

CARLSBAD BATTERED FAMILIES SHELTER NEWSLETTER



OCTOBER IS
DOMESTIC VIOLENCE
AWARENESS MONTH

EVERY 1
KNOWS
SOME 1

Domestic Violence Awareness Month



Meet the CBFS Staff

The Carlsbad Battered Families Shelter has a terrific team of 6 victim advocates.

Learn more about what they do at the shelter on Pages 3-5



HOW TO SUPPORT SURVIVORS

Whether you want to support our organization by donations or volunteering your time at our upcoming events, please let us know!

We are needing sponsors for our upcoming "Golf Over Violence" Tournament!

Clay Shoot raises funds for survivors of Domestic Violence & Loving Lady Falcons Basketball Team

The "Together We Can" Clay Shoot for Domestic Violence Awareness, held in collaboration with The Loving Lady Falcons Basketball team, was a tremendous success! The event brought together community members, advocates, and supporters for a day of sport, unity, and purpose.

See more on Pages 6, 7, & 8



NEWSLETTER

OCTOBER
2025

WELCOME TO OUR FIRST NEWSLETTER!

Welcome to our newsletter, dedicated to raising awareness, offering hope, and empowering survivors of domestic violence. Whether you're a long-time supporter or new to our community, we're grateful to have you with us.

At Carlsbad Battered Families Shelter, we are committed to creating a safe and supportive environment for survivors, and advocating for lasting change in our community. Through this newsletter, we aim to keep you informed, inspired, and connected.

What to Expect:

- Updates on our programs and services
- Survivor stories and voices of resilience
- Upcoming events, fundraisers, and volunteer opportunities
- Educational resources and tips on how to support survivors
- Community spotlights and sponsor acknowledgments

Together, we are a voice for the voiceless.

Thank you for being part of this movement—your support helps us create a future free from violence.

With gratitude,

The Carlsbad Battered Families Shelter



In this newsletter
you can expect:

Staff Profile
Highlights

“Together We Can
Clay Shoot”
Success

PEP RALLY 2025

DAY OF CARE
2025

Community
Outreach

Stories of Impact

Hello! I'm
ERIKA



Outside of my work, I enjoy spending quality time with my family, furbabies, and friends.

Cooking, listening to music, watching football, and taking road trips are some of the activities that bring me happiness and relaxation.

My name is Erika Wright. I proudly serve as the Executive Director of the Carlsbad Battered Families Shelter. As a survivor of domestic violence, I have personally experienced the profound impact it can have on individuals and families. These experiences have shaped my commitment to providing compassionate support and advocacy for those affected by domestic violence. With over eight years of leadership at the shelter, I have worked diligently to expand our services and enhance the support available to our clients. One significant initiative has been the introduction of pet kennels, offering another source of healing for families seeking refuge. My focus has consistently been on prevention and education, developing programs that address the root causes of domestic violence and to help build safer communities. Additionally, I have prioritized securing sustainable funding to ensure that our shelter can meet the growing needs of the community. I have a background in business administration and marketing, which has equipped me with the skills necessary to lead and grow our organization. I grew up in this community and am deeply invested in its safety and liveliness. My dedication stems not only from a professional responsibility but also from a genuine care for the well-being of my neighbors and friends.

Hello, I'm Blaine Aragon.

I have been with the Carlsbad Battered Families Shelter for over six years as the Assistant Director. I have a Bachelor's Degree in Business Administration with a Minor in Marketing. Some tasks I'm responsible for here are more administrative but I also assist our clients with various services, resources, and daily needs. My goal is to provide a safe and comfortable environment to help our clients heal.

Hello! I'm
BLAINE



In my free time I enjoy spending time with my family, traveling, and being outdoors.

Hello! I'm
LEXIE



When I am not working, I enjoy golfing, cooking/baking, entertaining, traveling, and spending time with my family and my Frenchie, Maverick.

Hello! My name is Lexie Wright and I am the Peer Counselor at CBFS. I have been with the shelter 8 years. I have a Bachelor's Degree in Social Work from ENMU. During my time here, I have had various roles. Before becoming the Peer Counselor, I facilitated our Batterer Intervention Program, where I gained valuable insight into the mindset and behaviors of those who abuse. I can see both sides of the dynamics of abuse. As a Peer Counselor I meet with survivors for counseling, I facilitate support groups, and I provide referrals to other agencies, including Legal Aid. I assist survivors with Restraining Orders and I also am a court advocate for those who need support during court hearings. I have experienced Domestic Violence myself and have seen the affects it has made on myself and those around me. I know domestic violence affects individuals and families in all communities around the world, and that awareness, education, and survivor-centered support are essential to ending the cycle of abuse. My aspiration is to see Carlsbad Battered Families Shelter not only flourish, but also become more recognized within the community—as a trusted, vital resource for healing, safety, and long-term empowerment. Most importantly my job here at CBFS is being a victim advocate. As a victim advocate, ADVOCACY is the most powerful way to raise awareness, reduce stigma, and create lasting change. Being an advocate means using your voice, knowledge, and actions to support survivors, raise awareness, and challenge the systems that allow abuse to persist. ANYONE can be an advocate in our community.

