



**Network of Victim Assistance**

**Empowering Survivors, Promoting Crime Victim Rights,  
and Creating Safer Communities**

**ANNUAL REPORT | Fiscal Year  
2021**



## Dear Friends,

Fiscal year 2021 was a year of transition for NOVA. As the ripple effects of the ongoing pandemic continued to strain support systems in place to save our most vulnerable populations, and organizations were faced with new challenges, NOVA sprang into action, immediately establishing ways to reach those most in need while ensuring we could continue providing exceptional services now and well into the future.

This was a pivotal time for NOVA as we worked to meet the strategic goals for 2019-2021, while establishing new safety protocols and increasing technologies to extend outreach. As an essential service, we were committed to providing trauma-informed, specialized victim services, while ensuring that our staff was safe and supported. Organizational change is challenging in the best of circumstances, but the uncertainty of what our community and organization would experience this year exacerbated those challenges.

The COVID-19 pandemic strongly affected many aspects of life, leading to a surge in the demand for our services..

- We saw an increase in assault and abuse cases, along with a rise in the rates and severity of the abuse of children, elders, and adults in congregate facilities. Identity theft, fraud and other crimes soared.
- Hotline calls increased by 14%.
- The severity of trauma that victims experienced dramatically increased. For example, the average number of counseling sessions victims needed to work through their trauma increased nearly 50 percent.
- Reports of suicidal ideation experienced by victims and survivors were also on the rise, with more of them requiring hospitalization. More victims and survivors are also increasing their use of alcohol and other drugs.

Despite the impact of the pandemic on crime, our staff continued to forge ahead, never wavering from our mission - to support, counsel, and empower victims of sexual assault and other serious crimes in Bucks County and to prevent violence through advocacy, training and community education.

For example, our prevention education team, with the expertise of our IT Coordinator, created a studio to provide live online outreach to schools and the community. This studio also allowed us to expand the reach of the NOVA Training Institute to provide more training to professionals and the community at large.







To address the specialized needs of children, our CAC staff pivoted to provide virtual forensic interviews. One of our therapists who specializes in treating child victims developed a virtual counseling room with toys, therapy tools and colorful furniture. This gave children, from behind their devices at home, the opportunity to manipulate and “move” through the room. Later in the year, our staff returned to a hybrid model, meeting our clients’ heightened demand and needs while maintaining a safe place for therapy.

We also tackled new infrastructure changes. The Fairless Hills office expansion was completed, and the counseling and CAC staff began using that space for their evidence-based forensic interviews in December 2020. We also initiated a brand assessment, which we detail at the end of this report.

Still, the difficult year didn’t come without a toll. NOVA prides itself on its history of staff longevity. While the average length of staff is six years, we, like many others, felt the effects of the “great resignation.” The burnout in this work is significant. Additionally, the shortage of professionals in community services, mental health and physical health services continues to increase; therefore, our remaining staff members are working longer hours with more difficult caseloads.

Even with the uncertainty of the pandemic still looming, we are hopeful. We are also thankful.

Your investment is critically important and has made a tremendous difference over the past year. Whether you are a longtime donor or have recently given for the first time, we want you to know that your contributions make healing and hope possible for many of our neighbors in need.

We thank you for continuing to support us.

Sincerely,

Penelope R. Ettinger, MS  
Executive Director, NOVA

Dorothy Gaboda  
President, Board of Directors, NOVA

## MISSION

Network of Victim Assistance (NOVA) supports, counsels, and empowers victims of sexual assault and other serious crimes in Bucks County and works to prevent and eliminate violence in society through **advocacy, training, community education, and prevention programs.**

## VISION

NOVA **envisions a society free of violence**, one that empowers individuals and promotes respect for the privacy, diversity, and dignity of all people.

## VALUES

We believe that **all individuals should be empowered** to make decisions about their lives, to be secure from violation of their bodies and personal space, and to live in a society free from violence. We further believe that **society has a responsibility** to educate and support individuals with regard to these rights.



## INNOVATION in a year of transition

### SERVICES

The COVID-19 public health crisis has had a profound impact on victim services. Still, NOVA provided services throughout the pandemic, never stopping and staying true to our core mission.

