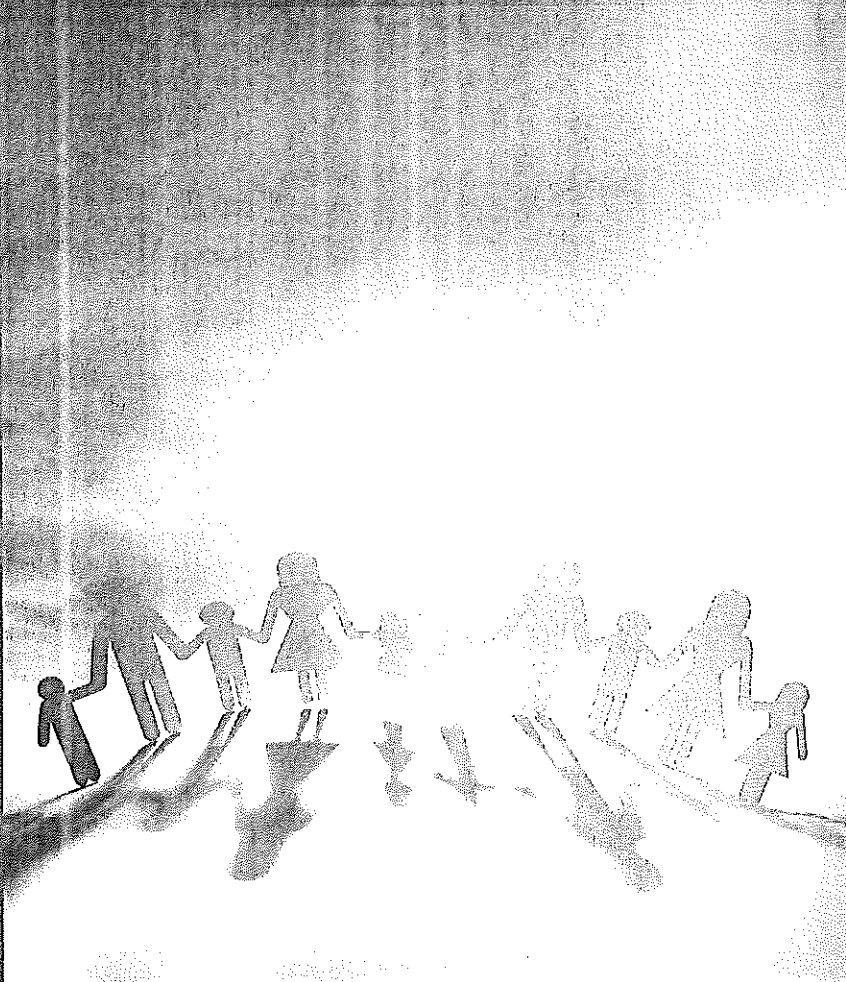


# IMPACT REPORT 2024



## Who we are

We are a not-for-profit social service agency providing cost-free services to all aged victims of violent crime. All are welcome here.

