

Together, we are

Resilient

2021 Annual Report



new
horizons
SHELTER & OUTREACH CENTERS

advocating against domestic & sexual abuse

Who We Are

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.



"Focusing, adapting, and working as a team are key elements of resilience. In 2021, we remained dedicated to our mission; quickly adjusted and navigated disruptions; and built a stronger leadership team.

Our resiliency is dependent upon all of you, our dedicated employees, volunteers, and donors. Thank you for all that you do on behalf of New Horizons and the people we serve!"

Ann Kappauf
Executive Director

Who We Are

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 Philosophy

New Horizons Shelter and Outreach Centers oppose all forms of dominance over others. We support the rights 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 Vision

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



Executive Director, Ann, Program Coordinator, Heidi, and Lead Outreach Advocate, Jen at a collaborative job fair at the REACH Center.

Our Values

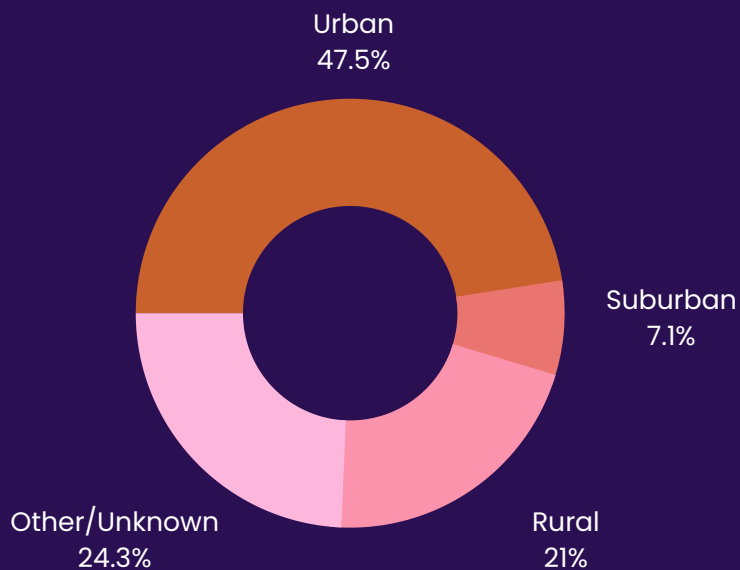
- Respectful
- Inclusive
- Client-Centered
- Accountable
- Resilient
- Trauma-Informed

Our People

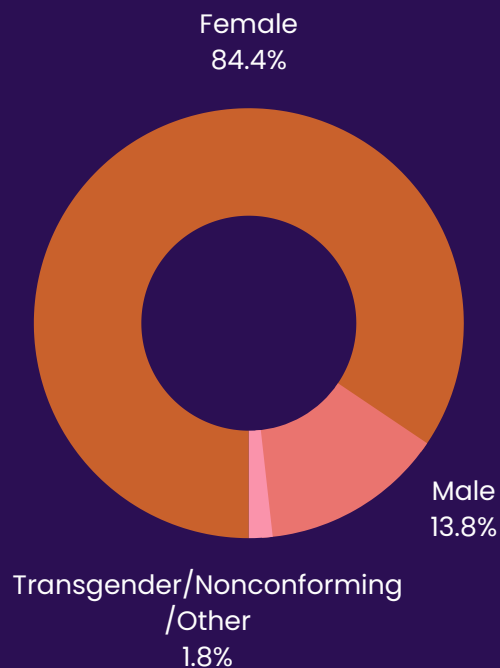
Our Clients

In 2021, New Horizons **made 8,272 contacts with 957 people** in the community. 98% of clients earn an income at 0% to 30% of La Crosse County's median income.

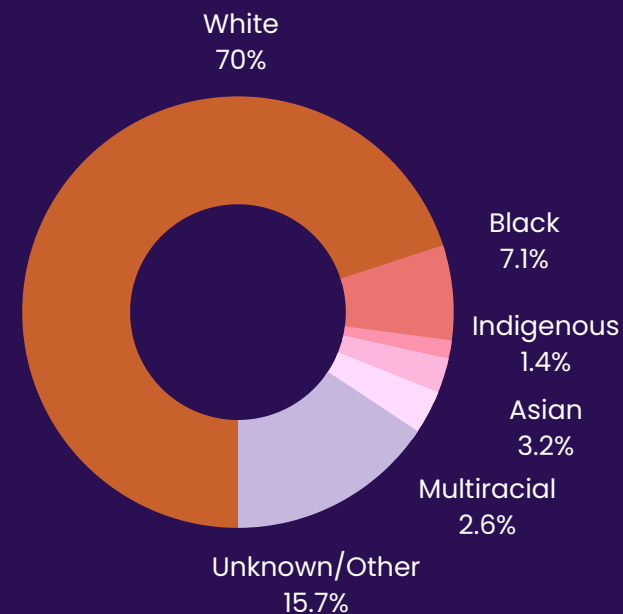
Service by Community



Service by Gender



Service by Race



Our People

Our Staff

We welcomed three new members to our leadership team. They each bring a unique set of skills and expertise that push our agency to have a greater impact than ever before.

