

# La Piñon's Annual Report



**La Piñon Sexual Assault Recovery  
Services of Southern New Mexico**

## CELEBRATING 25 YEARS OF SERVICE TO FAMILIES IN OUR COMMUNITY!

La Piñon is celebrating TWENTY-FIVE years of service to Doña Ana County and the surrounding Southern New Mexico region. La Piñon provides services to victims of sexual assault and child abuse. These services help aid our clients in making the transition from victim to survivor. La Piñon is grateful to all of our splendid donors and community partners who help us to continue to provide our services to the community.

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## OUR

"The mission of La Piñon is to provide comprehensive services related to sexual violence and child abuse to individuals, families and the community."



**CAMPUS ADVOCACY AT NEW MEXICO STATE UNIVERSITY AND  
DOÑA ANA BRANCH COMMUNITY COLLEGE  
AMANDA CARRERAS**

La Piñon provides victim advocacy with the commitment to assist in establishing a place of work and learning, free of harassment and shall a violation of policy be found to have occurred, NMSU and La Piñon Campus Advocate will act to stop the conduct, to prevent its recurrence, to remedy its effects and to discipline those responsible in accordance to the NMSU Policy Manual and/or NMSU Student Code of Conduct.

The Campus Advocate maintains relationships with the Office of the Dean of Students, Office of Institutional Equity, NMSU Police Department and Victim Assistance, Housing and Residential Life, Corbett Center Student Union ASNMSU, Counseling and Health Center and other organizations/associations for continued collaboration to better serve sexual assault victims on campus.

Importantly, Campus Advocate actively provides outreach to the student body. Campus Advocate utilizes prevention techniques such as tabling's, campaigns, meetings and course presentations to educate students, faculty, and staff about La Piñon services.

Eight students were served on campus last quarter.



**PREA—PRISON RAPE ELIMINATION ACT  
JULIE “COOKIE” CORRALES**

“Being raped is not part of the sentence.” In 2003 Congress unanimously passed the Prison Rape Elimination Act and President Bush signed the act into law. In May of 2012 the Department of Justice released final, binding national standards to prevent, detect, and respond to prison rape. PREA is the first federal legislation to address sexual assault of incarcerated victims. The purpose of PREA is to support prevention, reduction and elimination of sexual assault and rape within all corrections systems. PREA mandates that correctional systems establish zero tolerance for sexual

assaults of any kind.

La Piñon PREA Coordinator answers Hotline calls from prison inmates housed within the New Mexico Department of Corrections. \*9999 is the number provided to inmates in all of the prisons in the state of New Mexico. If a sexual assault, and or sexual harassment occurs, inmates access this number. They are informed that it is a confidential number in which they can call and receive advocacy and assistance, 133 calls were answered in 2016.

## **CAC-CHILD ADVOCACY CENTER CONNIE CAMPOS**

The Doña Ana County Multi-Disciplinary Team (MDT) in April of 2014 considered having a Children's Advocacy Center in our community. 10 MDT members traveled to El Paso, Texas to visit their Center and to inquire about starting a CAC. A committee was formed to assess which agencies were onboard, what funding was available and what steps needed to be taken. More importantly, the question was asked "Who will lead?" As the current forensic interviewer under La Frontera, I felt that the most appropriate fit was under La Piñon who had years of experience serving victims of sexual assault and who had built strong relationships in our community.

The MDT members were unanimous in wanting Donna Richmond, the Executive Director of La Piñon to lead, and become the fiscal agent for this new vision. More meetings were held, more questions were asked, locations considered, and finally, a request for funding proposal was submitted to NM Children, Youth and Families Department (CYFD).

