



hope for a better life

Esperanza Shelter for Battered Families, Inc.

Volume 9, Issue 3

Fall 2011

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From the Exec. Dir.

Shelter Wish List

Art & school supplies

Baby carriers/bassinets

Baby strollers

Backpacks (kids/adults)

Blankets/sheets

Gift cards (any kind)

Gas cards

Luggage

New pillows

New beauty supplies

Notebooks/journals

Pots/pans

Rail Runner passes

Santa Fe Trails bus passes

Towels

If you wish to donate items other than the above, please call 505.474.5536 to see if we currently need them.

OR stop by Coldwater Creek, 123 West San Francisco Street to participate in their wish list drive during the month of October benefitting Esperanza!

A Ripple of Hope

by Kari Sullivan, Assistant Director

It is the greatest of all mistakes to do nothing because you can only do little - do what you can. ~Sydney Smith

One need not look far to recognize that we are in turmoil, individually and as a community, economically and socially. Local non-profit social service agencies are facing difficult challenges-funding cuts and record demand for services. Esperanza Shelter has not been immune to this. Difficult staffing decisions and program cuts have been made. We are rallying as an agency to make sure that the Santa Fe community can count on Esperanza 24/7 to respond to families in crisis. We remain solid, steadfast and united in our commitment against violence in all forms, in families and homes, in our schools, on our streets and in our society. The truth is, Esperanza Shelter is persevering through this storm because of you: our community, our tireless volunteers, our generous donors, and because of the leadership of our Board of Directors and committed staff.

October is Domestic Violence Awareness Month, a commemorative time to remember the countless lives that have been lost to intimate partner violence. A time to reflect on the courageous steps forward so many survivors of domestic violence have made in starting new lives for themselves and their children. Throughout this newsletter, you will read about many people who have given their time, financial support, and commitments to non-violent living in support of Esperanza and our goal of making Santa Fe a safer place to live.

Our Volunteer Program is making great strides: a new corps of committed volunteers who will do outreach and education to schools, a program that was put on hiatus due to disastrous budget cuts we have faced over the last two years. Now, with the passion and dedication we so often get from this community, Esperanza will be able to continue to do prevention education to junior high students throughout the Greater Santa Fe area.

Local businesses continue to support the families we serve through amazing programs, fundraisers and donations of goods and services. Firms like Curves of Santa Fe, Whole Foods Market (both locations), Walter Burke Catering, and Sunflower Market (both locations), Thornburg Companies and Wells Fargo Bank have provided our clients with much needed advocacy, counseling, crisis services, hot meals, toiletries, and clothing.

(continued on page 2)

"How wonderful it is that nobody need wait a single moment before starting to improve the world."

- Anne Frank

"domestic violence is everyone's business."



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Phone: 505.474.5536
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Crisis Lines
Local Hotline:
505.473.5200

Toll-Free Hotline:
800.473.5220

A Ripple of Hope (continued)

These businesses have also made their locations available for fundraisers to sell *Wall of Hope* bricks, *A Year or So in the Life of New Mexico* books, and even donated a portion of sales from a single-day of shopping to our agency for client supplies and services.

The recent Volunteer Training in early-October was filled with such a committed group of individuals, all wanting to build community, and to give back to their community in meaningful ways. What is so inspiring about all of our volunteers, the businesses and individual donors that support Esperanza's families is that each of them understands the power in one's action—the power encompassed in a single act of giving. It's easy to think that a single act of kindness can't affect change. We all do it...thinking 'what difference can I make just giving \$5 to Esperanza? Or I can only help out an hour here and there on the weekends, or my business can't possibly donate a percentage of profits, because we are barely afloat as it is.' Believe me,

Purple for Peace by Peggy Luplow

October is National Domestic Violence Awareness Month. Mayor Coss issued a City of Santa Fe proclamation to commemorate Domestic Violence Awareness Month in our city. Purple ribbons are showing up everywhere. In October 1987, the first Domestic Violence Awareness Month was observed; and in 1987 the first National toll-free hotline was established. In 1989, the U.S. Congress designated October as National Domestic Violence Awareness Month.

