

A large, vibrant purple daisy flower with a bright yellow center is the central focus of the cover. It is set against a soft-focus background of green foliage and a bright sun in the upper left corner, creating a warm and hopeful atmosphere. The text "2025 ANNUAL REPORT" is overlaid on the right side of the flower.

2025
ANNUAL
REPORT

WWW.NDSHELTER.ORG



FROM THE EXECUTIVE DIRECTOR

2025 was an eventful year for New Day. Our satellite office in Hayward, WI, continued its growth and the services provided to survivors in rural communities. Our Marginalized Communities Advocate has been very successful delivering focused support for underserved populations. Additionally, our Child Advocacy Services and our dedicated space for forensic interviews and child-friendly environments continue to be powerful support for young survivors.

As noted in last year's Report, massive state and federal funding cuts forced us to reduce staffing and essential services, making it more challenging to meet the increasing needs of survivors. Despite having to make difficult decisions throughout the year, we remain committed to our mission and to providing 24/7 staffing, a dedicated crisis hotline, emergency shelter, financial aid, legal and housing advocacy, and prevention education.

This report highlights our financial position, the services we provided, and ongoing challenges. While we navigate funding obstacles, we remain committed to our mission to empower survivors of domestic and sexual abuse through compassionate services and education.

Brenda Thom

