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2012

ANNUAL REPORT



Virginia Sexual and Domestic Violence
ACTIONALLIANCE

PREVENT

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Virginia Sexual & Domestic Violence Action Alliance

Virginia's leading voice on
sexual and domestic violence.



Virginia Sexual and Domestic Violence
ACTIONALLIANCE

VIRGINIA SEXUAL & DOMESTIC VIOLENCE
ACTION ALLIANCE

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Kristi VanAudenhove (right) converses with Delegate Jennifer McClellan (Richmond) at the Action Alliance 2012 Teen Summit.

A MESSAGE FROM THE EXECUTIVE DIRECTOR

I am pleased to be presenting this 2012 Annual Report to the members and supporters of the Virginia Sexual and Domestic Violence Action Alliance. In 2012 I celebrated my 20th anniversary as a director of the coalition and it seems fitting that so much of the year focused on youth and on the future: working to establish the Building Healthy Futures Fund, an energetic Teen Summit that brought together young people from across the state, the pilot of an exciting new program designed to increase resilience among teens and promote healthy relationships. We also entered into some new partnerships that will expand access to services: a partnership with the Virginia Anti-Violence Project will establish a Helpline specifically for the LGBTQ community, and a partnership with the Virginia Department of Corrections will establish crisis intervention services for victims of sexual violence who are incarcerated.

Throughout 2012 I shared in the leadership of the Action Alliance with a Co-Director, Alba Jaramillo. Together we had the privilege of working with an amazing and diverse staff and working for a dedicated Governing Body. Enjoy reading about the work that we all did together in 2012 and please don't hesitate to reach out and tell us what you think!

In Peace,
KRISTI VANAUDENHOVE
EXECUTIVE DIRECTOR

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PREVENT

sexual and
domestic
violence
by advancing
social justice,
healthy
relationships
and healthy
sexuality.

We envision a Commonwealth where individuals and communities are actively engaged in dismantling sexism, racism, heterosexism and other forms of oppression; as a result, people are safe and respected.



A teen pilot participant creates her "You-niverse" during the DO YOU Campaign pilot.

DO YOU: Building Youth Assets through Creative Expression

After 3 years of development and holding focus groups with nearly 100 13-16 year olds across Virginia, we piloted our new DO YOU campaign to build teens' resilience to violence through creative expression.

The DO YOU Campaign addresses youth violence (dating and sexual violence, sexual harassment, and bullying) by confronting its root causes and enhancing protective factors (also referred to as "building resilience") to promote positive development and healthy relationships.

Two phases comprise the campaign. In Phase I, teens meet over 10 sessions in small, same-gender groups. Each session uses experiential activities and creative expression to build resilience to youth violence by:

- Developing greater empathy;
- Learning to model fairness and equality;
- Feeling valued by one's community;
- Learning media literacy tools to critically analyze media messages;
- Learning about the four components to healthy sexuality, and;
- Practicing respectful communication skills.

Each teen focuses her/his creative work on an individual "zine", a creative art book with "fill-in-the-blank" prompts for self exploration.

In Phase 2, teens plan and execute a culminating activity or event that highlights insight gained in Phase 1.

The pilot locations are: Scott County, Culpeper, and Hampton/Newport News. The pilot began October, 2012 and is scheduled to end April, 2013. We couldn't be more excited to pilot this campaign and bring it to a wider audience in 2013!

Creative expression benefits teens (and everyone else!) in the following ways:

- expressing feelings safely
- exploring the many facets of his or her identity
- discovering what brings him/her joy
- practicing using art as a coping strategy
- building self confidence
- expanding tools for communication

PREVENT



Our temporary microsite helped boost pre-orders of the “Peace Begins at Home” license plates.

Drive Peace Home

The Action Alliance is partnering with our member Sexual and Domestic Violence Agencies to establish the Building Healthy Futures Fund to create a funding source for prevention work in Virginia. The new “Peace Begins at Home” special license plate is the first initiative of the Building Healthy Futures Fund.

