

## the Empowerment press

2025 3rd Quarter Issue

WHAT'S  
INSIDE



NOTE FROM A  
TEAM MEMBER



2ND QUARTER  
RECAP



DVAM



4TH ANNUAL  
DARE TO SELF-CARE



### *Executive Heart to Heart*

*Dear friends of New Horizons,*

Think of 3 women and 4 men that you know. Include your children, your grandchildren, brothers and sisters, nieces and nephews, and your in-laws, as well as co-workers, friends, neighbors and acquaintances. Now consider this...

The statistics on domestic abuse provided by the National Coalition Against Domestic Violence show that 1 in 3 women and 1 in 4 men will experience abuse in their lives. This means someone you know:

- Has already experienced abuse
- Is currently in an abusive relationship
- Or will be abused in the future

It's time to be candid about domestic abuse. It happens, and it happens to people you know and love. Contact us today. We can provide you with information, answer your questions, and/or provide you with support. Together, we can save lives!

*In empowerment,*

*Ann Kappauf*

Ann Kappauf  
Executive Director  
[annk@nhagainstabuse.org](mailto:annk@nhagainstabuse.org)



**Ann Kappauf**  
EXECUTIVE DIRECTOR

# THANK YOU!

We are deeply grateful for the ongoing generosity of our community, which enables us to provide a vital safety net of support for survivors. Your contributions make all the difference, and we couldn't continue our work without your steadfast support. Thank you for standing with us!

## OUR TOP DONORS FROM QUARTER 2 2025

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

Trust Point, Inc.  
Alpine Inn  
Bob Galaska Memorial Foundation  
Rotary Lights  
Mr. & Mrs. John & Diann Honadel  
Lindsay Pesonen  
James & Rita Kirchoff  
Mr. Larry Hagar  
Robert & Jill Buck  
\*Bob & Jean Marck Family Fund  
Chart Industries  
Granny Basketball League, Inc.  
Theresa Olson  
Fidelity Brokerage Svcs  
Karen Rausch  
Thomas & Judith Sleik  
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Joyce Wichelt  
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Dolores & John Sandleback  
Ms. Donetta Lee  
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Bill & Karen Hoel  
Ms. Bonnie Buchman  
Ms. Ingrid McCallson  
West Salem Lions Club  
Bev & John Burke  
Michael Dawson  
Lori Meinking  
Trinity Lutheran Church  
Nancy Korn-Smith  
Kathy & Jon Hageseth  
Ann Brice & William Haviland  
Nancy Heerens-Knudson

\*La Crosse Community Foundation Fund



Great Rivers United Way, ALM Charities, and the Women's Fun of Greater Lacrosse continue to support our programs with grants from funds through their annual campaigns

To make a donation, visit our website: [nhagainstabuse.org](https://nhagainstabuse.org) or scan the QR code to the right. →

You can also mail a check made out to New Horizons Shelter and Outreach Centers to: PO Box 2031, La Crosse, WI 54602.

If you recently made a contribution to New Horizons, THANK YOU! You are making a difference in the lives of victims of abuse in our community!



← Your support means the world to us, and we want to make sure you feel it! Scan the QR code to the left to take our brief donor feedback survey - it only takes a few minutes and helps us better recognize, engage, and thank you for the difference you make.

# You are changing lives!

**FOLLOW US ON  
SOCIAL MEDIA**



@more\_than\_a\_shelter



facebook.com/NewHorizonsShelterAndOutreachCentersInc



# SAFETY DOESN'T TAKE A SUMMER BREAK

*A note from a New Horizons Team Member*

When I tell people I work at New Horizons, they often picture long, emotional conversations, late-night hotline calls, and helping people escape dangerous situations. That's all true - but what they rarely imagine is summer. They don't see the way summer changes things for survivors. They don't see how the season that's supposed to be relaxing and joyful can actually be one of the most dangerous and stressful times for the people we serve. The truth is, summer brings its own wave of challenges, and our team works just as hard (sometimes harder) to meet the needs of survivors in our community.



## **Every summer, we brace ourselves.**

Without school in session, children are home all day - often in unsafe environments with no break and no outside eyes checking in. Teachers and school counselors - some of the most trusted mandated reporters - aren't seeing students regularly. The structure that gives survivors brief windows to think, plan, or seek help disappears.

