



# **NJ Company's \$1 Million Dollar Investment in Community**

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# OBJECTIVE

Help one of the most complete social program, donating \$1 Million Dollars to **La Casa de Don Pedro**, non-profit organization. This one has many interesting and useful projects in order to beneficiate the community.



La Casa de Don Pedro is a non-governmental organization with four decades of service to the communities of the city of Newark and the county of Essex of the state of New Jersey.



## We Are Our Mission

- ✓ Self-Sufficiency.
- ✓ Empowerment.
- ✓ Neighborhood
- ✓ Revitalization.



These are the tenets that define La Casa de Don Pedro's mission and guide its work. This vision is manifested in the stories of the men, women, youth, and families who enter La Casa's doors and proceed to explore the depth of our services before exiting, armed with newfound knowledge to tackle life's ongoing challenges.

# Why La Casa de Don Pedro?



Their objective is the community.



The kids are involved in their programs.



They have services oriented to the social improvement.

# WHY INVEST IN LA CASA?

Here are just a few reasons.



## WE BUILD HEALTHIER COMMUNITIES

900



Families are taking steps towards a healthier lifestyle through our community health initiative.

## WE EDUCATE VULNERABLE CHILDREN

450+

Children, ages 3-16 are educated, empowered, and inspired daily to excel in school, through our pre-k and after school enrichment programs.

## WE EMPOWER TOMORROW'S CITIZENS

2000

Students improved their English, prepared for U.S. Citizenship and gained knowledge about immigration legal matters.

Of citizenship students successfully naturalized last year.

93%

## WE UNITE & INSPIRE OUR COMMUNITIES

We support residents develop into leaders. This summer the Lower Broadway Neighborhood Association transformed a vacant debris filled lot into a multi-functional community gathering space, while continuing to advocate for improved tenant protection with rent control.



## WE ENSURE FAMILIES RECEIVE THE SUPPORT THEY NEED

25k+

Essex County households were helped to keep warm by receiving home energy assistance.

La Casa has more than 200 employees, 50 volunteers, and an annual operating budget of \$15 million. Each year, the organization serves more than 50,000 people, mostly in Greater Newark and Essex County. Over four-plus decades, it has made a difference in the quality of life for hundreds of thousands of individuals and families



## Our Program

La Casa is a community-based service and development corporation comprised of five distinctive and dynamic divisions

- ✓ Early Childhood Education
- ✓ Services for Youth, Families and Health
- ✓ Personal Development and The Resource Center for Hispanic Women
- ✓ Improvement to the Community
- ✓ Economic and Community Development



# Early Childhood Education

Childcare remains one of the cornerstones of La Casa's work in the community. To meet the need for quality preschool education in our underserved community, in 1999 La Casa shifted from daycare to a Board of Education-certified pre-kindergarten program. Today the Early Childhood Education Division has three state-of-the-art sites serving 240 Newark students. Staffed by certified teachers using the High Scope curriculum, the program provides free, quality bilingual education and related services to children ages three and four.

# Early Childhood Education



- ✓ Ages between 3 and 4 years old
- ✓ Resident of the City of Newark
- ✓ Monday to Friday from 7:30 a.m. until 5:30 p.m.
- ✓ Breakfast, Lunch and Drinks

# Services for Youth and Families

Cultivating and enriching Newark's youth is central to La Casa's mission. Through the Youth and Family Services Division young students between the ages of five and seventeen participate in afterschool and summer programs that provide a stable and motivating environment for learning, recreation and leadership development.



# Services for Youth, Families and Health

- ✓ Recreational and cultural activities for the after-school program
- ✓ Leadership Program
- ✓ Counseling
- ✓ Parent Education courses
- ✓ Intervention of domestic violence
- ✓ Health programs are largely concerned with educational programs and prevention





# Personal Development

The Personal Development Division and Hispanic Women's Resource Center have emerged as leading statewide resources for occupational training and job development geared toward publicly assisted adults and recent immigrants. Through GED and ESL classes, immigration services, and courses on workplace fundamentals, La Casa empowers new immigrants and women toward betterment and self-actualization all the while providing a safe and dependable environment in which to grow.

# Personal Development and The Resource Center for Hispanic Women



- ✓ Prepare people for work
- ✓ Job search assistance
- ✓ English as a Second Language courses
- ✓ Immigration services
- ✓ Courses to acquire a high school certificate



The Low Income Home Energy Assistance Program offered through La Casa's Community Improvement Division, serves almost twenty thousand Essex County residents a year and is recognized statewide for its efficiency and quality of services. The Weatherization Assistance Program has assisted thousands of qualified homeowners and tenants assess their home's overall energy efficiency by creating and executing a plan to improve the building shell and heating unit and saving families thousands of dollars on their energy bills.

# Improvement to the Community

- ✓ Conservation and energy efficiency in homes
- ✓ The Household energy program for low-income families helps with high energy cost
- ✓ The program could provide fuel in case of emergency

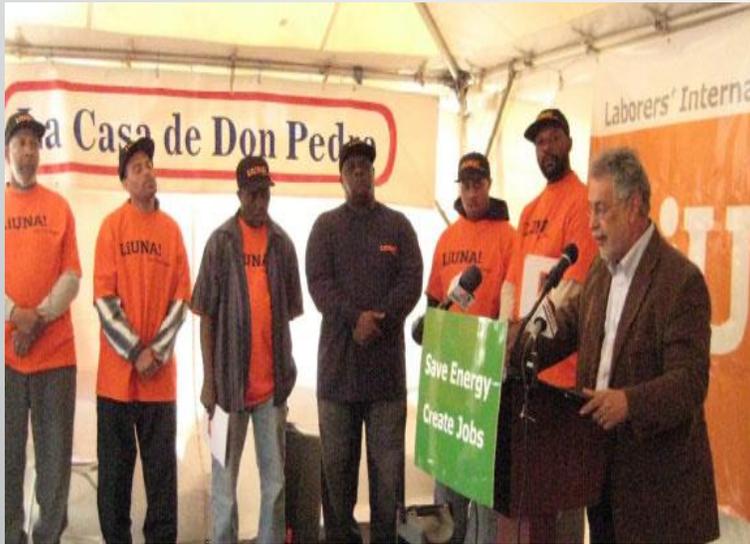


# Economic and Community Development

One of La Casa's most visible branches is its Community and Economic Development Division, intended to vigorously advance the developing and realization of both housing and economic projects against the backdrop of local community building and empowerment.



# Economic and Community Development



- ✓ It promotes the organization and development of social infrastructure leadership to meet the interest and needs of the community
- ✓ The House supports the planning and implementation of community programs or project within the context of community development



**Thank you!**