This year, we created 4 spectacular short videos to promote the new license plate. Several of our colleagues’ smart and adorable kids were featured in the videos and each responded in their own brilliant ways to the question, “What does a healthy relationship look like?” Graphic artist Stefanie Lutz generously volunteered her time to design a new “Drive Peace Home” website to boost pre-orders.



Isabella, Dominique, Hugh, and Andrew (clockwise from top left) respond to the question, “What does a healthy relationship look like?” in the new “Drive Peace Home” promo videos.



Kimberly Booker, Executive Director and Founder of Alexander Lance Booker Child Safety Foundation

Teen Summit

Approximately 100 teens (ages 13 to 19) and 30 chaperones attended our first Teen Summit March 24, 2012 in Richmond. Kimberly Booker, Executive Director and Founder of Alexander Lance Booker Child Safety Foundation, delivered the keynote address. Teens met in small groups to develop recommendations around the impact of community violence on teens and how teens can act as agents of change, followed by a listening panel of professionals that included the Virginia Department of Criminal Justice Services, Senator Mark Herring (33rd District), Delegate Jennifer McClellan (71st District), and the Virginia Department of Health.



ENGAGE

stakeholders, members and the public in the vision and mission of the Action Alliance through strategic and effective communication.

We envision a Commonwealth where everybody knows our name and they're always glad we came.

Staff liaisons!

We developed a new mechanism this year for providing intensive support to each member Sexual and/or Domestic Violence Agency by assigning members of the Advocacy and Member Support Team as staff liaisons to each agency.

Each staff member developed and maintained a relationship with staff at their assigned agency and conducted site visits with 85% of the assigned agencies in addition to providing support via telephone and email.

This new strategy has been mutually beneficial: feedback from our member agencies has been exceedingly positive, and we have a clearer idea of both the needs of our member agencies, and of the great work they're doing.



Professionals across Virginia ordered more than 14,300 resource materials through our new online shopping cart!

Online shopping cart

The Action Alliance develops and distributes resource materials (brochures, pamphlets, and other items) for use by Sexual and Domestic Violence Agencies and other professionals.

In 2012, the Action Alliance developed and launched a new online ordering process for resources through the Action Alliance website.

Professionals are now able to order resources through the online shopping cart and request a "personalization" option to add their contact information to the brochures they order.

This has streamlined the ordering and distribution process enormously. In the first year, we processed orders for 14,300 resource materials (mostly survivor brochures and booklets). Wow!

10

of our most
exciting
achievements
in 2012

Action Alliance staff and members work every day to strengthen survivor services, public policy, public awareness, prevention, and partnerships. It is no easy task to pare down all of this meaningful work to a top 10 list. These highlighted projects reflect the tireless efforts of our many volunteers, supporters, and brilliant staff. We are grateful for all you do to make the Action Alliance Virginia's leading voice on sexual and domestic violence.

1

DO YOU: Building Youth Assets through Creative Expression

After 3 years in development, we piloted our new "Do You" dating violence prevention campaign with teens

ages 13-16. Pilot data show promising results for our campaign goals:

- Developing greater empathy;
- Learning to model fairness and equality;
- Feeling valued by one's community;
- Learning media literacy tools to critically analyze and deconstruct messaging related to strict gender roles;

- Learning about the four components to healthy sexuality;
- Practicing respectful communication skills.

We can't wait to put the finishing touches on this campaign and launch it to the world in 2014!

**DO
YOU**

2

Advancing Racial Justice

We developed and delivered a 2-day Dismantling Racism training curriculum to examine how to address and prevent sexual and intimate partner violence through a racial justice lens and trained our Governing Body as well! We included racial justice in our agency mission. Our membership established a new Racial Justice Task Force to promote racial justice work among local programs.

3

Project Connect Partnership: Reproductive Coercion Screening

We worked with the Virginia Department of Health and several local Sexual & Domestic Violence Agencies to pilot a new screening and assessment tool to help identify and provide resources to victims of intimate partner violence who have experienced sexual coercion. Four local agencies acted as pilot sites to test the new screening and assessment tools. Post-training data shows providers are more prepared to screen for coercion and patients feel safer and more supported.

