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CONNECTIONS

The Monthly E-newsletter of Connections for Abused Women and their Children



Welcome to Connections

Welcome to *Connections*, CAWC's e-newsletter. If you've read our previous e-newsletters, you'll notice our new format. This publication will provide valuable information about people and issues as related to CAWC and domestic violence.

This month, we celebrate the launch of our new website, shine a light on one of our amazing and committed donors, and share the courage of a domestic violence survivor who sought help from CAWC.

We are so grateful for your support and we hope that you learn more about CAWC and domestic abuse.

With gratitude,

Stephanie Love-Patterson, ICDVP
Executive Director

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CAWC

Connections for Abused
Women *and their* Children

Rebuilding Lives, Renewing Hope.

CAWC News

CAWC Launches New Website

CAWC was awarded a grant from **Chicago Cause**, which is a philanthropic collaboration between Orbit Media, Digital Third Coast, Lightspan Digital, and Flanigan Communications, for a website redesign. We are happy to announce that our website launched on July 16, 2019.

Our new website focuses on providing our constituents with information about CAWC, our programs and services, and ways to get involved, as well as relevant facts about domestic violence. Enhanced content and bright photos contribute to the aesthetics of the site.

We are so grateful to Orbit Media, a Chicago web design and development firm, for leading the redesign. For a behind-the-scenes look at how the website was developed, please read our Q & A article with the Orbit team on [page 4](#).



Image courtesy of Stephanie Love-Patterson

CAWC Hosts Hamburg Group for International Summit on Domestic Violence

In July, CAWC welcomed to our Humboldt Park office a group from the Hamburg Ministry of Labor, Social, Family Affairs and Integration, along with Hamburg Senator Dr. Melanie Leonhard (pictured in blue), and a small delegation of social workers. The visit was to exchange information on how we provide domestic violence and sexual assault services in our countries.

We want to say thank you to all who participated in this important meeting on our shared mission of ending Intimate Partner Violence (IPV).



Survivor Spotlight Trina's Story



Trina* began counseling services with CAWC in January 2019, seeking help after experiencing an incident of physical abuse with her boyfriend. Trina has regularly attended both individual counseling and a support group.

Trina is pregnant with the abuser's child and initially decided to stay with him because she felt that he was making "progress". However, a violent incident occurred in which the abuser choked Trina and threatened to "kick the baby out of [her] stomach" Following this episode of abuse, Trina reached out to her CAWC counselor .

Trina received crisis intervention, emotional support, and safety planning from CAWC. She was also given detailed information about her rights under the Illinois Domestic Violence Act. Trina was connected with one of CAWC's legal advocates. With the support of her legal advocate, she went to domestic violence court and obtained an emergency order of protection.

Trina continues with her individual counseling and support group. She plans to continue working with her legal advocate as she pursues her legal options. With the help of the CAWC team, Trina can see light where there once was darkness.

**Named changed to protect her identity.*

Donor Spotlight Catherine Carraway

CAWC's Development Director, Alexa Markoff, met with Catherine Carraway to discuss her involvement with CAWC.

Catherine became a board member in 2010. During her tenure, she capably led the board both as vice president and president before leaving the board in 2015. But the end of her time as a board member didn't mean she ended her relationship with CAWC.

Today, Catherine is a donor, a connector, and a CAWC ambassador. Last year, Catherine's employer, Equity Residential, was CAWC's lead sponsor at our annual gala, Sounds of Silence. She hosted three tables of guests at the event. Her guests reflected Catherine's persona – generous, kind, warm, and supportive of CAWC's mission to end domestic violence. As the saying goes, the apple doesn't fall far from the tree!

During their conversation, Alexa asked Catherine why the cause of domestic violence mattered to her. Catherine noted that people don't want to talk about domestic violence, but it's important to bring the subject to the forefront. Intimate partner violence, which includes domestic violence, impacts so many adults and children. Domestic violence is an issue that, unfortunately, is not going away. We need to change the mindset of America about domestic violence.

