Northwest Arkansas Women's Shelter

ANNUAL REPORT 2017

Mission: To provide shelter and support at any hour for those affected by domestic violence in our community

Vision: To break the cycle of domestic violence in Northwest Arkansas
Dear Friends,

2017 was a landmark year for the organization in so many ways. From major improvements to our financial health and stability, to positive growth and change among our board and staff, to incredible strides by way of community engagement, NWA Women’s Shelter (NWAWS) has passed some hard earned milestones this year.

Financially, NWAWS achieved its first positive P&L in a decade, with balanced income streams. While in previous years, lines of credit or sale of assets were sometimes relied on, this year the organization not only finished the year “in the black”, but maintained a financial surplus, and fully paid off its line of credit. I’m happy to share that we ended 2017 strong, surpassing our revenue goal for the year. Additionally, we’re still holding on to almost three months in reserves from the 2016 campaign, and meeting all of our financial obligations. Our intent for 2018 is to further improve our financial well-being, and to increase public transparency of our organizational health.

In an effort to accelerate the organization’s transformation, the Board of Directors intentionally made a change in shelter leadership, naming Shelli Cathcart as Interim President in August 2017. After serving on the Board of Directors for nearly three years, she has been uniquely positioned to maximize the strengths and experience of both the Board and staff, setting the stage for the organization to move into its next phase of success and growth. As a part of this foundation building process, she was also tasked to identify the shelter’s new President for long-term leadership. Many other staff and board changes were made for the success and betterment of our organization. A succession plan was also put into place to introduce the shelter’s new President. We look forward to sharing the details of our succession plan shortly with you.

The biggest contributor to the success was the Northwest Arkansas community—thank you all for everything you’ve done, and congratulations for all that you’ve accomplished! Our community has volunteered, donated, and advocated in more ways than ever before! Thank you from the bottom of my heart for every time you’ve shared our story, every moment you’ve given of your time, every dollar you’ve used to support our cause, and every ounce of passion and commitment you’ve poured into this vital and impactful organization. You are the reason that NWAWS achieved such incredible success in 2017.

Your partner in breaking the cycle of violence,

Angelique O’Brien
Board President, 2017-2018

2017 Financials & Strategic Planning

Income Total $1,234,815.49

- Fundraising Events: $229,896.62
- Other: $103,531.69
- Individual Contributions: $252,091.68
- Businesses/Civic/Religious Organizations: $310,788.94
- Foundation Grants: $99,907.94
- State/Federal Grants: $263,387.31
- Thrift Store: $244,025.94

Expenses $1,221,887.29

- surplusr $12,928.20

Our Staff & Board of Directors

NWA Women’s Shelter, Staff
Shelli Cathcart, Interim President
Jolana Aibangbee, VP of Communication and Development
- Amber Lacewell, Director of Community Engagement and Education
- Antonella Kinder, Development Coordinator
- Melissa McGaugh, Thrift Store Manager
- Misha Rivera, Thrift Store Clerk
- Jolene Cunningham, Thrift Store Clerk
- Denise Murray, Thrift Store Clerk

Eva Rousey, VP of Operations
- Sharon Gurtin, LCSW
- Rachael Schmidt, Child Advocate
- Shannon McFarlin, Court Advocate
- Tawnya Klingman, Outreach Advocate
- Teri Lynn Honeysuckle, Office Assistant
- Gabriella Burghart, Child Care
- Adrienne Karasek, Advocate
- Betty Szekely, Advocate
- Cecilia Dorko, Advocate
- Chelsea Medina, Advocate
- Doris Guevara, Advocate
- Jennifer Billingsley, Advocate
- Lupe Raya, Advocate
- Stephanie Gamez, Advocate
- Vincente Guerrero, Advocate

NWA Women’s Shelter, Board of Directors
- Angelique O’Brien, Board President
- Ashley Abel, Vice-President & Secretary
- Graydon Rochelle, Treasurer
- Chantel Shuler, Director
- Deannah Baker, Director
- Debra Layton, Director
- Harvey Millar, Director
- Irene Sibaja, Director
- Mary Callender, Director
- Shelly McDougal, Director
- Simone Schwarz, Director
- Simone Tamer, Director