Karen Nelson

Lead Crisis Advocate

Karen started with New Horizons as a shelter focused Outreach Advocate in October 2020 and was promoted to the Lead Crisis Advocate role in December 2021. As a survivor of abuse, she is passionate about providing survivors with options, resources, and support without judgement. She brings experience from working in domestic violence shelters in other parts of the state. Karen is honored to be able to encourage positive self-esteem and witness the healing of survivors/victims during their time in shelter.

Sierra Lyon

Development Coordinator

Sierra comes to the agency passionate about using her skills in fundraising and marketing to make a difference in the lives of survivors in our community. She recently graduated from Viterbo University with a Bachelor of Business Administration in Marketing, and she has experience in the field from starting her own nonprofit organization, Abilities in Harmony. It is Sierra's goal to bring awareness to the prevalence of violence in our community and the availability of services within the agency available for everyone.

Stephanie Moore

Business Manager

Stephanie started with New Horizons in 2019 as a Crisis Advocate in the emergency shelter, and in February of 2021 she brought 5 years of accounting experience to the Business Manager position. As a survivor of abuse, Stephanie wanted to give back to other victims. She is a detail oriented, spreadsheet enthusiast working to improve our financial practices.

Our People

Our Volunteers

Volunteers and interns delivered **over 4,000 hours of assistance** providing direct service to clients, completing administrative tasks, managing donations, assisting at events, and serving on the board of directors.



University students volunteering at the Domestic Violence Awareness Walk making posters and directing attendees.



Community members preparing a mailed quarterly newsletter sent to agency supporters and donors.



Youth & Family Advocate intern setting up pinwheels for Child Abuse Prevention Month at Myrick Park.

A reemerging need

At the beginning of the pandemic, many domestic violence focused agencies across the country saw a drop in requests for services. As the community began to reopen, the need for services began to grow. A report from the National Commission on COVID-19 and Criminal Justice shows that **domestic violence incidents increased by over 8% since the initial lockdown orders**. As the world returned to a new normal, many individuals that had been trapped at home with their abuser were finally able to seek the help they needed for so long.

The 24/7 crisis line received 15% more calls in 2021 than in 2020, and the agency served 5% more clients than in the previous year.



Staff with Mayor Mitch Reynolds to proclaim October as Domestic Violence Awareness Month.



Staff showing their support of the LGBTQ+ community during Pride month.

We found new ways to serve in the new world.

Emergency Shelter

Prior to COVID-19, we accommodated up to 25 individuals and/or families at a time in our shelter. With restrictions, we set to ensure the health and safety of all in 2020 by limiting our capacity to five individuals and/or families. As cases started to decline, we opened our emergency shelter to more individuals and/or families. We have yet to open the shelter to full capacity. We currently accommodate up to 8 individuals and three families.

The emergency shelter was utilized by 133 individuals which is an increase of 23% from 2020.

Text Only Line

Since our start in 1978, the agency has had a 24/7 crisis line where individuals can call to connect with an advocate who will help provide safety and support. The pandemic taught us that sometimes making that call out for help is a barrier, especially for victims trapped at home with their abuser. We sought to address that need by offering a text only crisis line that allows victims to reach out for help in a more discreet way.

In its first year, the text line was used by 26 clients.

Community Education & Awareness

The pandemic changed the landscape of education and training across all fields, including ours. After pausing many of our trainings in 2020, we began offering trainings virtually and held in-person awareness again.

Our agency provides regularly scheduled trainings open to the community. In addition, we provide free education and awareness in schools, businesses, service organizations, law enforcement agencies, child protection agencies, judicial offices, religious organizations and more.



Community members participating in the Domestic Violence Awareness Walk.



Outreach Advocate Intern showing support at the Domestic Violence Awareness event.



Staff kicking off awareness campaigns for World Elder Abuse Awareness Day.