Although the exact history of the purple ribbon is difficult to pinpoint, families and friends of victims have adopted the purple ribbon to remember and honor their loved ones who have lost their lives at the hands of a person they once loved and trusted. Shelters and local battered women's programs use the purple ribbon to raise awareness about the crime of domestic violence in their communities.

we understand. Let's consider the exponential impact of a \$5 donation, or an hour to volunteer, multiplied by hundreds, or thousands? Now that's some change! The exponential impact creates HUGE change.

Starting this month, October, Domestic Violence Awareness Month, let us remember the great words of Bobby Kennedy, "Each time a man stands up for an ideal, or acts to improve the lot of others, or strikes out against injustice, (s)he sends forth a tiny ripple of hope... that can sweep down the mightiest walls of oppression and resistance." Let us be inspired by this notion that a single action, multiplied by thousands, can create the world we want to live in, a community free of violence, and one full of realized dreams. Let us be inspired by the actions of so many of our neighbors who are already creating this tiny ripple of hope, a huge ripple of *Esperanza*.



Purple ribbons are...

- Made into pins and passed out at local events
- Embroidered on t-shirts, hats and bags
- Tied to the antennae of police cars
- Hung on doors
- Wrapped around trees
- Draped over fences at murder scenes

The display of purple ribbons conveys a powerful message that there's no place for domestic violence in the homes, neighborhoods, workplaces or schools of its citizens.

A Commitment to Transforming Lives by John Moreau

At the end of the summer in September 1997, the agency I was employed by as a counselor for special needs children and their families was absorbed by, and consequently shut down, by the arrival of the “Managed Care Program” in Northern New Mexico.

I camped out with my dog in the Pecos wilderness for an extended time in solitude, to reflect on and evaluate my accumulated 20 years of counseling in Santa Fe, and to seek inner guidance on the direction of my next life chapter. Emotionally, I was leaning heavily toward retiring from counseling and returning home to Montana, to live in a cabin in the woods, and resume a past life as an artist and horse rancher.

While in town getting supplies and doing errands, a counselor I knew from Esperanza told me that they needed a counselor immediately, since they were expanding groups. The Esperanza Director at the time, Connie Trujillo, had heard I was unemployed and wanted to interview me. Out of curiosity I went in and was interviewed by Connie and two of her DV counselors. We all were impressed with each other. Consequently, I made a commitment to only volunteer part-time at Esperanza for a month, and then make a decision. They agreed and I did so. The next month, in October 1997, I was hired full-time by Esperanza as a “DV Specialist.” The rest is history! This October 2011 is my fourteenth year at Esperanza.

My years at Esperanza have been challenging and rewarding both personally and professionally. I have examined my own male issues, with resultant needed inner work to become a mature and safe man. Little did I know that ending violence and abuse in families would become my “life vocation.” I am an activist and a clinician in our field, and am committed to this work for life. I am proud and humbled to work with, and be taught by, some of the best in the helping field gathered as “eagles” at Esperanza. I am very proud of, and encouraged by, our current Director, Sherry Taylor. She has heart and soul, and has been a “trailblazer” for our agency as well as for the field of DV. May we all press on and move forward. Our work is needed now more than ever.



October Happenings Underway! by Peggy Luplow

Esperanza and their sponsors are busy as usual. There are so many opportunities for you to get involved in. Show your support! Thank you to all our sponsors and participants!

Domestic Violence Awareness Month started in Santa Fe with a proclamation from Mayor Coss.

We launched an outreach campaign to reach victims with signs in Santa Fe Trails buses throughout the city.

Coldwater Creek is conducting a month-long “Wish List Drive,” so help them to help victims with donations from our wish list. Stop by 123 San Francisco Street.

Santa Fe Place Mall has donated a kiosk where we are displaying awareness materials and current fundraising projects of Esperanza, check us out there!