Executive Director
New Day Advocacy Center

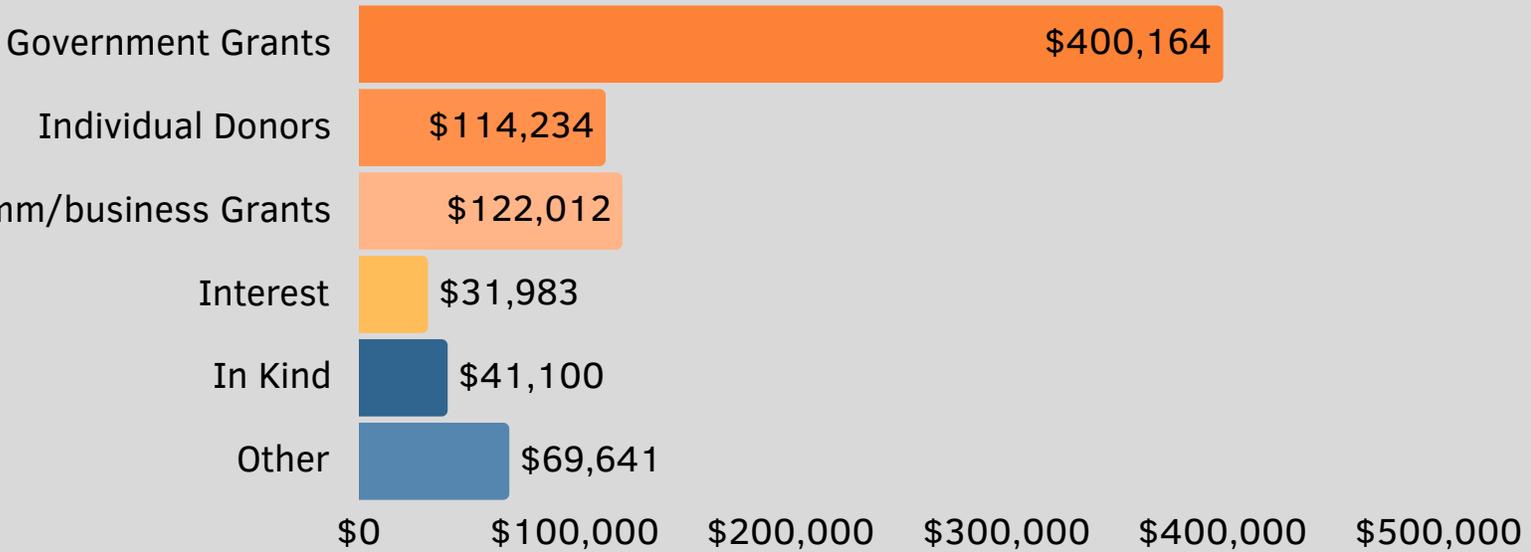


 Brenda@ndshelter.org

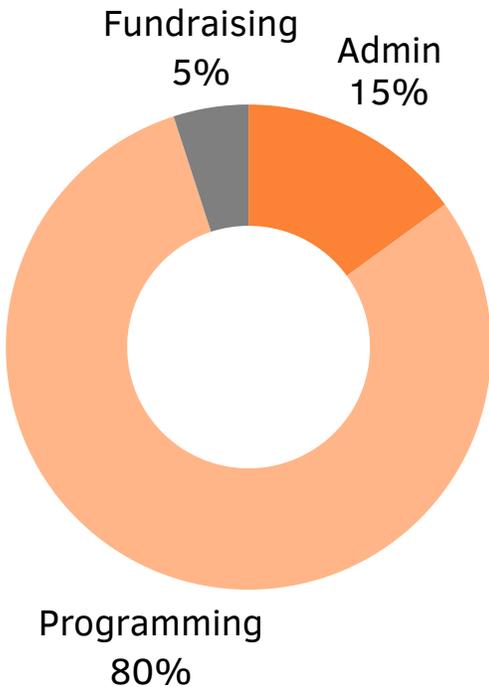
 (715) 682-9566

FINANCIAL SNAPSHOT

2025 FUNDING SOURCE BREAKDOWN



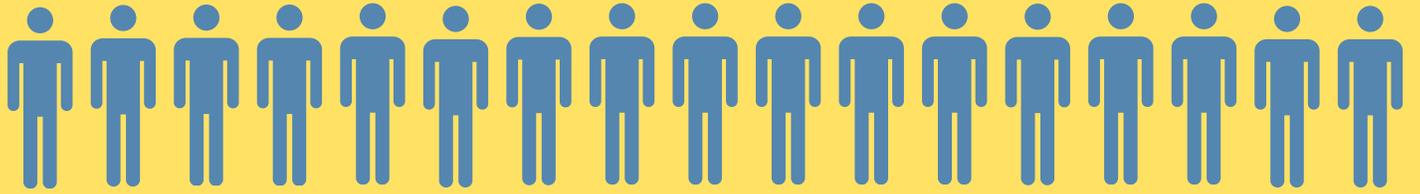
2025 EXPENSES BREAKDOWN



Despite several years of federal support, the 2024 loss of \$300,000 from VOCA (Victims of Crime Act) funding cuts forced staffing reductions, limiting victim financial assistance, and cuts to travel and training. As expected, this has had a significant impact on the services we provide in our communities. We continue to seek new funding sources and encourage community support to sustain our critical services.

As we assess our financial position coming out of 2025 and we plan for 2026, we are also highly focused on Line 5 and the impact transient workforces can have on our communities - especially Native women. We are diligently working on new funding sources to help us prepare for the service needs in the years ahead.

SHELTER SERVICES



86 People provided safe shelter

33 Children provided safe shelter

3,579 NIGHTS

of Safe Shelter Provided



“Thank you, not only have you given me a safe place to stay but so much more...you guys are true heroes.”
~NDAC Client

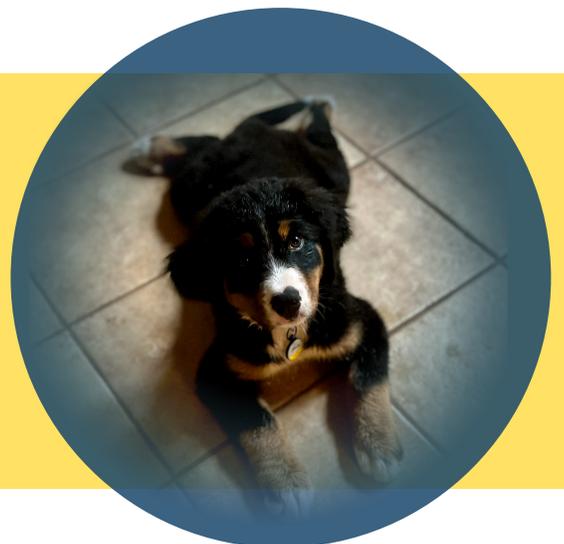


1,455

Hotline calls answered

ANIMAL SERVICES

While we don't officially track the number of furry friends we serve, New Day provides shelter, food, vaccinations, medical services, and pet supplies to many pets and service animals each year.