## Our Mission

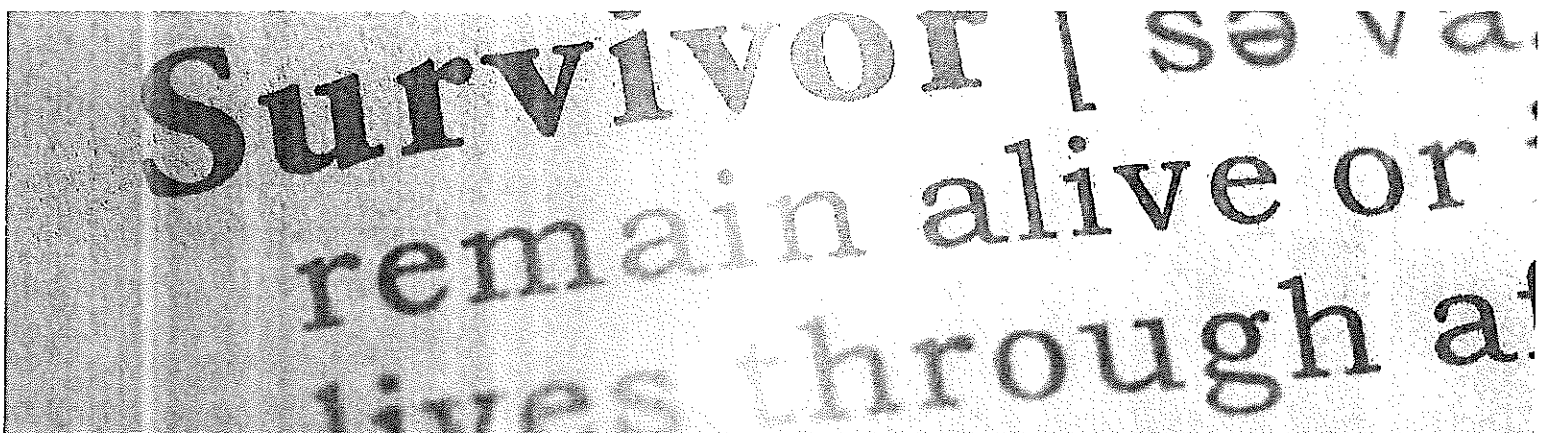
To provide supportive services to victims of violent crime while we educate and heighten awareness in our community. We promote a coordinated community response for those affected by violent crime.

## Our Vision

To operate as a sustainable program supported by an engaged community that provides a trained Advocate to every abused/assaulted child and adult in Walworth and Jefferson counties.

## Our Values

We operate with a passion for our mission through action, compassion for those we serve and respect for all.



## WHERE WE ARE NOW ~ A LETTER FROM THE DIRECTOR

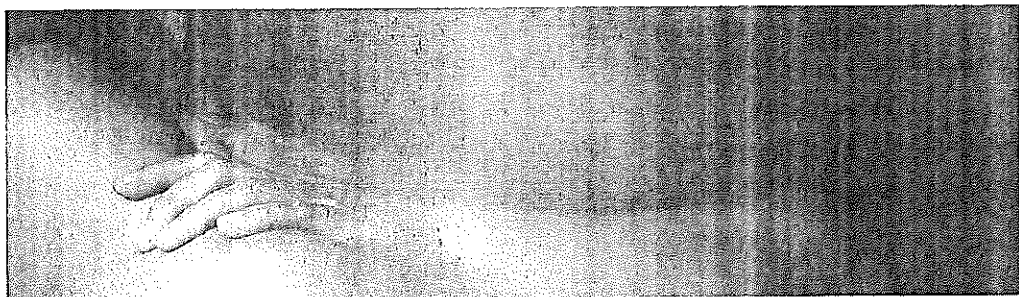
This annual report is a comprehensive look at our services/accomplishments throughout the preceding year. This report is intended to give our community and shareholders a snapshot of our impact on the community we serve.

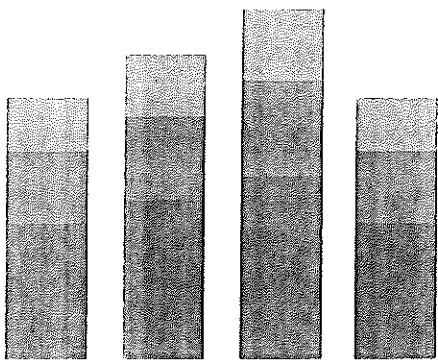
We spent much of 2024 strategically planning for the drastic cuts by our federal and local funders. Since 1984, VOCA (Victims of Crime Act) funding has helped to build and sustain DV and SA services nationwide. October 1, 2024, these funds were cut by 60-70%. Although we have been impacted, we consider ourselves fortunate to have the luxury of continuing all services from our 3 office locations along with our Ambrose Medical Center Office on the campus of UW Whitewater. Our Mobile Advocacy Project remains intact as well. We have not been forced to restructure or remove services. We have made modifications and set limits not previously in place but all in all, major changes have been avoided thus far.