Mary Kay Cosmetics Representatives are donating their time, product, expertise and a percentage of sales all month long. Join us October 10th and 24th at Hotel Santa Fe, at 6pm, 1501 Paseo de Peralta for a free facial or makeover. Prize drawings – public invited! *(continued on back)*

Esperanza Participation in Gay Pride by Claudia Pineda

For the Santa Fe Pride Festival this summer on June 25th we had a booth set up at the Railyard. We were present to demonstrate our support for the LGBTQA community and to distribute information about domestic violence and the services we offer. Reviewing the fliers we passed out, some festival attendants demonstrated interest for attending the Coordinated Community Response Council's LGBTQA Task Force.

The LGBTQA Task Force is a network of community agencies, direct service providers, and advocates. We seek to raise awareness and improve response to domestic/sexual violence, stalking and homophobia impacting the LGBTQA community in Santa Fe. We aspire to collaborate with law enforcement, health and service providers, and policy makers to enhance availability and quality of service delivery.

The Task Force is currently seeking community collaborators to be points of contact (lawyers, teachers/schools, counselors/other school staff, GSA's, PFLAG members, law enforcement officers, seniors, workforce solutions, social workers and other mental health providers, case managers, Equality NM, HRA, health care providers, judges, legislators, etc.). We need contacts so that when we need to refer members of the LGBTQA community to your agency/organization, we can assure them that they will be supported and respected. We would also like to invite members of the community to the Task Force to attend our meetings and become involved in our projects. We meet on the third Wednesday of each month at Rainbow Vision Library located at 500 Rodeo Rd. If you're interested in becoming a part of the Task Force, please contact Claudia Pineda at cpineda@esperanzashelter.org.

Domestic Violence is a non-gendered phenomenon. Domestic Violence is an issue that occurs at the same rate in LGBTQA families as in heterosexual families. Esperanza strives to meet everyone's needs equally. If you or anyone you know is experiencing domestic violence, please contact us. We are eager to provide you with support!

Would you prefer to receive this newsletter via email?
If so please contact us and ask to be removed from the newsletter list and added to our email list. We can be reached at
fundraiser@esperanzashelter.org, or
PO Box 5701, Santa Fe, NM 87502.

Colorado College Lends a Hand by Anais Weckert

*"You must be the change you wish to see in the world."
- Mahatma Gandhi*

Esperanza Shelter for Battered Families, Inc. was fortunate to welcome a group of young philanthropists from Colorado College for the third consecutive year. This was accomplished through a program designed to give incoming freshmen a broader view of the world around them and their role in making it the utopia that they envision.

Students travel to New Mexico by bus, stay at the Boys and Girls Club and volunteer two full days at our battered family shelter. The dedication, interest and genuine willingness to give back are rewarding to see from young individuals just starting out in life. "The young people were inspirational in their heartfelt volunteerism." -Lupe Aranda (shelter counselor)



During their time with us, students learned about our organization and the importance of creating a world free of violence. Our staff educated them on the dynamics of healthy relationships, teen dating violence and domestic violence. Upon completion of this two-day intensive, students walk away with a new awareness of domestic violence as well as the knowledge and tools to live violence free lives themselves.

Esperanza Shelter is extremely grateful to these amazing student volunteers for all their hard work and commitment. In two days, they were able to transform our donation warehouse, assemble bookshelves, load clothes for St. Vincent DePaul and perform a thorough cleaning of the shelter. By its very definition a philanthropist is an individual who loves (hu)mankind. As we continue into the future, facing challenging times, being able to witness this amazing willingness to give back gives us hope for our city, state and global community!

Spotlight on Volunteerism: A Shining Star Among Us! by Anais Weckert

Linda Lange is a bright and incredibly caring woman who embraces every day wanting to make a difference in the world around her. Linda is much more than that. She is a mother, a grandmother and a retired school teacher. She works part-time, cares for her family and has time left over to volunteer at Esperanza Shelter every week.

