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# Private Funding for Sexual Assault Coalitions and Rape Crisis Centers: Obstacles and Opportunities

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# About the Author

Sarah Pierson Beaulieu has extensive experience in fundraising, program development, and volunteer management. Currently the Deputy Chief Operating Officer of the University of Massachusetts Foundation, she previously served as Director of Corporate and Foundation Relations at Boston College. In that capacity, she led a team responsible for raising \$18 - 20 million annually. Earlier, she worked in multiple fundraising roles at Brown University, raising major gifts from a portfolio of alumni leadership donors in the San Francisco Bay area and managing multi-million dollar reunion fundraising campaigns.

Sarah has also been an active contributor to the Boston and Providence communities, volunteering her time with organizations like the Boston Area Rape Crisis Center, the Babson College Center for Women's Leadership and the Brown Club of Rhode Island, as well as leading Take Back the Night events at Brown. Earlier, she spent many years working with children and youth in various capacities.

Sarah has a B.A. in Women's Studies and Religious Studies from Brown University and an M.B.A. from the Carroll School of Management at Boston College. She has also completed graduate course work at the Boston University Graduate School of Social Work. A dancer in her youth, she continues to pursue creative forms of expression through music, yoga, writing, and art.

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# One Out of Four

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Incidence and Impact of Sexual Abuse  
and Assault in the United States

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# Prevalence

- According to the National Crime Victimization Survey, one out of six women in the United States has been the victim of sexual assault.
- Approximately 44% of victims are under the age of 18, and 15% are under the age of 12.
- 3% of men will be the victim of rape in his lifetime.

Source: National Crime Victimization Survey, 2006

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# Economic Impact

- The state of Minnesota estimates that each sexual assault costs the state \$41,000.
- If nationwide averages jury awards for pain and suffering related to rape are considered, the figure rises to \$184,000 per sexual assault.

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# Sources of Economic Impact of Sexual Assault

## ■ Victim Costs:

- Medical Care
- Mental Health Care
- Lost Work
- Property Damage
- Suffering and Lost Quality of Life
- Pregnancy
- Suicide Acts
- Substance Abuse

## ■ Perpetrator Costs

- Investigation/Adjudication
- Confinement
- Probation
- Supervision
- Registration, Community Notification, and Risk Assessment
- Earning Loss while Incarcerated

Source: Costs of Sexual Violence in Minnesota, Minnesota Department of Health, 2007

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# Emotional Impact

- Victims of sexual assault are:
  - **3 times** more likely to suffer from depression.
  - **6 times** more likely to suffer from post-traumatic stress disorder.
  - **13 times** more likely to abuse alcohol.
  - **26 times** more likely to abuse drugs.
  - **4 times** more likely to contemplate suicide.

Source: Rape, Abuse, and Incest National Network website

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# A Robust Infrastructure

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Sexual Assault Coalitions



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# Data Sources

- Sexual Assault Coalition Organizational Survey (2005-6)
  - 51 out of 55 coalitions responded
  - Broadly addressed issues specific to coalitions

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# Support and Prevention Network

- 57 sexual assault coalitions
- 600 (estimated) rape crisis centers
- Campus programs and counseling
- National Organizations
  - Rape, Abuse, Incest National Network (RAINN)
  - National Sexual Violence Resource Center (NSVRC)
  - National Sexual Assault Coalition Resource Sharing Project

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# What is a sexual assault coalition?

- Coalitions provide a state-wide voice for advocacy and public policy in the area of sexual assault and rape, engaging different types of organizations:
  - Government agencies
  - College campuses
  - Hospitals
  - Criminal Justice System
  - Community organizations
  - Media
- Coalitions provide technical assistance and set training requirements for the state's rape crisis centers, such as:
  - Volunteer training materials
  - Curriculum guides

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# Sexual Assault Coalitions: Programs

- 45% of sexual assault coalitions are dedicated to both sexual assault and domestic violence.
- Average operating budget is \$745,247 with an agency budget of \$1,676,555.
- Half of the coalitions pass state and federal funds through to rape crisis centers.