In part, our success in 2024 can be attributed to the collaborations with our partners and allies. From referrals to financial support, we could not have survived this turmoil without our community backing us.

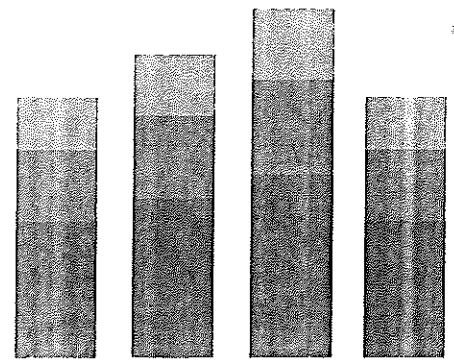
Thank you to our donors, supporters and partners. We appreciate you!

Suzi Schoenhof and the New Beginnings Team~

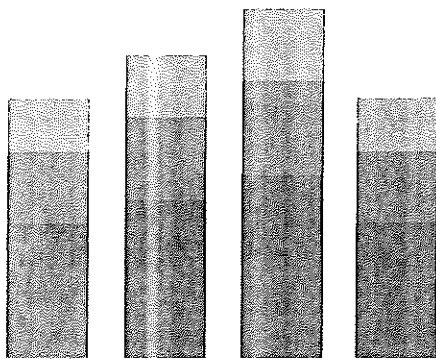




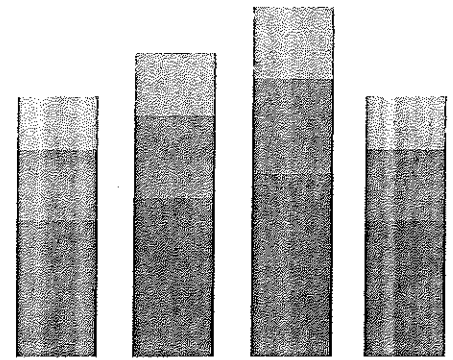
84% FEMALE SERVED  
15% MALE SERVED  
1% OTHER GENDER SERVED



75% WHITE CLIENTS SERVED  
24% HISPANIC CLIENTS SERVED  
1% MULTI-RACE OR OTHER CLIENTS SERVED

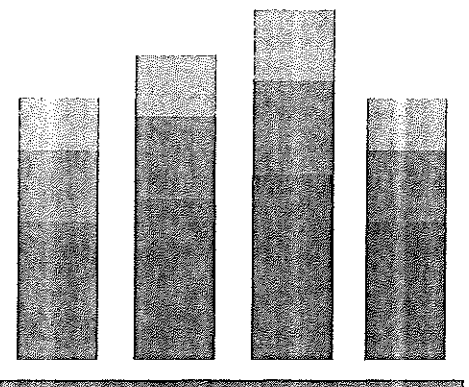


80% WALWORTH COUNTY RESIDENTS  
15% JEFFERSON COUNTY  
5% OTHER COUNTY OR STATE



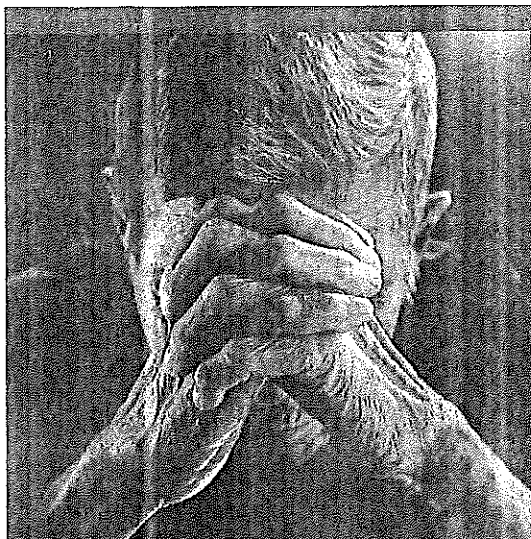
52% DV OR IPV  
25% SA OR HT  
12% STALKING  
9% HARASSMENT  
2% OTHER VIOLENT CRIME

