



**BETHANY HOUSE of
NORTHERN VIRGINIA, INC.**
Eliminating Domestic Violence One Family at a Time

**Annual Report
FY 2011-2012**

I was naked, and you gave me clothing.
I was sick, and you cared for me.
I was in prison, and you visited me.
Matthew 25:36

ANNUAL REPORT

FY 2011-2012

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ANNUAL MEMBERSHIP MEETING & DINNER

November 12, 2012

7:00 – 10:00 PM

Joseph's Coat Thrift Store
7219 Columbia Pike
Annandale, VA 22003

Prayer & Welcome – Richard Hannibal, President

Gathering for Dinner and Fellowship

Annual Membership Meeting of the Concerned Group

- ❖ *Call to Order – Richard Hannibal, President*
- ❖ *Scripture Reading – Mae Cheung, Vice President*
 - *Matthew 25:31-46*
- ❖ *Roll Call & Quorum for the Concerned Group – Richard Hannibal, President*
- ❖ *Presentation of Board Members to Serve for 2012-2013*
- ❖ *Motion to Accept Board Members for 2012-2013*
- ❖ *Motion to Adjourn – Richard Hannibal, President*

Board of Directors
2012-2013

Martha Birdseye

Mae Cheung

Ken Fisher

Peggy Fisher

Richard Hannibal

Pastor King Rhodes

and

Lisa Tychsen

CONCERNED GROUP MEMBERS

Lisa Hannibal

Andrea Kane

Paul Kane

Brian Kush

Dan LaMay

Esperanza LaMay

Gail Smith

Lee Smith

BETHANY HOUSE STAFF

MAIN OFFICE :

Catherine Hassinger, MS	Executive Director
Jasmin Witcher	Development Manager
vacant	Family Assistance Program Manager
Nina Acheampong	Case Worker
Julia Pursley	Case Worker
Rebecca Beane, MS	Counselor in Residence
Robin Harris	Admin Asst/Volunteer Coordinator

SHELTER MANAGERS

vacant	Manager Shelter #1
Wanda Stocks	Manager Shelter #4

JOSEPH'S COAT THRIFT STORE

Matt Williams	Manager
Rhea Nell Knowles	Assistant Manager
Matthew Jefferson	Team Leader
Amy Truong	Floor Assistant

Bethany House of Northern Virginia, Inc.: **Mission & Goals**

Mission:

To help women and their children who have suffered from domestic violence regain health and dignity and become re-established in their community by providing temporary housing and support.

The past fiscal year was an active one for Bethany House. Between weather emergencies, the loss of its original thrift store, and a capital campaign, FY 11-12 proved to be a year to remember. The year began with a magnitude 5.8 earthquake on August 23. While the shelters emerged unharmed, Joseph's Coat Thrift Store suffered significant damage. Four storefront windows and several display cases and fragile items were shattered. Additionally, the ceiling was damaged and required repair. The store was preparing to close, but the damage from the earthquake necessitated unscheduled repairs to allow the store to remain open to customers until the end of January 2012.

The August earthquake was followed in close succession by Hurricane Irene and Tropical Storm Lee. The storms brought above average rainfall to the area, but the shelters and Joseph's Coat did not experience any significant damage. Flooding on the roads and long commutes home were the only outcomes for BHNV, its staff and its clients. For this, we are grateful.

The year ended with the powerful and unexpected derecho wind storm on June 29, 2012. Power outages as a result of downed trees and power lines were the primary consequences of the storm. House 4, the larger shelter, experienced only a brief power outage of less than two days. House 1 and the relocated Joseph's Coat Thrift Store experienced longer delays before power was restored. With temperatures in the upper 90s and low 100s, the loss of air conditioning was missed far greater than any other loss. Several clients also lost perishable foods, but BHNV stepped in to help clients replace items that had to be thrown out.

In between extremes in temperature, the unexpected earthquake and the three major storms, BHNV remained busy with many other projects and initiatives. In fall 2011, BHNV engaged in a complete redesign of its website. The new website offers a quick escape safety button for victims of domestic violence as well as resources for donors, volunteers and others interested in learning more about BHNV or domestic violence.

BHNV also continued its capital campaign for the planned renovation and expansion of House 1. A \$65,000 grant from the Freddie Mac Foundation was a welcome award toward the \$250,000 estimated cost of the project. The renovation hit one major bump in the road with the zoning department. The number of clients served in the renovated shelter requires a change in the "use" of the building. The Board of Directors established a temporary Special Exception Permit Committee to address the issue of zoning and complete the Special Exception Permit application.