4

Drive Peace Home Site & Videos

Designer Stefanie Lutz worked with the Action Alliance pro bono to create a temporary “microsite” to promote the new “Peace Begins at Home” special license plate to support primary prevention work in Virginia. We also created 4 spectacular short videos to promote the new license plate, featuring 4 of our colleagues’ brilliant and adorable children explaining what “healthy relationships” mean to them.

5

THE RED FLAG CAMPAIGN

Red Flag Campaign: Finalist in Avon Worldwide Communications Awards

The Red Flag Campaign was honored to be a finalist in the Worldwide Avon Foundation Communications Awards for outstanding use of communications to end violence against women. We were 1 of only 5 of the nineteen nominees headquartered in the U.S!
The Red Flag Campaign spread into our 43rd U.S. state and into Ontario, Canada this year!

6

“Protective Orders A to Z” Statewide Conference

The Action Alliance sponsored the statewide Protective Order Conference in June in Richmond. The conference was attended by 102 advocates, law enforcement personnel, campus staff, victim/witness, department of corrections staff, and other professions. Featured speakers included: Jeff Dion of the National Center for Victims of Crime, Leslye Orloff of the National Immigrant Women’s Advocacy Project, Tonya Turner of Break the Cycle, and Glenna Tinney and Monica Player of the National Battered Women’s Justice Project.

7

Leadership for Underrepresented Groups Project

Our staff participated in the creation and implementation of the Leadership Academy as part of the National Women of Color Network’s Expanding Leadership for Underrepresented Groups Project. Two staff were leads on the project, 2 were in the Leadership Academy, and 4 in the Aspiring Allies project. Academy Fellows graduated in April!

8

LGBTQ Cross-Training Academy

Our cross-training academy (with the National Coalition of Anti-Violence Programs and the Virginia Anti-Violence Project) was attended by 70 people from across VA and the U.S.

9

Support to Local Programs

We instituted new “staff liaison” connections to our member Domestic Violence Programs and Sexual Assault Crisis Centers, answered 1,300 requests for technical assistance and distributed 14,000 resources!

10

Teen summit

We held a Teen Summit in Richmond in March, which was attended by 100 teens ages 13 to 19 and 30 chaperones. A listening panel of key stakeholders and legislators provided an opportunity for professionals from the community to address any concerns or needs that were reported out from the small group discussions.

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Virginia Sexual and Domestic Violence
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Virginia’s leading voice on
sexual & domestic violence.

ADVANCE

the purposeful inclusion of survivors and their experiences to ensure services and policies meet diverse survivor needs.

We envision a Commonwealth where diverse individuals and communities are welcomed and engaged in ending sexual and domestic violence.

LGBTQ Cross-Training Academy

The Action Alliance collaborated with the National Coalition of Anti-Violence Programs and the Virginia Anti-Violence Project to deliver a 6 hour cross-training academy for LGBTQ community members and service providers and mainstream service providers to enhance services for LGBTQ survivors.

Over 70 people attended the free training from across Virginia and the country. Workshops included such topics as: Shelter Access; Transgender Survivors - Stories, Statistics, Strategies; LGBTQ Youth Organizing; Screening and Assessment; Enhancing Organizational Capacity to Serve LGBTQ Survivors; Sexual Violence in LGBTQ Communities, and; Community Response to Hate Violence.

“This was an awesome training! I would love to see more like this. I was especially happy that this training was free and on a Saturday – I may not have been able to attend otherwise. Thank you!”

--Comments from an LGBTQ Cross-Training Academy participant

“Please don’t stop or lose the momentum of these trainings.”

“I’ve learned so much, I just hope my agency is ready for me (smile) Empowered!”

--Comments from two “Dismantling Racism” training participants

Advancing Racial Justice

Our organizational commitment to conduct work through an anti-racist lens has roots in our mission, as well as in the reality of the impact of sexual and domestic violence in Virginia—which has been far more lethal for women of color. This year, our commitment translated into the following actions:

- We held a “Dismantling Racism – Roots of Violence, Roots of Change” training, which connects racial justice work to anti-violence work. As the first dismantling racism training to be facilitated solely by Action Alliance staff, this training represents a milestone in the Action Alliance’s evolution.
- We developed and delivered a training specifically for the Action Alliance Governing Body about the intersections between our work and racism and privilege.
- We finished two documents: “Frequently Asked Questions” and an “Anti-racism Primer” that clarify and describe our racial justice commitment and work.
- The new Racial Justice Task Force formed this year, and began work on a 10-year plan to build capacity among Virginia’s Sexual and Domestic Violence Agencies to integrate racial justice work into their anti-violence efforts.