Hello! I'm
MARSHA

My name is Marsha Nicholas. I am the Shelter Manager at the Carlsbad Battered Families Shelter. I love my job and helping people. Being an advocate has so many rewards. I'm so grateful Carlsbad has this facility to help victims.



I am married and have 11 grandchildren. I love to garden, scrapbook, and spend time with my family during my free time.

Hello! I'm
DEBORAH



During my time off, I enjoy going to the ocean and the mountains, mother nature is my best self-care.

Hello, my name is Deborah Rogers. I am a victim advocate here at the Carlsbad Battered Families Shelter. As an advocate, I work with victims starting from crisis calls to intakes and one on one sessions during the times that clients go through anxiety and emotional breakdowns from the trauma they have endured. My mission is to be compassionate and a strong support for my clients and help them discover how wonderful and strong they are, as they make their journey into their new life. We have a great team here at the Carlsbad Battered Families Shelter. We see our community struggle with homelessness due to domestic violence. Through our outreach into our community programs, my goal is that friends, neighbors, and even strangers will help someone struggling in silence leave a domestic violence situation.

Hi! My name is Danielle Rogers, and I am a Victim Advocate at the Carlsbad Battered Families Shelter. Currently, I am pursuing my Bachelor's degree in Psychology, with a strong passion for mental health, domestic violence awareness, and advocacy for survivors. Working at the shelter has been more than just a role for me—it has been a meaningful experience that continues to shape my perspective and reaffirm my calling to help others.

Through this work, I've witnessed both the challenges survivors face and the strength they carry, which inspires me every day to walk alongside them as they navigate their healing journey. I believe that compassion, understanding, and empowerment are essential tools in advocacy, and I am grateful to contribute to a space where individuals and families can begin rebuilding their lives with safety and hope.

Hello! I'm
DANIELLE



In my free time, I love to spend it with my furchild, Nala as well as my family & friends. I also love to read and binge watch crime documentaries.



“Together We Can” Clay Shoot a success!

A powerful show of community spirit and compassion unfolded on June 28th which had supporters gathered for the “Together We Can” Clay Shoot, raising funds to benefit domestic violence awareness efforts and the Loving Lady Falcons basketball team.

Held under sunny skies, the event brought together shooters, sponsors, and volunteers from across the region in a shared mission to bring hope and support to those in need. Proceeds from the day's event will be split between local domestic violence prevention programs and the Loving Lady Falcons basketball team, known not only for their sportsmanship on the court but also their positive presence off of it.

Participants enjoyed a day of friendly competition, raffle prizes, and a barbecue lunch—all while knowing their contributions would make a tangible impact. The funds raised went toward victim support services, educational outreach, and athletic equipment for the Falcons' upcoming season.

The Loving Lady Falcons coaching staff, Robbie Chacon and Catrina Carillo expressed gratitude for the community's support, noting that the donation will help cover travel costs, uniforms, and other costs.

With a strong turnout and a growing list of supporters, organizers are already looking ahead to next year's event, aiming to raise even more awareness—and more funds—for these critical causes.

If you are interested in participating in this event again, please let the shelter know!

Pictured below are the players of the Loving Lady Falcons Basketball Team



Phillips 66 Named Title Sponsor of “Together We Can” Clay Shoot

CBFS proudly recognized Phillips 66 as the Title Sponsor of this year’s “Together We Can” Clay Shoot, acknowledging the company’s ongoing commitment to supporting local causes. Phillips 66’s generous contribution played a vital role in the event’s success.

This is not the first time Phillips 66 has stepped up for the cause. Phillips 66 has previously donated to the Carlsbad Battered Families Shelter and has consistently shown strong support for programs that uplift and protect vulnerable members of the community.

“We are incredibly grateful to Phillips 66 for their leadership and continued generosity,” said Erika Wright, Executive Director.

