



THE POWER OF THE JOURNEY

THE CAMPAIGN FOR LAURA'S HOUSE



THE POWER OF THE JOURNEY

An Open Letter to Friends

Dear Friends,

There is hope in the middle of darkness. There is calm in the middle of the storm. This is Laura's House, the 25-year-old community resource, providing for the needs of those suffering from domestic violence.

Laura's House is on an exciting journey – one filled with inspiration, power and impact. Following a stated commitment to reach and serve more people suffering from domestic violence with more comprehensive services, Laura's House has recognized the need to acquire additional space.

Our need has led us to 33 Journey in Aliso Viejo, a perfectly situated and ideally designed space that we have preliminarily called the Laura's House Domestic Violence Resource Center.

Providing a resource center for survivors and those impacted by domestic violence in Orange County is long overdue. The time is now to open the Laura's House Domestic Violence Resource Center to fill a countywide gap in domestic violence-related services. The center, a one-stop destination for survivors in Orange County and neighboring counties, is the most significant and urgent need we will meet since doubling our capacity to serve and re-opening our residential emergency shelter in 2010.

We invite you to learn more about the specifics of the Laura's House Domestic Violence Resource Center, the life-saving programs that will be provided inside and the lasting impact that will be felt throughout Orange County.

This is a call to action for you to join our journey. Help us as an ambassador and advocate. Help us as a financial supporter. We need your commitment to succeed in this campaign and assist the individuals and families we serve.

Thank you for exploring this partnership with Laura's House. Together, we can break the cycle of violence once and for all.

Sincerely,

Margaret R. Bayston

CEO/Executive Director, Laura's House

Wayne R. Pinnell

Campaign Co-Chair

Cheryl Osborn

Campaign Co-Chair

25 YEARS

of Service to Orange County's Survivors of Domestic Violence



Laura's House was founded more than 25 years ago out of the inspiration of a true story about a woman named Laura, who was a victim of domestic violence.

Since its inception, Laura's House has been committed to providing services and support to victims of domestic violence. Through this work, the nonprofit has helped to change social beliefs, attitudes and behaviors that perpetuate domestic violence – all while creating a safe space in which to empower individuals and families affected by abuse.

Laura's House has continued to grow and offer a multitude of programs and services, which provide vital support and education aimed at avoiding such tragic circumstances from ever occurring again. Over the past 25 years, Laura's House has provided shelter with support services to more than

5,400 abused women, men and children and non-residential direct services, including 24-hour crisis intervention, counseling, life skills education and legal advocacy, to over 59,000 persons.

Our target population is families experiencing the effects of domestic violence in need of emergency shelter, support, education and counseling. Laura's House operates on the philosophy that domestic violence is multi-dimensional, often cyclical in nature and must be addressed through a range of interventions. Our goal is to provide supportive programs that will prepare clients and their children to live independent and violence-free lives, with an emphasis on education and prevention for future generations.

Today, Laura's House continues to be the only California state-approved comprehensive domestic violence agency in South Orange County.

Our reputation and legacy has been established through our responsiveness to the critical needs of domestic violence survivors and their children through a specialized offering of vital services.

These foundational services – emergency shelter and transitional housing, individual and group therapy, legal advocacy, case management and 24-hour hotline support – were designed to fulfill an unmet demand for services. As needs shift, Laura's House has actively redeveloped and augmented existing services, and created new programs, to meet the ever-changing needs of our clients. The creation of the Prevention and Education department, inclusion of innovative EMDR therapies and the opening of the Domestic Violence Resource Center exemplify some of these changes.



"I came to Laura's House with little to no resources. My case manager was able to connect me with a local church who gave me gas and food gift cards. I also was connected with a resource to get financial assistance for a security deposit for an apartment. I have learned so much from the 10 weeks I have participated in the Personal Empowerment Workshop. I also have gained so many tools from working on myself through counseling. I feel alive – I am more confident, I can stand up for myself and best of all, I know I can be happy and free of violence once and for all."