On June 25th La Piñon received the good news that they had been awarded funding to conduct forensic interviews in Doña Ana County, officially opening its doors on July 6th of 2015. Additional funding under the Children's Advocacy Center award was received in 2016. 665 interviews were conducted in 2016

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## **SEXUAL ASSAULT NURSE EXAMINER (SANE) UNIT ANGELICA CALDERON**

In 1997, La Piñon opened the Sexual Assault Nurse Examiner (SANE) Unit on the campus of Memorial Medical Center (MMC) with a Violence Against Women Act (VAWA) grant. This is where the rape kit is collected by our Nurses who have received training to provide such an intimate and emotional service. Nurses are kind individuals and our SANE nurses are special to us. MMC accommodated our unit in various locations over the years.

In 2007, the SANE Unit was moved to the Heritage Building on the MMC Campus. Here we are housed in an efficient space, to include an exam room, family room, interview room and offices

for the SANE nurses and the program manager. Thank you to Memorial Medical Center for providing La Piñon with a medical office to conduct SANE exams for the victims we serve.

In 2016, a secondary unit was opened at the La Piñon Children's Advocacy Center. Nurses and advocates respond where they are needed and provide care with the utmost compassion.

### **La Piñon SANE Nurses**

Priscilla BalDoñado, RN

Yvonne Hernandez, RN

Sofia Osollo, RN

Diana Portillo, DNP, FNP-C

Ashley Sveum, RN

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## PREVENTION EDUCATION AND OUT REACH FLOR GONZALEZ

La Piñon started a pilot program called We End Violence (WEV) in Hatch in the fall of 2014 which graduated a total of 101 students. This program is designed to make the participating high school a safer and more productive environment for students by using the skills learned to overcome bullying. Participation in the WEV program have included students from health, physical education and/or child development classes.

In the fall of 2015 there was an expansion of the delivery of the WEV Program to include the Gadsden Independent School District. In total, there

were 1,232 graduates from the WEV program in the 2015-2016 fiscal year. Students from Hatch Valley Independent School District, Truth or Consequences School District, Las Cruces Public School District and the Gadsden Independent School District participated in the program.

In fiscal year 2016-2017 the average graduation numbers were 850 per semester. There has been an increase in students participating from the Truth or Consequences School District and the Gadsden Independent School District.



## PUPPETS

### LILA LECUYER

Body Safety presentations are provided within elementary schools with the help of our friends, Marcus and Carmella. The presentation covers topics such as: good secrets vs. bad secrets, what to do if someone is hurting you, how to identify a safe adult, and discussion about our KidTalk Program.

Marcus and Carmella have become quite the celebrities in the local school system, and most children in Las Cruces have met them at least once. The program is very meaningful in educating children, as well as giving them the opportunity to come forward if they are experiencing abuse. The presentations also provide insight for school staff about children to keep an eye on.

“I love working with children, and this job has given me the opportunity to do that in a very hands on way.” The children respond so well to Marcus and

Carmella, hearing the presentation from them really helps them retain the information. There’s no better feeling than seeing a child excitedly recite the “5 Things to do if someone is Hurting You”, or hearing them brag about their list of 15 “Safe Grownups” they can talk to. Every day is a new experience, and every child touches my heart in a new way. I am so grateful that this program exists to educate and empower our local children.



## KIDTALK

La Piñon’s Kid Talk Warmline, 636-3636, provides a safe place for a child to reach out where someone will listen and offer non-judgmental unconditional support. Kid Talk believes that by offering unconditional support, information, and a safe place to call, will empower and enable a child to seek assistance and protection. In 2016, La Piñon received 510 calls on the Kid Talk Warmline and 2,503 text messages.





## LA PIÑON HEROES– OUR VOLUNTEERS

The role of a La Piñon Advocate is to respond to crisis calls and provide emotional support for the victim and their family. When a crisis call comes in, the advocate provides intervention via phone or in person. Advocates meet the victim at the hospital, Police Department, and as needed.

The Advocate has the duty and responsibility to advocate for the victim alongside law enforcement and medical

personnel. Victim advocates provide information to the victim and family concerning La Piñon services, the legal processes and meets the needs as presented.

La Piñon appreciates all of the hard work and countless hours their volunteer advocates have put in. Without the advocates La Piñon would not be able to provide service to so many.