CLIENT SERVICES

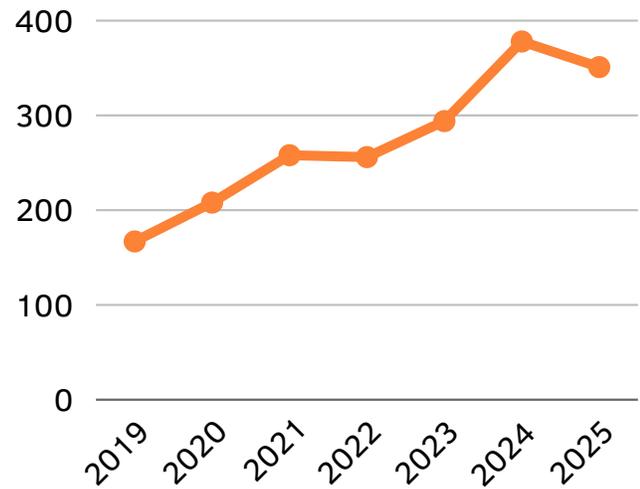
351 SURVIVORS SUPPORTED

In 2025, NDAC supported 351 survivors of Domestic Abuse, Sexual Assault, Child Abuse, Elder Abuse, and Human Trafficking. This is a **7.6%** decrease over 2024.

Those 351 survivors received a total of nearly **27k** individual services from our dedicated advocates.

Services included individual counseling, life skills education, safety planning, support groups, emergency financial assistance, medical accompaniment, legal advocacy, housing assistance, and more.

CLIENTS PER YEAR



1,856

Safety planning conversations had with survivors and their families

45 times

An advocate responded on scene to assist a survivor through a crisis situation



122 times

An advocate helped a survivor file for a restraining order against their abuser

131

Survivors received financial assistance from New Day Advocacy Center to help make ends meet



56 times

Transportation assistance was provided to a survivor and their family

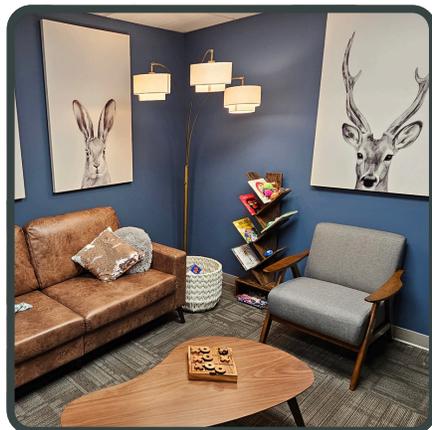
CHILD ADVOCACY SERVICES

New Day Advocacy Center expanded its services in 2024 to better support child survivors of abuse, ensuring they receive the advocacy, emotional support, and resources they need to heal. Our new Child Advocacy Services provide direct support to children and their families, guiding them through complex systems and connecting them with critical resources, including financial assistance when needed.

One of the key successes of this expansion is our forensic interview program, designed to create a child-friendly and trauma-informed space for children to share their experiences in a safe and supportive environment.

In 2025, we supported 47 child survivors of abuse and participated in 23 forensic interviews, all of which were conducted in our child advocacy facility. This dedicated space includes a welcoming waiting area, a private viewing room for multidisciplinary team members, and a soft interview room designed to help children feel at ease.

By providing compassionate advocacy and fostering a safe, supportive environment, New Day Advocacy Center is committed to ensuring that every child survivor has access to the care and resources they deserve. Our child advocacy services not only help children navigate their healing journey but also strengthen the overall response to child abuse in our community.



MARGINALIZED COMMUNITIES

New Day Advocacy Center is dedicated to serving all survivors with culturally sensitive and inclusive advocacy. In 2025, we delivered on this commitment with our Marginalized Communities Advocate and the expanded services they deliver, including culturally-specific support, guidance in traditional teachings, ceremonies, and healing practices. We continue to strengthen our partnerships with local culturally specific resources to ensure survivors receive the most relevant and supportive care.

This role also enhances our ability to provide LGBTQ+ sensitive advocacy, ensuring that all survivors—regardless of background or identity—have access to safe, affirming support.

