

fostering change



2010 annual report



Virginia Sexual and Domestic Violence  
**ACTIONALLIANCE**



# fostering change, 2010

What does the phrase, “fostering change,” mean to you? Is change something you welcome? Or does the concept make you feel uncomfortable? Maybe a little of both? 2010 was a year of change for the Action Alliance as the governing body and staff worked to achieve our mission of a world where “ALL people have the right to a life free of violence.”

“ALL people” means something different in today’s Virginia than it did almost 30 years ago when the Action Alliance was established as a coalition of local victim service providers. According to the 2010 U.S. Census, between 2000 and 2010, there has been a 92% increase in the population of Hispanics/Latinos and a 72% increase in the population of Asians who live in Virginia. How do changes like this affect how we serve sexual and domestic violence victims—Virginia- or foreign-born, immigrant or American? Through the Action Alliance’s Immigration Advocacy Technical Assistance Project, staff have been working to assess services, identify gaps and implement improvements. We strive to represent the diversity of those we serve.

As you probably know, the Action Alliance operates the statewide, 24-hour Virginia Family Violence and Sexual Assault Hotline, a lifesaver for many victims throughout Virginia. From October 2009 to September 2010, staff answered 28% more calls than they did the prior year in English, Spanish as well as other languages. We strive to serve victims—young, elderly, disabled, college students, women, men and their children—day and night.

As we work to address domestic and sexual violence, we strive to prevent it, too. Action Alliance prevention staff developed a “recipe card” and talking points to explain difficult concepts of promoting healthy relationships and diminishing perpetration in a user-friendly way. We expanded the Red Flag Campaign to all 80 college and university campuses in Virginia (not to mention the over 100 colleges and universities in 28 states that became affiliated with the Campaign by the end of 2010).

Action Alliance staff conducted trainings, technical assistance projects, the third annual Child Advocacy Conference, the seventh annual Women of Color Caucus Conference and the 2010 Annual Retreat. We updated the VAdat system, our web-based data collection system of local service providers. We made every effort to meet the needs of all who work in this field—from newcomers to seasoned professionals.

During 2010, we advocated for better protective order laws, in part, by convening a Protective Order Summit to explore our current system and identify areas for improvement. The Summit resulted in a comprehensive package of recommendations to the Virginia State Crime Commission. We strive to ensure that regardless of his/her relationship to the perpetrator, a victim of domestic violence, dating violence, stalking or sexual assault has equal access to protective orders.

Mohandas Gandhi (one of the leaders who helped free India from England’s colonial rule) said, “Be the change you want to see in the world.” When I look back on our 2010 accomplishments and the many others you will read about in this Annual Report, I cannot help but think that the Action Alliance IS the change we want to see in our world.

--Susheela Varky  
Action Alliance Governing Body Facilitator

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## Virginia Sexual & Domestic Violence Action Alliance

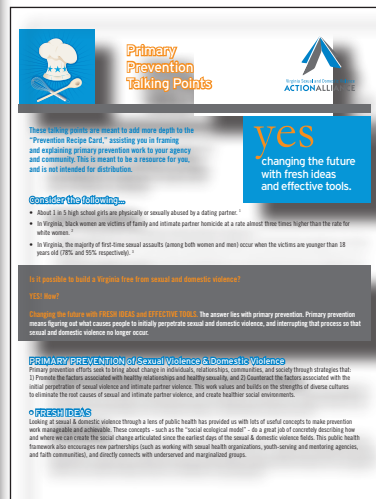
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## Our mission

The Action Alliance is a diverse group of individuals and organizations that believes that ALL people have the right to a life free of violence.

We recognize that sexual and domestic violence are linked to other forms of oppression, which disproportionately affect women, children and other marginalized people, harming individuals, families and societies as a whole. We will use our diverse and collective voice to create a Virginia free from sexual and domestic violence—inspiring others to join and support values of equality, respect and shared power.

# envisioning a peaceful Virginia



## Prevention Recipe Card and Talking Points

Primary prevention is about changing individuals, relationships, communities, and society through strategies that:

- 1) Promote factors associated with healthy relationships and healthy sexuality, and;
- 2) Counteract factors associated with the initial perpetration of sexual violence and intimate partner violence.

How to explain such complex concepts in a fun and simple way? We created a recipe card for prevention to help local programs do just that, along with supplemental “primary prevention talking points.” The National Sexual Violence Resource Center was so impressed, they featured the Prevention Recipe Card on their website!

