

CASA MYRNA



CEO Stephanie Brown's FY14 Update

Dear Friends:

It is hard to believe I just celebrated my first anniversary as CEO of Casa Myrna. What a great experience it has been! Thanks to your generosity, we had a very successful year.

This fiscal year, we have **increased our services** to survivors of domestic violence. We have grown our legal program, enabling us to represent more survivors in family court and with restraining orders. We answered over 33,000 calls to SafeLink, our statewide domestic violence hotline – a 12% increase over last year. While many of these callers sought shelter (for which there is never enough space), because of your generosity, they all received support, safety planning and a connection to resources in their community.

We are in the midst of **growing our outreach and prevention** programs, ensuring we reach more survivors, educate our community, and work towards creating a City intolerant to domestic violence. To that end, we held our first annual and incredibly successful “Make It Your Business” networking reception, attended by close to 200 business leaders in the City of Boston. I was thrilled to emcee the event, which featured remarks by Mayor Martin Walsh and others. Leaders understand that it is their business to educate themselves about domestic violence, create supportive work environments, and collaborate on prevention. In addition to making this an annual fundraising and awareness event, we now have new partners working with us to end domestic violence.

Our annual Community of Conscience breakfast and marathon team **set fundraising records** and introduced more people to Casa Myrna's work. This winter and spring we have seen **extensive media coverage** about the issues of domestic and dating violence and the work of Casa Myrna. And I appeared in a television public service announcement with Secretary of State William Galvin advertising the address confidentiality program for survivors of domestic violence, sexual assault and stalking. I am encouraged that the stories are getting attention, the public is outraged, and the media is asking for our input. While often difficult to read or hear, these pieces raise awareness about domestic violence and Casa Myrna's efforts. They also remind survivors that they are not alone and that help is available.

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And finally, we are **mid-way through a strategic planning process**, involving our Board, staff at all levels of the organization, and survivors. This fall we will unveil a strategic implementation plan that is both visionary and pragmatic. In it, we will focus on doing even better what we do well now, providing more supports to more survivors and children in the community, raising public awareness about domestic and dating violence, and working with children and youth to prevent violence and promote healthy relationships. Through your long history with Casa Myrna, you have been with us as we have grown and changed. I look forward to getting your feedback on our plan.

I look forward to keeping you updated about our successes in the coming year.

Sincerely,



Stephanie Brown
Chief Executive Officer