Community Outreach & Education, adults – 18 events

Community Outreach & Education, youth – 9 events

Prevention Education, adults – 7 events

Prevention Education, youth – 1 event

Public Awareness – 6 events

Volunteer Training – 10 events

Integrating outreach and shelter staff

To build connection between our shelter staff and outreach staff and to better serve victims experiencing multiple forms of abuse, we expanded and standardized our staff training. Each advocate can now confidently serve survivors/victims experiencing any type of abuse, including human trafficking, sexual assault, domestic violence, stalking, etc.

Additionally, each Outreach Advocate now works one shift per week on the crisis line in the emergency shelter. When residents depart from shelter, they are transferred to an Outreach Advocate for continued services. This change gives survivors/victims and advocates the opportunity to build a relationship before making the transition out of shelter.

Partnership with the REACH Center

According to the National Alliance to End Homelessness, domestic violence is one of the most common causes of homelessness. This makes it crucial that our community has a collaborative approach to addressing the issue of homelessness.

The REACH Center opened in the fall of 2021 as a walk-in resource center offering housing navigation, homeless prevention, mental health/alcohol and other drug abuse support, healthcare, and violence prevention and support in one location. The center includes community partners from Catholic Charities, Couleecap, Independent Living Resources, Salvation Army, YWCA La Crosse, and RHYMES.

New Horizons has an office at the REACH Center and advocates are available several days per week to assist victims and survivors of abuse.



The REACH Center is located on 11th St and King St in Mayo Health Systems former behavioral health building.

We expanded our services to address the diversity of victims.

Expanded translation services

In 2021, **33 of our clients self-identified as having limited English proficiency**. Languages spoken by our clients in 2021 included Spanish, Mandarin, and Hmong. Our agency employs a bilingual advocate at our Trempealeau County office who speaks fluent Spanish. It is crucial we have access to other language translation services as well. Through a grant from the Victims of Crime Act, the agency purchased iPads to be used for face-to-face translation services.



Increased education for staff

Our full team participates in a bi-weekly book group to learn about the experiences of individuals from backgrounds different than our own. Books read so far have included:

- So You Want to Talk About Race by Ijeoma Oluo
- Waking Up White by Debby Irving
- Me and White Supremacy by Layla Saad
- Disability Visibility by Alice Wong

We planned for the future of our community.

Updated the strategic plan

Our leadership team and board of directors collaborated to update our strategic plan for the agency with the following goals:

A Creator of Collaboration

- Improve wraparound services with community partners
- Significantly increase community awareness of services and programs

A Builder of Bridges

- Bring extended education and cultural structure to groups and programs
- Work proactively to enhance prevention of abuse

Become More Than a Shelter

- Upgrade and improve shelter, other buildings, and services
- Provide facilities in La Crosse and Trempealeau Counties that are more than just serviceable

Survivor-Led and Empowered

- Create safe places and compassionate services for all to heal, become aware and foster dignity to empower
- Create personalized safety plans that support individual needs

Applied for and were awarded a grant for a rapid rehousing program

Starting in the fall of 2022, our agency will introduce SAFE (Survivor – Affordable – Flexible – Empowering) Housing program. SAFE Housing will help move victims of domestic violence from our shelter, homelessness, or another temporary living situation into longer term, safe, and affordable housing. Using housing first and empowerment models, this program, specific to victims of domestic violence, has the capacity to pay the security deposit, 3 months of utilities, and one year of rent for 5 singles and 7 families (12 total units). This will be the only program of its kind the La Crosse community.

This program will also include hiring a full-time advocate to manage the program. The advocate will work to recruit and build relationships with landlords and provide ongoing case management for the 12 months victims/survivors receive assistance. This advocacy includes assisting with identifying potential rentals, accompanying clients to showings, continued work on domestic violence issues, safety planning in their new home, and connecting to community resources.



Our Financials

Revenue

Federal & State Grants	\$821,059
Donations	\$289,590
Other Income	\$107,566

Total Revenue **\$1,218,215**

Expense

Program & Services	\$948,985
Management & General	\$ 133,301
Fundraising & Special Events	\$ 47,407

Total Expense **\$1,129,693**

Surplus **\$88,522**

*Estate Gifts & Investment Income \$341,927

Federal & State Grants
67%

Other Income
9%

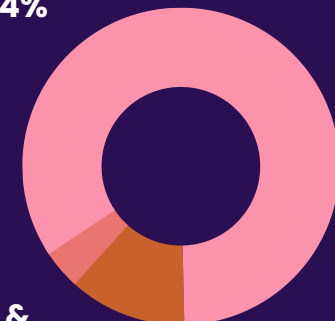
Donations
24%



Programs & Services
84%

Fundraising & Special Events
4%

Management & General
12%



Without you, none of this would have been possible

Thank you to our community supporters for your belief in our mission. A special thank you to our Hope Advocates!

