New Logo, Website & Brochures Kickoff 40th Anniversary

Last year, when Mary-Jane Foster became Interval House’s President and CEO, she pledged to boost outreach and services. A key component, she said, was a fresh look and update of all marketing materials used to reach people in the 24-town catchment area.

The project included a new logo, branding colors and marketing tools to use in public and at special events. It also included a new and redesigned website.

“It was time to introduce and also reconnect Interval House to our communities and that’s what the new logo, website and printed materials do,” Foster said. “It shows we are committed more than ever to ending this insidious cycle of violence and will always be there to help victims and their families.” The new website and brochures were unveiled in October, Domestic Violence Awareness Month. The positive feedback has been wonderful, Foster said.

US Senator Richard Blumenthal, co-chair of the men’s group, said the new website and brochures were impressive. “When a victim of domestic violence takes the courageous step to seek assistance, online resources can be lifesaving,” Blumenthal said.

“As a founding member of Men Make a Difference, Men Against Domestic Violence, I am proud to stand with Interval House as it improves and expands its critical communication tools.”

Interval House’s original logo and slogan: “Peace Begins at Home” was used from 1977 to the late 1990s when the teal green logo and “Working Towards Ending Domestic Violence” slogan was created. The new blue and orange logo was created by Remy Gaulin, student at the University of Hartford. Coincidentally, a

Notable Quote...

One in three women may suffer from abuse and violence in her lifetime. This is an appalling human rights violation, yet it remains one of the invisible and under-recognized pandemics of our time.

— Nicole Kidman

NEW MEMBERS JOIN INTERVAL HOUSE MEN’S GROUP

For nearly 10 years, members of Men Make a Difference, Men Against Domestic Violence™ have served as role models in the cause against domestic violence for Interval House.

The group of prominent men have raised money for Interval House and spread awareness through community education and public events.

Now the group has new members recruited by Interval House’s President and CEO Mary-Jane Foster and Senator Richard Blumenthal, co-chairs of the group.

New members are: Dr. Kenneth R. Alleyne of Eastern Orthopedics and Sports Medicine; Timothy D. Bergstrom, Regional President of Webster Bank; Donnie Cabral, two-time US track and field Olympian; Hartford Fire Chief Reginald Freeman; Harold Sparrow, President of the Greater Hartford YMCA; and John J. Turgeon, partner with CohnReznick.

The new members will help continue the men’s group mission of being active role models to other men and boys.

Since it was created in 2009, members have raised tens of thousands of dollars, distributed educational materials and spoken to thousands of area residents and teenagers about healthy relationships and Interval House.

Save the Date

April 14, 2018
Annual Gala

www.intervalhousect.org
University of Hartford student designed Interval House’s outgoing green and teal logo more than 20 years ago.

The brochures were redesigned by Interval House staff and Mosaic, a marketing and printing firm from Branford. The website was redesigned by Nikki D. May, a designer and artist from Kentucky.

Araelle Ash, a communications expert and member of Interval House’s Board of Directors, helped fund and spearhead the website and logo project.

She said new logo and website help promote a positive outlook to a very serious issue. “What I set out to achieve was a fluid magazine-style website that conveyed freedom from abuse and at the same time gave more in-depth information than many sites out there,” Ash said. “I wanted a Interval House website with sections that shine light on this most secretive subject and offer keys to unlock a maze of complicated dynamics.”

Foster said Interval House staff and volunteers have started distributing the new materials and promoting the website.

“Hopefully, someday, we will not need a website and brochures and we can close our doors and turn off our hotline,” Foster said. “Until then we will be here.”

Congratulations to Fox 61, the 2017 Breakfast With Champions honoree.

Thank you to all our volunteers, sponsors and especially to John Royce and The Riverview of Simsbury for hosting the breakfast for the fifth time.
INTERVAL THOUGHTS...

It is hard to imagine that I have been here at Interval House for a year!

The time has flown by much too quickly for my taste and I find myself thinking back on all of the new experiences I’ve had and I am now taking some time -- an interval --- to savor and appreciate them.

This is the time of year when we think anew about family, friends and colleagues and we acknowledge with gratitude our blessings over the past year.

How fortunate I’ve been to arrive in the 40th anniversary year of Interval House’s service -- also a time when we gather our thoughts on the remarkable women who founded this agency, on the many who have sustained it through all these years and think on what the future looks like.

In some respects, our future will look like our past. We will continue our crisis intervention work where we help keep women safe and give them the opportunities they need to survive and even thrive as survivors of violence. This is important and critical work but it is just a part of what our future must look like.

Going forward, we must engage the 24 towns and cities we serve in raising awareness of this issue.

What we know is that statistics on victims of domestic violence haven’t changed in 40 years. One in four women will experience violence by an intimate partner at some time in their life.

Domestic violence knows no boundaries—we have clients in all 24 towns we serve. They come from all walks of life and, as different as our clients are from one another, they all aspire to one common goal—to live their lives free of violence.

You can help us raise awareness by inviting me to speak to your group about domestic violence. Churches, synagogues, the Rotary and other civic groups, service organizations and clubs are great settings for a presentation.

Or...invite a few friends over for coffee or wine and cheese and I’ll be happy to meet with you. Together we can bring this issue into the light and when you shine a light into the darkness, all things are possible.

May your new year be filled with all good things.

Mary-Jane
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GRANT AWARDS
For the period of:
April 26, 2017 to November 15, 2017
By Darlene M. Demetri
Interval House Grant Writer

We extend our deepest appreciation to the following grant makers who generously supported Interval House:

- Asylum Hill Congregational Church
- Bank of America
- City of Hartford Emergency Solutions Grant
- Ensworth Charitable Foundation, Bank of America, N.A., Trustee
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- SBM Charitable Foundation
- The Fund for Greater Hartford
- The TJX Foundation
- Town of Manchester Community Development Block Grant
- The Hartford Foundation for Public Giving
- The Mary Kay Foundation
- The Nutmeg Foundation
- CT State Medical Society
Thank you...

- Timothy Howard and Maureen Johnson for donating thousands of toiletry items to the safe house.
- Everyone at the CT Calendar Girlz for their continued generous support.

Upcoming Events!

- Feb. 14, 2018 - Men Make a Difference, Teen Dating Violence Awareness Month press conference 11am at the State LOB.