– Jennifer

Laura's House Counseling and Resource Center Client



Filling Current Gaps in **ORANGE COUNTY**

Despite significant enhancements and advancements made by Laura's House and other providers of services to survivors of domestic violence, there continues to be critical gaps and unmet needs in a county as large as Orange, where the statistics of those suffering from domestic violence are so compelling. Based on historical data, it is projected that the number of clients served will increase substantially over the next five years.

Consider the Following:



The Orange County District Attorney's Office reports in 2018, there were 7,206 DV cases submitted for review, 3,023 total filed cases, 620 felony DV cases and 2,403 misdemeanor DV cases.

24
PEOPLE
PER
MINUTE

are survivors of rape, physical violence or stalking by an intimate partner in the U.S. — more than 12 million women and men in a year. (CDC's National Intimate Partner and Sexual Violence Survey).



**NEARLY
2 OUT OF 3
ADOLESCENTS**



who attend high school in Orange County report having experienced some type of hurtful behavior in their dating relationships in high school — twice the national average — as unveiled in a 2018 Chapman University and Laura's House teen dating violence study.



Laura's House has seen a 19% increase in demand for non-residential services, a 12% increase in the number of hotline callers and a 12% increase in the number of calls received since 2018.

1 IN 5



Surprisingly, with 1 in 3 women experiencing domestic violence in her lifetime (1 in 5 men and 1 in 3 adolescents), many of Orange County's residents require domestic violence services.

18%
45.4%

There has been an 18% increase in clients receiving legal services in 2018 compared to 2017.

The number of children served has increased by 45.4% in 2018 over 2017.



33 JOURNEY in Aliso Viejo

There are currently only four dedicated domestic violence agencies in Orange County. Only one dedicated site – the Laura’s House Counseling and Resource Center in Ladera Ranch – currently serves South Orange County’s nearly 600,000 residents. There is no domestic violence agency in the county that incorporates domestic violence services and complementary programs under one roof.

Given their overwhelming circumstances, those suffering from domestic violence need support in accessing all the critical services that work in concert to help them live lives free of abuse. These services are scattered across the county and are not centrally managed. Even the most beneficial service is ineffective if survivors cannot reach the service provider. Through feedback from our client base, staff and community partners, and confirmed by statistical data, Laura’s House has identified a countywide gap in domestic violence-related services in Orange County that cannot be ignored. After 25 years, new, unmet demands have again been identified, and with them, comes a new opportunity to adapt.

The current Ladera Ranch location of Laura’s House is largely inaccessible for many clients in need of our services, given its remote location and lack of public transportation options. The current facilities of Laura’s House are no longer adequate to meet the needs of the County. The Laura’s House Counseling and Resource Center in Ladera Ranch offers a variety of services designed to aid women, men and children that have been impacted by domestic

violence, yet the facility is beyond capacity with our growth, security is problematic, space doesn’t exist to grow and expand, and training and meeting space is lacking. To adequately respond, Laura’s House is creating a centrally located Domestic Violence Resource Center in Aliso Viejo.

The new Center will be Orange County’s first multi-service collaborative focused on domestic violence services. The Center will continue to offer the critical and proven foundational services necessary for domestic violence

“The new Center will be Orange County’s first multi-service collaborative focused on domestic violence services.”

Margaret R. Bayston

survivors, and will be enhanced through the creation of the Client Advocacy Systems Model, a version of case management and assessment historically available only to shelter residents. This will provide clients with ongoing guidance and support to navigate services provided by Laura’s House, along with a mix of traditional and non-traditional on-site community partners, while avoiding the costs of time, travel and money typically incurred when seeking assistance from multiple service providers. The new location also will help remove traditional barriers (and the stigma around domestic violence) and provide domestic violence survivors and County residents with tools, resources and support needed to live healthy, happy and violence-free lives.

Located at 33 Journey in Aliso Viejo, the 19,000-square-foot building that Laura’s House purchased will be a safe space where victims of domestic violence will seek supportive services ranging from education, support, legal advocacy, prevention, health and wellness and community education and workshops to approach the healing process for the whole mind and body.