\*29.8% WERE MINORS



REFERRAL SOURCES  
27% CACS & SCHOOLS  
26% LE & DA  
21% FAMILY/FRIEND  
15% PARTNERS  
11% MEDIA





334 DUAL  
VICTIMIZATIONS

147 FORENSIC &  
SANE  
ADVOCACY

226 COMMUNITY  
EVENTS &  
SCHOOL  
FACILITATIONS  
REACHING MORE  
THAN 11,000  
COMMUNITY  
MEMBERS!

1,182  
CLIENTS

SERVED

1,563  
CRISIS  
CALLS

ANSWERED

2,745  
TOTAL 2024  
CONTACTS

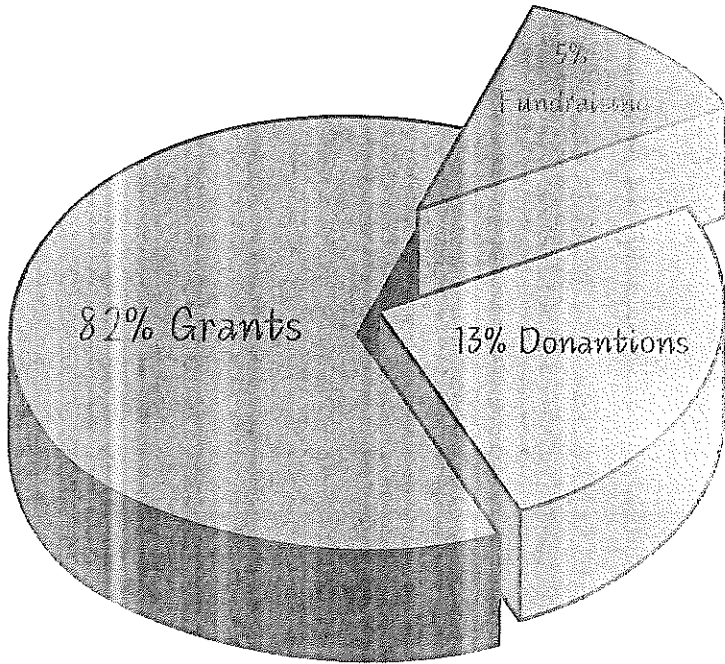
#### WE SERVE ALL!

OUR SERVICES INCLUDE: NO  
WAIT APPOINTMENTS, A 24  
HOUR CRISIS LINE,  
BOTH IN-COURT & OUT-OF-  
COURT, CHILD/TEEN, SENIOR &  
DISABILITY SPECIFIC  
SERVICES, ADVOCACY,  
INDIVIDUAL COUNSELING,  
SUPPORT GROUPS, SAFETY  
PLANNING, LEGAL & MEDICAL  
ACCOMPANIMENT,  
PREVENTION, COMMUNITY  
AWARENESS/OUTREACH,  
MOBILE ADVOCACY,  
EMERGENCY SAFE HAVEN FOR  
THOSE FLEEING FLEEING  
BAGS AND SAFE BAGS,  
RELOCATION ASSIST WITH  
CRIME VICTIM COMPENSATION  
& SAFE AT HOME PLUS  
LIMITED FINANCIAL  
ASSISTANCE FOR THOSE  
EXPERIENCING VICTIMIZATION  
OF ABUSE AND/OR  
ASSAULT.