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In May 2012, BHNV also held its first annual fundraiser! The inaugural Garden of Light fundraiser raised over \$12,000 for BHNV. The event included a presentation by a former client, live music by *Come Out Swinging*, a silent auction and a couple of pampering stations for guests. Approximately 80 attendees supported the function with high praise. The event was supported by a volunteer Fundraising Committee managed by Jasmin Witcher, Development Manager. Through their efforts, the event received \$5,000 in sponsorships and over 40 packages to bid on in the silent auction.

Finally, in FY 2011-2012, BHNV bade farewell to the Westlawn Shopping Center, renamed the Bill Page Shopping Center, home to Joseph's Coat since its opening in 1993. The shopping center was slated for demolition in spring 2012, and BHNV received notice in spring 2011 that Joseph's Coat would need to cease operations in its present location. A new location for the store was identified in Annandale, VA, and Joseph's Coat re-opened in April 2012 following a renovation of the new building. The new building is a free-standing structure with a variety of commercial, church and other ventures surrounding it. Many Joseph's Coat staff followed the store to its new location with the addition of a new manager, Matt Williams.

In FY 11-12, the Board also lost one board member. Jason Hsieh resigned from the Board at the end of the fiscal year in order to pursue graduate studies.

Community Outreach and Support



Fall of 2011 was delightfully busy. Starting in October, BHNV was offered the opportunity to display information about domestic violence in Springfield Mall. October is Domestic Violence Awareness Month, and the mall allowed BHNV the use of a common area on Monday, October 10 for a Clothesline Display and an information table.

Also on October 10, BHNV participated in a radio interview with Clear Channel radio (producers of several major radio stations in the DC metro area, including WMZQ, DC 101, and HOT 99.5). The production was in cooperation with Fairfax County's

Volunteer Fairfax, and the ad was scheduled to run during non-ad times over the next several weeks.

On Thursday, October 13, BHNV met with Renee Cottrell Brown, Executive Vice President of Sales & Marketing of Johnson Products Company. Johnson Products Company awarded BHNV a 5-year grant of \$25,000. The photo op with Ms. Brown and BHNV staff was accompanied by an oversize check of the first \$5,000 installment.



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The Fairfax NAACP honored BHNV for its work with the homeless population in Fairfax County at its annual gala on Friday, October 21. Board Director Pastor King Rhodes attended the function with Executive Director, Catherine Hassinger, to receive the certificate.

BHNV was also selected by News 9's JC Hayward to be profiled in their Hero Central segment. On Tuesday, November 22, Ms. Hayward filmed an interview with Executive Director, Catherine Hassinger, and a former client on BHNV and domestic violence. The piece aired on December 19.

And, Christian radio station WGTS 91.9 highlighted BHNV during the month of April as their chosen charity of the month. A brief interview was regularly broadcast throughout the month, garnering attention and donations.

BHNV continued to receive the support of several community partners in FY 2011-2012. Events benefited the clients in the emergency shelters and Aftercare program and served as fundraising events for BHNV.



The MOMS Club of Alexandria continued to provide outstanding volunteer and in-kind service to BHNV in 2011-2012. Among their support, in October, they threw a Harvest Party for the children in the shelters, providing costumes, dinner and candy. In February, they planned a Valentine's Day event to pamper the women in the shelters.

Doodlehoppers for Kids held an in-store fundraiser for BHNV in December. Ten percent (10%) of all proceeds from sales on December 1 between 7-9 were donated to BHNV.

Students at the Art Institute of Washington chose BHNV for their Honors class project. They completed a redesign of BHNV's e-newsletter and suggestions for a new brochure and logo.

ExxonMobil selected BHNV as a site for their summer internship program. Allison Morisato assisted Development Manager, Jasmin Witcher, with donor management, fundraising and grants, social media and newsletters.

Family Assistance Program

A significant challenge facing BHNV in FY 11-12 was the decision to pursue rapid re-housing as a primary agency objective. Rapid re-housing is an approach to homelessness that identifies permanent housing as the objective of homelessness services with all other services identified as secondary and/or voluntary. The premise of rapid re-housing is that homeless clients will be motivated to engage in other social services once they attain housing in order to maintain housing; optional services are also viewed as a means of empowering the client and more likely to result in client buy-in and, ultimately, success. The challenges to rapid re-housing include the lack of client accountability and the responsibility placed on the agency to identify and maintain housing on behalf of the client. While the benefits of rapid re-housing are apparent, the practice is still fairly new and untested for long-term success across several homeless populations. Nevertheless, homeless advocates and some grantors that focus on homelessness are requiring or strenuously encouraging a shift toward rapid re-housing for all housing providers.

