

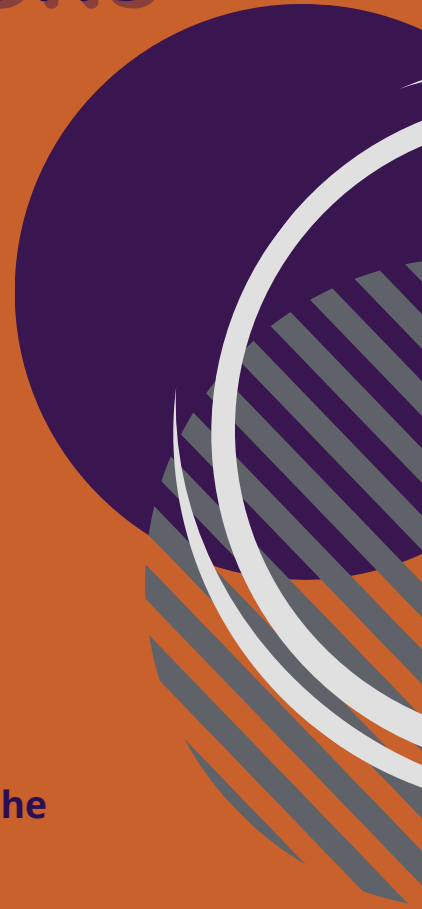
# 42 YEARS OF NEW HORIZONS

## New Horizons Shelter and Outreach Centers 2020 Annual Report

In 1977, New Horizons Shelter and Outreach Center was envisioned by a group of community leaders wanting to improve the lives of women in the La Crosse area.

Over 42 years, New Horizons has built up programs and services to reach survivors of abuse in 9 counties in Southwestern Wisconsin and Eastern Minnesota with the only shelter in a 65-mile radius and offices in La Crosse and Trempealeau counties.

Today, New Horizons is expanding our impact to reach every member of our community regardless of gender, age, social, economic, educational, religious, and ethnic classes even in the midst of a global pandemic.



### Executive Heart to Heart

*"As you read through our annual report, you will note the many alterations and adaptations that our team made to ensure continued provision of survivor-centered advocacy during 2020. These changes would not have been possible without dedicated employees, volunteers, board members and YOU!"*

*We are sincerely appreciative of the financial contributions and item donations that you so selflessly gave even as you too faced the unknown future brought on by the pandemic.*

*On behalf of all of us at New Horizons Shelter and Outreach Centers, Thank YOU!"*

- Ann Kappauf, Executive Director

# New Horizons Shelter and Outreach Centers

## ABOUT NEW HORIZONS



New Horizons believes in a model of wraparound support for victims/survivors, meaning that they can access multiple services, including case management, community resource support/referrals, emergency shelter services and youth and family support. It is the goal of New Horizons to provide accessible, effective and culturally-appropriate services to survivors of domestic violence, sexual violence and human trafficking from across the lifespan.

Adhering to the principal's of survivor-centered advocacy, our outreach efforts are empowering, trauma-informed and culturally nuanced. Advocates work alongside victims/survivors in their communities (meeting them where they're at) to build trust, foster healing, promote self-sufficiency, support physical and emotional safety, understand and work through trauma response and make connections.

### Our Mission

New Horizons Shelter and Outreach Centers provide safety and services to adults and families who have experienced domestic and sexual abuse so that they can make decisions about their lives in a supportive, nonjudgmental and empowering atmosphere. We promote the concepts of non-violence and equality through intervention, prevention and education.

### Our Vision

New Horizons will be a leader in promoting a community culture, free of abuse where mutual respect and inclusiveness thrive.

### Our Philosophy

New Horizons Shelter and Outreach Centers oppose all forms of dominance over others. We support the right of people of all ages, regardless of gender, sexual orientation, race, color, religion, national origin, social class or differing abilities to live without fear, abuse and violence. We believe batterers must be held accountable for their actions and that systems must be responsible to the victim.

### Our Values

- Respectful
- Inclusive
- Client-Centered
- Accountable
- Resilient
- Trauma-Informed



# OUR IMPACT

In 2020, New Horizons...