“In February of 2018, I woke up to an unpleasant surprise. I found myself living the worst nightmare of my life when I realized that all my personal, confidential information had been compromised.

I remember spending endless days and nights trying to change all the passwords to my accounts – and reset my personal settings on my devices without success. That’s when I realized that someone had taken control of my information via the settings of all my electronic devices.

Realizing that my safety was at stake, my next action was to call the police. When he heard me calling them, he became angry and started to threaten to hurt me in the most horrifying of ways. He made statements threatening to burn me with acid, sabotaging my car so it would fail while driving, and being physically assaulted in the street by strangers whom he recruited.

In March 2018, when I was attempting to file a temporary restraining order against my abuser, I was approached by a Laura’s House domestic violence assistance advocate.

The Laura’s House team was very helpful in assisting me throughout the whole legal process, including filing the temporary restraining order, collecting all data to support the case and throughout the court hearing.

From March 2018 to now, the one thing that has helped me overcome this frightening experience is the consistent support and coping techniques I’ve learned from Laura’s House.

I am forever grateful to Laura’s House for giving me a second chance in life, and providing me with the most amazing survival tools.”

– **George**
Laura’s House Counseling & Legal Client

What's To Come At 33 Journey

At 33 Journey, the Laura's House Domestic Violence Resource Center answers several critical needs including:

- Enhanced security and client confidentiality
- Greater convenience and accessibility
- Sufficient space to relocate the Counseling and Resource Center/Corporate Offices from Ladera Ranch, plus additional space for the key features described below
- Enhanced training capacity and collaborative partnership opportunities
- Greater visibility and awareness
- Collocation of resource providers and space to expand existing programs and create new offerings

Key features of the new facility will include:

- Individual, Family and Children's Service Rooms
- Child Supervision Room
- Library & Resource Room
- Prevention and Education (PES) Training Room/Multipurpose Workshop Room
- Digital Advocacy Space
- Client Services Advocacy Offices
- Legal Advocacy Offices
- Experiential Healing Room
- Volunteer Work Space
- Outdoor Patio
- Resale Store Warehouse Space
- Media Room
- Kitchen/Employee Lounge

The location and space are ideally suited to our objectives of maintaining our presence as the premier South County provider, offering a location that is more easily accessible via public transportation and having the capacity to expand our reach and impact throughout Orange County.

Importantly, the Laura's House Domestic Violence Resource Center will feature the following new and enhanced services:

- **Family Violence**
Laura's House has been exclusively working with clients who are victims of Intimate Partner Violence (IPV). Part of the expanded services will include certain types of family violence, such as abuse between adult parents (under age 65) and adult children.
- **Client Services Advocate**
Assess client needs and connect to breadth of services.
- **Increased therapeutic services including EMDR, play therapy, art therapy and sand tray therapy, with the inclusion of mindfulness and meditation.**
- **Community Education and Training Space**
Offering specialized workshops, 40-hour Domestic Violence Advocacy Training, Healthy Emotions and Attitudes in Relationships Today (H.E.A.R.T.) prevention and education workshops that are now facilitated offsite.
- **Legal Advocacy and Support Services**
Restraining order preparation and court support. Anxiety reduction therapy toolkit.
- **Health and Wellness**
Programming for anxiety and trauma reduction: coping skills, physical and mental health assessment.
- **Increased Levels of Child Services**
Including play therapy, art therapy, prevention and educational workshops and adolescent life skills. The increased space will allow smaller children/infants to nap and space/resources for older children to complete homework with tutoring when needed.
- **Digital Advocacy**
Response and referrals through online and SMS/IM format.
- **Collaboration with Collocated Community Providers**
Inviting community service partners to maintain office hours at 33 Journey to provide service resources such as employment, food, substance abuse, immigration, medical, housing, etc.
- **Technology Advocacy Services**
This will include trauma-informed cybersecurity to aid clients in making their devices safe (and thereby preventing future harm) and identifying and removing threats from devices. Trainings will be available to other agencies interested in utilizing this service platform. Prevention and education efforts with regard to new technologies, such as artificial intelligence and augmented and virtual realities, will also be led from this department.

