

**Su Casa Ending Domestic Violence
3750 East Anaheim Street, Suite #100 Long Beach, CA 90804**

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FOR IMMEDIATE RELEASE

Su Casa Launches Annual Holiday Gift Card Drive

Helping to Create a Community of Peace this Holiday Season

LONG BEACH, Calif. – Dec. 1, 2020 – Su Casa, a nonprofit serving the Los Angeles community for more than 35 years by offering immediate safe refuge, counseling services and transitional housing to those impacted by domestic violence and abuse, is launching its annual Holiday Gift Card Drive on Dec. 1 to help support the families who will be staying with Su Casa for the holidays this year.

One in four women and one in 10 men will experience some sort of domestic abuse in their lifetime, and with the stress of the holidays and the impact of strict COVID-19 shelter-in-place orders, Su Casa will house more than 200 victims and their families this holiday season. All gift cards and donations will go to the families to help provide them with not only basic necessities like clothing and personal care items but will also give them options like purchasing a gift for a loved one.

“It is the hope that there are so many Holiday Gift Card Drive donations that Su Casa can spread them across the entire year so that families who come to us in May feel the same spirit as those with us during the holidays,” Anna Conti, executive director, said. “The look on a child’s face when they receive a gift is truly heartwarming.”

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Su Casa Holiday Drive Page Two

Due to COVID-19, Su Casa is unable to receive physical items as donations at this time. Gift cards from major retailers, grocery stores and Amazon are encouraged and allow the recipients flexibility to purchase items based on their individual needs.

Donations can be dropped off or mailed to Su Casa at 3750 Anaheim St. in Long Beach. For more information, please visit www.sucasadv.org or call the Su Casa offices at 562-421-6537. Monetary donations are also accepted on their website.

Su Casa was founded in 1979 by domestic abuse survivor, Petra Medelez. Su Casa offers crisis intervention, emergency and long-term shelter and community outreach and education to help individuals and families who have suffered from domestic abuse to regain their independence. Su Casa provides all of its services free of charge to the women, children and families in need in the Los Angeles area. For more information, visit www.sucasadv.org.

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ANNUAL SU CASA HOLIDAY GIFT CARD DRIVE 60 SECONDS

WITH THE STRESS OF THE HOLIDAY SEASON QUICKLY APPROACHING, MANY FAMILIES WILL BE FACED WITH FLEEING A DANGEROUS OR VIOLENT SITUATION AT HOME. ON AVERAGE, NEARLY 20 PEOPLE SUFFER FROM SOME SORT OF DOMESTIC ABUSE EVERY MINUTE, AND SU CASA WORKS TO SUPPORT INDIVIDUALS AND FAMILIES IMPACTED BY DOMESTIC ABUSE IN LOCAL LOS ANGELES COMMUNITIES. SU CASA PROVIDES ALL OF ITS SERVICES FREE OF CHARGE TO THE WOMEN, CHILDREN AND FAMILIES IN NEED, AND IS HOSTING ITS ANNUAL GIFT CARD DONATION DRIVE THIS DECEMBER TO HELP SUPPLY FAMILIES WITH BASIC NECESSITIES AND HOLIDAY GIFTS. FOR MORE THAN 35 YEARS, WE HAVE SERVED THE LOS ANGELES COMMUNITY BY OFFERING IMMEDIATE SAFE REFUGE, COUNSELING SERVICES, CASE MANAGEMENT AND TRANSITIONAL HOUSING TO THOSE IMPACTED BY DOMESTIC VIOLENCE AND ABUSE. OUR BELIEF IS THAT ONE RIGHT STEP LEADS TO ANOTHER AND THESE STEPS LEAD TO A COMMUNITY OF PEACE. TO MAKE A DONATION AND HELP FAMILIES IN YOUR COMMUNITY IN NEED THIS HOLIDAY SEASON, PLEASE CALL 310-555-7878.