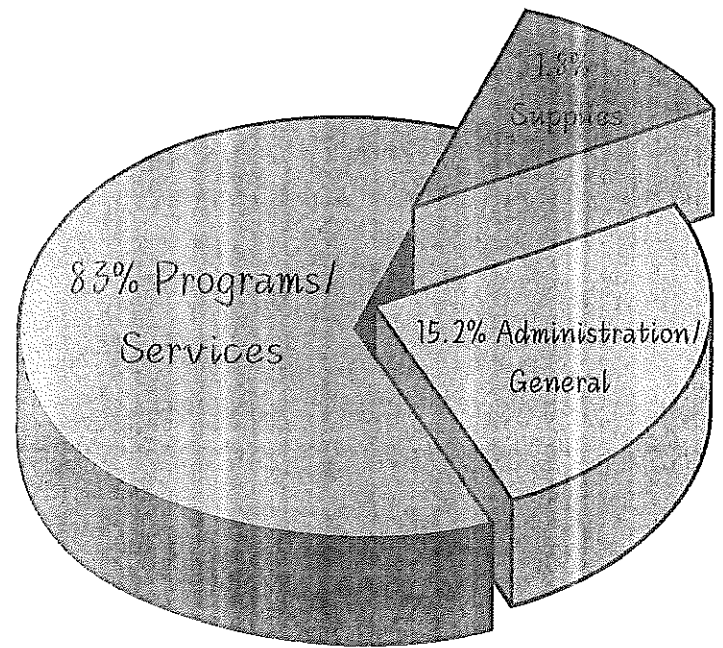
At New Beginnings efforts span from preventing violent acts from happening to treatment for victims and management of trauma related to the violent acts they endured. Our purpose is to enhance awareness of the public health burden of violent crime in southeastern WI and to increase knowledge of the services and resources our program provides.

# FINANCIAL OVERVIEW

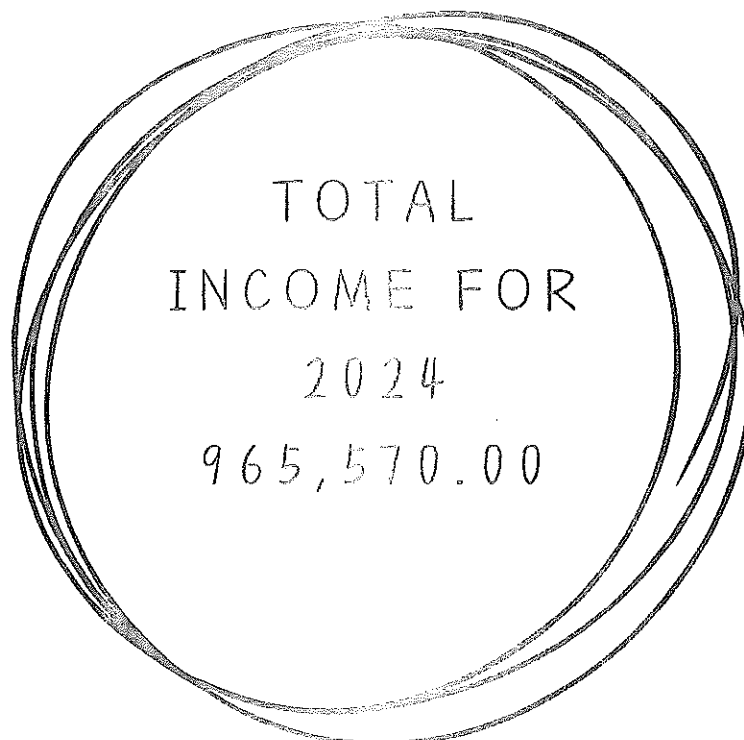
## 2024



REVENUE



EXPENSES



## OUR BOARD OF DIRECTORS

PPRESIDENT: DIANE BUSTAMANTE  
VICE PRESIDENT: RUTH ANNE MORAVA  
TREASURE: LINDA CHENEY  
SECRETARY: ALAN SHILLAIR  
OFFICERS: LORRAINE NEWMAN  
MOLLY PRATER  
ANDREA ANDERSON  
CASSANDRA GLAD