In spring 2012, the Board of Directors debated the merits of adapting BHNV's Family Assistance Program to accommodate rapid re-housing. While BHNV elected not to pursue rapid re-housing as its primary focus, the agency instead continued to offer permanent housing alongside transitional housing as housing options for incoming clients. The options available to clients allowed those seeking permanent housing to be supported in that goal, while clients needing or seeking supportive housing retained full access to transitional housing services. The availability of both options appeared to satisfy the needs of clients, and BHNV pursued both opportunities based on each clients' stated goals. At the end of FY 11-12, 16 households transitioned from the shelter to permanent housing and 9 households moved to transitional housing. One client returned to the home of the abuser, and another six left the shelter for unknown destinations.

Additionally, BHNV shuttered its Independent Living Program in October 2011. The Independent Living Program began in 2006 in order to provide transitional housing to single clients who were graduating from BHNV's shelters. There was little to no transitional housing available for single women, many of whom struggled to remain self-sufficient after leaving the shelter. BHNV's program was put in place to respond to this need, and over its existence it housed 17 clients. The program was discontinued due to lack of funding and a diminished need for services. Other housing programs established services for single women that mitigated the need for BHNV's Independent Living Program. BHNV exited its last client in October. After minor repairs, the home was relinquished to the church that owned the property in March 2012.

BHNV Helpline

The past several years have seen an increase in the number of calls to the Helpline, and FY 11-12 was no different. Total call volume reached 576 (525 unduplicated callers) which included 525 adults and 681 children. Call volume averaged 48 calls per month. These numbers are in stark contrast to call volume at the start of the recession when calls totaled 213 (18 calls per month). During the past four years, calls

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increased by 170%. Over the same time period, the number of callers reporting financial abuse rose from 8.1% in FY 08-09 to 17.3% in FY 11-12.

The average call length is 14.2 minutes, and 34.1% of adult clients and 13.6% of child clients were identified as being in danger. Among the reasons for the call, the top five requests for help were (callers may request more than one type of referral):

<u>Reason for Call</u>	<u># of Callers</u>	<u>% of Calls</u>
Domestic violence shelter	443	79.4%
Homeless shelter	209	37.5%
Legal assistance	33	5.9%
Support/talk	32	5.7%
Financial assistance	21	3.8%

Helpline staff and volunteers made 992 total referrals to 525 callers (unduplicated). Referrals to BHNV, other domestic violence shelters, or homeless shelters were the most common assistance. Other referrals included legal, mental health, financial, safety planning, maternity or other supports. Among the 462 callers requesting services for domestic violence or sexual assault, callers identified the following types of abuse (callers may have identified multiple types of abuse):

<u>Type of Abuse</u>	<u>% of Calls</u>
Verbal/emotional/psychological	92.5%
Physical	82.7%
Financial	17.3%
Rape/sexual	11.6%
Stalking	8.7%
Confinement	7.5%
Use or threat of weapons	6.9%
Destruction of property	6.4%
Other	1.5%

FY 12-13

In the coming year, BHNV will continue the capital campaign to improve House 1. The renovation of House 1 was slated to begin in spring 2012. However, the renovation hit a snag when BHNV learned that the renovation would require a change in zoning due to the increased number of individuals expected to reside in the shelter. Zoning laws in Fairfax County will require a change in code to a congregate living facility serving up to 16 individuals. A congregate living facility requires a Special Exception Permit before the building permit can be issued. The Board established a temporary Special Exception Permit Committee to manage the rather lengthy and expensive process. The Committee is receiving support from Richard Sewall, architect, who has donated his professional services to BHNV.

Joseph's Coat Thrift Shop

After 18 years of operation in its original Falls Church location, Joseph's Coat relocated to downtown Annandale in spring 2012. Just one year ago, in spring 2011, BHNVA received notice that the shopping center that had housed Joseph's Coat since its debut in 1993 was scheduled for demolition. After many months of searching, the Joseph's Coat Committee identified a vacant building in Annandale, and the store re-opened in its new location in April 2012.

Joseph's Coat Thrift Store began in 1993 to provide financial support to BHNVA and tangible goods to underserved women and children. Over the years, Joseph's Coat grew into a highly successful thrift store which created independent revenue for the Family Assistance Program and low-cost quality goods to the surrounding communities. The store provided additional services to BHNVA, many of which were kept out of the eye of the public but remained critical to the smooth operation of the Family Assistance Program. Among them were the job training program for unemployed or traumatized clients, who could work at Joseph's Coat with anonymity by serving in the processing area or other non-visible functions, and the annual Christmas Shop for shelter and Aftercare clients.

The potential loss of the store was a weight on BHNVA during FY 10-11, and it was with some relief that a suitable location was discovered in Annandale. The new building is a free-standing building with several retail, church, daycare and other businesses around it. Located in the same commercial lot as Giant Food and across the street from Bank of America, the hope is that both foot traffic as well as car traffic from the heavily traveled Columbia Pike will result in committed donors and shoppers.