These services reflect our ongoing commitment to empowering survivors, fostering inclusivity, and strengthening our community's response to violence and abuse.

Our Marginalized Communities Advocate facilitates two support groups a month that focus on skill-building and community connection, integrating cultural teachings to promote healing, resilience, and empowerment.

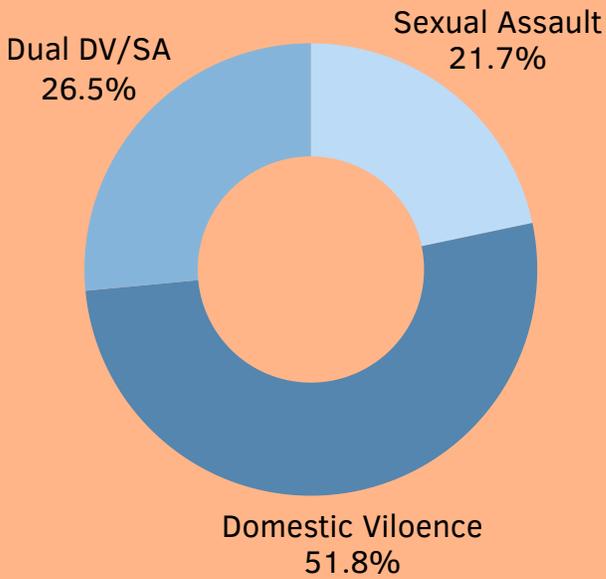


OVER 10% OF SURVIVORS IDENTIFY AS LGBTQ+

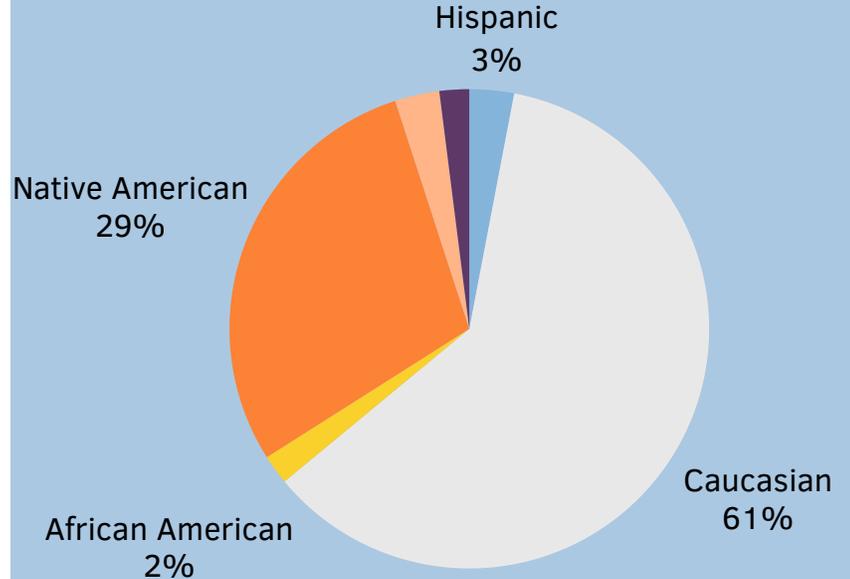


WHO WE SUPPORT

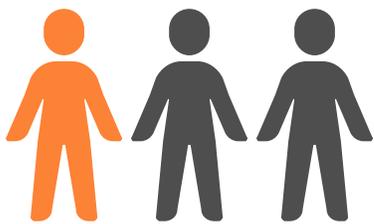
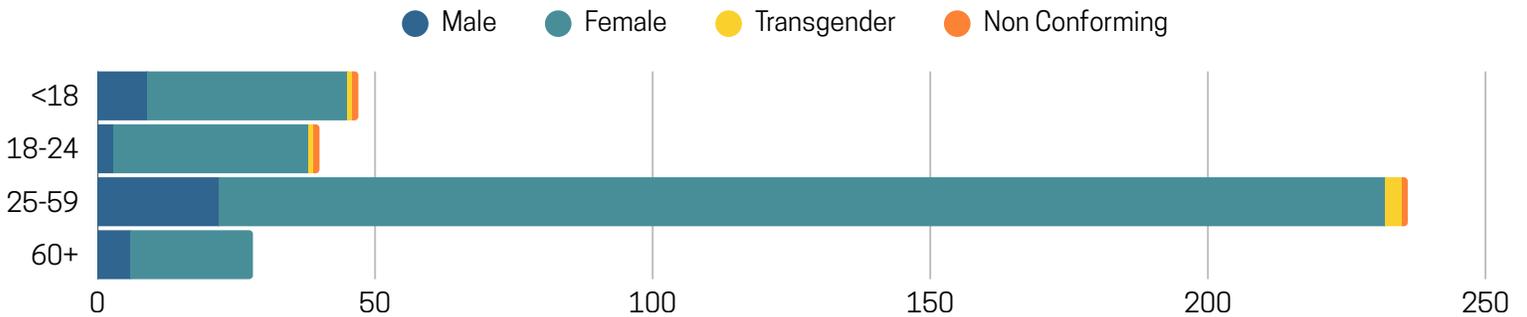
Victimization