## OUR STAFF

EXECUTIVE DIRECTOR: SUZI SCHONEHOFT  
ADMINISTRATIVE ASSISTANT: NATALIE SPRUCE  
OFFICE/FISCAL GRANT MANAGER: KAREN BERRY  
CRIME VICTIM ADVOCATE/GRANTS: AMBER GEE  
BILINGUAL COUNSELOR/ADVOCATE: CARMEN GARCES  
CRIME VICTIM ADVOCATE: TYLER SURFACE  
BILINGUAL LEGAL VICTIM ADVOCATE: KARLA RUELAS  
CHILD/TEEN VICTIM ADVOCATE: WILL HELLING  
SPECIAL CRIME VICTIM ADVOCATE: LISA PEACH  
CHILD/TEEN SOCIAL WORKER: KELSEY THATCHER  
BILINGUAL VICTIM ADVOCATE: MARISELA GONZALEZ





"I LOVE IT HERE. I  
FEEL SO SAFE AND  
WELCOME. THANKS  
KELSEY"

"TYLER IS AMAZING AND HELPED  
ME SO MUCH WITH MY SITUATION.  
I DON'T KNOW WHAT I WOULD'VE  
DONE WITHOUT HIM."

"MARISELA DID A  
WONDERFUL JOB  
MAKING US FEEL  
OUR BABY IS IN  
GOOD HANDS"

\*A TEENAGE SEX  
TRAFFICKED  
VICTIM'S MOTHER

"I wanted to thank you. You made a  
very difficult, embarrassing, shameful  
situation into something I was able to  
talk about. I appreciate the care and  
concern."  
(Lisa)

"CARMEN AND AMBER  
HAVE BEEN  
EXTREMELY HELPFUL  
AND SUPPORTIVE  
THROUGH ALL OF MY  
ISSUES.  
I'M SO HAPPY  
I FOUND  
NEW  
BEGINNINGS"

"Will has  
been sent by  
God. He has  
helped my  
family in so  
many ways.  
Thank you so  
very much."

"NEW BEGINNINGS IS A  
MAJORITY OF THE REASON  
THAT I WAS ABLE TO GET  
OUT SAFELY. THANK YOU  
ALL"

"KARLA WAS  
AMAZING. I  
TRUST HER  
WITH MY  
LIFE"



## Our Supporters

Each day we work to empower, support, and lend a hand in healing. Over the past year, we have continued to see the impacts of trauma ripple across the lives of so many around us. New Beginnings continues to support adults, seniors, youth and children to help them through their hardest moments.

We set in place the foundation for strong individuals and families in the future.

We are proud to carry out the critical services we provide and could not continue without your backing.

The extraordinary generosity of our donors allowed us to meet the needs of our most vulnerable community members. Amid the federal funding crises, various donors overwhelmed us with their outpouring of support and inquiries on how they could help. We are deeply grateful to each of our advisors, donors, community leaders and partners for meeting the needs of our community remarkably.

