

Thanksgiving  
Black Friday  
Cyber Monday

LA CASA DE  
DON PEDRO  
EMPOWER AND REVITALIZE

#GIVINGTUESDAY™

December 2, 2014

November, 2014

Dear Friend and Neighbor:

We have a day for giving thanks. We have two for getting deals ...and we have #GivingTuesday™ for giving back to the community!

#GivingTuesday™ is a national movement that celebrates charitable activities at the start of the holiday season and La Casa de Don Pedro is a proud participant. **We write you today requesting that you join #GivingTuesday as a La Casa de Don Pedro Ambassador and help us reach our charitable goals.**

**We'll kick off our #GivingTuesday™ campaign, which extends from Tuesday, December 2- Wednesday, December 31 at a reception at Aljira, A Center for Contemporary Art on Tuesday, December 2<sup>nd</sup>, 5:30-7pm. We hope you can join us!**

*La Casa's #GivingTuesday™ Goals*

- **Raise \$15,000 to help support our programs and services**
- **Fulfill holiday toy wishes for children**
- **Provide holiday dinners for families in need**
- **Fulfill wishes for our community centers**

*Why be a La Casa Ambassador & Give to La Casa de Don Pedro?*

Serving as a La Casa Ambassador offers you or your company the opportunity to direct your holiday contribution where it is needed most. By giving to a local organization with a proven track record, you can be assured that your dollars will stay in the community and help families in need. 100% of your contribution goes directly to La Casa, a 501(c)3 nonprofit organization, so your contribution is tax deductible to the extent allowed by law.

The enclosed **#GivingTuesday™ Ambassador Opportunities** sheet describes the different ways to contribute. You can give your contribution directly at our kick off reception on Tuesday, December 2<sup>nd</sup>, securely online at [www.lacasanwk.org/news-and-events/givingtuesday/](http://www.lacasanwk.org/news-and-events/givingtuesday/), or, if it's more convenient, mail your contribution with the enclosed contribution form.

Thousands of people in from the Greater Newark community have turned to La Casa de Don Pedro when they are need help. Our 42 year track record proves we provide the comprehensive and vital services people need. Consider the story of Alicia Lovato, a young mother in search of a better opportunity for her family who made the tough decision to leave her home country of El Salvador

and move to the U.S, leaving her daughter behind. Once she joined her husband who was already living in Newark, Alicia quickly realized the opportunities were much more limited than she thought. Alicia soon began to wonder if she made the right decision.

Time passed. Now with a second child and barely making ends meet while still not having the resources to support her eldest daughter in El Salvador, the guilt of leaving her behind was tremendous. Fortunately, La Casa de Don Pedro was able to assist. Alicia quickly took advantage of our comprehensive services. She sought legal immigration assistance to help her through the process to bring her eldest daughter to New Jersey to stay. She became an active member of the Family Success Center and our parenting program helped Alicia adjust to her new family dynamics. Her family is now stronger, healthier, and united.

*“La Casa helped bring my family together. With La Casa’s immigration services we were able to reunite with our eldest daughter, who we had been apart from for almost four years. It was an extremely tough transition for all of us at first but with La Casa’s support and valuable advice from the parenting skills classes, my husband and I were able to better understand what our daughter was going through, how to communicate with her and better resolve our conflicts. As a family we have developed a much stronger relationship and for that I am truly grateful. “*

- Alicia Lovato

Not only did La Casa help reunite Alicia’s family, but our survival English classes gave Alicia the confidence to communicate in English, job training workshops taught her critical interview and resume building skills, and as a member of the Advisory Committee, she developed leadership skills. And, our after school program supported Alicia’s eldest daughter adjust to her new environment. Alicia looks forward to continuing to advance her education and job training skills to better support her family.

Alicia’s story is just one of thousands. **Last year, more than 50,000 people benefitted from La Casa’s multi-faceted programs.**

We hope to see you at our #GivingTuesday™ launch reception on December 2<sup>nd</sup> at Aljira -- one of Newark’s most interesting art galleries and an organization that fosters creative expression by providing artistic training and experiences for at risk youth. There you will learn more about Aljira and La Casa’s partnership while offering a ripe opportunity to make your contribution. If you have any questions about our #GivingTuesday™ campaign, please contact Tenisha Malcolm at 973-482-8312, ext. 1116 or [tmalcolm@lacasanwk.org](mailto:tmalcolm@lacasanwk.org).

With heartfelt thanks,



Raymond Ocasio  
Executive Director



Richard Roper  
Board President



Nicholas Scalera  
Resource Development/Marketing  
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