Dear Friend of DAIS,

As has become our custom in the past few years we are ending our annual newsletter schedule by providing you with the Annual Report from the year just past. With a number of changes we are implementing this year, we plan to provide you with the 2022 Annual Report much earlier in next year, but for now, we’re looking back at 2021 and reporting on our work.

If you can remember back to the beginning of 2021, we approached it with great hope and expectation. We were seeing the first COVID vaccines distributed, we had some sense we might see what a “new normal” looked like and that maybe the harshest impacts of the pandemic were past us.

That proved to not entirely be true. In-person events were still a rarity, connection with clients and donors was still challenging, the Paycheck Protection Program that got us through 2020 was no longer available, and we were still being called upon to “pivot” in how we provided care for our clients and funded our programs.

In early 2021, DAIS Board of Directors appointed a small work group of staff and Board members to, under the guidance of an external consultant, undertake a strategic planning process to map the organization’s work through 2026. This group utilized a Strengths, Opportunities, Aspirations, and Results process to engage more than 100 stakeholders from across the community to provide advice and input into the critical role DAIS has within the larger context of our community.

Dear Friend of DAIS,

As 2022 comes to a close, it is natural to take time to reflect on the year’s accomplishments. In this final newsletter of the year 2022, it is important to look back to where many of this current year’s successes got their starts: in 2021, highlighted by our 5-year strategic planning process.

After 45 years serving our community, DAIS has built a strong organization and an excellent knowledge base of best practices to help our clients. At the same time, community and client needs change, and that has been especially true through the pandemic. To be the most effective DAIS we could be, we knew we needed to examine our work with fresh eyes to ensure we were maximizing our impact, meeting the needs of those we served, and ensuring stability now and for years to come.

In early 2021, the DAIS Board of Directors organized a small work group of Board Members and staff from across the organization to conduct a strategic planning process to envision our work through 2026. This team worked hard to engage more than 100 stakeholders from across the community including clients, DAIS staff, volunteers, Board members, funders, donors, and community partners to provide feedback into the critical role DAIS has within the Dane County community. As a member of this work group, I was so impressed by the dedication of my colleagues on the Board and the staff at DAIS throughout this process!

Continued on page 3
## Our Mission
Empower those affected by domestic violence and advocate for social change through support, education, and outreach.

## Board of Directors
- Tom Long
- Anne Brindley
- Heather Crowley
- Andrea Naef
- Eva Solcova Smith
- Anita Mahamed
- Jeane Kropp
- Leslie Osman
- Charlene Clay
- Kayla Graser
- Karina Virrueta-Running
- Melissa Robinson

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## 2021 Financial Statements

### DAIS Revenue Sources

- Grants (42%)
- Contributions (52%)
- Paycheck Protection Program (6%)

### Statement of Activities for Fiscal Year 2021

#### Support & Revenue

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants</td>
<td>1,305,965</td>
</tr>
<tr>
<td>Contributions</td>
<td>1,615,349</td>
</tr>
<tr>
<td>Investments</td>
<td>618</td>
</tr>
<tr>
<td>Other Income</td>
<td>2,511</td>
</tr>
<tr>
<td>Assets Released from Restriction</td>
<td>167,733</td>
</tr>
</tbody>
</table>

**Total Revenues Without Restrictions**: $3,092,176

#### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Services</strong></td>
<td></td>
</tr>
<tr>
<td>Shelter and support</td>
<td>1,343,893</td>
</tr>
<tr>
<td>Children's services</td>
<td>120,129</td>
</tr>
<tr>
<td>Legal advocacy services</td>
<td>192,169</td>
</tr>
<tr>
<td>Community services</td>
<td>404,793</td>
</tr>
<tr>
<td>Prevention, training, and education</td>
<td>136,907</td>
</tr>
<tr>
<td><strong>Total Program Services</strong></td>
<td>2,197,891</td>
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<tr>
<td><strong>Supporting Activities</strong></td>
<td></td>
</tr>
<tr>
<td>Administrative</td>
<td>518,432</td>
</tr>
<tr>
<td>Development</td>
<td>341,482</td>
</tr>
<tr>
<td><strong>Total Supporting Activities</strong></td>
<td>859,914*</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>3,057,805</td>
</tr>
<tr>
<td><strong>Change in Net Assets Without Donor Restrictions</strong></td>
<td>34,371</td>
</tr>
<tr>
<td><strong>Changes in Assets with Donor Restrictions</strong></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>10,000</td>
</tr>
<tr>
<td>Net Assets Released from Restriction</td>
<td>(167,733)</td>
</tr>
<tr>
<td><strong>Change in Net Assets with Donor Restrictions</strong></td>
<td>(157,733)</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>(123,362)</td>
</tr>
<tr>
<td>Net Assets - Beginning of Year</td>
<td>5,844,498</td>
</tr>
<tr>
<td><strong>Net Assets - End of Year</strong></td>
<td>5,721,136</td>
</tr>
</tbody>
</table>

