



A CAMPAIGN TO BUILD **LA CASA AT IBA**

Dear Friends,

Right now, is a pivotal time for Inquilinos Boricuas en Acción (IBA). We are embarking on one of the most significant projects in our organization's history with the redevelopment of New England's largest Latinx arts and neighborhood community center at 85 West Newton Street in Boston's South End.

When City officials deemed the former home for Villa Victoria Center for the Arts structurally unsound, we made the difficult decision to remove it and rebuild. So, rebuild it we will, and we will carry on the legacy of the former arts center that meant so much to IBA and the Greater Boston community. Today, IBA is thrilled to introduce IBA's Campaign for La CASA (The Center for the Arts, Self-determination, and Activism).

Adopting the Spanish word for house, La CASA will be a hub for the community – a place to learn, to celebrate, and to gather. La CASA is designed to provide flexible, well-equipped spaces needed to advance IBA's mission and meet the evolving needs of artists and our multi-cultural community. **La CASA will:**

- ▶ Provide an Exceptional Space for Latinx Arts and Culture
- ▶ Be a Community Asset Providing Versatile, High Quality Programing and Services
- ▶ Strengthen IBA's Workplace Purpose and Program Efficiencies
- ▶ Promote Economic Mobility and Prosperity in Our Community

With your support, we seek to raise at least \$8.5M toward the \$28M required to build La CASA. Join us, invest in a future of opportunity and promise for our community and be a founding builder of La CASA!

Gracias,



Maria Vasallo
Chair, Board of Directors and
Campaign Planning Committee



Vanessa Calderón-Rosado
Chief Executive Officer



When these doors open, people are going to walk through them, and great things are going to happen. If you offer people opportunities and encouragement, the positive ripples from that are going to lift up the entire community.

Tori Valle, Visual Artist and Designer
IBA - Youth Leadership Program Graduate



WELCOME TO LA CASA

Centrally located within the South End in IBA's Villa Victoria (Victory Village), La CASA is designed to be an inclusive, and welcoming space for the community and neighbors. To honor the past and look toward the future, the building blends brick and terra cotta to unite the beauty of our Latin-Caribbean culture with Boston's 19th century architecture.

Additionally, La CASA's glass elements communicate transparency and accessibility.

The heart of La CASA is our main arts performance space, an open, two-story room, that will also allow for large community events and meetings. A large bi-fold glass door will connect this interior space to the adjacent O'Day Playground and amphitheater for larger events.

Built in one phase, La CASA's expected completion is late 2024.

- ▶ Designated gallery spaces to house visual arts exhibits.
- ▶ A third-floor roof deck overlooking the playground and Villa Victoria, with ample seating for programming, community gatherings, and events.
- ▶ LEED Silver+ building standards, with energy efficient windows, lights, mechanical systems and solar panels.
- ▶ Multiple classrooms, community spaces, offices, conference rooms, a technology classroom and program specific features in all spaces.
- ▶ An inclusive design creating a welcoming and accessible space for all.



IMPECCABLE DESIGN & FEATURES

LA CASA'S IMPACT

La CASA will increase our usable space by 65% through 25,897 square feet! Furthermore, when IBA relocates to La CASA, the building currently housing our programs and administrative offices will be re-developed to create approximately 45 new affordable housing units. This aligns with IBA's and the City of Boston's mission to expand housing opportunities for low-income households in Greater Boston.

This new four-story, multi-purpose building will impact IBA and those we serve in three profound ways:



1 REINVIGORATE IBA'S ARTS PROGRAM

La CASA will enable IBA to rebuild and reimagine New England's largest arts hub dedicated to supporting and advancing emerging and established Latinx artists.

- ▶ Re-launch our full schedule of performances and increase the number of shows, allowing for a broader range of performances.
- ▶ Increase audience capacity by 22% with new auditorium-style seating.
- ▶ Hold indoor and hybrid (indoor-outdoor) events.
- ▶ Increase visual art displays through more gallery spaces.
- ▶ Improve equitable access to affordable performance spaces for artists, especially Latinx creatives, and organizations who lack space.
- ▶ Generate income by hosting or renting out La CASA's rehearsal and performance spaces.
- ▶ Expand our promotion of diversity and inclusion to larger audiences through increasing exposure to performances and pieces from a broader range of artists.

2 EXPAND IBA'S EDUCATION, SOCIAL AND ECONOMIC MOBILITY PROGRAMS

IBA is currently offering a variety of programs to different audiences in one over-utilized gathering space. La CASA will:



- ▶ Add classrooms, meeting space, a technology resource room, and improved technology throughout the building.
- ▶ Enhance IBA's programs and ability to run multiple programs simultaneously.
- ▶ Provide transformative learning spaces for the Youth Development and Financial Empowerment programs.
- ▶ Allow the Resident Services Program to introduce new types of workshops and groups and expand space for private client meetings.



3 STRENGTHEN IBA'S SERVICES

To better integrate our programs and services, La CASA will enable IBA to:

- ▶ Consolidate most of our programs within one building.
- ▶ Make it easier for residents to access multiple programs.
- ▶ Increase efficiencies, save money on equipment, and enhance staff and resource coordination.

ABOUT IBA

The largest Latina-led nonprofit organization in New England, IBA is an award-winning community development corporation that empowers and engages individuals and families to improve their lives through high-quality programs and services and is recognized as New England's largest hub for Latinx arts.

Originally founded in 1968 by Puerto Rican activists, today IBA welcomes and celebrates its culturally diverse community while also preserving and promoting its Latino culture and heritage. This work is made possible by IBA's staff and residents alike, who demonstrate their leadership through a shared sense of ownership of the organization, the community, and its growth into the future.

Who IBA Serves:

Affordable Housing Residents: IBA's affordable housing community is an inclusive and welcoming space that develops and provides safe and healthy homes for low- and moderate-income individuals and families in Boston.

The Latinx Community: IBA is a strong advocate for Latinx residents across Greater Boston and seeks to support those struggling with housing and financial security with high quality innovative programs and services.

Artists: IBA advances and promotes the work of Latinx artists, promoters and place-makers. IBA's Arts Program celebrates the diversity of Latino arts and culture through music, visual arts, dance and community festivals.



PROGRAMS WITH IMPACT



AFFORDABLE HOUSING

IBA owns and manages 667 high-quality and safe housing units for its residents. As a developer, IBA has built over 1,000 homes for low-income families in the South End, Chelsea, Mattapan, and Roxbury.

EARLY EDUCATION PROGRAM

The first bilingual Spanish-English preschool program in MA, IBA provides high-quality education and care for infants, toddlers and children ages 4 months to 5 years and 6 months old.



YOUTH DEVELOPMENT

IBA's nationally recognized program prepares teens for social, academic, financial, and post-secondary and career success.

FINANCIAL EMPOWERMENT

IBA empowers residents of any age to achieve financial stability and mobility through accessible, bilingual financial programs and personalized financial coaching.



RESIDENT SERVICES

Through case coordination, advocacy, and a range of health and wellness programs, IBA supports and empowers residents to achieve housing stability and meet their basic needs.

ARTS

IBA is New England's largest provider of Latinx arts and cultural programming through affordable and free events like Festival Betances and youth poetry readings. Visual and performing arts are integrated into IBA's educational programming and community-building.



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**BOSTON'S HOME FOR LATINX ARTS
AND COMMUNITY EMPOWERMENT**
#LetsBuildLaCASA!

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