STRENGTHEN

partnerships among the Action Alliance, our member agencies, and individuals to sustain and build capacity to effectively address sexual and domestic violence.

We envision a Commonwealth in which a unified coalition works together as a powerful and respected force.

Project Connect Partnership

We worked with the Virginia Department of Health, home health care workers, and several local Sexual & Domestic Violence Agencies to pilot a new screening and assessment tool to help identify and provide resources to victims of intimate partner violence who have experienced sexual coercion. Four local agencies acted as pilot sites to test the new screening and assessment tools. Pilot results are promising:

- The amount of providers assessing for reproductive coercion at pregnancy test visits and STI test visits more than doubled after training.
- 82% of patients reported their provider discussed healthy and unhealthy relationships with them.
- 71% of patients reported feeling safe coming to the clinic, and 62% believed their provider would know what to do if she was in an abusive relationship.

We are grateful to Futures Without Violence for their leadership on this national project!



Sustainable Funding Workgroup

The Action Alliance convened a workgroup of our Public Policy Committee to develop a long-range plan to secure adequate funding for basic domestic violence and sexual assault advocacy services. The Workgroup held a series of 3 listening sessions to gather information from the field about gaps in services and what is needed to address the gap with respect to funding. The workgroup compiled key points, current funding capacity and need, and a strategy for a funding campaign. We will be using this valuable information as the basis of our funding campaign in 2013-2014.



Action Alliance Public Policy Committee members hard at work.

Women of Color Network/FVPSA Expanding Leadership for Underrepresented Groups

Action Alliance staff participated in the development and implementation of the Leadership Academy as part of the Women of Color Network / FVPSA Expanding Leadership for Underrepresented Groups Project. Two staff participated as staff leads to the project, 2 staff participated in the Leadership Academy, and 4 staff participated in the Aspiring Allies project. The Leadership Academy Fellows graduate in April 2013.



Promoting Sexual Health Among Youth:
★ Tools for Preventing Sexual Violence and Healing from Trauma ★



We're planning a Prevention Conference for October 2013, focused on the impact of trauma on sexuality and developing prevention strategies that promote healthy sexuality across the lifespan.



We'll be unveiling two new resources that direct teens to accurate information online...a bookmark on sexual health (shown) and a homework folder on healthy relationships.

2013

a few upcoming projects we're excited about!



We'll hold a Strangulation Institute June 18 at Sweet Briar the same day we kick off our 2013 Retreat!



L G B T Q
partner abuse
& sexual assault
HELPLINE
1.866.356.6998

We'll be launching a new LGBTQ Partner Abuse & Sexual Assault Helpline in July! The Helpline will be answered Monday-Friday, 8am-8pm.

2012 Organizational Members and Contributors

We are grateful to the following organizations for your support.

Abuse Alternatives
ACTS/Turning Points
Advanced Data Tools, Inc.
Alexandria Sexual/Domestic Violence Services
Alexandria Victim Witness Assistance Program
Alternatives CGT
Arlington County Violence Intervention Program
Apsaras Dance Group
Avalon: A Center for Women and Children
Bedford County Domestic Violence Services
Belle Mount Vineyard
Best Buy
Bluemont Vineyards
Bon Secours Health System
Boxwood Winery
Cabot Creamery
Campbell County Victim Witness Program
Center for Sexual Assault Survivors
Central VA Task Force on DV in Later Life
Chesterfield Co. Domestic/Sexual Violence RC
Choices: Council on DV Page Co.
Circle of Safety & Health Consultants, LLC.
Citizens Against Family Violence
Clinch Valley Community Action, Inc.
Collins Center
Community Foundation of Richmond
Condortech Services, Inc.
Criminal Injuries Compensation Fund
Diamond Springs
Dominion Resources Services, Inc.
Doorways for Women and Families
Eastern Shore Coalition Against DV
Emporia Family Violence Prevention Program
Empower House
Equality Virginia
Fairfax Co. Domestic/Sexual Violence Services
Family Crisis Support Services
Family Resource Center, Inc.
Fauquier Domestic Violence Services
First Step: A Response to Domestic Violence
Fort Lee Army Community Services
Franklin Co. Family Resource Center
General's Rides Vineyard and Winery
Genieve Shelter
Good Search
Hampton City Victim Witness Program
Hanover Safe Place
Harmony Place
Haven Shelter & Services
Help and Emergency Response
Highland Support Project
Hillsborough Vineyards
Holiday Pet Barn
Hope House of Scott Co.