## 2010 Retreat: “Still I Rise”

The annual 3-day training/retreat in June, “Still I Rise”, focused on self-care and trauma stewardship. The event drew 164 advocates from across the Commonwealth to sharpen their advocacy knowledge and skills, connect, network, and relax. This year’s retreat welcomed keynote speaker Laura van Dernoot Lipsky. Laura spoke about her recently published book, “Trauma Stewardship,” which provides insight on the impact trauma experienced by advocates in the course of their work and provides creative and innovative ways of addressing the issue.



Keynote speaker, Laura van Dernoot Lipsky, offers insights on the need for advocate self-care and strategies for preventing compassion fatigue.



(l to r) Women of Color Caucus member Patricia Jones-Turner and Action Alliance staff member Cathy Maxfield Coleman listen to the keynote at the 2010 Retreat.



Action Alliance staff member Rocio Watson and intern Abigail Phillips enjoy the Annual Retreat.



# serving the needs of people affected by violence

## Immigration Advocacy Technical Assistance Project

2010 saw quite an expansion in the Action Alliance's Immigration Advocacy Technical Assistance Project, starting with conducting interviews with professionals across the state to identify gaps in service delivery and training needs. As a result of this needs assessment, we offered the following training opportunities in 2010 for professionals working with immigrant survivors of domestic and sexual violence:

- A **statewide technical assistance call** for advocates, featuring the Tahirih Justice Center, a nationally-recognized non-profit working on human rights and international violence against women.
- A **statewide multidisciplinary training** for victim advocates, which included such topics as rights and barriers of immigrant survivors of domestic and sexual violence, immigration relief, public benefits for immigrant survivors-federal and state, and access to services for people with limited proficiency in English.
- A **networking event** for professionals to create realistic plans of action to prioritize and address identified gaps in services for immigrant survivors.



Hotline specialist Charmaine Francois' children and granddaughter present their drawings of continents at the Statewide Immigration Conference (l to r) Cha-Mek, Dasani, Chanel, and ChaDiya.



Action Alliance Co-Director Kristi VanAudenhove (left) and Hotline staff accept Altria Employee Community Fund check from Nathan Stein.

## 28% Increase in Calls Answered by Statewide Hotline

The Action Alliance operates the statewide, 24-hour Virginia Family Violence & Sexual Assault Hotline. From October 2009 through September 2010, the Virginia Family Violence and Sexual Assault Hotline responded to 4,185 crisis calls, 967 requests for technical assistance from community professionals and 37,343 calls for local Sexual & Domestic Violence Agencies during the time the Hotline was serving as back-up to 30 local agencies throughout Virginia. In the prior year, the Hotline backed up 25 agencies, and the 20% increase in the number of agencies had an impact of a 28% increase in call volume for the year.

# providing intensive problem-solving and resources to advocates and allied professionals

## Training Institute for Professionals Working on the Front Lines

Every year, the Action Alliance Training Institute provides basic advocacy, advanced advocacy, and program administration training for people working in Sexual and Domestic Violence Agencies. In 2010, we added a new Cultural Competency curriculum to our Basic Advocacy Training line-up, and held 30 single and multiple day events for 626 victim advocates and allied professionals.

## Technical Assistance, Needs Assessment, and Comprehensive Planning

The Action Alliance provides technical assistance (TA) to local Sexual and Domestic Violence Agencies on an ongoing basis, responding to more than 70 requests for assistance each month, and providing on-site assistance as appropriate. In 2010, we coordinated 10 technical assistance calls during the year for Sexual and Domestic Violence Advocacy Members on such topics as: Public Policy, Prevention, VData, Trauma, Substance Abuse, and Immigration.



# THE RED FLAG CAMPAIGN

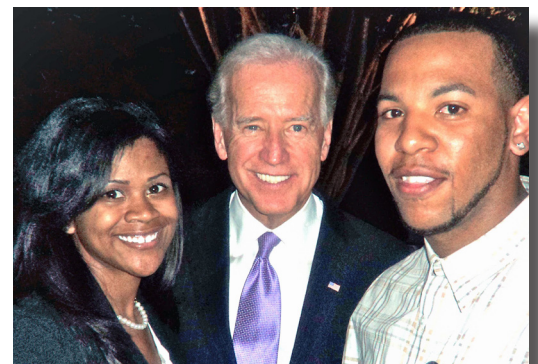
## Addressing dating violence on college campuses

In 2007, the Action Alliance created The Red Flag Campaign (with help from Verizon Foundation) to address dating violence on college campuses. The Red Flag Campaign is an innovative bystander intervention campaign designed to address and prevent dating violence among college students.