Our team is comprised of advocates, administration, thrift store employees, and board of directors who all come together for the benefit of uplifting survivors of domestic violence.
Core Values

Empowerment – giving others respect, responsibility, and the power to control one’s own destiny

Integrity – offering transparency, honesty, and being ethical in all our interactions

Excellence – producing our best work for the betterment of the community

Collaboration – striving to understand and incorporate diverse perspectives to better accomplish a common goal

Compassion – being aware of and actively expressing genuine concern about the needs of others

Strategic Planning Utilizing the Four Pillars

People
Pasionate & Engaged Board and Motivated, Professional Staff

Money
Strategic Approach to Fund Development

Program
Consistent Mission-Centric Services with Clear & Measured Impact

Narrative
Effective Communications & Marketing

IMPACT:
Naomi’s Story

Naomi was provided information on the Northwest Arkansas Women’s Shelter by the police after a particularly violent physical attack from her abuser, both on herself and her youngest child. She was not seeking shelter, as she had a safe place to stay, but knew that she needed other support. Naomi called, went through the intake process and attended her first support group meeting that same week. This immediate support started her journey towards healing. Naomi was able to experience counseling and other services through her time at the shelter. She especially loves our Children’s Support Group and can see the progress her sons have made from their first support group to now. Our Children’s Advocate helps ensure that her kids have everything they need when they return to school each year. “That was a pretty amazing thing to do, just knowing that there are people out there willing to help and who realize that we do need the help.” Naomi says that if it were not for the Northwest Arkansas Women’s Shelter, she would not have gotten help. “At first I was going through this all on my own, and now I’m not alone. And I don’t need him.”

2016 Save our Shelter Update

Goal: $300,000

Revenue: $310,788.94

Results: 3 months of reserves for sustainability in Money Market Account

The name of the client was changed due to confidentiality and privacy reasons.
Thank you to our Volunteers! In 2017, we had 137 volunteers dedicated to our organization. They helped at the Thrift Store, our shelter and in fundraising and community events. We are grateful to each person for committing their time and talents. We couldn’t do it without you.

Volunteer Spotlight: 
Frances Hale, Thrift Store

At 91 years of age, Frances Hale has been an active volunteer since 1998. She has been a very faithful supporter and encourager of the thrift store, always bringing a big smile, wonderful spirit and vast knowledge to the store.

Every Thursday, Frances works a four hour morning shift and her hands process countless items that we sell. Frances has been a great mentor for other volunteers and even store managers. She loves to say that volunteering keeps her young. We are very fortunate to have her as a volunteer.

Thank you, Frances, for all that you do!

2017 Shelter Intakes: 509

Adults: 276
Number of clients served by race from January through December of 2017. Primary languages spoken were: English 94.6%, Spanish 4.3%, Russian 0.4% and Marshallese 0.4%.

Children: 233
Number of clients served by race from January through December of 2017. Primary languages spoken were: English 93.1%, Spanish 5.6%, French 0.4% and sign language 0.4%.
About The Northwest Arkansas Women’s Shelter Thrift Store

The NWA Women’s Shelter Thrift Store opened in 1992 to uplift the shelter’s programs and is an important part of our fundraising efforts, as well as a resource for our clients as they journey towards hope and healing. Proceeds from the Thrift Store help keep our services free to victims and survivors of domestic violence and sexual assault.

Donate

Interested in donating? Donations of new or gently used quality goods are accepted for resale at the store Monday – Wednesday, Friday – Saturday, 10am – 5pm. Donations will not be accepted at the Thrift Store on Thursday’s, our Inventory Day. Donation pick-ups are now available Thursday’s and Saturday’s, 10am – 2pm. Please contact Melissa McGaugh, Thrift Store Manager, to schedule your donation pick up. Melissa McGaugh | mmcgaugh@nwaws.org | 479-621-6116.

Shop

Shop new or gently used quality goods at the Northwest Arkansas Women’s Shelter Thrift Store, and know that your dollars are supporting victims and survivors of domestic violence and sexual assault. Thrifters can shop during store hours of operation: Monday – Saturday, 10am – 6pm (closed Sunday).