The central priority and mission of The Laura's House Domestic Violence Resource Center is to remove barriers and provide access to critical domestic violence services while creating a one-stop unified resource for domestic violence survivors in Orange County. In the first five years alone, Laura's House projects serving 90,000 individuals, a 51% increase over current levels. The number of lives saved and cycles of violence broken is compelling.

“I am proud to co-chair the Journey Campaign to create an amazing one-stop resource for victims of domestic violence here in Orange County. Laura's House touches so many lives and I am happy to use my skills and resources to create a safe and inviting space for survivors of domestic violence to heal and find hope.”

– Cheryl Osborn
Journey Campaign Co-Chair
President, Casco Contractors





I was a victim of DV many times. When I showed up at Laura's House, I had three restraining orders. During the last attack, I lost my two dogs and almost died. I am a good, caring, nice and educated person with a bachelor's degree. However, I've had many problems in my personal life.

I was advised by the DA to attend Laura's House PEP. Eager to change my life, I completed the 10 classes and learned about EMDR therapy, which I started to attend regularly. At first, it was extremely hard and frustrating. I fought through, and to my surprise, I saw results immediately. The best way to describe this change was that it felt like I was walking through life in the darkness and now, I can see – everything – even things that in the past I would not have noticed.

I have peace now. My head is quiet. I am now able to set boundaries, communicate more effectively and avoid conflictual relationships. When I started EMDR, I had lost one child to the courts. Through working on myself, I have been able to find clarity and get my child back. Today I can be a better mother and healthy individual cohabitating safely in our society. Thank you, Laura's House!

– Olivia
Laura's House Counseling & Resource Center Client



THE POWER OF THE JOURNEY

The Campaign for Laura's House

Laura's House has made the initial investment to purchase 33 Journey with the help of a few special supporters. With the investment of \$1 million from our Laura's House reserves, two significant contributions from major donors and a loan from Farmers & Merchants Bank, we were able to purchase and close escrow on 33 Journey in September 2019.

Achieving the required impact resulting from the Laura's House Domestic Violence Resource Center does not happen without significant investment. Laura's House must pay off the mortgage, renovate the building and prepare for the opening of this new Center as quickly as possible. On the right is the current timeline for the project.

It's imperative that Laura's House succeeds in this endeavor to create the best possible solution for those suffering from domestic violence. The investment required, though significant, will be life changing for those who benefit from the expanded programs and services provided.

TIMELINE

STRATEGIC VISIONING FOR CENTER	PROPERTY IDENTIFIED	BUILDING PURCHASE	CENTER OPENS TO PUBLIC	PROGRAM & SERVICES DEVELOPMENT
JUNE 2018	MAY 2019	SEPTEMBER 2019	MARCH 2020	JUNE 2020
	MARCH 2019 - MAY 2019	AUGUST 2019 - SEPTEMBER 2019	PHASE I OCTOBER 2019 - FEBRUARY 2020	PHASE 2 JUNE 2020 - 2021
	PROPERTY SEARCH	ESCROW PROCESS	TENANT IMPROVEMENTS (INITIAL BUILD OUT)	RIBBON CUTTING TENANT IMPROVEMENTS (PROGRAM SPACE EXPANSION)



"It is both an honor and a privilege to serve as a Co-Chair of the Power of the Journey Capital Campaign.

Laura's House continues to provide necessary services to those who find themselves in the darkest of circumstances as they seek help to survive and then prosper after being impacted by domestic violence. This project, a full-service Domestic Violence Resource Center, is the next evolution for Laura's House and will bring long overdue and much-needed resources to help survivors of domestic violence in Orange County, as well as neighboring counties. It is my continuing privilege to serve this organization, as I have done for nearly 20 years, and I am excited to see this project come to fruition!"

