

2024/2025
Annual Report
community
action agency
of Southern New Mexico



CAASNM
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From our CEO

To our generous supporters:

On behalf of our entire organization, I want to extend my deepest gratitude to our supporters, partners, and community members who have supported us during 2024/2025. As a nonprofit dedicated to serving individuals and families facing financial hardship, we have seen firsthand the increased need and the immense struggles so many are enduring. Your generosity, encouragement, and unwavering belief in our mission have enabled us to continue providing vital services to those who need them most. It is because of your compassion and commitment that hope remains alive for so many. Thank you for being a part of this journey with us. Your support truly makes a difference.

Best regards,

Dawn Z. Hommer, MBA, Chief Executive Officer and Certified Community Action Professional

14,900 New Mexicans Served



To the Community Action Agency Team:

I am continually inspired by the dedication, compassion, and resilience of our incredible team. In the face of adversity, you have shown unwavering commitment to our mission and to the people we serve. Each of you brings not only your skills and expertise but also your heart to this work, and that makes all the difference. Whether working directly with clients, managing operations behind the scenes, or finding creative ways to stretch our limited resources, your efforts have ensured that our services remain a lifeline for so many in our community. I am proud and honored to lead such a passionate and purpose-driven team. Thank you for everything you do.

Overall, CAASNM programs partner with 4,000 New Mexican's each year.

Staff Updates

Kim Daisley Retires

Finance Director Kim Daisley retired after a lifetime career at CAA of 29 years. Over that time, Kim saw the organization grow from a small community agency in warehouse space on Wyatt Drive in Las Cruces to a mature, State-wide organization with a staff of 64 and a budget of \$12 million. Kim helped keep the organization financially fit and on track with fiduciary requirements. Upon retirement, Kim plans to travel the United States in an RV with husband Don and make frequent visits to Las Vegas.

CAA staff participated in 2,016 hours of professional development.

Rodolfo Acosta-Peréz returns to CAA

Dr. Acosta-Peréz DED returned to CAA with a new role directing all financial resources for the organization. With career-length experience in economic development, Chief Financial Officer Rodolfo oversees a financial unit of three and, in addition to overall fiduciary management of the organization, has responsibility for managing the accounting and reporting of all CAASNM resources including federal, State, and private grants. Prior to his appointment as CFO, Acosta-Perez directed CAASNM's family financial empowerment programs for nine years, which aids families in boosting family economic resources and assets.



"I am thrilled to have come back to CAASNM and be part of an exceptional and compassionate team that is always willing to go above and beyond to serve the needs of New Mexicans. All I can say to my fellow non-profit professionals; never underestimate the work you do for your communities."
--Dr. Rodolfo Acosta-Peréz DED

Funder Spotlight



Paso del Norte Health Foundation

CAASNM continues to be grateful for the Paso del Norte Health Foundation's six years of support for our Kids Can Youth Entrepreneur Program. Since 2019, the Health Foundation has generously invested nearly \$1 million to scale Kids Can from a volunteer-driven initiative into a regional Out-of-School time powerhouse, now employing seven staff members and serving youth across Doña Ana, Luna, and Otero counties. This growth has enabled Kids Can to offer entrepreneurship training to over 600 youth annually through after-school programs, summer camps, and business fairs, including hands-on initiatives like the Las Cruces Farmer's Market Vendor Jr. Vendors Program.

Empowerment Congress

The Empowerment Congress of Doña Ana County trains and encourages ordinary citizens to make meaningful change in their communities, many in the County's colonias, and advocate for community improvements.



In response to ongoing issues



with arsenic-contaminated and discolored water, Empowerment Congress played a pivotal role in mobilizing residents of Sunland Park and Santa Teresa to demand accountability from the local authority. Empowerment Congress led a bilingual community teach-in on the health risks of arsenic and how to read water bills, arming residents with critical knowledge and tools to advocate for themselves.

CAA - Fire relief

CAA appreciates the support of so many private donors as well as the Carl C. Anderson Sr. and Marie Jo Anderson Charitable Foundation to help families impacted by the Ruidoso community fires and floods



Staff Spotlight

Alberto Zavala

Alberto Zavala is the Program Coordinator of the Healthy Kids Healthy Preschool program at CAASNM. He has been working for over five years in the early childhood education field providing technical assistance, resources and training to child development centers, HeadStart and pre-schools in all 23 counties in New Mexico to develop healthy eating and active living practices as part of children's daily routines. Farm-to-Preschool is just the program's latest initiative, encouraging young children to grow healthy produce to eat and take to market.

The biggest reward I receive that motivates me is knowing that the work we are doing is helping to improve the health and wellbeing of New Mexico's children.--Alberto



Coats for Kids

Coats for Kids ended 30 years at CAASNM providing warm winter coats for area children. Since its beginning, coats have been provided to over 70,000 children and last year Coats for Kids gave away 2,700. CAASNM team members Lljaira Jimenez and Elda Cordero, Knights of Columbus volunteer Narciso Holguin, Comet Cleaners and business partner Alycia Jameson at D2 Designs all made warm winters possible.



