

New Hopes; New Beginnings



WE ARE DEDICATED TO ERADICATING DOMESTIC VIOLENCE AND GIVING WOMEN THE TOOLS THEY NEED TO BEGIN A NEW LIFE

Who We Are

Our Vision

To open a transitional home, working collaboratively, that will provide a place where women of all ages, with or without children, can get support, counseling and education, so that they can live free from the effects of abuse in intimate relationships. New Hopes; New Beginnings strives to prevent and eliminate abuse through education, advocacy and partnerships.

We believe

- ▶ Each woman has the right to choose the direction of her life according to her own values and needs.^[2]
- ▶ Each woman and child has the right to a safe, respectful environment.
- ▶ Each woman and child has the right to confidential services.^[3]

As a Society

- ▶ We value diversity and promote acceptance and inclusion.
- ▶ We value the unique contributions to the society by board members, staff, volunteers, clients, funders, donors, and community partners.¹
- ▶ We are accountable and fiscally responsible.
- ▶ We are non-partisan.
- ▶ We are faith based.

Why Buncombe County Needs A Transitional Home For Domestic Violence

- ▶ There were 63 homicides reported from domestic violence in 2012, in NC.
- ▶ A woman can only stay 6-8 weeks at a shelter – than where does she go? Many go back to their abuser.
- ▶ Statistics tell us that a woman will leave her abuser seven times before she leaves for good; if she makes it out alive.
- ▶ She needs a place that she can feel safe and secure.
- ▶ Other transitional homes in Buncombe County are for domestic violence, drug abuse, homelessness and just released inmates.
- ▶ Our home will deal only with domestic violence. We will work with teens as well in a variety of programs we offer.
- ▶ There are waiting lists not only at the shelters but at other transitional houses.
- ▶ Our transitional home will be a model home for North Carolina.
- ▶ Buncombe County does not have a transitional home that deals with only domestic violence survivors.
- ▶ We will provide;
 - Individual and Group Counseling
 - Life Coaching – Setting Goals
 - Parenting Classes
 - A Place for Prayer and Meditation
 - Learning How to Create a Budget – financial education
 - Higher Educational Opportunities
 - Empowerment
 - Jobs

How Will We Support Our Transitional Home?

Our Bath Products Business

Grants

Fundraisers

Corporate Donors

Individuals Donors

Qualifications to Create a Successful Business; The Benefits of Our Business

- ▶ Our Executive Director, Susan Lytle successfully started her own business in 1985 creating specialty chocolates. After several years in the business she sold it making a profit.
- ▶ She also purchased an existing floral business in 1991 and successfully turned it into a thriving florist, again selling it for a profit. She has thirty seven years of sales experience.
- ▶ One of our biggest assets is our passion and desire to see our business not only become successful but create jobs for women who are survivors of domestic violence.
- ▶ The revenue created will be able to sustain our organization by 2015.
- ▶ We will be a model transitional home for N.C.
- ▶ We will provide jobs to women who may have never been “allowed” to work because of their partners.
- ▶ It will help to empower these women.
- ▶ We will teach them job skills.
- ▶ They will see that there are opportunities that would enrich their lives such as becoming an entrepreneur, furthering their education or finding a job that can support them.
- ▶ The product itself is a benefit. Each bath product has its own unique qualities and uses.

Our Bath Products



We will carry the following spa bath salts:

- ▶ Zen
 - ▶ Lavender
 - ▶ Cold & Flu
 - ▶ Himalayan
 - ▶ Melon
 - ▶ Coconut
- ▶ The cost of an 8oz bag is \$2.30
 - ▶ They retail for \$11.99
 - ▶ They wholesale for \$5.99
 - ▶ Our marketing strategy will be calling on spas, boutiques, and specialty stores as well as chain stores.
 - ▶ Our products will be featured on our website as well as its own website.

Summary

My passion as founder and director of New Hopes; New Beginnings is huge!
I have worked as a volunteer since the beginning in 2008.

A transitional home for women trying to start their lives over is what Buncombe County needs. We deal with women everyday that are trying to make the decision whether to leave or not. Leaving is a dangerous time for a victim. The biggest problem that arises is “If I leave, where will I go that is safe? How will I support myself/children? How can I save money to leave him when I’m not allowed to work? I have a job but he controls the money.”

We also get calls from various agencies in the county asking for our help in finding placement for women. I personally have on more than one occasion taken someone home with me because I couldn’t leave them to sleep in the park.

Receiving this grant from Buncombe County would make the difference in so many lives. There’s no doubt that it would help save lives.