– Wayne R. Pinnell
 Journey Campaign Co-Chair
 Managing Partner, Haskell & White LLP



"In my 40 years as a law enforcement officer, I have seen the devastating and generational impacts of domestic violence.

Domestic violence not only impacts the victim, both physically and mentally, but innocent children who are forced to witness and live with violence in their home. I have seen firsthand the wonderful work Laura's House does for families in prevention, intervention and healing. I want to help Laura's House make a difference for these families, for the children and for our community. That is why I serve as a member of the Capital Campaign Committee."

– Sandra Hutchens
 Journey Campaign Committee Member
 Orange County Sheriff, Retired (2008-2019)



THE INVESTMENT

Laura's House seeks to raise \$10 million to pay off the mortgage on 33 Journey and to invest in creating a safe, accessible and appropriate space to facilitate the work. The investment will also provide a three-year operating cushion, given the larger space and additional staff required to grow capacity until our annual fundraising

efforts can grow to meet this larger need. Finally, we seek an endowment to provide sustainability and flexibility to maintain the center and invest in our life-saving programs. [The breakdown of the \\$10 million investment is provided in the chart below.](#)

CASE ELEMENTS	COST
Building Purchase	\$6,000,000
Renovations (ADA/Elevator)	\$750,000
3-Year Operating Funds	\$1,500,000
Endowment	\$1,500,000
Marketing and Fundraising	\$250,000
Total	\$10,000,000

THANK YOU For Joining Us.



Laura's House also is the beneficiary of incredibly strong relationships with donors and friends that support the organization's life-saving programs. These generous partners have supported major initiatives like the successful \$4.5 million Cornerstone Campaign to rebuild the Emergency Shelter and to purchase a Transitional Housing Facility.

Laura's House has embarked on an important journey in creating this new, state-of-the-art facility and we invite you to join us in this very special endeavor. Having you on this journey with us, both by supporting us financially and advocating for us within the community, is the greatest gift and best investment imaginable.

We are all on this journey together. Together, we will find success in The Power of the Journey and do immeasurably more for the victims of domestic violence in our community that depend upon us to be a part of their journey.



"Laura's House has been my personal passion for over 15 years and I am both proud and humbled to be a part of a team leading us toward this exciting milestone in the organization's history. The new supportive service programs will offer hope, healing and transformation for our clients and their children as they journey down their own paths of violence-free and independent lives."

– Laura Khouri
Laura's House Board Chair & Journey Campaign Committee Member
President, Western National Property Management



JOIN THE JOURNEY

Laura's House is fortunate to have the strong leadership of its Board of Directors and its tenured staff. To drive The Power of the Journey fundraising initiative forward, Laura's House has assembled a powerful committee of volunteers to help the Board and staff.

The Capital Campaign Committee

Wayne R. Pinnell, CPA – Co-Chair
Managing Partner
Haskell & White LLP

Cheryl Osborn – Co-Chair
President
CASCO Contractors, Inc.

Sandra Hutchens
Orange County Sheriff,
Retired (2008-2019)

Laura Khouri
President
Western National Property Management

Rick Lutzky
President
Lutzky Associates Development, LP

Anne MacPherson
CEO/President
Joe MacPherson Foundation

Garett Sleichter
Partner
Rutan & Tucker LLP

Laura's House Staff

Margaret R. Bayston
CEO/Executive Director
Laura's House

Andrea McCallister
Director of Development & Communications
Laura's House

Chris Looney
Journey Campaign Consultant
CCS Fundraising

For more information, or to get involved, please contact our Fund Development Department, 949-361-3775 x211 or Andrea McCallister, Director of Development and Communications at 949-542-3704 or amccallister@laurashouse.org.





LAURA'S HOUSE

Inspiring Hope and Empowering Change to End Domestic Violence

The Laura's House mission is to change social beliefs, attitudes and the behaviors that perpetuate domestic violence while creating a safe space in which to empower individuals and families affected by abuse.

JOIN THE JOURNEY

laurashouse.org