## Our 2024 Agency Goals

Create a sustainable plan to operate the agency with significantly less funding

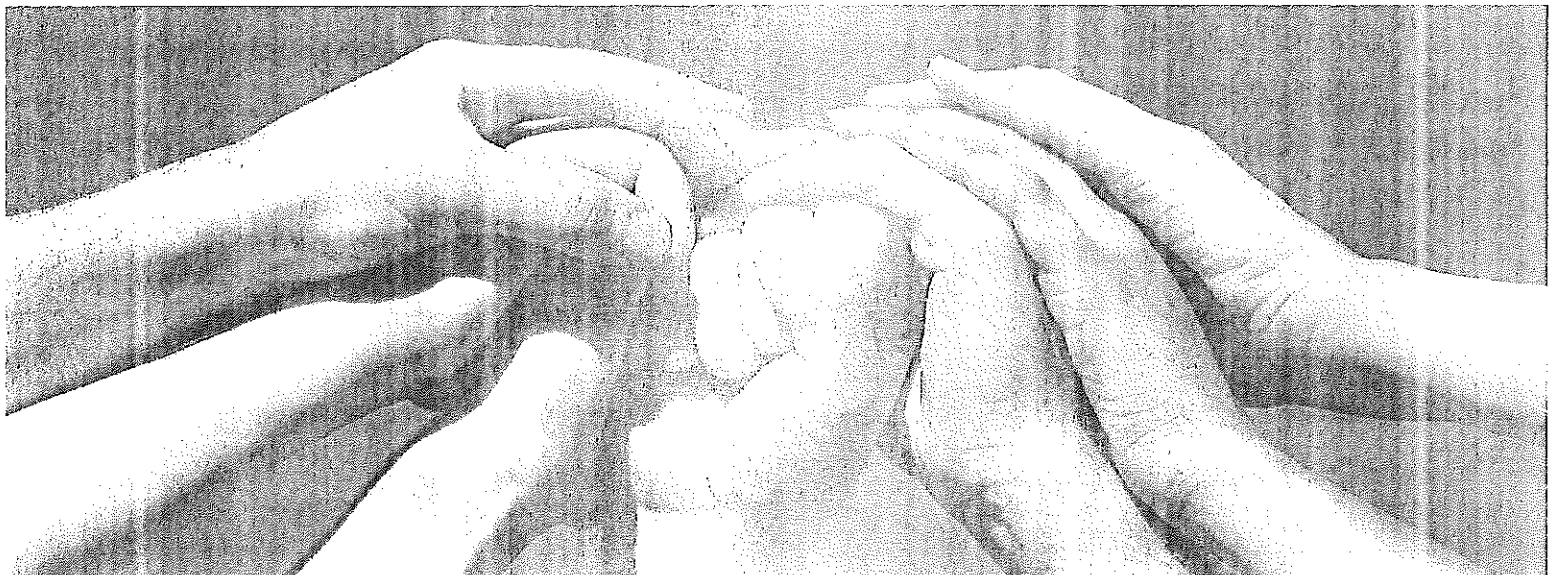
Evaluate a feasible emergency housing options for those we serve

Develop and implement a plan to modify services while leaving all services in tact

\*All New Beginnings goals were achieved in 2024

## Our Volunteers

When reflecting on our impact, we can't forget about those who selflessly volunteer at New Beginnings, some have been with us many years. Some are brand new. All are appreciated. Their efforts play a pivotal role in the success of our programs, events and operations. We thank our Board, SANE Volunteers, Interns and event volunteers. In 2024, our volunteers provided us with 3749.50 hours of their time and talent. Bravo!



Community support triggered by our outreach has greatly impacted us. Thank you to our corporate donors, sponsors and all the individuals who helped to fund New Beginnings in 2024.

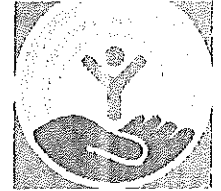
Every dollar matters.



Elkhorn First  
United Methodist Church  
111 N. Broad St.  
Elkhorn, WI 53121  
262-723-2624



Watertown  
Police Department



Wisconsin Department of  
Children and Families



United Church of Christ Williams Bay



University of Wisconsin  
Whitewater



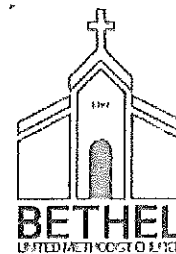
Knights of  
Columbus



COMMUNITY  
FOUNDATION  
OF SOUTHERN WISCONSIN



Ulla & Bertil Brunk Foundation Inc.



Abbey Springs Women's Golf League

The Garrity, Morand, Simes & Klein families



Achieving your financial goals begins  
with a "SOUNDE" foundation.



Delavan Methodist Church

FIRST CITIZENS  
STATE BANK



ADVANCED  
EYECARE  
ASSOCIATES



ST. PATRICK  
PARISH Elkhorn, WI  
WE PRAY WE GROW WE SERVE



FAITH  
LUTHERAN CHURCH



GFWC  
est. 1890  
GENERAL FEDERATION  
OF WOMEN'S CLUBS

AdvocateAuroraHealth



AT THE EPISCOPAL CHURCH OF  
St. John in the Wilderness