Alexa also asked Catherine what she tells her friends, family, and colleagues about CAWC and domestic violence and what she would say to those who want to become more involved with CAWC.

"I tell people that CAWC is an organization that I love, one that has an amazing mission - to end domestic violence. CAWC helps survivors find their path to freedom from violence."

"And here is how others can become involved with CAWC – by making a donation, attending an event, hosting a fundraiser, and/or contributing items that are on CAWC's Amazon.com wish list."

Catherine's message to others about CAWC and domestic violence is simple. "I encourage victims to speak up because everyone has a right to live without feeling afraid. A victim's home is no longer their sanctuary and safe haven when they are constantly afraid. Children in the home who witness domestic violence often perpetuate the behavior when they get older. We need to put an end to domestic violence now."



Image courtesy of Catherine Carraway

When asked what someone might be surprised to know about her, she quickly exclaimed – "I'm silly, I like to have fun, and I enjoy life."

When asked how she would change our world, she shared – "We should look out for one another. The world should be free from violence and devastation. We should love one another."

If Catherine could share a meal with anyone, it would be the late poet, Maya Angelou who was a woman of wisdom and courage. Despite painful experiences, she brought light and love to others. Catherine's words about Maya Angelou, "she brought light and love to others," are words that comes to mind when speaking about Catherine.

CAWC is filled with gratitude that Catherine chose to be involved with our organization and we can never thank her enough for all that she does for domestic violence survivors and their children.

**To Donate Now
Please Visit [CAWC.ORG/Donate](https://www.cawc.org/donate)**

CAWC thanks its supporters for their
generosity and kindness.

Supporter Spotlight Q&A with Jay Simon, Orbit Media

Tell us a little about Orbit Media.

Orbit is a web design and development company that started in 2001. Since then, we've created thousands of website projects.

We're known for our website work, but also for our blog and our events. We do everything we can to share our best advice about digital marketing with anyone who's interested. We actually wrote a book about digital marketing, *Content Chemistry*. It's used by a lot of companies for training and by universities as a text book.

What can you share about your involvement with Chicago Cause, the philanthropic partnership between Orbit Media, Digital Third Coast, Lightspan Digital, and Flanigan Communications?

It's about being part of the city and giving back. And it's simple. Let's get our friends together and donate our services to nonprofits in need. And let's choose the organizations that are making a difference.

At first, we all tried to donate our services to one company. But we quickly learned that different companies have different needs. So today, every donor selects the organizations they can best help.

I'm thrilled to say that we've helped 29 organizations with more than \$550,000 in services. And those organizations support thousands of people in our community.

What was the biggest challenge with the redesign of our website?

Our biggest challenge was making sure we demonstrated the breadth of CAWC's services, making sure the site could capture everything CAWC did for a vulnerable population in a way that was easy, accessible, and that reflected the spirit of help and hope the organization offered.



Back, left to right: Jay Simon, Amanda Gant, Brian Lueck, Mari Osten, Brian O'Neill
Front, left to right: Chris Poynton, Tyler Crady, Andy Crestodina
Image courtesy of Orbit Media

From a design perspective, our objective was always to provide visual interest on an intense topic by focusing on the help that CAWC provides... to focus on how CAWC empowers others to safety and health.

To convey CAWC's positive influence, we chose to be more expressive with our use of typography, color, and page layout. The result is an overall aesthetic that complements the client's voice, and strengthens their efforts. We wanted to make sure that we were guiding CAWC's visitors to the right pages, to the right services, so they could find the help they need as quickly as possible.

It was humbling to understand that what we did mattered to real people, and we are grateful for being part of this initiative with an organization that really makes a difference.

What was your most rewarding moment of the project?

CAWC does amazing work for those who need it most, and to be able to work with people who give so much of themselves and create a site that can help change lives is something we'll always be proud of. It's rewarding to hear how CAWC would use the website to help someone who just needs help and to let them know they're not alone.