Chris Haire
Local Editor
Press-Telegram
chaire@seng.com

SUBJECT: Su Casa joins Garcetti as COVID-19 increases need for domestic abuse shelters

Hello Chris Haire,

As Los Angeles receives new COVID-19 stay-at-home orders and continues to see an increase in calls related to domestic violence, Su Casa has partnered with Mayor Eric Garcetti to place more than 100 domestic abuse survivors into hotels through Project Safe Haven.

Due to COVID-19, Su Casa has had to decrease the capacity of its shelters creating an immediate need for alternative housing for those impacted by domestic abuse. They have continued to adapt a “zero contact approach,” where all communications, including counseling sessions with victims, are conducted by phone or virtually. Su Casa continues to work with health officials to comply with all COVID-19 health policies to keep those they shelter healthy and safe.

For more than 35 years, Su Casa has served the Los Angeles community by offering immediate safe refuge, counseling services, case management and transitional housing to those impacted by domestic violence and abuse.

Project Safe Haven comes out of the mayor’s office and is partially financed through the Mayor’s Fund for Los Angeles.

For more information, please feel free to contact me directly at 310-227-2427 or via email. Thank you for your consideration.

Sincerely,

Samantha Troisi

Media Coordinator
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Samantha Troisi

Donor Letter

Su Casa – Ending Domestic Violence

Dear Mrs. Smith,

The holiday season is quickly approaching, and for many this means cozying up at home and celebrating with our loved ones. Unfortunately, for some in our community, their home is not the safe haven we know and love and can often be a dangerous place.

On average, nearly 20 people suffer from some sort of domestic abuse every minute, that's 10 million women and men per year who experience some sort of domestic related violence. With your help, Su Casa can make a difference in the lives of the families impacted by domestic abuse in your community.

Su Casa provides all of its services free of charge to the women, children and families in need. A small donation today can help us supply a child who was forced to flee and leave everything behind with a new pair of shoes. It allows us to operate our 24-hour emergency services and counseling hotline so that everyone has access to immediate relief from their abuser. A small donation creates beds for a family who has no other option but to leave their own home for their personal safety and well-being.

Together we can end the abuse of our most vulnerable community members.

Together, we can make sure that every individual has a life that's free from the threat of violence.

If you can, take the next step by joining the Shining Star Club to schedule your monthly contribution to Su Casa. We promise to always stay true to our mission and are committed to

helping individuals feel empowered and to achieve self-sufficiency to help break the cycles of abuse.

To make a donation and help families in your community in need, visit us at www.sucasadv.org or send a check to Su Casa Ending Domestic Violence with the return envelope provided.

On behalf of Su Casa, we thank you so much for your donation to help us end the cycles of abuse and to help lead those in need to a community of peace.

Sincerely,

Dean Lockwood

Director of Development & Community Outreach

dean@sucasadv.org

760-218-0018



SU CASA

ENDING DOMESTIC VIOLENCE



SERVICES

- 24-hour hotline provides crisis intervention
- 30-day emergency shelter facility for victims
- Long-term transitional housing
- Community outreach and continued education



SUPPORT



9,021 bed nights utilized



1,835 emergency calls taken



1,563 counseling sessions

fiscal year 2018 - 2019



COUNSELORS

All of our direct service staff, including counselors, are bilingual and are trained in cultural competence to help expand our reach in the community.



FOUNDER

In 1976, Petra Medelez made the difficult choice to flee her abusive marriage. She realized the need for safe housing to help other women and children escape dangerous situations.

OUR HISTORY

1979

24-hour domestic violence crisis hotline is created in Petra's home

1980

Petra opens her very own home as the first Su Casa shelter

1997

"Soroptimist House" emergency shelter opens, increasing capacity by 45% to 22 beds

1993

Advocate counselor training is offered for the first time

1979

12-month program designed to help survivors get an education or find employment with the goal of becoming self-sufficient

1997

Su Casa is open to all victims of abuse, including teens, men and LGBT persons

DONATE OR VOLUNTEER

To make a donation or volunteer and help families in your community in need, visit us at www.sucasadv.org or call 562-421-6537