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# Program Elements

- Membership
- Prevention Initiatives
- Library
- Written Materials
- Training Programs
  - Law Professionals
  - Medical Professionals
  - Volunteers

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# Sexual Assault Coalitions: Membership

- Membership typically includes both local rape crisis centers (1-20) and other members of the community.
- Membership may have different levels to accommodate dual programs and individuals
- Only 7 coalitions received dues from corporations and 2 coalitions had a corporate membership type.

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# Sexual Assault Coalitions: Staffing

- The typical staffing structure includes an executive director and positions in finance, education/training, and outreach.
- A small number of coalitions have the following positions:
  - Staff Attorney
  - Public Policy Director
  - Resource Coordinator
  - Communications Director/Coordinator
  - Grant Manager/Administrator
  - Membership Coordinator

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# Sexual Assault Coalitions: Revenue Sources

- Nearly all coalitions are funded by federal funding sources. Half are also funded by state or local sources.
- 57.1% of coalitions receive funding from private or foundation sources
  - Survey does not provide breakdown of revenue sources



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# Media Outreach

- The average number of media contacts was 5.59 per month.
- 90% had less than 10 media contacts per month

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# Communications Materials

- Brochures (multiple languages)
- Fact Sheets
- Manuals
- Newsletters
- Posters
- Wallet, Palm Cell Phone, or Pocket Cards
- Reports
- Kits
- Packets
- Websites

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# Corporate Support and Partnerships

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# Partnership Survey

- Limited responses to electronic survey (6 of 57)
- Questions covered revenue sources, partnerships, and communications

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# Partnership Survey: Learning Points

- Coalitions are primarily funded by the government. Corporate funding ranged from 0% to 10%.
- All respondents reported some type of revenue-generating event (gala, walk, conference, etc)
- All respondents have a website, but only a fraction use other online tools for fundraising or social networking

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# Foundation Directory Research

- Foundation Directory Online: Source for 92,000 U.S. foundations and corporate donors and 1.3 million grants
- Key word analysis: Searches grant focus, recent grants, and giving interests
- Grant Recipient Analysis: Sexual assault related organizations receiving foundation and corporate grants from 2004-2007
- Funder Analysis: Giving to rape victim services by corporations and foundations from 2004-2007

# Key Word Analysis

Key Word	Company Sponsored	Total
Incest	0	1
Assault	3	16
Rape	0	16
Crime	41	274
Violence	42	323
Abuse	37	369
Women	73	653
Human	562	5841
Children	343	3515
Education	776	8078
Community	537	3476
Health	527	4645

Key word searches in Foundation Directory Online of terms associated with grantmaking

# Giving to Rape Victim Services by Type of Funder

Type of Funder	Total Grants
Community Foundation	\$3,062,749
Corporate Foundation	\$2,468,123
Private Foundation	\$16,998,865
Uncertain	\$5,308,940
<b>Grand Total</b>	<b>\$27,838,677</b>

Total grants between 2003-2007  
2008

Prepared by Sarah Pierson Beaulieu



# Top Corporate Donors to Rape Victim Services

<b>Grantmaker Name and State</b>	<b>Total</b>
Freddie Mac Foundation, VA	\$525,000
Blue Shield of California Foundation, CA	\$295,000
AT&T Foundation, TX	\$152,950
Citizens Charitable Foundation, RI	\$125,000
OceanFirst Foundation, NJ	\$100,800
State Street Foundation, Inc., MA	\$96,561
Allstate Foundation, IL	\$95,000
Alcoa Foundation, PA	\$79,500
Capital Group Companies Charitable Foundation, CA	\$69,100
Verizon Foundation, NJ	\$57,350
HCA Foundation, TN	\$55,000
Lennar Foundation, Inc., FL	\$50,000

Total grants between 2003-2007  
2008

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# Examples of Corporate Donors to Rape Victim Services

