



## 2024 FINANCIALS

### REVENUE

|                           |                    |
|---------------------------|--------------------|
| Philanthropic             | \$116,294          |
| Government/Private grants | \$4,128,766        |
| Fundraising               | \$92,598           |
| <b>Total:</b>             | <b>\$4,337,658</b> |

### EXPENDITURES

|                           |                    |
|---------------------------|--------------------|
| Residential Programs      | \$2,886,630        |
| Client/Community Services | \$864,249          |
| Management & General      | \$398,612          |
| Fundraising               | \$33,308           |
| <b>Total:</b>             | <b>\$4,182,799</b> |

## PARTNERSHIPS MAKE GROWTH POSSIBLE

Over the last couple of years, La Casa has experienced tremendous growth. We are offering more and more services over a larger geographic area of southern New Mexico.

While we are glad we have been able to improve and expand our services, sadly, this has largely been in response to the growth in the number of domestic violence incidents and an increase in their severity.

Our partnerships with other community organizations help us have a more powerful impact. In 2024, we were proud to have our hard work recognized by the Greater Las Cruces Chamber of Commerce when we were named **NON-PROFIT BUSINESS OF THE YEAR!**



## TRANSITIONAL HOUSING

Due to the lack of safe and affordable housing, La Casa has made housing one of its priorities

After expanding housing services beyond Las Cruces to cover the southern region of Doña Ana County in Anthony and Chapparral in 2023, in 2024, La Casa's Housing Program added Deming and Luna County.

**176** **66**  
**PEOPLE & HOUSEHOLDS**  
SERVED BY TRANSITIONAL HOUSING

In 2024, La Casa was also awarded a U.S. Department of Justice Office on Violence Against Women grant to increase the availability of multi-generational transitional housing for Doña Ana County, locating additional sites within the urban hub of Las Cruces.

One way we've been able to grow the Housing program is by developing relationships with landlords who will accept our vouchers, increasing the number of rental units available for clients. This has helped us to rapidly expand the number of clients we serve and geographic reach.

**WE'VE INCREASED OUR LANDLORD RELATIONSHIPS  
FROM FIVE IN 2021 TO 28 IN 2024.**

There is a direct link between domestic violence and homelessness. Approximately 95% of La Casa clients have little support from family and friends or community resources, and low to no financial stability. The lack of safe and affordable housing can be an insurmountable barrier keeping survivors from being able to leave an abusive partner. This is why La Casa has made housing one of its priorities.



# SUPERVISED VISITATION PROGRAM

## New Visitation Center

The La Casa Supervised Visitation program began in 2023 and the doors of the new La Casa Visitation Center opened on July 1. La Casa has partnered with the state of New Mexico's Administrative Office of the Courts, Third Judicial District Courts, Children, Youth and Families Department and Doña Ana County to provide supervised visitation services.

The La Casa program partners with and receives financial support from the New Mexico Judiciary's Safe Exchange & Supervised Visitation program. We are also a member of the Supervised Visitation Network, an international non-profit that establishes standards, promotes education and advances professionalism in the field of supervised visitation.

**420**  
**PEOPLE SERVED**  
SUPERVISED VISITS 594  
SAFE EXCHANGES 108

Clients can come from self-referrals, court referrals, or referrals from CYFD. In just a short time the La Casa Visitation Center has established itself and has quickly grown. The Center offers Level 1 and Level 2 Visitation.

The facility has three family visitation rooms, a kitchen, and play area. A donations closet provides access to donated clothing and other items for client families. The new food pantry, provided in collaboration with Casa de Peregrinos, allows clients to prepare food in the kitchen to be eaten during a visit, or take food items home.

## 2024 IN NUMBERS

**1,412**  
**CRISIS ASSESSMENTS**

LAS CRUCES 1065 | DEMING 347

**1,265**  
**CRISIS CALLS**

LAS CRUCES 1033 | DEMING 232

**TOTAL DURATION 50,796 MINUTES**

LAS CRUCES 11,766 MIN. | DEMING 65,562 MIN.