## **Summer doesn't slow down for us. In fact, it often speeds up.**

Each day starts with a scan of the shelter: Are we full? Do we have space for a new family who might need to come in today? Has anyone had a rough night? Is someone ready to take the next step in their safety plan? Then we move into the calls, the meetings, the errands, the "extras" that summer always seems to bring. Maybe it's helping a mom find childcare so she can go to a job interview. Or picking up fans and sunscreen. Maybe it's talking with a community partner about hosting a donation drive to help us meet our clients' basic needs.

## **There is no "typical" day - but every day, the goal is the same: support survivors, prevent violence, and meet the moment with compassion and care.**

When school is out, the youngest people we serve need extra support - structure, snacks, even just a safe space to color or talk or rest. Some of these children have never known what it feels like to truly relax. So we do our best to create moments of peace, joy, and normalcy wherever we can.

## **But we also see strength. Every day.**

We see survivors showing up despite everything stacked against them. We see them taking brave steps - making a call, packing a bag, trusting us with their story. We see children who have been through far too much finally getting the chance to just be kids again. And we're reminded, again and again, why this work matters.

Because the truth is, this work doesn't have an "off-season." Violence doesn't follow a calendar. Neither does healing. That's why we keep going - day after day, season after season.

If you're enjoying long days and warm nights right now - please consider how you might help someone else experience that same peace. Whether it's a donation to help cover summer needs, talking to your workplace about joining our fall awareness campaign, or simply sharing our work with someone new. Whatever you do, know this: you're part of something that brings light into very dark places.

**Together, we can make sure no one has to face the summer alone. From all of us behind the scenes: thank you for standing with us.**

## ALL SERVICES ARE FREE & CONFIDENTIAL



La Crosse & Trempealeau Counties & Surrounding Area:  
TOLL-FREE: (888)231-0066 | BUSINESS: (608)791-2610  
TEXT ONLY: (608)667-9944 | [nhagainstabuse.org](https://nhagainstabuse.org)

# HELP CREATE MOMENTS OF JOY THIS SUMMER

As you just read, summer can be an incredibly difficult time for the families we serve. While the world outside celebrates sunshine, school breaks, and family outings, many of the children and parents we serve are navigating trauma, instability, and fear behind closed doors.

At New Horizons, we work hard to create moments of peace, fun, and normalcy - especially for children who have lost so much of their childhood to violence and uncertainty.

One simple way you can help is by donating gift cards for local, family-friendly activities. These small escapes - like a movie night, a scoop of ice cream, or a day at the pool - offer more than just entertainment. They offer healing, dignity, and joy.

## GIFT CARD REQUESTS:

- Children's Museum of La Crosse
- Playgrounds of La Crosse
- Jump Start Adventure Park
- High Rollers Skating
- Rivoli & Marcus Theaters
- All Glazed Up
- Chuck E. Cheese
- Great Escape
- The Pearl Ice Cream Parlor
- Rudy's Drive In
- La Crosse Queen Cruises
- Riverside Amusement Park
- Pool Passes from City of La Crosse Parks & Rec

Any amount is welcome - and will go directly to survivors and their children.

## 2ND QUARTER RECAP



Spring was a season of connection, creativity, and community support. Here's a look back at the incredible moments and partnerships that made this quarter so special:

**Easter Basket Deliveries:** Two of our amazing staff members spent an afternoon delivering Easter baskets to families we serve, bringing smiles and a little extra joy.



**Granny Basketball Gives Back:** The La Crosse Does hosted their Granny Bball League Tournament and raised \$500 on behalf of New Horizons.



**Denim Day Displays:** Awareness was on full display thanks to our partners at Pearl Street Books and the La Crosse Public Library, who created eye-catching displays in honor of Denim Day to stand in solidarity with survivors of sexual violence.



**Volley for a Voice at Alpine Inn:** We were honored to accept a \$2,200 donation from the Volley for a Voice fundraiser. Huge thanks to Alpine Inn, all the teams who played for a purpose, and the group of students that organized the event.

**Pinwheels for Prevention:** Staff and community members came together to plant bright blue Pinwheels for Prevention, honoring Child Abuse Prevention Month and reinforcing our shared commitment to keeping children safe.



*\*2nd Quarter Recap Continued on Page 5*



**Jeans Day at Central High:** One of our advocates hosted a Jeans Day at Central High School, engaging students in meaningful conversations about consent, respect, and healthy relationships.