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### PEER MENTORSHIP MARRISSA GUERRA & KRYSTA MONTEZ

Peer Mentorship Program is a 10 week curriculum targeting middle and high school students. Topics include: Sexual Assault, Sexual Harassment, Consent, Bullying, Healthy Relationships and how to be a positive influence on their peers. Peer Mentorship began as an NMSU project for two students in 2009, graduating five students from the program.

In 2011, the program expanded into San Andres High School and Las Montañas High School, 15 graduated. In 2012, peer mentorship continued in the two previous schools and added Las Cruces High School. The program graduated 33 students that semester. We found many challenges during the beginning of the program such as getting students to volunteer and stick to the program and getting schools to participate in the Peer Mentorship Program. The program took a two year break.

It began again at Hatch High School and Hot Springs High School in Spring 2014 as part of a class requirement with 101 high school students graduating the

program. In the Fall of 2015 we served Rio Grande Prep Institute (previously San Andres), Las Cruces High School, and Centennial High School.

In the Spring of 2016, we expanded into the middle schools. In the Spring of 2016 we graduated 313 students. As of Spring of 2017, we added Lynn Middle School, Vista Middle School and Camino Middle School. 830 high school and middle school students graduated as Peer Mentors.

We have received amazing feedback from the students; they enjoy learning about consent and healthy relationships. They have learned how to change the myths of sexual assault. There is always someone there to listen to them and be a support to them.

La Piñon is very pleased with the outcomes and changes we have made with the program and the change in attitudes we have seen from our students participating. We look forward to our continued presence in middle schools and high schools in our Southern New Mexico communities.

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## CASE MANAGMENT SAMANTHA HERNANDEZ

As a case manager for La Piñon, it is my responsibility not only to ensure victims receive crisis response but also to connect thereafter, with every victim and family that has reached out for the first time. Case Managers ensure that all victim needs are met and determine if additional assistance or services are needed. We are available to provide crisis intervention, medical services, counseling services, community referrals, answer questions about the legal process, assist in filing for victim compensation, and we serve as constant

source of information and emotional support.



## COUNSELOUR RECOGNITON SAMANTHA HERNANDEZ

La Piñon prides itself in having a team of committed, trauma-informed mental health professionals who accompany our clients as they navigate life after an assault and strive to create long-lasting positive change. Thank you to all La Piñon Counselors.

**Sueann Kenney-Noziska, LISW**  
**Mickey Curtis, LPCC, LMSW**  
**Karla Steen, LPCC**  
**Margaret Locatelli, PhD**  
**Linda Daniels, PhD**  
**Tina Richardson, LPCC**  
**Amy Trevino, Ed. S., NCC, LPCC, RPT**  
**Eytan Salinger, LCSW**  
**Maria Diego Laquerre, MS, LMFT, RPT**

**Marissa Love, LPCC**  
**Mary "Terri" Gutierrez, LMFT**  
**Jessi Cross, LPAT, ATR-BC, LPCC**  
**Robyn Rehbein, LPCC, RPT-S**  
**Veronica Slade, LPCC**  
**Virginia Chavez, LISW, LADAC**  
**Christopher Michaels, PhD candidate**  
**Tania Valente, PhD candidate**



## TRAUMA TREATMENT CENTER

### Sueann Kenny-Nozika

The Trauma Treatment Center at La Piñon's Children's Advocacy Center began conducting trauma-informed assessments of abused and traumatized children and adolescents in July 2017. This is the first time La Piñon has had an onsite mental health component. The TTC is able to provide short-term, trauma-focused therapy to victims of childhood abuse; an underserved population in our community.



## FUNDRAISING AT LA PIÑON

### SARAH JOYNER

On March 17th, La Piñon Sexual Assault Recovery Services hosted a fundraising Golf Tournament. It was an awesome event thanks to our amazing sponsors, volunteers, and participants!