At times, the challenges were immense. But our counselors, forensic interviewers, victim advocates, forensic nurses, educators, and administrative staff remained steadfast. Social distancing and telework protocols were swiftly put in place to protect both survivors and staff and NOVA was able to adapt and provide services in a variety of formats, ensuring the confidentiality of clients and to allow for community members to participate in our educational programs.

Our thrift shop team and volunteers ensured that that shop continued to operate and financially support the organization by offering an online auction during shutdown.

Throughout the pandemic, we have continued to ensure that NOVA staff, clients, our partners, and the community are safe and that our services remain at the highest quality, whether they are hybrid, virtual or in person.

“Staff has been extremely encouraging, supportive, empathetic, and knowledgeable. I have never felt judged about anything that I have disclosed. The environment has always been one of peace, warmth, and safety.”

—NOVA Client



# THE DIFFERENCE WE MADE

## ACCOMPLISHMENTS

### Expanded technology to bring virtual services to clients

Prior to COVID, telehealth was emerging as a possibility in health and mental health as a way of reaching individuals who could not physically attend services. The pandemic required us to innovate to make sure victims of abuse received the care they needed. When COVID hit, our counseling staff immediately established a telehealth platform, and today, we continue to use this effective format as an option for clients. Whether reaching children for therapy appointments, forensic interviews, or any other needs children and families had, telehealth services made it safe and seamless for kids, while creating a new path to helping more victims long after the pandemic.

The option of telehealth removed multiple barriers for clients resulting in:

- Higher rates of attendance and compliance for adolescents receiving trauma counseling.
- Continued work by participants in their own homes as yoga instructors and therapists provided our Trauma Yoga program virtually.
- Continued success in Our Restoring Families Program, a therapeutic group model for school-aged children and young teens with sexualized behavior problems and their families, because families could log on virtually instead of driving a long distance.

## Preserving critical services

### NOVA created a new format to ensure child abuse victims receive forensic interviews

To ensure the CAC was able to continue to serve young children and others who may have been unable to tolerate masks, NOVA advanced our technology, allowing us to continue to provide interviews while adhering to safe physical distancing recommendations and protocols. Making these interviews possible was critical, as a forensic interview is key to getting a child's statement that may be used in a criminal case against a suspected abuser.

To do this, NOVA set up a separate interview room across the hall from the interviewer where a child could participate in the interview virtually, speaking with their interviewer through a secured video connection, but while in the same office. The effectiveness of the format

### Forensic Nurse Services launched new exams

In response to the rise of attempted strangulations in domestic violence cases and the need for specialized health assessments and evidence collection, NOVA Forensic Nurses trained and provided their first IPV (Interpersonal Violence) exams in local emergency departments. Their specialized care is offered in six hospitals throughout Bucks County and several of the exams led to the successful prosecution of the abusers.

### Bucks County Children's Advocacy Center earned national reaccreditation

Children's Advocacy Centers (CACs) are first responders for children who have been sexually or physical abused or neglected. Every five years, CACs across the country must be reaccredited through a rigorous process, meeting 10 standards to ensure they align with evidence-based, children-centered services. In February 2021, the Bucks CAC received its second national reaccreditation from the National Children's Alliance without recommendations for improvements or corrections.

### Keystone Crisis Intervention Team continued deployments to support crime victims

The Keystone Crisis Intervention Team (KCIT) continued to deploy teams throughout COVID-19 on a virtual platform, supporting crime victims in their recovery from traumatic events in communities throughout Pennsylvania.

was quite remarkable, especially how comfortable the children were. For example, even the youngest 4-year-old child, who had disclosed that she was being abused, was able to stay focused and participate during the entire forensic interview.

Developing new procedures for virtual interviews encouraged the CAC staff to extend its reach of forensic interviews beyond the walls of our offices, helping a 15-year-old victim of sexual abuse who was living with a family member in another state. Because the abuse happened in Bucks County and the teen was familiar with NOVA services, the CAC was able to use the new platform to provide a virtual interview with our staff and the multidisciplinary investigative team onsite at NOVA.

“[My] counselors were extremely helpful and the staff at NOVA has taught me **INVALUABLE** coping skills that have changed my life.”  
—NOVA Client

## Prioritizing prevention, training and mental health support

### New in-house Prevention Education studio

The demand for training on cyberbullying, digital footprint awareness, and other technology safety programs continued to rise in FY21. With needs from our public schools growing substantially in 2021, NOVA converted a meeting room into a recording studio, placing an urgent emphasis on abuse prevention outreach. Such training programs are critically important as the number of online predators continues to increase.