A Success Story

Child and Adult Food Care Program CACFP



Dina started with four children caring for them in her house. Under the Child and Adult Food Care Program, she started to understand the childcare business better and became a licensed provider and started caring for more children. Working with children so much, she started to save her money to open her own formal daycare center. From a modest beginning, she became one of the largest centers in Sunland Park with a capacity of 140 children. She has since opened two more centers, one in Santa Teresa with the capacity of 89 kids and another one in Chaparral with the capacity of 42.



Family Prosperity—status:



Family Prosperity is ongoing, well over halfway through to completion. There continue to be 150 members receiving cash transfers as part of the program. Survey responses have been factored into a first six-month evaluation, and these families are seeing real benefits to their overall health, well-being, and peace of mind. We continue to hear some amazing stories of families bettering themselves and improving

their outlook through the program. Some families are attending financial education classes. The three partners of this project are CAASN, FYI+ (Families and Youth Plus) and Jardin de los Niños as well as many other community partners providing direct services.

82 individuals opened a savings account or Individual Development Account

489 community members increased their income or hours worked through help from CAA programs

1453 improved mental and behavioral health and 2789 increased their physical health



4025 received CAA case management services, and 5441 were given referrals to CAA community partners

1317 increased their nutrition skills including cooking, shopping and growing food



A Success Story

Adriana, 35, is in the process of getting her home health business off the ground and running, as well as attending relevant classes. In her words, she is seeking to better circumstances for herself and her family and develop the independence that business ownership brings. Utilities for her business and home have been a hardship, and she has been using her Family Prosperity monthly income to pay for them. This has greatly reduced her level of stress so that she can concentrate on her business and coursework.

Thriving Kids growth

Thriving Kids is CAASNM's robust home visiting program accredited by the international, evidence-based model, Parents as Teachers (PAT). Thriving Kids serves mostly low-families with children 0-5 to improve parenting and enhance connectivity. From a very modest base serving 50 families with 3 home visitor staff, Thriving Kids now provides parenting resources to 250 individuals across three school districts with a team of 14.

Thriving Kids is moving forward with the process of becoming a PAT blue ribbon program, recognizing those affiliates who have achieved the highest fidelity to the PAT model.



Housing and Family Support Services Help Hundreds

Melissa Toledo-Ontiveros MA, MCJ, MPA developed the Thriving Families program, a whole-family approach, and serves as its Program Director. Melissa's leadership and experience come from various direct service roles: case manager, school counselor, and mental and behavioral therapist. In her role, she also directs Housing Stability and Family Support programs at CAASNM. Family Supports provide critical support ensuring families are safe and supported. The Housing Stability program across several counties offers families a secure foundation, reducing stress and enabling them to focus on building stronger, more vibrant households and communities



A Success Story

At 73, Rosa made the difficult decision to leave an unsafe living situation in Deming. With limited options, she stayed in a local motel while figuring out her next steps. When she connected with CAASNM's housing stability program, she worked with a housing navigator to explore resources available to her and apply for programs that aligned with her needs and goals.

Today, Rosa has settled into a safe senior apartment with supportive landlords — a place where she can focus on the next chapter of her life with stability and peace of mind.



Kids Can Youth Entrepreneur Program



2024 proved to be a remarkable year for the Kids Can Youth Entrepreneur Program, marking significant achievements and growth. Its school programs flourished with both returning and new participants, while summer camps expanded across Doña Ana and Otero

Counties, engaging a diverse group of young entrepreneurs. The Mall Pop-Up events at Mesilla Valley Mall provided a platform for budding business minds to showcase their talents and products. The popular Jr. Vendor program thrived, welcoming enthusiastic new members eager to learn and grow. Looking ahead, Kids Can is excited to continue fostering entrepreneurial spirit and community involvement among its youth.

946 youth demonstrated improved positive approaches to learning and improved attention





CAASNM eagerly welcomes the support of the New Mexico community and beyond. Gifts of any size can be made through CAASNM's website, caasnm.org. You may also contact CAASNM's Development Director, Mark Hohnstreiter, at 575 202 7500 or by mailing your check to 3880 Foothills Rd. Suite A, Las Cruces, NM 88011. Gifts may be directed to any special program, or to where needs are greatest. Most gifts are matched 100% by the Carl C. Anderson Sr. and Marie Jo Anderson Foundation. CAASNM is a 501(c)3 tax-exempt organization.

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CAASNM wishes to thank the following funders and donors for their generous support and partnership in 2024/2025:

Community Services Block Grant · State of New Mexico Early Child Education and Care Department · State of New Mexico Department of Health · Child and Adult Food Care Program · Carl C. Anderson Sr. And Marie Jo Anderson Foundation · W.K. Kellogg Foundation · New Mexico Community Trust · Better Together New Mexico · City of Las Cruces · Maternal Infant Early Child Home Visiting · Kindle Foundation · First American Bank · New Mexico Women.org · Groundswell Fund · Las Cruces Public Schools · Nusenda Credit Union · Paso del Norte Health Foundation · Prosperity Works · University of New Mexico ECHO · Workforce Equity Initiative · Knights of Columbus