Sheltered

**108**

women, men, and  
children

Answered

**2,979**

calls to our 24/7  
crisis line

Provided

**906**

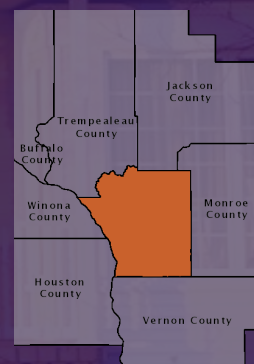
individuals with  
programs and  
services



The average stay in the emergency shelter was **28 nights**.

Clients were served in **27 counties**.

76% of clients originated in La Crosse County



New Horizons is committed to providing services to  
**EVERYONE** in our community.

## We served:

752 Females

152 Males

1 Transgender Male

1 Other





# OUR RESPONSE TO COVID-19

## Outreach

The lockdown order created new and unique challenges for victims of abuse who shared residence with their abuser. Few calls focused on individual needs of safety as victims had a greater focus on finding financial assistance to aide with housing and feeding their entire family.

For three months, our staff, outside of the shelter, were forced to begin working remotely from home, but quickly, our team began navigating the virtual world with ease holding meetings with staff and clients via Zoom. With technology, Outreach Advocates were able to maintain contact with clients to continue providing them with the resources they needed.

## Shelter

When the world went into lockdown, our leadership team quickly brought a plan together that allowed current clients to continue living safely within our shelter and maintain the health of our staff. For three months, five New Horizons Crisis Advocates graciously moved into the shelter full time. No new clients would be taken in, and no current clients would be asked to leave until the Safe at Home order had ended.

Prior to COVID-19, our shelter was able to accommodate up to 25 individuals and/or families, but due to the restrictions, we limited our capacity to five individuals or families. This meant increased numbers of victims on our waiting list. Victims in immediate danger were provided short term hotel stays through funding from the La Crosse Community Foundation and Great River United Way's Emergency Response Fund and The Women's Fund of Greater La Crosse.

Additionally, we implemented new cleaning and sanitizing procedures and provided personal protective equipment to staff and clients.



## Fundraising

New Horizons was fortunate to not only have continued support, but increased support from the community during the height of the pandemic. We are thankful to our donors for their understanding and flexibility as we moved in person fundraising events to virtual platforms.



# WHO WE ARE

"The services we provide, the 24 hr support, the resources, the nonjudgmental listening are life-changing and can be life-saving."

- Outreach Advocate

"When I went through a terrible abusive relationship filled with extreme physical abuse, torture, and psychological abuse, there were no advocates or shelters for someone like me to go to for help. In the early to mid-70's, the only place to call for help was the police department or involve family or friends, which was never a safe option for me back then. I was very aware that it was only a matter of time before my abuser would kill me."

- Victim Services Coordinator



## Thank you to the team that made it happen amidst a global pandemic.

### Board of Directors

Steve Michaels  
Cassie Heser  
Kate Tomten

Terri Urbanek  
Carol Robertson  
Dan Roemhild

Derek Cortez  
Brooke Pataska  
Amery Bodelson

We are so grateful to our talented and generous staff and volunteers for their hard work and dedication to serving survivors of abuse in our community.