### Training Institute

We expanded the reach of the NOVA Training Institute to provide professional education and training to those in our communities who work in victim services, or those organizations that may be serving victims or individuals with histories of trauma. NOVA's staff shared its expertise on trauma-informed care, mandated reporting, compassionate fatigue and more.

### Compassionate Fatigue program

Responding to the mental health needs of frontline professionals, NOVA designed a Compassion Fatigue training for its community partners, including educators in need of support. At the request of the Bucks County Intermediate Unit, NOVA provided a three-part training series on Compassion Fatigue to more than 300 public and non-public school staff.

### Law enforcement training

NOVA continued to strengthen its relationship with local law enforcement. Last year, NOVA provided a county-wide training *Identifying, Investigating and Prosecuting Domestic Violence and Sexual Assault Strangulation Cases* with national expert, Training Institute in Strangulation Prevention, law enforcement, prosecutors, victim advocates, forensic nurses, medical and nursing personnel, therapists, judges, parole and probation officers, and emergency medical system responders.

### Advancing research

Our Primary Prevention Coordinator continued work with University of Oklahoma to build evidence of effectiveness for the SHARE (Safe Healthy Appropriate Relationship Education) prevention program for youth and young adults with Autism Spectrum Disorder and other disabilities. Our team at NOVA helped to construct the current curriculum into a standardized protocol to allow for the collection of pilot data to establish a “promising practice” to build an evidence-based curriculum.

## Expanding boundaries, new infrastructure

### Safety priorities

To operate safely during a pandemic, we expanded the Jamison CAC to ensure safe physical distancing for children, their families, staff and the multidisciplinary team. Prioritizing the health and safety of staff and clients, we invested in PPE (Personal Protective Equipment), purification filters and other technologies needed to support virtual and in-person services.

### Expanded capacity of Fairless Hills office

With nearly 65% of NOVA's clients served through its lower Bucks County office, more space was needed to create additional trauma-informed counseling rooms and a forensic interview room. Now, NOVA's Fairless Hills location offers a place where child victims of sexual and physical abuse, family members of homicide victims or the elderly who have become victims of financial or physical abuse can feel safe and begin the healing process.





## You made this possible

Throughout the pandemic, the Bucks County community continued to support NOVA. Your generosity made our work possible, and we are grateful. These funds truly helped us serve more children and adults.

### Thrift Shop resumed operations, surpassing financial goals

After two months of being closed, the NOVA Thrift Shop reopened two weeks before the beginning of the fiscal year. In 2021, the shop brought in more than \$1 million in revenue with a profit margin above 50%. This community-backed social enterprise is the third-largest revenue source to NOVA, only following federal and state government funding streams.

We credit this remarkable success to our staff, the many volunteers who returned after the lockdown, community donors, and our loyal shoppers. Even from their homes, volunteers stepped in to do what they could to help. Some fixed electrical appliances, while others sorted jewelry donations.

### NOVA's virtual gala raised \$75,000

We transitioned our signature gala and auction to a Roaring Twenties celebration that took place online. Guests were invited to learn the Charleston, bid on silent auction items, and hear from NOVA clients and special guest speaker Rachael Denhollander, the author and educator who was the first woman to pursue criminal charges and speak publicly against USA Gymnastics' team doctor Larry Nassar.

Originally scheduled for spring 2020, we moved the event to a virtual platform in October 2020, crossing over fiscal years. Our sponsors and donors who had purchased sponsorships and tickets graciously honored their contributions. We thank you for celebrating NOVA and raising a toast to the organization's success from your living rooms.



**"I have been to many counselors previously and the counseling I received through NOVA was the best I've had."**

**—NOVA Client**



## A year of hope

As much as the past year was full of uncertainty, it was also full of hope.

**We saw hope** in the number of **new community partnerships** built to tackle the growing needs in our county.

**We saw hope** in **our volunteers**, who embodied flexibility and commitment to NOVA.

**We saw hope** in **community members who donated funds** to keep families safe, to keep educators and frontline workers trained and who also helped to spread the word about our services to all who might need them.