In its new location, Joseph's Coat continues to:

- Provide clothing, household items, and furniture at no cost to BHNVA clients and their families.
- Donate furniture and household items to the emergency shelters and the BHNVA office.
- Serve as an active site for job training in a retail environment to women transitioning into the work force. Clients learn basic job skills in a safe environment with emotional support and encouragement from Joseph's Coat staff. Their contribution to the store's operation provides excellent opportunity for their overall personal growth, self-esteem and self-confidence.
- Serve as a community work site that facilitates various outreach programs, e.g.,
 - Individuals with community service hours
 - Students with required volunteer hours
 - Individuals from the disabled community who volunteer their time in exchange for job skill experience and personal growth opportunity.

The new store is still establishing itself in a new community, but the hope remains to turn the store into a profitable venture within a year of opening. With average revenues of \$50-60K annually in the Falls Church location, there is much anticipation to see how Joseph's Coat will do in Annandale.

Client Demographics

Following is a summary of our client services over FY 2011-2012

- 525 unduplicated adults (576 total calls) and 681 children received emergency and crisis intervention assistance through the BHNH Helpline.
 - Compared to 478 unduplicated adults (543 total calls) and 574 children in FY 10-11.
 - Compared to 370 unduplicated adults (414 total calls) and 462 children in FY 09-10.
- 35 intake interviews were conducted and 29 families entered the program.
 - Compared to 44 intake interviews and 38 families in FY 10-11.
 - Compared to 25 intake interviews and 19 families in FY 09-10.
- 95 clients (40 adults and 55 children) received shelter and transitional living services.
 - Compared to 105 clients (51 adults and 54 children) in FY 10-11.
 - Compared to 77 clients (32 adults and 45 children) in FY 09-10.
 - In FY 11-12, BHNH also discontinued its Independent Living Program.
- 10 shelter and 1 independent living households were in the program at the beginning of the fiscal year.
- 13 heads of household/adults were employed when they came to Bethany House.
- 34 adults and 28 children participated in life skills activities.
- 36 adults and 29 children received group counseling.
- 27 adults and 5 children received individual counseling.
- 2 donated vehicles were given to two clients.
- 33 clients exited the program during FY 11-12:
 - 9 clients were accepted into a transitional housing program.
 - 9 clients signed leases for permanent housing
 - 7 clients moved in with family or friends
 - 1 client returned to her abuser
 - 6 clients exited into unknown situations

Financial Statements

BETHANY HOUSE OF NORTHERN VIRGINIA, INC.
FINANCIAL STATEMENTS SUMMARY
For the year ended June 30, 2012

Revenue:

Thrift Shop Revenue	192,740
Contributions	175,598
Non-Government Grants	173,930
Government Grants	160,952
Inkind Goods and Services	116,686
Fundraisers	59,095
Newsletters	11,559
Other Income	2,729
Interest/Investment Income	19,274
Total Revenue	\$ 912,563

Expenses:

Program Services	795,826
Management & General	65,267
Fundraising	122,246
Total Expenses	\$ 983,339

Net Assets at Beginning of Year	\$ 1,115,025
Change in Net Assets	(70,776)
Net Assets at End of Year	\$ 1,044,249

The Audit was completed October 16, 2012.

Grants and Other Funds Received
FY 2011-2012

Foundations

The Dr. Francis P. Chiaramonte Private Foundation.....	25,000
Washington Forrest Foundation.....	15,000
VA Family and Children’s Trust Fund	8,635
BJ’s Charitable Foundation.....	7,500
TJX Foundation.....	5,000
Kevin and Randi Mack (Calvert Social Investment Foundation)	3,000
Amerigroup Charitable Foundation.....	2,500
Philip L. Graham Fund	2,500
Titmus Foundation	2,500
Sally Beauty Holdings	2,000

Non-Profit Grants

Freddie Mac Foundation	65,000
United Way / Combined Federal Campaign	15,375
UW Community Impact Fund—Alexandria	2,799
UW Community Impact Fund—Fairfax/Falls Church.....	15,000

Government Support

Fairfax Consolidated Community Funding Pool.....	133,500
VA Dept. of Housing & Comm. Dev. Shelter Support	27,452

Churches	47,455
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Fundraising

Knock Out Abuse Foundation.....	45,000
Garden of Light	12,131

Corporate

Johnson Products Company	5,000
Contact Solutions.....	2,500
L.T. Services, Inc.	2,000

Clubs/Community Organizations	3,563
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Individuals

Individuals.....	17,376
Newsletters.....	11,559
Direct Mail.....	3,155