In 2010, we developed a new series of posters to broaden the racial and ethnic diversity of the models represented in the campaign posters as a result of helpful feedback from our partners at historically black colleges and universities. We also added a new (smaller) size poster to the Red Flag Campaign.

In response to the homicide of University of Virginia student Yeardley Love, allegedly at the hands of her ex-boyfriend, Verizon Foundation and Verizon Wireless decided to make social change by funding y The Red Flag Campaign to every college and university in Virginia (a total of 80 campuses)!

By the end of 2010, over 100 colleges and universities in 28 states nationwide had become affiliated with the Campaign.



Virginia State University students Nichelle Broner and Jordan Watson were invited to attend a reception at the residence of Vice President Biden in honor of the Violence Against Women Act in recognition of their roles in coordinating The Red Flag Campaign on their campus.

White House Advisor on Violence Against Women, Lynn Rosenthal (in purple), and representatives from Health and Human Services examine Red Flag Campaign posters during their September listening session.





## alliance: building connections and consensus

### TELLING amy's story



#### **Telling Amy's Story Panel Discussion**

The Action Alliance partnered with Verizon Foundation and Richmond public television to co-sponsor a Domestic Violence Awareness Month event in October. The event featured a reception and preview of "Telling Amy's Story" (a documentary about the homicide of a Verizon employee at the hands of her husband), followed by a taping of a panel discussion about Virginia's response to domestic violence. Both the panel discussion and the statewide broadcast of the "Telling Amy's Story" documentary on all PBS stations (except Northern Virginia) on October 7.

May Lily Lee (center), host of "Virginia Currents", thanks panelists (l to r) Ellen Brown, Kristi VanAudenhove, Detective Tish Edmonds, and Candy Phillips following the taping of the "Telling Amy's Story" panel discussion.

#### **Protective Order Summit**

This year, we worked with the Virginia Poverty Law Center to convene a Protective Order Summit to bring together a diverse group of professionals to explore what is working well and what needs to be improved for victims of domestic and sexual violence who are seeking protective orders. The group identified significant barriers for victims seeking protections and the need to improve access for all victims of domestic and sexual violence. Based on the Summit's work, the Action Alliance presented a package of recommendations to the State Crime Commission and members of the General Assembly to provide equal access to protective orders and equal protections to enforce them for victims of domestic violence, dating violence, stalking and sexual assault.

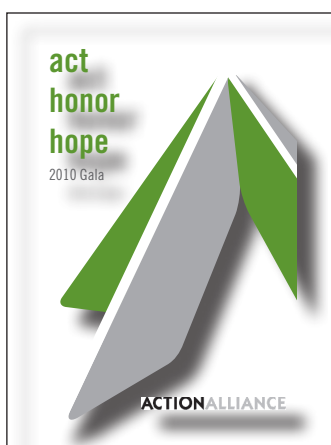
#### **Women of Color Leadership Conference**

In September, the Women of Color Caucus held its 7th Annual Women of Color Leadership Training, entitled "Breaking the Barriers, Breaking the Silence: A New Dimension". Forty-two participants attended the annual two-day conference, which offered training and resources to build leadership among women of color activists by enhancing capacity in areas such as program development, grant-writing, fundraising, community organizing and policy development. Workshop topics explored intersections of sexism, racism and violence and mobilize participants for social justice.



Action Alliance members (l to r) Leslie Conway and Karen Brown at the Annual Women of Color Leadership Conference.

# celebrating leadership and community



## 2010 Annual “act / honor / hope” Gala

Every year, we come together in December to celebrate the work of hundreds of advocates who work day in and day out to deliver services to survivors throughout the Commonwealth, and to present the “act/ honor/ hope” Award to an individual who has done incredible work to improve the community response to sexual and domestic violence.

In 2010, we honored Layli Miller-Muro, Executive Director of the Tahirih Justice Center, with the “act/ honor/ hope” Award for her commitment to the rights of immigrant women and girls affected by gender-based violence.



Diane Walker, Anchor of NBC 12 News, acted as Emcee for the evening's festivities.



Action Alliance Co-Directors Jeanine Beiber (left) and Kristi VanAudenhove (at podium) honor this year's Lifetime members (l to r) Debbie Haynes, Deb Downing, Ginny Powell, and Peggy Sullivan.

Layli Miller-Muro of the Tahirih Justice Center accepts the “act/ honor/ hope” award for her work to protect and empower immigrant women and girls.