MOST OF ALL,

**we saw hope** in **our survivors and clients** who demonstrated resilience, courage, and inspiration for all of us.

“From the first call to the hotline, to having sessions ... and group yoga, I have experienced nothing but positivity, understanding, compassion, and encouragement. Thank you!”

—NOVA Client





NOVA is pleased to acknowledge the following donors for their generosity and support of our programs and services during FY 2021.

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in Bucks County can match the depth, breadth,  
and reach that NOVA has.”  
–Sarah Larson, Board Member**

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 Josh Rosenberg  
 Erika Rotella  
 Colleen Rugg  
 Carl and Betty Runkle  
 Rhonda Russeck  
 Aimie Russell  
 Gaetano Bosco and Lisa A. Ryan  
 Andrew Saba  
 Laila Sanoury  
 Randy and Mary Sargent  
 Danielle Savage  
 Stephanie Savastano  
 Jonathan Savrin  
 Sandy Schilke  
 Alicia Schlosser  
 Janette Schmidt  
 Jaden Schmitz  
 Joseph Schmitz  
 Debbie Schofield  
 Kathy Schuster  
 Amanda Sciorillo  
 Kiana Seward  
 Phyllis Sexton  
 Cyndi Shain  
 Aaron Sherman  
 Barbara J. Simmons  
 Laurice Skutches  
 Catie Smith  
 Jay Smith  
 Mary K. Smithson  
 Carole Smola  
 Gurpreet Soor  
 Kimberly Sparrow  
 Elly Spiewak  
 Antonetta Stancu  
 Caitlyn Stankina  
 Michele Sternberg and David A. Schoenfeld  
 Jamie Stevens  
 Kathleen Swan  
 Cliff Lavin and Carlene Szostak  
 Ravi Talasila  
 Erin Talbot  
 Linda Taormina  
 Conor Thompson  
 Sydney Timmons  
 Steven Tommasone

Ashley Tramm  
 Rebecca Trapino  
 Candice Tremblay  
 Jennifer Trzeciak  
 Kimberly Turner  
 Saurav and Grace Upadhyay  
 Allison Valdez  
 Donna Van  
 Terry Van  
 Julie Vancura  
 Tmax Varrasse  
 Kate Volk  
 Miriah Wagner  
 Andrew Wagner  
 James Waide  
 Mr. and Mrs. Clarence Walbert  
 Meredith Walker  
 Denise Walsh  
 Bryan Cantor and Melissa Walsh  
 Kristen Warman  
 Gloria Watkins  
 Angela Watters  
 Julie Webb  
 Lauren D. Webb  
 Jennifer Weikel  
 Robyn Wells  
 Joe Werner  
 Kathy Westrol  
 Lisa Wheeler  
 David White  
 Gertrude L. White  
 Stephen J. White  
 Carol Whiteman  
 David and Joan Whitmire  
 Ms. Paula Whritenour  
 Megan Wiley  
 Michael Wilson  
 Lorrie Witaker  
 Jack Witzig  
 Warren and Julia Woldorf  
 Nate Wolff  
 Cheryl Wolhart  
 Julianne Wylie  
 Richard Wysocki  
 Katherine Yonce  
 Diana Young  
 Chanel Zebroski

## NOVA Community Partners

NOVA deeply appreciates our community partners who have supported us during FY 2021 through their event sponsorships, program ad purchases, in-kind donations and support of prevention education programs.

### Businesses

100+ Women Who Care Bucks County 2021  
 1-800-GOT-JUNK?  
 2YardNinjas  
 A. Mastrocco, Jr. Moving & Storage  
 Anne O'Day Orthodontics  
 Antheil Maslow & MacMinn, LLP  
 Arcadia University  
 Archdiocese of Philadelphia

