

# The More We Give, The More We Have

Looking for a unique way to stay out of the heat this summer?  
DONATE, VOLUNTEER and SHOP under one roof at Chrysalis' new thrift store and donation center, Seconds 2 Go.

Call 602-795-1755 to find out more.  
Located at 4747 N. Central Ave., Phoenix  
Open Tuesday – Saturday, 10 a.m. – 6 p.m.



15% OFF  
ENTIRE PURCHASE

15% discount off entire purchase in addition to daily specials. Excludes furniture. Offer expires 10-1-09.

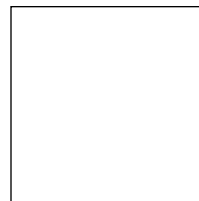
**SECONDS 2Go**

Chrysalis is an equal opportunity employer. For reasonable accommodation or alternative format, individuals with disabilities may contact Chrysalis at 602-955-9059.



**chrysalis**  
Stop Terror in the Home

1010 E. McDowell, Ste. 301  
Phoenix, AZ 85006



# the 360°

A Chrysalis Publication

## What's inside this issue?

### A Letter from the President



### Chrysalis Honors...the Family



### Independence Day Butterfly Project



### D-backs Baseball Game



### Seconds 2 Go

## Notice Something Different?

Chrysalis is now sporting a new logo! The biggest motivators behind this new look were related to changes in our mission and values in recent years. Our vision has evolved from transforming lives to stopping terror in the home, and we needed our new logo to drive differentiation, show our 360-degree approach, clearly communicate our services, facilitate change and allow us to be recognized as a leader against domestic violence.

It is an exclamation point inside of a house, which represents the urgency of the fight against domestic violence. The ring surrounding the house symbolizes our holistic, 360-degree approach. The roof of the house also doubles as an arrow pointing upward, suggesting heightened standards and a better way of life.

Over the last year and a half, we have been working with R&R Partners on the process of rebranding Chrysalis by conducting several in-depth strategic sessions with our staff and board. Our next step was to create some key brand ideals that needed to be communicated through the logo.

We feel that this new logo will continue to reinforce our new vision of stopping terror in the home and help to strengthen our recognition within the community. We have also introduced the new brand look into our newsletter, which you see here. We decided to call the newsletter **The 360°** because we want you to have a full range of information about what Chrysalis is doing. In the coming months as resources become available, look for new business cards, letterhead and other marketing pieces that will reflect our new logo and brand.

After a few different versions and many new ideas, we are thrilled to share the new logo with you.



The evolution of the new logo



**chrysalis**

Stop Terror in the Home

Final logo

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- Danielle Fragnito, Chief Clinical Officer**

## Administration/ Outpatient Services 602-955-9059

**Phoenix Shelter – 602-944-4999**  
**Scottsdale Shelter – 480-481-0402**

**Seconds 2 Go – 602-795-1755**  
4747 N. Central Ave.  
Phoenix, AZ 85012

**CONTACT THE  
NEWSLETTER TEAM AT:**  
Chrysalis  
1010 E. McDowell, Ste. 301  
Phoenix, AZ 85006 or  
e-mail us at: [lsimms@noabuse.org](mailto:lsimms@noabuse.org)

## A letter from the president...

In today's unprecedented economic climate, it's nearly impossible to go a day without hearing news of budget cuts, stimulus plans, program closures and deficits. But as dark as the news grows, I believe you are a ray of light. You are the solution.

Many of you have already been part of the solution to the most difficult financial situation our organization has ever faced. Volunteers have found themselves no longer employed, have stepped up to spend more time volunteering; donors who have experienced a decrease in income continue to give because every amount is important. Thanks to all of you who have given of your time, talents and treasures.

We are still facing turbulent times as government, corporate and individual giving declines; we still need your help. Join others who have already made a commitment to seeing Chrysalis thrive despite the economic obstacles. Because together, we are part of the solution to ending domestic abuse.



Sincerely,  
Patricia Klahr  
President/CEO

## Chrysalis Honors...the Family

**April 24, 2009**  
**The Arizona Biltmore Resort & Spa**

Honoring the families of Rebecca Ailes-Fine and Peter Fine and Sandy and Mac Magruder.

\$340,000 net proceeds.  
Thank you

**Presenting Sponsor**  
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Co-Chairs  
Jill Krigsten-Ormsbee and  
Dee Nowell



Magruder Family



Fine Family

Photos by Emily Pirano

**Good family relationships** are the building blocks of a healthy society.

## Give the Gift of Independence

Every July we commemorate our Nation's Independence Day, but at Chrysalis, independence day has a very different meaning. Each day of the year, we are celebrating the independence women and children find from domestic violence. Through Chrysalis programs, women and children are able to live abuse-free lives. The challenging economic climate certainly makes the road to independence more difficult. There are times she wants to turn back or give up. Remind her that she is not alone; that someone believes in her.

**Give her the gift that celebrates her day of independence.**

With a donation of \$75, the 2009 Chrysalis Butterfly Print will be given to a woman in one of Chrysalis' programs to honor her independence. Ultimately, your donation assures that future women and children will find their independence within the safe walls of Chrysalis.

**Make a gift today by calling Lorie Simms at 602-955-9059 or visiting [www.noabuse.org](http://www.noabuse.org).**



## In her own words:

**What does independence mean to me?**

*"Being here, I was given another chance at a better life and for once in a long time, I was happy."*

*"I have a much greater sense of independence since my stay with Chrysalis. It is wonderful to have the freedom to make my own decisions without intimidation and coercion."*

*"I have learned more about myself during my time here than in my entire adult life. I feel well-blessed and lucky to have been given this opportunity to heal, grow and actualize my potential."*

## Take Me Out to the Ball Game

Root for the home team with other Chrysalis volunteers, supporters and staff.

**Chrysalis Day at Chase Field**  
**Sunday, July 26**  
**1:10 p.m.**

**Arizona Diamondbacks vs. Pittsburgh Pirates**

**Tickets are \$20 (regularly \$30), with a portion of the proceeds supporting Chrysalis' comprehensive domestic violence programs.**

The first 5,000 kids in attendance at the game will receive a FREE Dan Haren Replica Jersey T-shirt and all kids in attendance will be able to run the bases after the game.

**Please contact Jonathan Pasquinelli at 602-955-9059 or [jpasquinelli@noabuse.org](mailto:jpasquinelli@noabuse.org) to purchase your tickets today.**

To learn more about Chrysalis programs, join us for a tour of one of our shelters.

August 12, 1 p.m.  
September 23, 10 a.m.  
October 21, 1 p.m.

Please RSVP to Lorie Simms at 602-955-9059 or [lsimms@noabuse.org](mailto:lsimms@noabuse.org)

**Lorie Simms**  
Director of Community Affairs  
1010 E. McDowell Rd., Ste. 301  
Phoenix, AZ 85006  
602-955-9059

Chrysalis is going green! Log on to our Web site at [www.noabuse.org](http://www.noabuse.org) and sign up for our e-newsletter.

Visit us online at [noabuse.org](http://noabuse.org).