During her time at Esperanza, Linda has had her philanthropic hand in every part of our organization. She picks up weekly donations and organizes them for disbursement to our clients. She volunteers in the administration building every week doing filing, makes herself available for fundraising events and is now an integral part of our new Education and Outreach program. When asked what motivates her, without hesitating she responded, *“Each morning I am motivated by the desire to do something worthwhile and make my grandchildren proud.”*

The time, dedication and hard work that Linda has given to our organization is rare. It is volunteers like Linda who enable us to make a difference in our community.

During hard economic times with financial cuts universally, organizations must find innovative ways to operate using fewer resources and more thought.

From the Executive Director

Volunteers are the reason most grass roots entities exist. These movements were started because small groups of people recognized an injustice or a need and decided that action must be taken. We know throughout history that by taking action, change occurs. Esperanza has been providing people with the opportunity to change their lives through advocacy and education for nearly four decades because members of the Santa Fe community recognized the need to take action on behalf of people suffering from violence in their homes.

As challenges were identified, structure and leadership for grassroots causes were established. More volunteers were needed to create Boards of Directors to support these caused based movements into non-profit status. Boards are not only the heartbeat of all non-profits. These volunteers are the heart and effectiveness of the quality of work produced by the agency. Esperanza Shelter has been blessed with many amazing Boards and wonderful members throughout our history.

I know how challenging and rewarding this service can



We are also reminded, on a personal level, of the importance of coming together as a community to take care of one another.

“Linda is an example of the heart of volunteerism. She brings a positive and ‘can-do’ spirit to Esperanza. She enjoys helping wherever she is needed and we always need so much help. She is continually flexible within the needs of the agency and supports our cause with enthusiasm.” Sherry Taylor.

be, because I have served on/and worked for Boards for more than 15 years. The current Board of Directors for Esperanza Shelter for Battered Families is the most functional and supportive group I have had the honor of working with or for! On behalf of all of the unprecedented work this agency has done and will do, I salute and offer the most elaborate and sincere gratitude!





Esperanza Shelter for
Battered Families, Inc.

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VISIT US ON THE WEB
www.esperanzashelter.org

October is Domestic Violence Awareness Month!

Please visit www.esperanzashelter.org for more information.

“domestic violence is everyone’s business.”

Buy a Brick: Help Build The Wall of Hope

Yes! Brick Up! Engraved bricks to honor and memorialize persons, events and special occasions are for sale. Help build “The Wall of Hope” at our new Esperanza Support Center. Call 505.660.7409 to order.

Thanking our Business Donors!

Acoma Optical, Auto Angel, Borders Books, Creamland Dairy, Curves, Dion’s, Domino’s Pizza, Dunkin’ Donuts, Felipe’s Tacos, Flying Star, Henry Valdez Plumbing, India Palace, La Montanita Coop, LANB, Pizza Hut, Rainbowvision, Starbucks, Sunflower Market, Thornburg Companies, Tortilla Flats, Walter Burke Catering, Weck’s, Wells Fargo, Whole Foods Market.

A Year or So in the Life of New Mexico

A Year Or So In The Life of New Mexico, the 224 page book of extraordinary photographs of New Mexico, taken by over 50 renowned photographers is available for purchase, \$50 soft-cover, \$100, hardcover and will make someone on your gift list this holiday season a very happy recipient. Call to order, 505.660.7409

October Happenings Underway! (Continued)

And Airabelle, the Creamland 120-ft. long balloon is flying high over the Albuquerque Balloon Fiesta wearing a purple ribbon on her basket – reminding attendees and viewers from Albuquerque to Buffalo, NY that October is Domestic Violence Awareness Month.

Chalmers Capitol Ford sends yet another giant check to Esperanza as their Capitol Cares Program hits another milestone.

Curves Fitness Center members were recognized with The Peacemakers Award for the North Central Region from the New Mexico Coalition Against Domestic Violence (NMCADV).

Jeannette Baca, our very own Esperanza Shelter Manager has been honored with the “Advocate of The Year Award” at the NMCADV I.D.E.A.S Conference.

The Santa Fe New Mexican, our friend and sponsor for many years has “gifted” Esperanza with free appearances in their ever-popular “SPLURGE” section, resulting in much needed donations – thank you New Mexican!