**16,386**  
**SERVICE UNITS**

LAS CRUCES 13,797 | DEMING 2,589

**777**  
**SHELTER STAYS**

LAS CRUCES 562 | DEMING 215

**21,386**  
**BED NIGHTS**

Number of nights of safe housing provided to families of domestic violence

LAS CRUCES 18,161 | DEMING 3,225

**35,713**  
**MEALS SERVED**

LAS CRUCES 26,631 | DEMING 9,082

**278**  
**BIP PARTICIPANTS**

Behavior Intervention Program

LAS CRUCES 103 | DEMING 175

# THRIFT STORE AND DONATIONS

La Casa Thrift Store moved to a new, larger location in Las Cruces and expanded its donations program to make it more effective

The La Casa Thrift Store has become so popular, it moved to a new, larger location in Las Cruces at 1021 E. Amador Ave., Suite A. The new location has three times the square feet of the old building, with a larger store area and more space for sorting and distributing donations. It is also centrally located and highly visible, with ample parking.

La Casa has also expanded its Donations program and made it even more effective. Donated goods benefit individuals and organizations in Las Cruces, Anthony, Deming, and Hatch. Communications on social media and word of mouth have helped educate the community about what type of donations we require and how their donations are helping to effect change.

Donated goods received are sorted, with the needs of the Las Cruces, Deming, Anthony, and Hatch La Casa clients filled first. This might include clothing, toys, baby items, and hygiene goods.

## 53,000 POUNDS OF DONATIONS

DISTRIBUTED TO DOMESTIC VIOLENCE SURVIVORS

Needed items are then disbursed to our Clothing Closets at our Visitation Center and other La Casa locations.

La Casa's Thrift Store receives items next. As always, 100% of the revenue from the sale of donated goods supports La Casa and directly benefits clients.

**IN 2024, REVENUE FROM THE LA CASA THRIFT STORE WAS DOUBLE THAT OF 2023.**

Donated items are also shared with an array of our local nonprofit partners including Big Brothers Big Sisters, Hatch Valley Public Schools, Gadsden Independent School District, Tutti Bambini, St. Vincent de Paul, Safe Haven, Twice Blessed, and La Tienda.

## 155,731 POUNDS OF DONATIONS

SHARED WITH LOCAL COMMUNITY PARTNERS

A growing, dedicated, and motivated team of staff and volunteers sorts the vast amounts of donated goods. They know that their work is vital to keep La Casa running.

With the store's success, even more customer discounts are now available. Senior Citizen's Day offers 50% off, plus there are discounts for students and veterans.

### NEW BOX TRUCK!

A new box truck has increased awareness of La Casa. The truck's colorful graphics work like a moving billboard. The large truck makes it possible to pick up donations, especially helpful for large items like much-needed furniture.





*“Everyone on my wonderful team loves that they are working for a cause, and not just on a job.”*

— LIZA RUBIO, DIRECTOR OF DONATIONS AND STORE OPERATIONS, LA CASA THRIFT STORE

## COUNSELING SERVICES

La Casa expanded its counseling services for children and adults

Due to a partnership with New Mexico State University, La Casa was able to expand its counseling services for children and adults. A grant allowed us to support NMSU graduate students from the Department of Counseling and Educational Psychology to provide counseling to our clients in Deming and Las Cruces, both in person and via telehealth.

Clinical supervision of the graduate students is provided by the La Casa Clinical Director.

NMSU and La Casa are long-standing partners working to end homelessness and domestic violence in southern New Mexico. NMSU students founded La Casa in 1981, and since that time, both students and faculty have served as volunteers and experts on a variety of projects.

## FACILITY AND SERVICES PLANNING

La Casa envisions a new campus to meet the growing need for services

The need for the services we provide continues to grow. Currently we place over 30-40 people a month in hotels because the shelter has no available space. Demand for other services also keeps expanding. With increased demand, La Casa has been studying how the organization can move ahead providing even more vital services, and what type of physical facilities will be required.

In 2023, as space constraints within the existing facility became more and more apparent, we began a process with Groundwork Studio and FBT Architects to envision a new campus. This has entailed speaking with survivors, community leaders, staff and board members about services being provided now and looking ahead to what is needed for the future. We are examining what the full range of holistic services provided by La Casa should be in order to help clients move through crisis and back into the community.