Ascensus  
 Automotive Training Center  
 AWE Tuning  
 BARC  
 Boscov's Department Store, LLC  
 Bucks Country Gardens, Ltd.  
 Bucks County Community College, Main Campus  
 Bucks County Schools Intermediate Unit #22  
 Bugajewski Facility Services  
 Centennial School District  
 Central Bucks School District  
 Chalfont Lions Club  
 Cooper Mechanical, Inc.  
 Cornerstone Counseling Ministries  
 Council Rock High School South  
 Daniel J. Parzych Memorial Fund  
 Doc Bresler's Cavity Busters  
 Doylestown Health  
 EC Fence & Iron Works, Inc.  
 Elrath Construction  
 Fabled Studio  
 Firehouse Cycles, LLC  
 Foundations Community Partnership  
 Franconia Insurance & Financial Services  
 Greenwood Gaming & Entertainment, Inc. (Parx Casino)  
 Groveland Elementary  
 Holmes Cunningham Engineering  
 I Woke Up Like This MedSpa  
 Ivyland Networking Association  
 KCBA Architects  
 Kershaw & Fritz Tire Service, Inc.  
 Lions Club of Quakertown  
 Manoff Market Gardens  
 Margaret M. Seylar Elementary School  
 McCaffrey's Markets  
 McMaster-Carr Supply Company  
 Merck & Company, Inc.  
 Montgomery Square U M Church  
 Network for Good  
 New Hope Solebury School District  
 Newtown Presbyterian Church  
 Nico's Pizza Jamison  
 O'Neil Nissan, Inc.  
 ONEHOPE Wine  
 Palisades Middle School  
 Palisades School District  
 Penn Engineering & Manufacturing Corp.  
 Penn Foundation  
 Penn State: Social Science Research Institute  
 Pennsbury School District  
 Portland Cement Association  
 QNB Bank  
 Ridge Valley United Church  
 Robert E. Riesenberger, D.D.S., P.C.  
 Rosie's Gourmet Bakery  
 Salon on State  
 ScanSource, Inc.  
 Sellers Dorsey  
 Solebury School  
 St. Michael's Evangelical Lutheran Church  
 Stark & Stark  
 The First Presbyterian Church of Warminster  
 The Ladies Ancient Order of Hibernians Division 1 Bristol  
 The Learning Experience Doylestown  
 United Way of Bucks County  
 United Way Suncoast  
 Univest Financial  
 Wawa, Inc.

Waypoint Financial, LLC  
 Willow Dale Elementary  
 Woman's Club of Perkasio  
 YMCA of Bucks County  
 YourCause, LLC  
 YWCA of Bucks County

### Foundations, Funds, & Trusts

Agilent Technologies Foundation  
 Amazon Smile Foundation  
 George Marsh Charitable Remainder Unitrust  
 Greater Newtown Exchange Club of Bucks County Foundation  
 Independence Foundation  
 Kind-Rubin Donor Advised Fund  
 Klyman Family Fund  
 La Mel Garden Fund of the Bucks County Foundation  
 Laurie R. and William R. Schutt Charitable Fund  
 Malmark, Inc. Charitable Fund  
 Merck Foundation  
 Norman Raab Foundation  
 Paul and Lisa Farnin Family Charitable Fund  
 Penn Community Bank Community Foundation  
 The Prudential Foundation  
 Schechter Family Charitable Fund  
 The Fitt Family Fund of the Philadelphia Foundation  
 The Haley Foundation  
 The Marshall Family Charitable Fund at Schwab Charitable  
 The Paul and Lisa Farnin Family Charitable Fund  
 The Tony and Jane Ford-Hutchinson Family Fund  
 Windmill Foundation

### Matching Gift Contributors

AT&T Employee Giving and Match Program  
 Comcast NBC Universal Matching Gift Program  
 Johnson & Johnson Matching Gifts Program  
 Merck Partnership for Giving

*We greatly appreciate each gift given in support of Network of Victim Assistance from July 1, 2020 through June 30, 2021, and we have made every effort to ensure the accuracy of this listing. If you find an error or omission, please accept our apologies and notify Michelle Cash, Director of Development at 215-343-6543 or [michelle.cash@novabucks.org](mailto:michelle.cash@novabucks.org).*

### NOVA Victim Services

- 24/7 Hotline
- Evidence-based, trauma-focused counseling
- Victim advocacy, support, and accompaniment through the criminal justice system
- Medical forensic services for sexual assault and interpersonal violence
- Children's Advocacy Center

### Prevention, Education, and Training

NOVA presents prevention education programs in Bucks County schools for students, educators, and parents. NOVA also facilitates community prevention and professional training programs throughout the Bucks County community.

NOVA's Prevention, Education, and Training department works to build empathetic and healthy communities by advancing the knowledge, tools, and skills to prevent and end violence.