# 2020 FINANCIAL STATEMENT

## Revenue

Federal and State Grants Other Income  
Donations

\$825,326  
\$267,332  
\$131,724

## **Total Revenue**

**\$1,224,382**

## Expense

Program Services  
Management & General Fundraising & Special  
Events

\$956,669  
\$ 191,995  
\$ 67,269

## **Total Expense**

**\$1,215,933**

## **Surplus**

**\$8,449**

## Revenue

Other Income  
22%

Donations  
11%

Federal & State Grants  
67%

## Expenses

Management & General  
15%

Fundraising & Special Events  
6%

Programs & Services  
79%

Estate Gift Received \$817,918



**We are so grateful for the generosity of our donors who exceeded giving of previous years during a global pandemic.**



**Your support made hope possible in unprecedented times filled with unique barriers.**



## **A special thank you to our top donors of 2020...**

Mary Lund  
Women's Fund Of Greater La Crosse  
Logistics Health, Inc. - LHI  
Sue Anne Gelatt Foundation  
Jake & Emily Bowe  
Kwik Trip, Inc.  
Co-op Credit Union  
Martin Kolar  
Steven Mathy  
Trane Family Foundation  
Bryant Schaefer  
Marine Credit Union Foundation  
Rahn and Judy Pischke  
Arcadia Community Chest, Inc.  
Stephen and Debbie Devine  
Peter and Mary Nelson  
Our Savior's Lutheran Church  
Bluff View Bank  
Shelly and Darrell Dickinson  
Bemidji Storage, LLC  
Chart Energy and Chemicals, Inc.  
Barbara and Donald Frank

Neale and Sheryl Horman  
Loveland Family Fund\*  
Jon Levendoski  
First Presbyterian Church  
Stephen and Susan Heuslein  
William Poellinger  
Onalaska American Legion, Post #336  
Larry Hagar  
Burkhardt Physical Therapy Center LLC  
Festival Foods  
Coulee Bank  
William and Cynthia Berg  
La Crosse Insurance Agency  
Michael and Mary Bottcher  
William Banasik  
Donna Bartuski  
Roy Campbell  
Designing Jewelers  
George and Elizabeth Kruck  
Cameron and Carlene Roberts  
Rotary Club Of La Crosse, Inc.  
M. Elizabeth Cason Fund\*

George and Ramona Bartels  
Cowgill Dental  
Creative Screen Print  
First Evangelical Free Church  
First Lutheran Church Foundation Fund  
French Creek Lutheran Church Foundation Inc.  
Roberta and Daniel Gelatt  
Global Finishing Solutions  
GM Classics, Inc.  
American Association of University Women  
Jean Loftus  
London Bridge Rotary Foundation, Inc.  
Onalaska Area Jaycees  
Peace Lutheran Church Endowment Fund  
Quartz Benefits  
Jack and Judy Rusch  
Grace Schroeder  
Toni Tunge  
Vision Marketing Group & Associates, Inc.  
WKBT - QueenB Television, LLC  
Donald and LaVonne Zietlow

\*La Crosse Community Foundation Fund

***Above are just a few of the multitude of gifts from companies, churches, organizations, and individuals.***



Great Rivers United Way continues to support our programs with grants from funds through their annual campaign.



# GET INVOLVED



## Donate

New Horizons is funded by grants and the generosity of individuals and businesses that believe in and support our mission. We are grateful for any level of contribution or donation. Donors will benefit from varying levels of recognition, commensurate with their level of support.

[Donate Now](#)



## Volunteer

New Horizons relies heavily on the work of volunteers with an average of 80 interns and volunteers providing over 9,000 hours of service every year. Volunteers contribute to the agency by helping provide shelter and crisis line support, outreach and direct service, translation, donations and office support, building maintenance, event support, and as board members.

[Become a Volunteer](#)



## Be an Ally to Survivors

It is critical that survivors have support from their community and loved ones as they navigate the healing process. You can be an ally for victims of abuse by breaking down the walls of silence around this issue. Easy ways to get started are: starting a conversation with a friend or family member about domestic violence, learning the signs of an abusive relationship, or participating in an awareness event.

[Learn More](#)

**"New Horizons will always be my home away from home, I will never forget, you guys have changed my life. Once I get settled, I want to come back and volunteer to show how appreciative I am, you are a life changer".**

- From a client to their advocate



new  
horizons  
SHELTER & OUTREACH CENTERS

### LA CROSSE

P.O. Box 2031 | La Crosse, WI 54602

Office Phone: 608-791-2610 | Crisis Line: 1-888-231-0066

Text Only Service: 608-667-9944

Fax: 608-791-2619

### WHITEHALL

P.O. Box 518 | Whitehall, WI 54773

Office Phone: 715-538-2810

Text Only Service: 608-667-9944

Fax: 715-538-2100