Now, with the results of this visioning process in hand, we are moving ahead with a conceptual design for proposed facilities planned to suit La Casa's and the community's needs. The design of the new facility will incorporate best practices in victim-centered and trauma-informed care. The existing Walnut facility will not be abandoned, but will be re-purposed so it can be used as a workforce development and donation center.

In order to make this vision a reality, we are taking concrete steps to acquire additional funding that will increase La Casa's operating budget, facilitate the addition of new services, and allow for the construction of a new campus. Looking ahead, we hope to acquire funding from a variety of sources so we can build and sustain the new campus.

Working together with city, county, state, and federal partners, we believe that we can continue to meet the changing and complex needs of the communities we serve.



# EVENTS

We expanded the number and types of events we held in 2024.

Events are used as an effective way to bring the community together, build awareness of La Casa programs, and inform the public about the impacts of domestic violence.

Events also help us raise funding for our facilities and services and let people know how they can become involved.

Our community partners and sponsors are a huge part of our events. Their generous support helps turn our vision into reality!



## CANDLELIGHT VIGILS

La Casa held Candlelight Vigil events in Las Cruces, Anthony, and Deming. This year, in addition to keynote speakers including local dignitaries and authors, survivors from various points in their recovery journey—early, mid, and end—shared their stories. The theme was Lighting the Way: Stories that Honor and Guide, and while remembering those who are no longer with us, we also wanted to honor survivors and show that there can be a new life after recovery.







## COMMUNITY EVENTS

Corazan Y Cultura celebrations were held in Chaparral and Anthony this year, along with a Block Party in Anthony. These events featured music, food, face painting and other fun family activities along with tables where La Casa and other community partners shared information about available resources. We're planning more seasonal events in these rural areas for 2025.



## HOLIDAY BAZAAR

This year was the 33rd annual Holiday Bazaar. The festive event is our largest fundraiser and it continues to grow. In 2024, there were over 100 vendors, over 2,000 ticketed attendees, and involvement by the community continues to expand. A new feature was the addition of a La Casa exhibit as well as posters highlighting survivor stories displayed around the Las Cruces Convention Center. These provided an opportunity for attendees to learn more about La Casa and how their choice to enjoy this fun holiday shopping experience helps us provide needed services.



## STAFF DAY

We always want to take care of our staff members, who work hard at an emotionally taxing job. This year our staff from all of our locations spent the afternoon at Sage Crest Park in Las Cruces, taking a breather, creating bonds, and having fun with team building exercises



*“Our Staff Day was a great opportunity for self-care and team bonding. The activities we did helped us to connect on a deeper level, allowing us to see sides of each other that don’t typically come out in our day-to-day work environment.”*

— LIZETTE FRANCO, 10-YEAR LA CASA EMPLOYEE





## PICKLEBALL TOURNAMENT

A new fundraising event in 2024 was the Peace, Love, and Pickleball: Serving Love to End Domestic Violence Pickleball Tournament. We worked with Organ Mountain Pickleball Club as advisors to plan this indoor event held at the Meerscheidt Center. This was a way reach people of all ages and abilities who came out to play this fun and inclusive sport. The tournament was for everyone age 16 and older, and all skill levels.

We're looking forward to holding an even bigger second annual tournament in 2025.

*"The La Casa Pickleball Tournament was so special. The unique format was a wonderful opportunity for players of all abilities to come together for a great day of fun, food, and fellowship, all in support of a terrific cause."*

— GERRY RITTENBERRY, ORGAN MOUNTAIN PICKLEBALL CLUB MEMBER AND PLAYER, AND ADVISOR TO THE LA CASA 2024 TOURNAMENT





## LA CASA, INC.

DONATE | ADVOCATE | VOLUNTEER

24-hour service: 1-800-376-2272

800 S. Walnut Street, Las Cruces, NM 88001

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



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la-casa-inc.-domestic-violence-services

Platinum  
Transparency  
2025

**Candid.**