## 2010 Catalyst Awards

The Action Alliance held its 4th annual Catalyst Awards to honor advocates and allies in the work at our 2010 Spring Training Retreat at Sweet Briar College. Eight individuals were honored for their exemplary and inspiring work to address and prevent sexual and domestic violence in Virginia.

Pioneer Award: **Deb Downing**  
Pathfinder Award: **Brinn Willis**  
Nexus Award: **Judy Castele**  
Purple Ribbon Award: **Rita Biggs**

Blue Ribbon Award: **Rebecca Headings**  
Teal Ribbon Award: **Ellen Costlow**  
Uncommon Ally Award: **Susan Bennett**  
Hope Award: **Tammy Sharpe**

# enhancing coordinated community responses

## Child Advocacy Annual Conference

In April, 2010, the Child Advocacy Task Force of the Action Alliance held its 3rd annual full-day conference entitled, “Trauma: Understanding Violence and Its Impact on Advocates”. 55 professionals attended the conference, which included workshops focusing on vicarious trauma/compassion fatigue, self care, children exposed to trauma and the primary prevention of child sexual abuse.



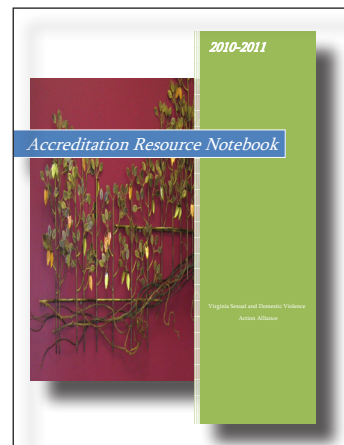
## VAdata: Virginia's Data Collection System for Sexual & Domestic Violence Agencies

The Action Alliance manages VAdata, a nationally recognized electronic web-based data collection system that tracks services provided by Virginia's Sexual and Domestic Violence Service Agencies. VAdata provides a summary of data on the adults and children served by these agencies, including a description of the violence experienced, the perpetrators of that violence, the impact of the violence and strategies used to cope with its effects, and the services received.

In 2010, we refreshed the look of the original VAdata website (launched way back in 1999!) by totally redesigning the website as well as all of the data entry forms. Sixty local Sexual and Domestic Violence Agencies and the Virginia Sexual Assault and Family Violence Hotline used VAdata regularly in 2010.

## Accreditation Resource Notebook

The Action Alliance coordinates a peer-review certification process for community Sexual and Domestic Violence Agencies to ensure consistent and effective services throughout the state. Agencies are evaluated for policy and practice in a number of categories including hotline, emergency shelter, emergency transportation, crisis intervention, counseling and advocacy, systems advocacy, training, and community education. In 2010, we developed the new Accreditation Resource Notebook to help applicant agencies. The Accreditation Notebook offers helpful tools such as model policies, templates and information and resources related to the Accreditation Criteria.



## Revolution: A journal for those working to stop sexual and domestic violence

In 2010, we published the 4th volume of “Revolution”, our journal for professionals working on the front lines. The new edition of Revolution focuses on working with immigrant survivors of sexual and intimate partner violence, and is available in PDF format on our website.



# 2010 organizational members and contributors

Abuse Alternatives  
ACTS/Turning Points  
Albemarle County Victim/Witness Assistance Program  
Alexandria Office on Women  
Alpha Kappa Alpha Sorority, Inc.  
Altria Employee Community Fund  
Arlington County Violence Intervention Program  
Avalon: A Center For Women And Children  
Barcalow & Hart P.L.L.C.  
Bedford County Domestic Violence Services  
Bon Secours Health Systems, Inc.  
CARES, Inc.  
Center for Sexual Assault Survivors  
Central Virginia Task Force on Domestic Violence in Later Life  
Charlottesville Victim/Witness Assistance  
Chesterfield Co. Domestic and Sexual Violence Resource Center  
Choices: Council on Domestic Violence for Page Co.  
Citizens Against Family Violence  
CJH Educational Grant Services, Inc.  
Clinch Valley Community Action, Inc.  
Coalition for the Treatment of Abusive Behaviors (C-TAB)  
College of William and Mary  
Commonwealth Virginia Campaign  
Crisis Line of Central VA: Sexual Assault Response Program  
Domestic Violence Initiatives  
Domestic Violence Intervention Project  
Dominion Resources Services, Inc.  
Eastern Shore Coalition Against Domestic Violence  
Electronic Systems (esi)  
Fairfax County Domestic & Sexual Violence Services  
Fairfax County Police Department/Victim Services Section  
FAITH Social Services  
Family Crisis Support Services  
Family Resource Center, Inc.  
Family Violence and Sexual Assault Unit  
Fauquier Domestic Violence Services  
Fauquier Faith Partners, Inc.  
First Step: A Response to Domestic Violence  
Fort Lee Army Community Services (Family Advocacy Program)  
Franklin County Family Resource Center  
Genieve Shelter  
Good Search  
Hanover Safe Place  
Haven Shelter & Services, Inc.  
Hope House of Scott County  
Hopewell High School  
James House Intervention/Prevention Services  
Jill McGregor Memorial for Moms with Breast Cancer  
Korean Community Service Center of Greater Washington  
Laurel Center Intervention for Domestic & Sexual Violence  
Laurel Shelter, Inc.  
Locke Partin DeBoer & Quinn