Be sure to follow us on social media @nwawsthriftstore to see what new goods we have available! #NWAWSthrifttouplift

Outreach Intake Statistics: 145

Number of outreach clients served by race from January through December of 2017. Primary languages spoken were: English 84.8% and Spanish 15.2%.

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<th>Percentage</th>
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<tr>
<td>Hispanic</td>
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<tr>
<td>African American</td>
<td>6.9%</td>
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<tr>
<td>Multi-Racial</td>
<td>5.1%</td>
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<tr>
<td>Native American</td>
<td>11.5%</td>
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<tr>
<td>Pacific Islander</td>
<td>29.4%</td>
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<tr>
<td>Asian</td>
<td>50.9%</td>
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<tr>
<td>Unknown</td>
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Hotline Statistics: 1,941 calls

Number of outreach clients served by race from January through December of 2017. Primary languages spoken were: English 92.6%, Spanish 6.5%, Russian 0.3%, Marshallese 0.2% and sign language 0.4%.

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### Celebrating 30 Years

**A Timeline of Events**

**1985-88: The Founders**

Seventeen Benton County volunteers operated a 24-hour crisis hotline from their homes:

<table>
<thead>
<tr>
<th>Florence Huntstein</th>
<th>Mark Corley</th>
<th>Lynn Reynolds</th>
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<tbody>
<tr>
<td>Ron Gorden</td>
<td>David Hauasam</td>
<td>George Mayo</td>
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<tr>
<td>Edna Lawson</td>
<td>Steve Vetschy</td>
<td>Tambra Sawyer</td>
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<tr>
<td>Susan McKowen</td>
<td>Hank Folberg</td>
<td>Roseale Burgess</td>
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<tr>
<td>Brenda Kilby</td>
<td>G.A. Todd</td>
<td>Ann Basore</td>
</tr>
<tr>
<td>Rick Shriver</td>
<td>Mary Jane Finley</td>
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They established the BCWS and incorporated it by the state, becoming the first Board of Directors.

**1988: BCWS is Official**

Our first office opened at 308 SW A St., Bentonville.

**Original Mission:** Assisting to meet the needs of domestic violence victims and their children.

**Original Philosophy:** Rendering service volunteer and professional advice and adhering to the principles of self determination and self help without regard to race, color, religion, sex, national origin, ancestry or ability to pay.

**Original Goals:** Promoting health and safety of domestic violence victims. Helping families overcome and prevent the effects of domestic violence by developing strength and courage tocope with problems in a healthy independent manner.

BCWS Auxiliary formed. Membership dues benefited BCWS.

**First fundraiser:** Raffle tickets for a volunteer-built Victorian dollhouse were sold to raise money.

**1989: The Friendship House**

BCWS rents the Bates House (circa 1890) at 220 N. Main St., Bentonville. Called “The Friendship House,” it opens to the public, solely funded with private donations.

In addition to providing shelter, follow-up services are offered, including: food, clothes, community education and transportation.

Volunteers are required to read books on abuse and have the first recognition party.

A battered women’s support group is started.

**1989-91: Massive Momentum**

First year in which October is declared National Domestic Violence awareness month.

A relationship with United Way begins and endures to this day.

Arkansas Senate passed a state law making domestic violence a punishable crime and puts protective measures in place for future victims.

Hundreds of women are served, both in house and through outreach programs.

First Newsletter Friendly Notes from Friendship House; “try to bring a little peace to your little piece of the world.”

**1992: An Abundance of Volunteering**

The BCWS Thrift store in Rogers opened at Ark. 71 and Dike Rd. The building was provided by Daisy Manufacturing, Marvin Griffin, CEO.

Jamie Purcell helped start the store. It became the largest funding source for the shelter.

Purcell was the volunteer thrift store manager for over 14 years and oversaw more than 100 volunteers who helped support both her and the store.

World-renowned accordion player Myron Floren, with 30 years on The Lawrence Welk Show, plays two concerts to benefit BCWS.

**1993-98: Creating Community Partnerships**

Walmart supported the shelter with a $2,125 donation.

A $100k budget is roughly half from the thrift store and half from the United Way.

Walmart manager Mike Campbell made a donation to help with shelter debt.

An Arkansas government grant funded the first Benton County domestic violence coordinator.

The first Benton County domestic violence rally is held on the Bentonville Square.