Another standout supporter of the “Together We Can” Clay Shoot was Kodiak Gas Services, whose team went above and beyond by donating all food, drinks, and their time to ensure a welcoming, family-friendly atmosphere throughout the event. Volunteers from Kodiak grilled and served fresh hamburgers and refreshments for all participants and guests, providing not just a meal—but a memorable experience.

From setup to cleanup, Kodiak’s involvement showcased a deep commitment to community engagement and service.

The success of the “Together We Can” Clay Shoot would not have been possible without the incredible generosity of several local businesses and organizations who donated their time, resources, and services to make the event unforgettable.

A special thank you goes to ATC Shooting Sports, LLC, for generously providing their facility and ensuring a safe, top-tier experience for all participants. To help our guests start the day off right, PJ&B’s Rio Café donated delicious, made-from-scratch breakfast burritos that fueled shooters and volunteers alike. Their early-morning contribution set the tone for a day filled with generosity and community spirit.

We also extend sincere thanks to AR Foreman Construction, Courtesy Sporting and Pawn, Southeast Read-Mix, Western Commerce Bank, Carlsbad National Bank, Cavern City Tax & Accounting, Forrest Tire, and Albertsons for their sponsorship and support.



Whether through financial donations, services, or supplies, each one of these partners played a vital part in the event’s impact.

Last but certainly not least, we extend our deepest gratitude to every participant who came out to support the “Together We Can” Clay Shoot. Your presence, enthusiasm, and generosity helped make this event more than just a fundraiser—it became a celebration of community, compassion, and coming together for a cause.





COURTESY SPORTING & PAWN



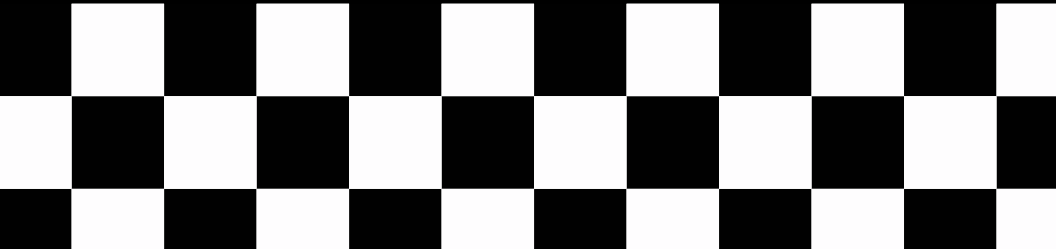
THANK YOU

CARLSBAD DOWNTOWN FARMERS & MAKERS MARKET

PEP RALLY

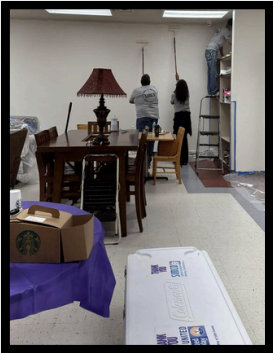


CBFS was set up at the Pep Rally handing out beneficial information raising awareness for BULLYING!
“Be a Buddy, not a Bully.”
-August 23, 2025-



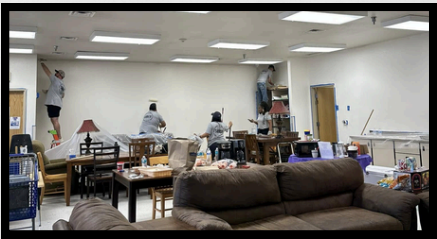
DAY OF CARE

2025



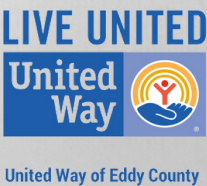
THANK
YOU

SIMCO 
Salado Isolation
Mining Contractors, LLC



CBFS would like to thank United Way of Eddy County and SIMCO for their help on our Day of Caring painting project! Our family room looks awesome! We appreciate your continued support and hard work!

-September 18, 2025-



United Way of Eddy County

COMMUNITY OUTREACH

CARLSBAD DOWNTOWN FARMERS & MAKERS MARKET
Wellness Market

OCTOBER 16TH

CARLSBAD DOWNTOWN FARMERS & MAKERS MARKET

Now on Thursdays! 5-7pm

OCTOBER 2025

- 2 October** Breast Cancer Awareness: Artists Painted, Crafted, & Sewed for day to join with informational booths to bring awareness to the community.
- 9 October** National Pumpkin Seed Day Market: All day long with pumpkin seeds! Come & join the fun!
- 16 October** Wellness Market: Join us and multiple wellness organizations for information on a healthier YOU!
- 23 October** Red Ribbon Week: Join us to help keep kids drug free.
- 30 October** Pumpkin Patch: Photo Shoot with hay bales & pumpkins.

cristina@carlsbadmainsstreet.com

Carlsbad Mains Street

CARLSBAD BATTERED FAMILIES SHELTER

HALLOWEEN PET COSTUME CONTEST

EVERY1 KNOWS SOME1

OCTOBER IS DOMESTIC VIOLENCE AWARENESS MONTH! LET'S RAISE AWARENESS FOR ALL SURVIVORS & VICTIMS, INCLUDING PETS!