**Door Decorating Contest Debut:** Congratulations to the winners of our first-ever door decorating contest:

- **Planned Parenthood** - winner of external competition
- **Our Executive Director, Ann** - winner of our internal staff competition



**MMIWR Awareness Walk:** Staff participated in the Missing and Murdered Indigenous Women and Relatives Awareness Walk, standing in solidarity with Indigenous communities and honoring the lives of those lost.

Each of these moments is a reflection of what happens when compassion meets action. Thank you to every business, partner, donor, and community member who helped make it a great quarter!



We're thrilled to announce the winners of our 2025 Denim Day Scholarship Essay Contest which was open to high school seniors.

Students were asked to reflect on individuals or groups recognized as revolutionary activists in the movement to end sexual violence, exploring how their work shaped policies, laws, and the lasting impact we see today.

- 1st Place (\$1000 Scholarship) - Keelee Baca from La Crosse, WI for a powerful essay honoring the legacy of Tarana Burke.
- 2nd Place (\$500 Scholarship) - Theresa Najara from Independence, WI for a thoughtful reflection on victim blaming.

## DOMESTIC VIOLENCE AWARENESS MONTH



Every October, New Horizons joins organizations across the country in recognizing Domestic Violence Awareness Month (DVAM) - a time to honor survivors, raise awareness, and take collective action to end domestic violence in our community.

DVAM was first observed in October 1987, the same year the National Domestic Violence Hotline was established. It grew out of the "Day of Unity," created by the National Coalition Against Domestic Violence as a way to connect advocates across the country. What began as a single day is now a month-long effort to elevate survivor voices, educate the public, and demand systems that promote safety and justice for all.

### THE REALITY OF DOMESTIC VIOLENCE: WHAT THE NUMBERS REVEAL



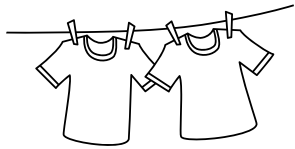
Domestic violence affects millions every year - regardless of age, race, gender, or income. These statistics from the *National Coalition Against Domestic Violence (NCADV)* remind us why awareness and prevention efforts matter.

- Over **1 in 3 women** and **1 in 4 men** in the US have experienced rape, physical violence, and/or stalking by an intimate partner in their lifetime.
- **1 in 4 women** and **1 in 7 men** aged 18 and older in the US have been the victim of severe physical violence by an intimate partner in their lifetime.
- Intimate partner violence alone affects more than **12 million people** ever year.

\*\* For more detailed information, visit the NCADV website at <https://ncadv.org/statistics>.



*\*Domestic Violence Awareness Continued on Page 6*



# THE CLOTHESLINE PROJECT: VOICES ON DISPLAY

**Each shirt tells a story. Some of grief. Some of hope. All of them demand to be seen.**

The clothesline Project began in 1990 in Cape Cod, Massachusetts, as a way to bear witness to the personal impact of domestic violence. Survivors - or those close to them - decorate t-shirts and hang them on a clothesline for public display. Each Shirt represents a person's experience and becomes part of a collective voice that is impossible to ignore. This project turns private pain into public testimony - and creates space for healing, solidarity, and advocacy.

This October, as part of our DVAM initiatives, New Horizons staff will be decorating shirts and displaying them in public spaces throughout the month to raise awareness and honor the strength of survivors.

## But we need your help!

Please consider donating plain white t-shirts to be used by our team during this project. Your donation will help us amplify survivor voices and educate the public.

Together, we will honor the stories and continue to work toward a future free from violence.

## JOIN THE #1THING PLEDGE RIBBON CAMPAIGN

**One small action can make a big difference. What's your #1Thing?**

The **#1Thing** message reminds us that change happens one action at a time. If each of us commits to doing just **one thing** - whether it's learning more about domestic violence, speaking up when we see harmful behavior, or supporting someone in need - we can create safer, healthier communities.

We are seeking local businesses and organizations to partner with in our first ever **#1Thing Pledge Ribbon Campaign** to help raise vital funds for our programs while showing public support for survivors.

