

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.



Survivor | se va
remain alive or
lives through a

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.

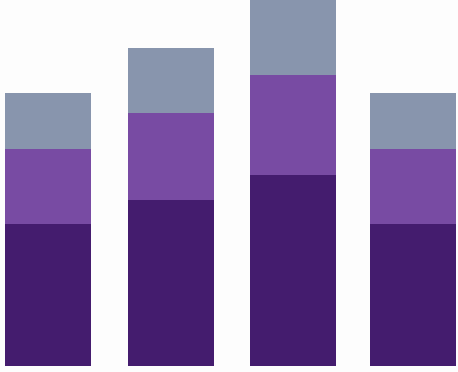
We spent much of 2024 strategically planning for the drastic cuts by our federal and local funders. Since 1984, VOCA (Victims of Crime Act) funding has helped to build and sustain DV and SA services nationwide. October 1, 2024, these funds were cut by 60-70%. Although we have been impacted, we consider 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.

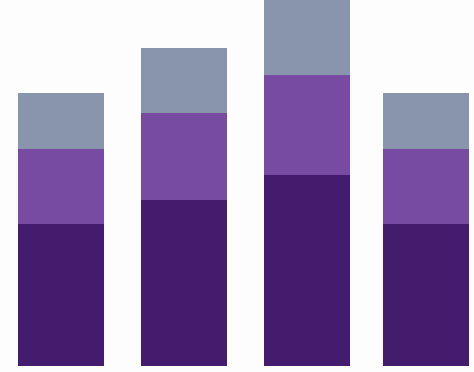
Thank you to our donors, supporters and partners. We appreciate you!

Suzi Schoenhof and the New Beginnings Team~

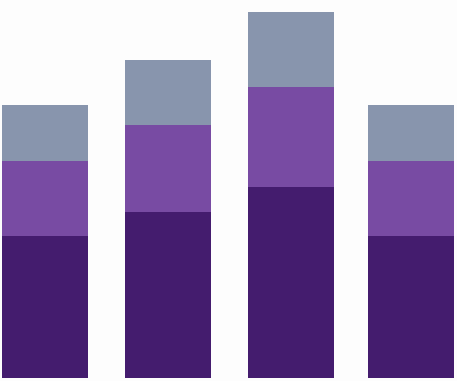




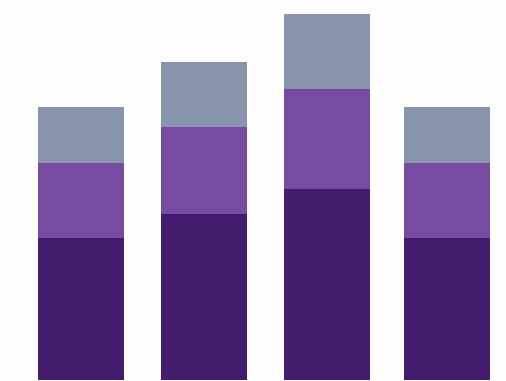
84% FEMALE SERVED
 15% MALE SERVED
 1% OTHER GENDER SERVED