The 2021 Statement of Financial Position and Statement of Activities have been approved by Wegner CPAs. Copies of the Complete Audit Report are available upon request. DAIS complies with all applicable state and federal reporting requirements.

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3DAIS DIGEST

2021 Annual Report

The work group met weekly for more than eight months to work through this process. In December of 2021, the Board of Directors endorsed the initial findings of the work group. From this initial framework, the work group developed goals, strategies and specific annual initiatives to advance the work of DAIS over the next five years.

Among others, the most critical takeaway was that to best serve our clients in this “new normal,” we would have to better define and refine our organizational focus and fit. We learned that what makes DAIS special is our crisis response work, and that is where we should be working to strengthen ourselves.

We are excited, enthusiastic, and committed to the implementation of this strategic vision over the next few years. In fact, I am excited to write our 2022 Annual Report and let you know how much we did in just the first year of this plan!

As always, I thank you, the friends and champions of DAIS who have supported us through everything and made our every accomplishment possible. I wish you the happiest of festive seasons and look forward, with you, to the new year ahead!

Warmly,

Shannon Barry
MSSW Executive Director

In December of 2021, the Board of Directors unanimously endorsed the findings of the work group. These findings were further incorporated into our new Strategic Plan which will drive our work over the coming years. Perhaps most notably, this process made clear that to best serve our clients going forward, we must define and refine our focus and fit as an organization. We learned that what makes DAIS special is our crisis response work, and that we should further invest in that area. That’s exactly what we have been doing ever since, and I am excited to see what comes next!

As our board chair, I know first-hand that to enact these plans for a better, stronger DAIS, we need you! DAIS is what it is because of the generosity of our community, and we are so very grateful for your support of this essential organization.

Thank you,

Tom Long
Chair, DAIS Board of Directors

If you’re in a situation and you know you’re not happy, and you know you’re not safe, or your kids are not safe, DAIS is a place that can help you. They gave me security that I was going to be okay. And me coming here and fighting for a better life was worth it, it was.” – Former DAIS client
What is the Help Line?

*The Help Line is the gateway through which clients gain access to DAIS services. Help Line Advocates are there to provide clients, as well as family, friends, and community members, with support, information, and safety planning. As the Covid-19 Pandemic stretched into a second year, our free and confidential Help Line saw a slight decline in total call volume, but calls typically lasted much longer, as clients were often facing more complicated situations. Our advocates handled these calls beautifully, and caller surveys showed 98% of callers found the support, information, or referral they were looking for. We are so proud of our Help Line staff and volunteers!*

-Anabella Price, Crisis Intervention Manager

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Case Management

*Our Case Management team, launched in 2019, continues to provide comprehensive, trauma-informed services including crisis management, safety planning, resource referrals, and support to victims of domestic violence currently housed in our Shelter, as well as community clients residing at home. As the program has become more established, it has also become more effective, as evidenced by a 49.3% year-over-year increase in total clients served in 2021. The program has also placed an increased emphasis on connecting clients on our Shelter waitlist with our other available services. This has resulted in a substantial increase in waitlisted clients declining a Shelter stay altogether due to receiving the help they needed without ever staying with us. Our Case Management team continues to adapt to the ever-changing needs of our clients and community, and we are excited about its future!*  

-Faye Zemel, Director of Services

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Help Line

**Help Line By the Numbers**

- **6,953** Total Calls
- **98%** of Help Line callers indicated they received the support or information they were seeking when making the call.

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Case Management

**Case Management By the Numbers**

- **333** People Served
- **49.3%** increase over 2020.
The DAIS Children’s Program provides trauma informed services to families who have experienced domestic violence. Age-appropriate programming centered around helping children and youth process their experience with family violence is provided in Kids’ Space. In addition, parents receive support through crisis counseling, information sharing, advocacy and referrals. At DAIS, the children we serve are primary clients of DAIS, just like their parents.