**1999-2002: Growing & Making an Impact**

McKee Foods in Gentry launches Project Ruth forming a relationship with BCWS - the first of its kind in NWA.

After 8 yrs of hard work, transformation and dedication Executive Director Deborah Weineke resigns to resume school for criminal justice . ”I have loved every minute of it. It has been the best eight years of my life…the shelter will always be close to my heart.”

Thrift store doubles in size with $120k raised for an addition built by Benton County Jail inmates.

Thrift store is paid for and holds a mortgage-burning party.

**2003: A Loving Legacy Left by Pat Shriver**

Pat Shriver spent the last 17 years (9 yrs as board president) helping battered women and in her death, gave BCWS a push into the future.

Shriver answered the hotline, helped the shelter get the loan for the first building and rented a storage unit for donations.

She scrubbed walls, helped establish the thrift store in 1992 and picked up women in the middle of the night to drive them to safety. Before she passed she told her husband, Rich Shriver, that she wanted the shelter’s mortgage paid in full. Memorials given in her honor paid off the shelter 11 years early.

The shelter moved from N. Main St. to the Blake House at 301 NE Blake St. to expand its services.

**2009-10: A Fresh Start**

The new location is 3 times larger than the previous shelter location. The name is changed to Northwest Arkansas Women’s Shelter.

The first year for our signature event Fresh Start helped raise money and awareness about the domestic violence in Northwest Arkansas.

**2011-17: Remembered, Recognized & Reassured Protection**

Community Tree mural is painted in the shelter.

Mars, Inc. becomes a primary sponsor with support and donations, previously unmatched.

First male client and his three daughters are housed in the shelter instead of a hotel.

The Silent Witness initiative raises domestic violence awareness. “Because we need to remember their stories, we need to remember their names.”

**2018: 30 Years & Counting**

Celebrating 30 years of supporting domestic violence victims in NWA.

**Updated mission:** To provide shelter and support at any hour for those affected by domestic violence in our community.

**Updated vision:** To break the cycle of domestic violence in Northwest Arkansas.

**Updated values:** Empowerment, Integrity, Excellence, Collaboration, Compassion.
Stay Engaged!

- Advocate for families by speaking out against domestic and dating abuse
- Educate yourself and others about the warning signs and how to get help
- Volunteer as an individual or group at our shelter or Thrift Store nwaws.org/volunteer-opportunities/
- Donate (financially or tangible items) nwaws.org/donate-2/
- Shop & Donate at the NWAWS Thrift Store facebook.com/nawsthriftstore/

Celebrating 1988-2018

30 YEARS

Overview of Services Provided in 2017

24-hr Crisis Hotline
1,941 calls
- Assesses individuals for program qualification
- Provides resource information in local area

24/7/365 Safe Emergency Shelter
8,291 safe nights
- Provides up to 30 days of shelter
- Meets all needs of residents (room, board, etc.)

Outreach & Education
65 presentations
- Community education regarding domestic abuse
- Law enforcement partnerships to improve domestic violence response
- Preventative education for students

Advocacy & Support
145 outreach clients, 164 support group sessions, 341 safety planning interactions
- Court advocacy (assistance filing Orders of Protection, assistance navigating the legal system, referrals and support with attorneys, etc.)
- Outreach support (for those not needing shelter or who have left shelter)
- Weekly peer support groups
- Therapeutic art groups for adults and children
- Safety planning
- Thrift store vouchers for clothing and household items when moving to a new home
- Transportation assistance (limited)
- Grocery & gas assistance
- Partnerships and referrals to other programs for housing assistance, job readiness & skills, etc.
Save the Date
2018 Signature Events

Celebration of 30 Years

May 10th
6-8 p.m.
at Compton Gardens, Bentonville
(invitation only)

June 9th
10-1 p.m.
at Lake Atalanta
(registration fees apply)

October 27th
6-8 p.m.
at Peel Mansion, Bentonville
(ticketed event)

NWAWS Crisis Hotline:
479-246-9999 / 1-800-775-9011
Northwest Arkansas Women’s Shelter
P.O. Box 1059 Rogers, AR 72757 | nwaws.org
NWAWSS Thrift Store | 1622 S. 8th St.
Rogers, AR 72756 | 479-621-6116