John Tarrango and his team, The NASA Police, took home first place. We hope to continue this event throughout the years, and hope to see it grow.

A Special Thanks to our sponsors: Jodi Rae Moore Allstate, Citizen's Bank, Texas Roadhouse, American Linen, Dos Brothers Brewing Company, PTS Office Systems, Village Inn, White Sands

Federal Credit Union, First Savings Bank, and Fairway Golf Club Repairs.

Join us May 20th for the 11th Annual Butterfield Range War held at the Butterfield shooting range.

Each year La Piñon continues to experience an increased demand for advocacy, counseling, and related sexual assault services. These programs have changed the lives of many victims. With the help of donations from supporters such as you we are able to continue this life saving work.





## A WORD FROM OUR CHAIRMAN OF THE BOARD JODI RAE MOORE

I was chosen as the Chair of the Board approximately two years ago. Since then, I have learned a lot more about the valuable work that La Piñon and CAC do! My job with the Board is to support Donna Richmond, the Executive Director, and assist her any way I can in managing and overseeing these two important organizations. The board itself, is also responsible, as a whole, to assist in these same areas and we meet on a monthly basis to approve and advise. The board is made up of professionals with diverse backgrounds in order to offer their expertise in managing the

operations and challenges that come up in overseeing these organizations.



### LA PIÑON BOARD OF DIRECTORS

Jodi Rae Moore - Chairman

James Fietze - Assistant Chairman

Barb Baumann - Secretary

Lilly Caballero-Haines - Treasurer

Suzette Goodwin - Member

Rudy Sanchez - Member

Andrea Jacobs - Member

Kathi Jackson - Member

Danny Trujillo - Member

Gloria Salgado - Member

Julie Kirkes - Member



La Piñon Sexual Assault  
Recovery Services of  
Southern New Mexico

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Fax: 575-526-6272  
E-mail: [office@lapinon.com](mailto:office@lapinon.com)

24-Hour Crisis Hotlines: (575)526-3437 (Las Cruces)  
(888) 595-7273 (Toll Free)

We're on the web!

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

[www.facebook.com/lapinonsars](https://www.facebook.com/lapinonsars)

## LETTER FROM THE EXECUTIVE DIRECTOR

### *A Message to our Friends:*



*How exciting that La Piñon is achieving the milestone of 25 years of service to our community!!! Each year has brought growth and a deep development of comprehensive services to our victims. Dedicated staff and volunteers, over the years, have secured our quality intervention techniques and collaboration with our fellow team members. It takes a generous, kind hearted person to meet the needs of our victims, on their terms, and in their time frame. Those are the people who are La Piñon. I am proud of the work you do and I want to THANK YOU.*



Donna Richmond, Executive Director

*La Piñon is the second largest rape crisis center in New Mexico, behind the rape crisis center serving Albuquerque, Bernalillo County. La Piñon advocates, nurses and therapists address the needs of our victims, who are dealing with the consequences of this devastating experience. In the last two years we have added services through our Children's Advocacy Center, which doubled our operating budget and staff, allowing us to serve children of abuse, neglect and maltreatment. We also added specialized services for Campus students at New Mexico State University and Doña Ana Branch Community College. In cooperation with the Prison Rape Elimination Act, we partner with our prisons and detention centers to provide services. Primary Prevention of Sexual Violence has played a large role in our outreach and education curriculum. Looking ahead we are engaged in addressing the backlog of untested rape kits.*

*We could not do the work we do without the support of Governor Martinez, our State legislators, Las Cruces City Counselors and Doña Ana County Commissioners, New Mexico Coalition of Sexual Assault Programs, Crime Victims Reparation Commission, Optum Health, New Mexico Department of Health, Office of Injury Prevention, New Mexico Children Youth and Families Department and support from our donors.*

*I am grateful for this opportunity to serve, to the honor of my father and my son, both victims of crime. Thank you for your continued support!!!*

*With Kindest Regards,  
Donna Richmond, Executive Director*

