NORTHWOODS WOMEN, INC./NEW DAY ADVOCACY CENTER (NDAC)

**2020 ANNUAL REPORT**

Northwoods Women, Inc., d.b.a. New Day Advocacy Center (NDAC), established in 1983, is a private, nonprofit organization which provides crisis intervention services to victims of domestic violence, sexual assault, and human sex trafficking; and community prevention education services. NDAC serves Ashland and Bayfield Counties, which include the Bad River Band of Lake Superior Chippewa and Red Cliff Band of Lake Superior Chippewa. Services are based on the philosophy that intervention and support to victims of family violence and sexual assault, as well as community awareness, will help break the cycle of violence. During 2020, NDAC provided temporary housing and food, 24-hour crisis line, emergency transportation, safety planning, advocacy, emotional support counseling, and information and referrals—to 208 unduplicated victims of domestic violence and/or sexual assault (156 women, 10 men, 42 children). Of the 208 victims, 76 victims (45 women, 2 men and 29 children) received temporary housing for a total of 3,478 shelter nights.

In addition, NDAC staff responded to 1,129 crisis/information/referral calls. Due to the COVID-19 pandemic, NDAC staff was unable to enter schools and make prevention presentations to the children and youth. However, we continued to provide community awareness education through active collaboration with agencies/organizations that provide complementary services, newspaper stories, newspaper ads, posters, agency Facebook and website, brochures and business cards. Staff attended many client services trainings via webinars and ZOOM, provided by our government funders WI Department of Justice, Office of Crime Victim Services, and WI Department of Children and Families, the two Wisconsin Coalitions Against Sexual Assault and Domestic Violence, and other professional organizations..

NDAC’s Board of Directors and staff are dedicated to actively involving the community in a concerted long-term prevention project to break the cycle of violence. “Coaching Boys Into Men” was kicked off in fall 2019 by the Ashland High School Football Coach, in conjunction with the NDAC Youth and Family Coordinator, teaching the Ashland High School football team with an overarching goal to stamp out the norms that make violence acceptable in our community and replace them with behaviors that result in a violence-free Chequamegon Bay area. No progress on the project was made in 2020 due to COVID-19, but contacts have been made with Ashland High School staff to resume the project in 2021.

In 2020, NDAC continued to be involved in the collaborative efforts of the Ashland County and Bad River Tribal Domestic Violence/Sexual Assault CCR (Coordinated Community Response), the Bayfield County and Red Cliff Tribal DV/SA CCR, which both include the participation of law enforcement, judicial system, hospitals and medical clinics, Probation & Parole, Disability Rights WI, Criminal Justice Council, Child Protective Services, and Children of Incarcerated Parents group. Two of NDAC’s staff members participate in the leadership of the CCRs, and in the Bayfield County SART (Sexual Assault Response Team). These community-based agencies and organizations work together to address system gaps, victim safety and offender accountability.

In 2020, NDAC’s Children’s Program served 42 children whose families experienced domestic violence. We served 143 domestic violence victims and 30 who were victims of both Domestic Violence and Sexual Assault. The Self-Sufficiency Program assists in reducing the internal and external barriers faced by victims of domestic violence who attempt to establish healthy, violence-free environments apart from their abusive partners. NDAC’s Sexual Assault Intervention Program provided services to 30 sexual assault/abuse victims, including emergency transportation to the hospital and emergency room support. VOCA funding supports services to victims of crime and assistance with applying for crime victim compensation assistance.

NDAC moved into its newly renovated building at 301 Ellis, Ashland, in late 2019, and spent much of 2020 in transition, adjusting to a larger building with a different kind of floorplan, seven bedrooms instead of three and an intricate security system, combined with the challenges of COVID-19. We are glad to have the capacity to help more people in the future.

These accomplishments were made possible with financial support from government sources: State of WI Department of Children and Families; State of WI Department of Justice, Office of Crime Victim Services (providing funding through Sexual Assault Victim Services-SAVS and Victims of Crime Act-VOCA); Ashland and Bayfield County FEMA, Bayfield County Human Services, City of Ashland. Both SAVS and VOCA grants provide for a focus on under-served populations of Native Americans, people with disabilities, people over age 60, people who self-identify as LGBTQ+ and people living in rural areas.

In 2020, we continued to utilize grant funds from the Shakopee Mdewakanton Sioux Community grant which provided funding for a Native American Culture Counselor to provide culturally sensitive services to Native Americans who comprise 28% of our total client count and 41% of our shelter clients. The Shakopee Mdewakanton Sioux Community grant also provided funding to support the transition from paper client files to on-line records.

General operations and program financial support was received from the Otto Bremer Trust, MAHADH Fund of the HRK Foundation and the Mary Rice Foundation, Enbridge, Xcel Energy Foundation, and Head of the Lakes United Way. Cash and in-kind donations were received from business and community members, churches, clubs, and civic groups in Ashland and Bayfield Counties.

The NDAC Playground Project was supported by the major funder TC Energy, Northern Lakes, and financial contributions received through a GoFundMe site and from direct contributors.

The NDAC Solar Energy Project was supported by One Energy Renewables, Madison, WI satellite office., and locally by Cheq Bay Renewables, Jolma Electric and C & S Design. Donations of equipment and installation services, along with financial contributions to a Go Fund Me site and from employees of the supporting companies, made the installation of a solar photo voltaic system on the NDAC facility roof possible, thereby reducing NDAC energy costs.

The New Day Rising Renovation Campaign, started in early 2018, ended Phase I in March 2020, having raised $669K. Phase II was scheduled to begin in May 2020, but had to be put on hold due to COVID-19.

Due to COVID-19, NDAC had to cancel its signature annual fundraising event, “New Day Limited” dinner and raffle, and the Annual Holidazzle fundraiser. Instead, NDAC held a small virtual fundraiser, “Color My World”.

Government and private funders, local businesses and organizations that gave substantial extra grants and contributions to offset the financial challenges of COVID-19 are Duluth Superior Area Community Foundation, HRK and Mary Rice Foundations, WI Dept of Children and Families FVPSA CARES, HUD ESG-CV, Northern State Bank, Northwoods Community Credit Union, and Good Shepherd Lutheran Church. Also, several individuals and other organizations made extra donations for this reason, some making a commitment to donate monthly.

NDAC is very grateful for every donation which helped keep our doors open and ensured our ability to well serve victims of domestic violence, sexual assault and human sex trafficking during the difficult year of 2020. THANK YOU!