498

Prevention Education school programs presented

3,718

School program hours

12,774

Total student program attendees

134

Community Prevention programs presented

76

Professional training programs presented

1,443

Total Community Prevention program attendees

3,526

Total professional training program attendees

912

Community Prevention program hours

1,027

Professional training program hours

### Victims Receiving NOVA Services

2,100 total

1,405

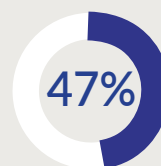
Adult Victims (18+)

695

Child Victims (0-17)

1,160

Sexual Assault Victims



of sexual assault victims served were under the age of 18



940

Victims of homicide, human trafficking, robbery, and other serious crimes\*

\*Includes family members and significant others

### 25,374 TOTAL HOURS OF SERVICES



7,596

Total Counseling Hours

896 hours



Hotline Support

73

SANE Exams performed



24

SANE Consults provided



188

CAC Forensic Interviews

The Bucks County Children's Advocacy Center (CAC) uses a child-centered, multidisciplinary team approach to respond to child abuse reports.

Sexual Assault Nurse Examiner (SANE) consultations, examinations, and evidence collection are provided for victims of sexual assault and interpersonal violence in Bucks County hospitals.

NOVA coordinates Pennsylvania's Keystone Crisis Intervention Team (KCIT), which supports crime victims and communities throughout PA in recovery from traumatic events.

7

Individual Crisis Interventions

9

Group Crisis Interventions

### NOVA Volunteers



4,827 hours

Volunteer Support\*

9

ER Accompaniments\*\*

NOVA's volunteers offer a wide range of support for NOVA's mission—by engaging with the community to raise awareness or funds, by answering hotline calls and accompanying victims of crime to emergency rooms or police interviews, or by working at NOVA Thrift Shop. Volunteers are integral to NOVA's success.

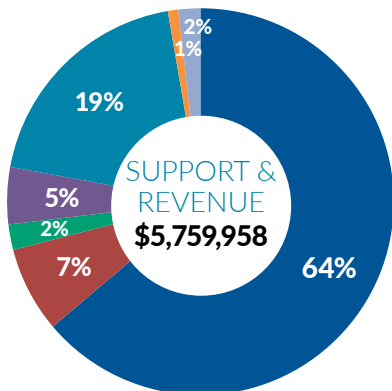
75+ Volunteers provided support to NOVA in fiscal year 2021.

\*excludes Thrift Shop volunteer hours

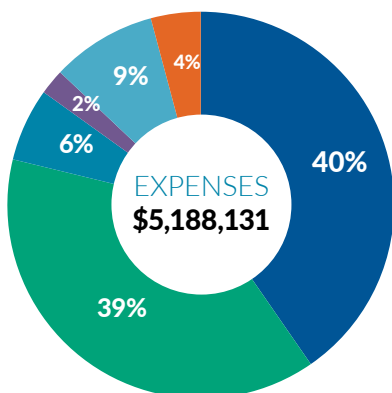
\*\*COVID-19 protocols in Bucks County hospitals prevented non-essential people from entering emergency rooms for most of fiscal year 2021

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## FISCAL YEAR 2021 FINANCIAL REPORT

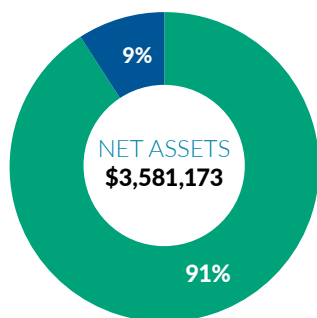


- Federal and State Contracts—[\$3,675,758
- County of Bucks (Children & Youth)—[\$412,975
- Gifts-in-Kind—[\$122,643
- Donations and Special Events—[\$274,461
- Thrift Shop Sales—[\$1,118,376
- Corporate and Foundation Grants—[\$50,000
- Other Revenues—[\$105,745



- Programs and Services Personnel and Benefits—[\$2,094,065
- Programs and Services Operating Costs—[\$1,994,323
- Administration Personnel and Benefits—[\$317,354
- Administrative Operating Costs—[\$110,315
- Fundraising Personnel and Benefits\*—[\$456,149
- Fundraising Operating Costs\*—[\$215,925

\*Includes operational expenses of the Thrift Shop



- Without Donor Restrictions—Property & Equipment, Quasi-Endowment, Undesignated—[\$3,254,603
- With Donor Restrictions—[\$326,570