AAUW Fund*

Altra Federal Credit Union

Ann Brice and William Haviland

Arcadia Community Chest, Inc.

Arianna Saykally-McAdams

Barbara and Donald Frank

Blahnik-Naugler Help Fund For Women*

Bremer Bank

Brian and Barbara Benson

Burkhardt Physical Therapy Center

Cameron & Carlene Roberts

Chart Industries

Christ Lutheran Church

Christopher Eickman

Church Women United of the LAX Area

Church Women United Wisconsin

Cleary-Kumm Foundation

Coulee Creek LLC

Craig M Hanson & Associates

Creative Screen Print

Dairyland Power Cooperative

Daniel Gelatt

David Bange

David Kilada

David S. and Julie S. Rho

DeBauche Truck & Diesel

Dennis and Sharon Ryan

DigiCOPY

Donna and David Demask

Donna Demask

Elk Creek ELCW

Faith Lutheran Church

Fern Hauser

Firefighters Credit Union

First Free Church

Franciscan Sisters Of Perpetual Adoration

French Creek Lutheran Church WELCA

George and Elizabeth Kruck

George and Ramona Bartels

Gift of Grace Lutheran Church

Global Finishing Solutions

Gordon and Laura Myers

Grace Schroeder

Gundersen Health System

Holy Trinity Church - St. Anne's Ladies Society

Immanuel Lutheran Church

Jack and Judy Rusch

Jake & Emily Bowe

James and Marcia Wine

Jane Deml

Jeanne Smith

Jody and Craig Lyon

John & Diann Honadel

John Stilwell

Julie Keitel

Kari Nelson

Kathy Stuttgen

Katie Herbers

Kenneth and Marcy Firl

Kevin Leidel

Kim and Mike Grosse

Lakshmi Bairavasundaram

Larry and Amelia Dittman

Larry Hagar

Lawn Care Specialists Inc.

Leslie Wegener

Lisa Drexler

Loveland Family Fund*

M. Elizabeth Cason Fund*

Madeline Adickes

Marian Larson

Marie Miller

Marine Credit Union Foundation

Mark and Betty Bertrang

Market on the Mississippi

Martin Kolar

Mary Ann Faherty

Mary Kay Skemp

Maxwell-White Plumbing, Inc.

Mayer Mach Fund*

Mayo Foundation

Michaels Energy

Midwest Classic Inc

MLB MKB Bottcher Family Fund*

**La Crosse Community Foundation Fund*

"It's been many years since I needed the help of New Horizons. If it hadn't been for them, I probably wouldn't be alive today. My situation had gotten really bad at home, and my sons had seen my husband hold a gun to my head. New Horizons showed me the chart of progression of abuse, and the next step would have been the end for me. Thank you New Horizons!!"

– V.F., Survivor

Neale and Sheryl Horman
Olivet Beacon of Light Lutheran Church
OptumServe Health Services
Otto Bremer Foundation
Our Savior's Lutheran Church
Park Bank
Peace Lutheran of Pigeon Falls WELCA
Peter and Mary Nelson
Pischke Motors
Quartz Benefits
R.L. and Janet Virata
Renee Heintz
Rev. Ronald & Merle Gustafson Fund*
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Rosalie Schnick
Roselyn Devenport
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Roy Campbell
Rural Mutual Insurance
Sally Miner
Sandi and Eric Nissen
St. Pat's Knights Of Columbus
Stampin Up!
Steven and Suzanne Tanke
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Theresa Wang
Tina Stilwell

Tom and Maureen Kieffer
Tostrud & Temp, S.C.
Trane Family Foundation
Trista Treglowne
Ursula Cejpek
Valley View Rotary Club Interact
Walmart Stores, Inc.
Walter Johnson
Ware Fund*
Wayne Hood
Whitehall Area Chamber of Commerce
William and Cynthia Berg
William Banasik
William Poellinger
Women's Fund Of Greater La Crosse
Xcel Energy



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

**La Crosse Community Foundation Fund*

Get involved with us in 2022

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 4,000 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](#)

Support 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](#)

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 | Crisis Line: 1-888-231-0066

Text Only Service: 608-667-9944

Fax: 715-538-2100