“The easing of restrictions enabled by the Covid-19 vaccines meant we were able to welcome volunteers back into our Children’s Program in 2021, to the enjoyment of both our wonderful volunteers and the children they work with. Our Children’s Program had an excellent 2021, highlighted by fun holiday parties throughout the year and our first family fun night since the onset of the pandemic. None of this would be possible without our amazing volunteers and supporters around the community who donated food and supplies for these events. Thank you!”

-Karen Larsen, Parent, Child, and Youth Advocacy Program Manager
The Shelter Program

“DAIS provides the only shelter specifically for survivors of domestic violence in Dane County. This shelter, which is part of our facility on Fordem Avenue, provides temporary shelter for victims of intimate partner violence and their children who are in life threatening situations. The DAIS Shelter program truly is a homicide prevention strategy. While staying in shelter, DAIS clients are given time and space to heal, as well as access to a full array of services including safety planning, legal advocacy, and case management. To ensure our shelter clients have support when they need it, our shelter is staffed by dedicated Shelter Advocates 24 hours a day, 365 days a year!”
-Kristin Olgren, Shelter Coordinator

Shelter
By the Numbers

224
People Served
(93 Adults & 131 Children)

10,625
Shelter Days Provided

1,619
Hotel Nights Provided

Training and Education

DAIS’ Community Awareness and Prevention Education (CAPE) program includes both outreach, community education and awareness raising, as well as skills-based training for other professionals such as law enforcement officers, human resource managers, housing providers, or child protective service workers, to name a few. DAIS frequently attends tabling events and resource fairs to share information about domestic violence and DAIS services. Through 2021, many of these trainings occurred over Zoom, although in-person events became more common later in the year.

Training & Education
By the Numbers

49
Presentations

923
Number of Audience Members
The Prevention and Community Outreach Program is a community based, collaborative program that seeks to eradicate intimate partner violence and sexual assault through social change and community building. MENS Club (Men Encouraging Nonviolent Strength) is DAIS’ main prevention initiative. This program works with young men and the adults who interact with them to identify and eliminate the root causes that contribute to abusive behavior and gender-based violence. MENS Club is a peer based group, facilitated by DAIS staff and a representative from a partnership site, that focuses on gender roles and expectations, communication, conflict resolution, and healthy relationships through guided activities and group discussion. In 2021, MENS clubs sites included Whitehorse Middle School, LaFollette and Madison Memorial High Schools, and Prairie Phoenix Academy (PPA) in Sun Prairie. MENS Clubs, which had been virtual for the 2020-21 school year, adopted a “hybrid” approach. This allowed clubs to quickly adjust to rapidly changing circumstances and the unique needs of their members and schools.

"Notably, a core group of attendees at PPA has been trans-men. 6 of the 12 that routinely attended MENS Club meetings have identified as Trans men or non-binary. It has been the coolest part of my work this year because they have mentioned how coming out and transitioning has shifted their experience with masculinity, and they have expressed feeling the need to be toxic or hyper-masculine in order to “pass” or to “fit in.”

-Zoë Heitzinger, Prevention Outreach Coordinator

2021 marked something of a return to normal for our Legal Advocacy program. With the introduction of the Covid vaccines and restrictions lifting, the Dane County Courthouse reopened for in-person hearings. This meant our Legal Advocates were once again joining clients in Downtown Madison through our court accompaniment program. This was a bit of a transition for many of our Legal Advocates who started at DAIS during the pandemic, but they adjusted quickly, and their work was impactful.

The return of in-person hearings also allowed for the return of our Court Watch program, in which volunteers attend all IPV-related hearings and monitor and evaluate the ways in which judges handle these sensitive cases. These evaluations are compiled at the end of the year, and “report cards” are produced for each local judge to review if they so choose.

"2021 also saw a notable increase in the demand for Legal Advocacy from DAIS clients, with a 12% increase in total number of clients served, and a 25% increase in hours of support provided, further demonstrating the increased complexity of client cases we have seen across all of our services."

-Kianna Hanson, Legal Advocacy Program Coordinator

Legal Advocacy Program

<table>
<thead>
<tr>
<th>Legal Advocacy By the Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>828 People Served</td>
</tr>
<tr>
<td>1,497 Hours of Support Provided</td>
</tr>
</tbody>
</table>

Prevention

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-Zoë Heitzinger, Prevention Outreach Coordinator

Prevention By the Numbers

<table>
<thead>
<tr>
<th>Prevention By the Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Sites</td>
</tr>
<tr>
<td>48 Participants</td>
</tr>
<tr>
<td>27 MENS Club Events</td>
</tr>
</tbody>
</table>
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