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## BOARD OF DIRECTORS

### PRESIDENT

**Dorothy Gaboda**  
*Community Volunteer*

### VICE PRESIDENT

**Karen Kern**  
*Penn Foundation*

### SECRETARY

**Jillian Goldman**  
*Schiller Grounds Care*

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**Kareem Afzal**  
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*Community Volunteer*

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*The College of New Jersey*

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*Law School Admissions Council  
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**Jonathan Kassa**  
*Allied Universal Security Services*

**Marianne Kepler**  
*Bucks County Community College*

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*Child Guidance Resource Centers*

**Sarah Larson**  
*Furia Rubel Communications*

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*Kreischer Miller*

**Karen Robbins**  
*USB Wealth Management*

**Gwendolyn Sims**  
*EC Fence & Iron Works, Inc.*

### HONORARY BOARD

**Hon. Mark S. Schweiker**  
*Renmatix*  
*44<sup>th</sup> Governor*  
*Commonwealth of Pennsylvania*

**Penelope R. Ettinger, MS**  
*Executive Director*

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Joanne Allman  
Deidre Arabadjis  
Teresa Ascher  
Tory Baram  
Courtney Barnes  
Denise Bauer  
Mary Beth Bauerle  
Jenny Bishop Kempf  
Susan Bizon  
Joyce Bojsza  
Sharon Bromberg  
Julia Bumbaugh-Shah  
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Tarah Sellers  
Stephanie Shantz-Stiver  
Rachel Smull  
Michele Sternberg  
Denise Stock  
Grace Upatyay (Wheeler)  
Donna Welsh  
Maria White  
Eleanor Wilhelm  
Mary Worthington  
Diana Young

\*as of 6/30/2021



# Dear Friend,

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We are writing to you with exciting news regarding the NOVA brand! Because your involvement makes our work possible, we wanted to personally share the news with you.

First, a bit of background. Over the past year, our team has been collaborating with local marketing agency, Simpatico Studios, to explore, research, and design a renewed NOVA. We were given this extraordinary opportunity as part of a grant, funded through the Victims of Crime Act (VOCA). With their help, we have conducted a thorough brand audit and new identity exploration. Our research confirmed what we have always known anecdotally: the NOVA name holds tremendous significance in the Bucks County community, particularly for those who know the organization intimately. But the general public is far less educated on who we are and what we do. This project required a focused effort in order to come away with a brand identity that best represents NOVA's unchanging and steadfast mission, while reaching those who need it most.

NOVA's new look is unlike anything you have ever seen put out by our organization. We dropped our acronym, embracing the word "nova" and its Latin translation ("new light"). The look is inspired by a lighthouse beam with the "V" reaching slightly above the other letters, calling someone in, with the tippy top of the shape burning brightest, representing the hope that one day victimization will be no more. Our new colors, or 'sunburst' as we call them, embody that promise of hope and light – of a new day – and NOVA's commitment to remain a beacon for individuals, families, and communities. The light is bright and always within reach for all those who seek help along their healing journey.

Our new look is a celebration of nearly half a century of service to the Bucks County community and the relationships we've built along the way. Thank you for joining us in being allies, keeping victims safe, for listening and believing, for preventing and training – until no one is victimized. We hope you are as thrilled as we are to see our "new light" shine out in the world.

Sincerely,

The NOVA Team

P: 215-343-6543 **24/7 Helpline: 800-675-6900**

F: 215-343-6260 E: [info@novabucks.org](mailto:info@novabucks.org)

2370 York Road | Suite B1 | Jamison, PA 18929



## Our New Logo & Tagline



## New Sub-Brand Logos



provided by NOVA



a service of NOVA



Scan code to  
learn more  
about NOVA.



**Network of Victim Assistance**

2370 York Road, Suite B1 • Jamison, PA 18929

**24-Hour Victim Support Hotline: 1.800.675.6900**

Office: 215.343.6543 • Fax: 215.343.6260 • [novainfo@novabucks.org](mailto:novainfo@novabucks.org)

[www.novabucks.org](http://www.novabucks.org)

*Additional offices in Fairless Hills and Perkasie*

**NOVA Thrift Shop**

2116 Broad Street • Perkasie, PA 18944

*(corner of Broad St. & Route 313)*

215.249.8000