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

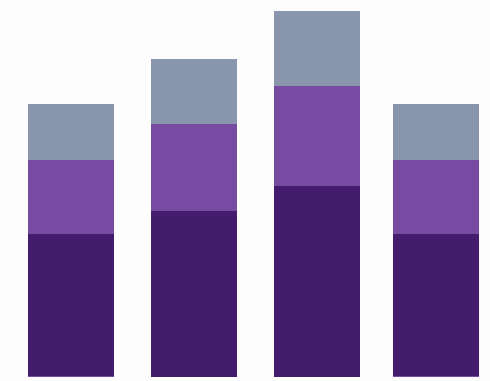


80% WALWORTH COUNTY RESIDENTS
 15% JEFFERSON COUNTY
 5% OTHER COUNTY OR STATE



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
VICITMIZATIONS

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

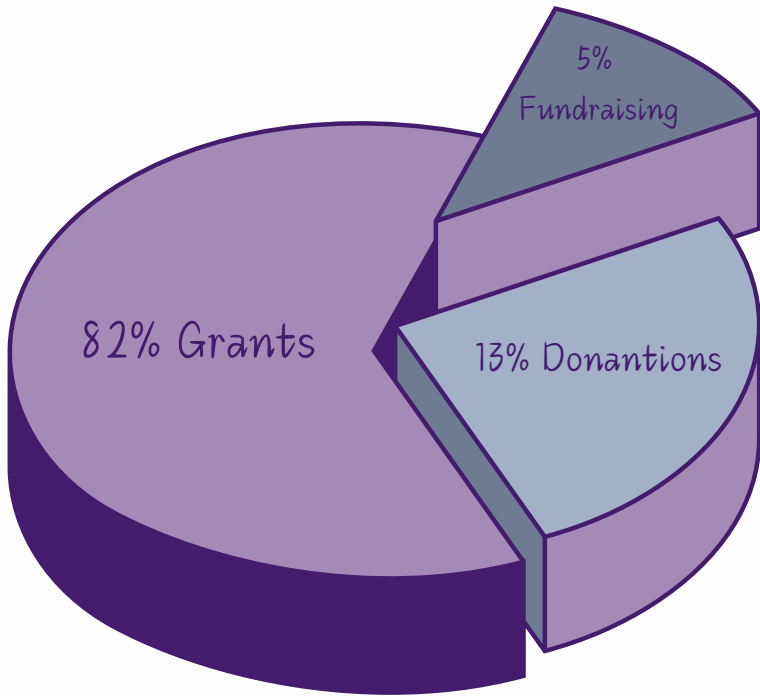
2,745
TOTAL 2024
CONTACTS

WE SERVE ALL!

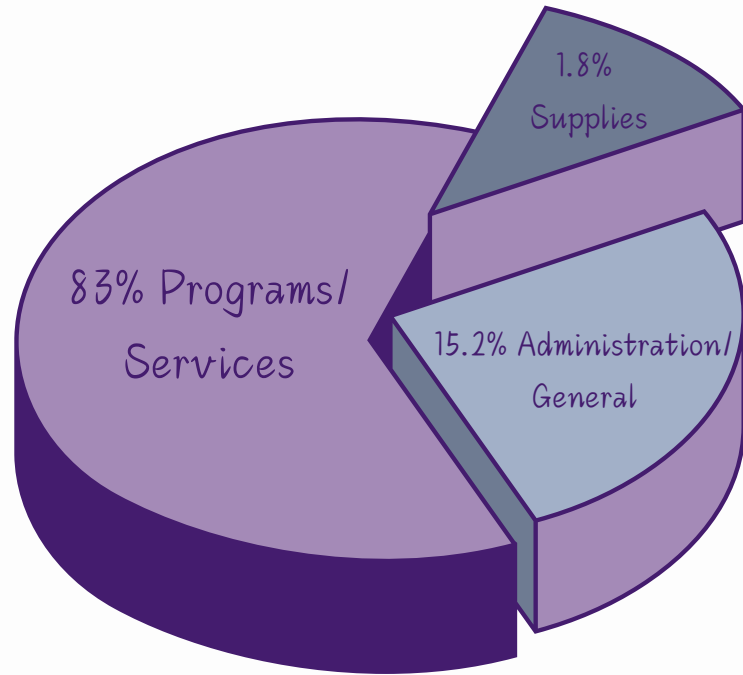
OUR SERVICES INCLUDE: NO-WAIT APPOINTMENTS, A 24 HOUR CRISIS LINE, BILINGUAL, LGBTQ+, CHILD/TEEN, SENIOR & DISABILITY SPECIFIC SERVICES, ADVOCACY, INDIVIDUAL COUNSELING, SUPPORT GROUPS, SAFETY PLANNING, LEGAL & MEDICAL ACCOMPANIMENT, PREVENTION, COMMUNITY AWARENESS/OUTREACH, MOBILE ADVOCACY, EMERGENCY SAFE HAVEN FOR THOSE FLEEING, FLEEING BAGS AND SANE SACKS, RELOCATION, ASSIST WITH CRIME VICITM 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)

"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"

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

"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.



United Church of Christ Williams Bay



Ulla & Bertil Brunk Foundation Inc.



Abbey Springs Women's Golf League

The Garrity, Morand, Simes & Klein families