**IT'S EASY TO PARTICIPATE, AND EVERY DOLLAR RAISED SUPPORTS SURVIVORS IN OUR COMMUNITY.**

### We provide everything you need:

- Purple pledge ribbons for customers to purchase (\$1, \$5, or \$10)
- Signage and display materials
- Return envelope for collected donations

### Here's how it works:

- At checkout, ask customers if they'd like to support survivors by purchasing a pledge ribbon.
- Supporters write their name and #1Thing they pledge to do to help end domestic violence.
- You display the completed ribbons throughout October - on a wall, window, or bulletin board - to show your community's support.
- Share photos (if able) on social media and tag @NewHorizons to spread awareness!
- At the end of the month, we will collect cash donations and left over materials.



## PARTNER WITH US FOR DVAM

If your business or organization is interested in partnering with New Horizons in either of these campaigns - to help raise vital funds for our programs while showing public support for survivors - please reach out to:

### Director of Community Engagement

dev@nhagainstabuse.org | 608-791-2610, ext. 1301

Whether you host a Clothesline display, offer pledge ribbons at your front counter, or get your team involved in awareness efforts, **your support makes a real difference!**

**TOGETHER, WE CAN TURN AWARENESS INTO ACTION.**



## MARK YOUR CALENDARS

Join us for an afternoon of healing, connection, and community as we kick off Domestic Violence Awareness Month with our 4<sup>th</sup> Annual **Dare to Self-Care** event!

In situations of domestic violence, self-care is often the first thing to disappear. This event is a reminder that everyone deserves time, space, and support to care for themselves.

This free event features a variety of local vendors offering unique handmade products and wellness services centered around self-care.

Community organizations will also be on hand with helpful information about local resources and support services. Throughout the day, guests can enjoy free self-care activities, opportunities to relax and recharge, and prize drawings to celebrate those who show up for themselves and others.

Whether you come for the calm, the connection or the cause - we hope to see you there. Bring a friend. Healing starts with self-care.



## CALLING ALL VENDORS !!

Are you a local artist, maker, or wellness provider? If your business offers something that helps others feel better - whether it's handmade goods, relaxing services, or creative outlets - we'd love for you to join us at this year's event! Dare to Self-Care is a great opportunity to connect with the community, showcase your work, and support an important cause.

There is no charge to participate, you'll keep 100% of your sales, and it's a fun, meaningful way to grow your reach while giving back.

If you're interested in being a vendor, please contact our Director of Community Engagement to learn more and reserve your spot. ( 608-791-2610, ext. 1301 | [dev@nhagainstabuse.org](mailto:dev@nhagainstabuse.org) )



We hope this season brings you rest, joy, and moments of peace.

As you soak up the sunshine and longer days, here are a few gentle reminders to keep in mind:

- Drink plenty of water and wear sunscreen - your future self will thank you.
- Create simple routines to keep structure for kids out of school.
- Check in on neighbors, friends, and loved ones.
- Find joy in small moments: a blooming flower, a good laugh, a shared meal.
- Protect your peace. Say no when needed and yes when it feels right.

## HAVE A WONDERFUL SUMMER



## WE'RE HIRING!

Full and part time positions open. Position descriptions and applications can be found on our website. Click on Get Involved, and then click on Employment Opportunities!

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La Crosse, WI  
Permit No. 147

## SURVIVOR SUPPORT GROUP BACK IN SESSION!

This safe confidential space is open to all survivors seeking connection, healing, and empowerment. Join us **every other Wednesday from 6-7:30 PM**. For more information, contact our Outreach Advocate.

608-791-2610, ext. 1208 | [ht@nhagainstabuse.org](mailto:ht@nhagainstabuse.org)



## New Horizons – Current Needs

We're incredibly grateful for the generous in-kind donations from our community. Your support helps us meet urgent client needs and keep our shelter running smoothly.

Have furniture to donate? Contact theExchange at 608-301-5345. They accept gently used items and may offer pick-up. For questions about donations, drop-offs, or hosting a drive, please reach out to our Director of Community Engagement. Thank you for making a difference!

*\*We are currently not accepting period products\**



- Women's Summer Tops (all sizes)
- Women's Athletic Shorts (S, M, & L)
- Women's Sweatshirts (all sizes)
- Women's Sports Bras (all sizes)
- Women's Sandals (all sizes)
- Men's T-shirts (all sizes)
- Girl's T-shirts (5 & 6T)
- Boy's T-shirts (L & XL)
- Kid's Sandals (all sizes)
- Pullups (5 & 6)
- Shower Caddies
- Pet Poop Bags