Ingleside Vineyards
James House Intervention/Prevention Services
Korean Community Service Center
Latin Ballet of Richmond
Laurel Center Intervention for D/S Violence
Laurel Shelter, Inc.
Lexxor
Lanikaj Ukileles, LLC
Loudoun Citizens for Social Justice
MCV Foundation
Morris Design
National Organization of Women/VA
New Directions
North Mountain Vineyard & Winery
Oakwood Foundation
ODU Women's Center
Paradise Springs Winery
Patrick Co. Victim Witness
People, Inc. of Virginia
Project Hope at Quin Rivers
Project Horizon
Rappahannock Council Against Sexual Assault
Rappahannock United Way
Ruby Tuesdays
Response, Inc.
Safe Harbor
SafeHomes Systems
Salvation Army--Turning Points
Samaritan House
Seamon Corp.
Services to Abused Families (SAFE)
Sexual Assault Resource Agency
Sexual Assault Response and Awareness
Sexual Assault Victim's Advocacy Service
Shelter for Help in Emergency
Shelter House, Inc./Artemis
Southside Center for Violence Prevention
Tarara Winery
Total Action Against Poverty
Transitions Family Violence Services
Tri-County Community Action
United Way of Greater Richmond/Petersburg
Ventura LLC Extreme Pizza
Verizon
Virginia Anti-Violence Project
Virginia Department of Criminal Justice Services
Virginia Hispanic Chamber of Commerce FD
Virginia Supportive Housing
Virginia Tech Women's Center
Women's Resource Center
Yeshua House Too
YWCA Domestic Violence Prevention Center
YWCA Women in Crisis/Response
YWCA Women's Advocacy Program

2012 Individual Members and Contributors

Thank you to the following individuals for sharing our vision.

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- 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

2012 Finances

Income **\$2,139,136**

85% **State and federal grants and contracts**

15% **Private funding**
(includes grants, memberships, fees and contributions)

Expenses **\$2,167,996**

34% **Training, technical assistance and resources**

21% **Direct services**

16% **Management and Development**

16% **Prevention**

9% **Pass through awards to local Sexual & Domestic Violence Agencies**

3% **Public policy**

TRAINING

The Action Alliance operates a Training Institute to improve professionals' response to and prevention of sexual and intimate partner violence.

We trained **624** professionals

in **24** training events across Virginia, including

15 Basic Advocacy Trainings on:
Crisis Intervention, Domestic Violence Advocacy, Sexual Violence Advocacy, Child and Youth Advocacy, and Cultural Competency.

2012

BY THE NUMBERS

DATA COLLECTION



of Virginia's Domestic Violence Programs and 98% of Virginia's Sexual Assault Crisis Centers used our VAdata data collection system to collect data from survivors and to report data to funders and community stakeholders.

STATEWIDE HOTLINE

The Action Alliance operates the Virginia Family Violence & Sexual Assault Hotline. In 2012, we answered **21,988** hotline calls on behalf of 30 Sexual and/or Domestic Violence Programs.

Our Spanish-speaking Hotline advocates responded to from Spanish-speaking callers.

155 hotline calls



ACCREDITATION

41 of 46 (89%) Domestic Violence Programs funded through Virginia Department of Social Services achieved full Accreditation.



Virginia Sexual and Domestic Violence
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