Loudoun Citizens for Social Justice/LAWS  
Macy's  
New Directions Center, Inc.  
NOVACO, Inc.  
NXL Construction Services, Inc.  
People, Inc. of Virginia  
Pittsylvania County Victim-Witness  
Prince William County Area Agency on Aging  
Project Hope at Quin Rivers  
Project Horizon  
Rappahannock Council Against Sexual Assault  
Rappahannock Council on Domestic Violence  
Response, Inc.  
River City Roller Girls, Inc.  
Safe Harbor  
Safehome Systems  
Salvation Army Turning Point  
Samaritan House  
Services to Abused Families (SAFE)  
Sexual Assault Resource Agency  
Sexual Assault Response and Awareness  
Shelter for Help in Emergency  
Shelter House, Inc.  
Southside Center for Violence Prevention  
TAP - Sabrina's Place  
Total Action Against Poverty - Women's Resource Center  
United Way of Great Richmond and Petersburg  
VA Hispanic Chamber of Commerce Foundation, Inc.  
Verizon Foundation  
Verizon Wireless  
Virginia Department of Criminal Justice Services  
Virginia Tech - Women's Center  
Women's Resource Center of the New River Valley  
York-Poquoson Co Victim Witness Program  
YWCA Domestic Violence Prevention Center  
YWCA Women In Crisis Program  
YWCA Women's Advocacy Program

## Thanks also to our state and federal funders:

- Centers for Disease Control & Prevention
- Office on Violence Against Women
- Family Violence Prevention & Services Program
- U.S. Department of Justice
- Virginia Department of Criminal Justice Services
- Virginia Department of Social Services
- Virginia Department of Health

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## 2010 Finances

**Income** **\$2,244,482**

- 83%** **State and federal grants and contracts**
- 17%** **Private funding**  
(includes grants, memberships, fees and contributions)

**Expenses** **\$2,314,092**

- 48%** **Training, technical assistance and resources**
- 18%** **Direct services**
- 10%** **Management and Development**
- 13%** **Prevention**
- 7%** **Pass through awards to local Sexual & Domestic Violence Agencies**
- 4%** **Public policy**





Virginia Sexual and Domestic Violence  
**ACTIONALLIANCE**

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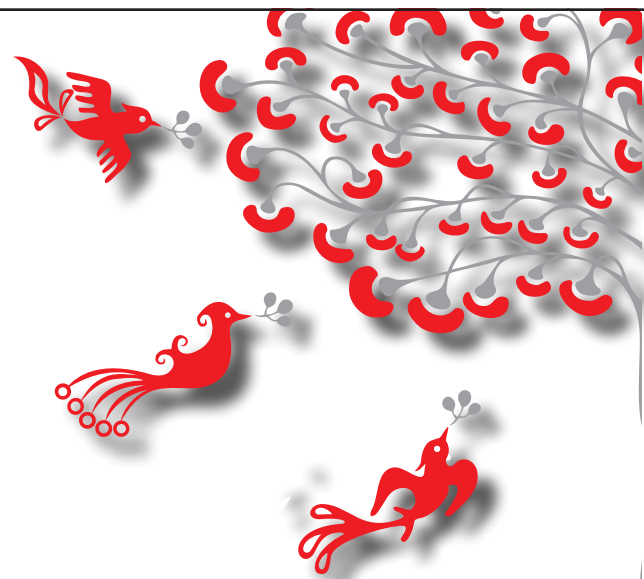
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Thank you to all of our members and contributors for generously supporting the work of the Action Alliance.

We have done our best to provide a complete list of members and contributors for January 1-December 31, 2010. If we inadvertently omitted a name, please accept our apologies, and please contact Megan Wood at (804) 377-0335 or [mwood@vsdalliance.org](mailto:mwood@vsdalliance.org) to notify us of the error.