



# Women's Resource Center

To protect, shelter, and empower people impacted by domestic and sexual violence.



## Serra Subaru "Share the Love" Event Benefits WRC

**Sharing the love – that's  
what Serra Subaru in  
Traverse City is all about.**

From late November through January 7th, Serra Subaru participated in Subaru's national Share the Love sales event. For each new car sold, the buyer could select from four charities — three national or Women's Resource Center — to receive a \$250 donation from Subaru. Serra's success was enormous and we received a gift of nearly \$22,000 from the event! Go

hug a new Subie owner for us! That's a lot of new cars out on the road.

We are thrilled with the results of our partnership with the fine folks at Subaru and their many, generous customers.

**MANY THANKS** to Jerry Zezulka, Mike McFarlane and Kristin Hooper of Serra Subaru – and their talented sales team.

## Placing Domestic Violence at the Top of the Community's Priority List



Jane Hayes, WRC Board President

**For the younger members of our community, as long as they can remember, domestic violence has always been a crime. But for many of us, we can recall when these words became Michigan law: "Each police agency in this state shall ... develop, adopt, and implement written policies for police officers responding to domestic violence calls. The policies shall reflect that domestic violence is criminal conduct."**

The year? It was only 1995.

When I first moved to Traverse City in 1979, this community was on the forefront of dealing with the issue of domestic violence. Now, as we look ahead, we must remain in that position.

We, as a community, must ensure that none of the societal attitudes or relative lack of awareness from the pre-1995 era linger as we try to advance our quality of life, in so many ways. When the community quietly began a movement in the 1980s to help women who were victims of domestic violence, it happened largely by working in the shadows. There was a stigma for the women committed to this mission who, at the same time, could not always place confidence in law enforcement to assist them. Even in the face of those realities, volunteers created the Women's Resource Center.

In recent years, our priorities have seemed to drift. We funded programs based on where dollars could be found rather than what those harmed by domestic violence truly needed. An example of this is our effort to address increasing homelessness and substance abuse through capturing government funding prioritized for

these critical issues. We attempted to shape our services to support the community focus. The unanticipated consequence of these decisions, although socially responsible, resulted in reductions in the support services needed for women with their children who suffer abuse.

Now, that the WRC Board has stepped forward to develop a strategic plan to address the mission head-on, it is imperative for the community to stand united against domestic violence. Leaders from all sectors — business, government and religious organizations — must address this as a shared priority and work together as an example for all. Law enforcement must continue its increased commitment, modeled by former Traverse City Police Chief Ralph Soffredine, outgoing President of the Women's Resource Center Board. Anyone may join this effort in a variety of ways, from volunteering time, joining the Board to providing financial support.

As a social worker, teacher and volunteer, I have seen the impact of domestic violence on our community from a variety of perspectives. It cuts across all walks of life. Chances are it has affected a family close to you.

### Women's Resource Center 2017 Board of Directors and Officers

#### Executive Committee

President, Jane Hayes  
Vice President, Jessica Wheaton  
Secretary, Dennis Piskor  
Treasurer, Ed Carlson

#### Board of Directors

Ruth Bloomer	Jane Hayes	Ralph Soffredine
Mardi Black	Lynne Moon	Jessica Wheaton
Ed Carlson	Dennis Piskor	Matthew Wiliford
Karin Chung	Linda Smyka	Marylou Zaloudek



## Building Hope Campaign Successfully Completed

**In early September we wrapped up fundraising for our Building Hope Campaign.**

Individual donors and state and federal funders helped us raise over \$153,000 to make critical repairs to Helen's House, our emergency shelter and Madeleine's House our transitional home, along with other important updates that will improve client safety and privacy. \$64,000 of the total funds raised came from private grants.

Many thanks to Rotary Charities, which supported us with a \$25,000 matching grant, The Oleson Foundation, Zonta Club of Traverse City, the Les and Anne Biederman Foundation, Consumers Energy Foundation,

Hagerty Insurance and Traverse City Rotary Club's Good Works Fund for their generous support.

In addition, our 3G Circle of Women Givers contributed \$36,650 over two years and we received \$26,000 from other generous donors in our community.

All told, we received support from 213 individuals and families, seven private grants and funding from two of our government partners to raise these much-needed funds. We are so grateful.

## Redesigning Doula Teen Program

**Women's Resource Center is working with NorthSky Nonprofit Network and Rotary Charities to navigate a smooth transition to a new home for our Doula Teen Program.**

The program provides critical services to teen mothers and their children in a highly-coordinated effort which focuses in the needs of the teens and their babies. Our hope and intent is the new program's emphasis will be on continued education, employment readiness and career preparation. By re-establishing the central role of volunteer mentors, the program will provide parenting teens with one-on-one trusting relationships, which are widely considered to have the most profound impact of any other services provided by the program.

### Quote From The Heart

"Trying to address the issue of domestic violence is like trying to un-sink the Titanic"

These words were spoken from the heart by a client. It was a real-time reminder of why we do this work.

Many thanks to the following folks who have hosted recent events for our benefit:

Big Beautiful Life Chiropractic – Wine, Women and Wellness

Art Van Furniture – Ladies Night Out

Grand Valley State University's RPC Society – Yoga for a Cause

**And, finally, Lucky's Market! Shop with a reusable bag and receive a wooden dime to donate to area non-profits. The WRC is one of the three charity options. Lucky's will match all donations. Shop early and shop often!**



## News and Thank You

### Stories We Are Celebrating

- The WRC received an extremely generous and touching \$50,000 gift in December. The donor's family has been deeply connected to the agency from its inception.
- New carpeting was installed in the main office client service areas and we upgraded our phone system recently. Many thanks to our Building Hope Campaign donors and our local Lowe's team for supporting us in so many ways.
- The 2016 Holiday Needs program provided gifts to 115 families, including more than 200 children.

We are grateful to the more than 100 donors who adopted families this year.

- WRC was awarded a \$7,500 United Way grant for emergency shelter and advocacy services.
- Our Thrift Shop revenues increased \$38,000 over last year and shop staff issued 1,569 vouchers valued at \$94,740 to people in need in our community. Thank you to all the donors and our shoppers who make our shop so successful!
- We received a \$18,850 grant from the Grand Traverse Band of Ottawa and Chippewa Indians in August. We are so grateful for our collaboration with the Band.
- WRC made a presentation on "Intimate Partner Violence and the Health Care provider" at Munson

Healthcare. The Continuing Medical Education (CME) was broadcast remotely to all Munson facilities.

- We received a \$1,250 community grant from Chemical Bank for our advocacy and housing programs. Thank you!
- We were awarded \$241,533 — the full amount of funding requested — from Victims of Crime Act funds. This is an increase of \$80,000 from last year. This grant supports the vital work of caring for victims of domestic and sexual violence.
- WRC was excited to receive nearly \$1,500 from the DTCA's Shop Your Community event in November. Thank you, downtown shoppers! What a great way to help local businesses and people in need.



Pictured (left to right): Matt Wiliford, Juliette Schultz, Jim Tuohy, Jerry Zezulka, Mike McFarlan

## Contact

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**Web** [www.womensresourcecenter.org](http://www.womensresourcecenter.org)

**24-hour Helpline** 1-800-554-4972

**WRC Thrift Shop**  
3030 N. US-31  
Traverse City, MI 49684  
(Just south of Pizza Hut)