SHARE OF YOUR PETS IN YOUR CREEPIEST, FUNNIEST, OR MOST AVAILABLE COSTUMES & SEND THEM TO OUR FACEBOOK MESSENGER!

PETS WITH THE MOST LIKES ON THEIR ENTRY ON OUR FACEBOOK WINS A PRIZE!

ENTRIES WILL BE TAKEN UNTIL OCTOBER 30TH!

WINNER WILL BE ANNOUNCED ON OCTOBER 31!

PETS ARE VICTIMS TOO!

CARLSBAD BATTERED FAMILIES SHELTER
PET COSTUME CONTEST
Entries can be sent in through our Facebook Messenger

ALL THROUGHOUT OCTOBER
WINNER WILL BE ANNOUNCED OCTOBER 31ST

THE GOLF SOCIETY & CBFS
GOLF OVER VIOLENCE
2 MAN VIRTUAL GOLF TOURNAMENT

NOVEMBER 1ST @ THE GOLF SOCIETY

OCTOBER IS DOMESTIC VIOLENCE AWARENESS MONTH

TITLE SPONSOR NEEDED

GOLF OVER VIOLENCE

2-MAN VIRTUAL GOLF TOURNAMENT

ALERT: BATTERY, POOR THIEVES, CONSUMABLE, FULL BOD, B.A. & P.M.

IN COLLABORATION WITH

NOVEMBER 1ST

CHAMPION FOR SURVIVORS \$5,000

HEALING HEARTS \$2,500

STRENGTH & COURAGE \$1,000

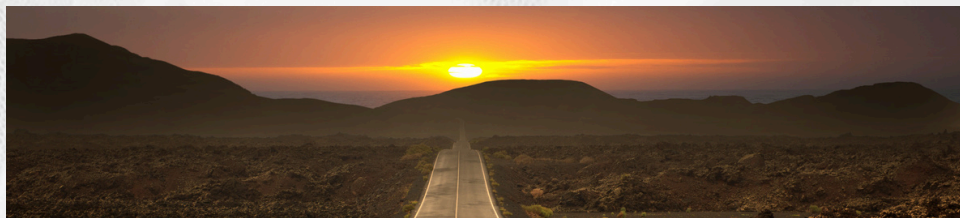
HOPE & HEALING \$500

PURPLE RIBBON \$300

GOLF SOCIETY

1500 W. PIERCE ST.
CARLSBAD, NH 03220
CALL 603-485-1491
FOR MORE INFO

EVERY1 KNOWS SOME1



CARLSBAD BATTERED FAMILIES SHELTER

STORIES OF IMPACT

Linda is a devoted mother of four grown children. Her life took a drastic turn when an abusive partner uprooted her from her home state and moved her over a thousand miles across the United States, cutting her off from everything familiar. What began as love quickly turned into fear, violence, and control.

The last incident was the final straw and the police were called to the scene. Linda was escorted to the shelter, the last place she wanted to be. After a while, the District Attorney picked up her case. Unfortunately, despite the seriousness of the charges, her abuser received only probation. Linda was devastated and continued to live in fear—especially knowing he was still nearby.

For seven long months, Linda was not allowed to retrieve her personal belongings while the court case remained open. When it was finally over, she discovered that some of her most important items—personal documents and sentimental family belongings—were never returned.

During her time at the shelter, Linda began to heal and grow into a stronger person. She was referred to Legal Aid, who helped her navigate the legal process. She actively participated in group sessions and individual counseling, finding support from staff, advocates, and other survivors who understood her journey. These services helped her build coping skills, regain her confidence, and begin believing in her own strength again. Surrounded by support, encouragement, and understanding, she found the courage to believe in herself again.

She came to the shelter with nothing, but never lost her determination. Without access to a vehicle—because her abuser had taken it—she still managed to go to work everyday, holding down a job while starting over from scratch.

Through sheer strength and perseverance, Linda saved enough money to buy herself a brand-new car, regaining both her independence and her confidence. Not long after, she was offered a job with a company in another city and bravely took the opportunity to rebuild her life in a safer, healthier place.

Today, Linda is thriving. She's working, healing, and living life on her own terms.

Thank you for reading!