Race/Ethnicity

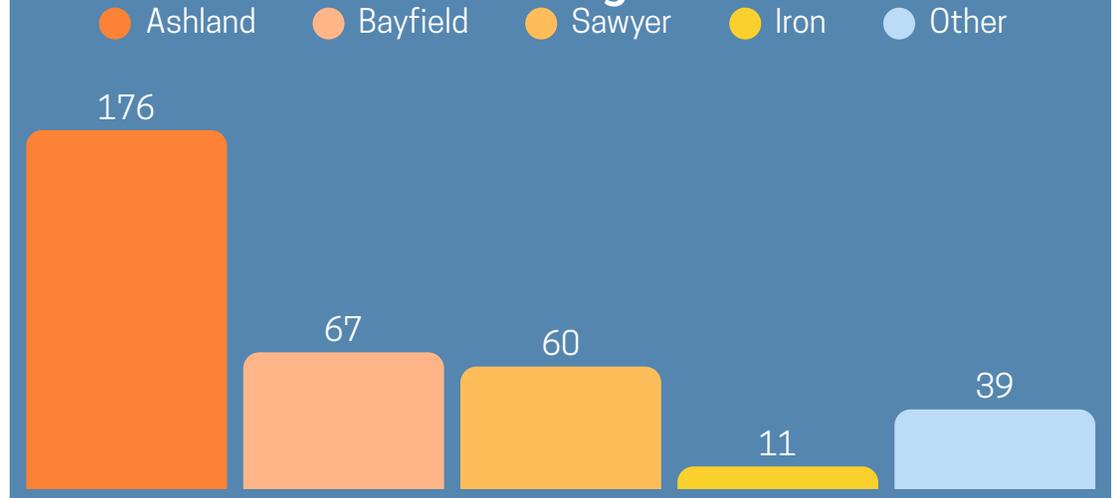


Age and Gender



1 OUT OF 4 SURVIVORS IDENTIFY AS HAVING A DISABILITY

County



*Demographics and statistics are based on New Day Advocacy Center 2025 client data

A HEARTFELT THANK YOU

To our community — thank you.

The work of New Day Advocacy Center is only possible because of you. In 2025, your support showed up in countless ways, and every one of them mattered.

To the businesses and individuals who gave financially, sponsored events, and invested in our mission through the Soup Cook Off, Harvest Hunt, the Ashland Garage Sale, Trunk or Treat and our DV and SA awareness events — your commitment ensures survivors have access to the resources and stability they need to move forward.

To our community partners who work alongside us every day — thank you for showing up. Your collaboration strengthens the network of care that survivors depend on.

To those who donated hygiene items, food, and everyday essentials — your generosity helps people in some of their most vulnerable moments. That kind of practical compassion makes a real difference.

To the Community Foundation and our grant funders — your continued investment allows us to sustain critical services even as the funding landscape grows more challenging. We are grateful for your steadfast partnership.

And to everyone who attended an event, completed a training, shared our work with a neighbor, or simply chose to learn more about domestic abuse, sexual assault, and human trafficking — you are part of the change. Awareness is where accountability begins.

We enter 2026 with deep gratitude and renewed purpose. Because of this community, survivors are not alone — and neither are we.

- New Day Advocacy Center