- Freddie Mac's three main funding areas:
  - Stable Homes, Stable Families
  - Foster Care and Adoption
  - Academic and Career Success
  - Giving focused on making the home a stable and safe place for children
- Allstate's main funding areas support the overall mission of an insurance company:
  - Safe and vital communities
  - Economic improvement
  - Tolerance, inclusion, and diversity
  - Targeted domestic violence program
    - Some rape victim services grants may be dedicated to domestic violence work and not sexual assault
- Blue Shield of California focuses on domestic violence
  - Recipients of funding are dual-focus coalitions – funding is not towards sexual assault

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# Learning Points

- Grants and funders are tagged as giving to “Rape victim services” when the intended purpose is domestic violence
- Rape victim services is a relatively small portion of larger corporate funding programs
  - Overall giving to rape victim services and domestic violence is still relatively small (\$525,000 maximum over four years of data)

# Top Recipients of Private Funding: 2004-2007

<b>Recipient Name and Location</b>	<b>Total</b>
Children's Assessment Center Foundation, TX	\$2,670,000
Rape Foundation, CA	\$1,422,866
Crisis Shelter of Lawrence County, PA	\$755,000
Healing Place, NC	\$702,020
Center for Community Solutions, CA	\$667,049
Cleveland Rape Crisis Center, OH	\$617,800
Heartly House, MD	\$557,000
Day One, RI	\$489,950
Metropolitan Organization to Counter Sexual Assault, MO	\$474,195
Interact, NC	\$471,120
Stop Prisoner Rape, CA	\$447,651

## Top Recipients of Private Funding: 2004-2007

<b>Recipient Name and Location</b>	<b>Total</b>
Pee Dee Coalition Against Domestic and Sexual Assault, SC	\$443,700
Community Violence Solutions, CA	\$365,500
Safe and Fear-Free Environment, AK	\$359,845
Safeplace, WA	\$355,800
Rape Counseling Service of Fresno, CA	\$337,172
East Los Angeles Womens Center, CA	\$327,500
University of California Medical Center, CA	\$325,945
Program for Aid to Victims of Sexual Assault, MN	\$308,000
Santa Fe Rape Crisis Center, NM	\$307,606
Womens Law Project, PA	\$300,000
Texas Council on Family Violence, TX	\$300,000
Rape and Sexual Abuse Center of Davidson County, TN	\$295,000
DC Rape Crisis Center, DC	\$276,200
Rape and Abuse Crisis Center of Fargo-Moorhead, ND	\$274,737
Presbyterian Hospital Foundation, NC	\$272,172

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# Case Study: Cleveland Rape Crisis Center

- Brand: Renewing hope through advocacy, activism, and services (emphasis on expressive therapies)
- Multiple annual community events with defined corporate sponsorship opportunities
  - Logo placement in event materials, organization website, press releases, etc
  - Year-long educational program for employees
  - Tickets to event
- Online donation capabilities
- Marketing, finance, business represented on Board of Directors
- Links donations directly to services
- MySpace page

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# Case Study: Domestic Violence

- 7904 grants between 2003 and 2007 compared to 1038 for rape victim services
- Several corporations feature national domestic violence grant programs
  - Allstate Foundation
  - Blue Shield of California
  - Altria Corporation
  - TJX Foundation
- Largest grants to national networks that focus on awareness and services

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# Messaging to the Mainstream

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Building corporate relations programs in support of programs addressing sexual assault and abuse



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# Why the lack of private funding?

- Heavy reliance on federal funding
- No staff dedicated to development or corporate relations
- Messaging and communications geared towards clinician and legislative audiences
- National networks are focused more on education and advocacy, not providing services to individuals or grants to local agencies

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# Why focus on private funding?

- Federal funding is reliable, but unlikely to grow exponentially
- Foundation funding is project-specific and rarely for operations
- Corporate and other private funding is flexible
- Private funding is a part of an overall communications mission
  - Share information about sexual assault and abuse
  - Raise awareness and increase dialogue among mainstream audiences
  - Aligned with mission to break silence
  - Fundraising campaigns will increase awareness about issue *whether or not* they are financially successful

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# What Corporations Want in Partnership

- Media placement: local and national
- Brand awareness
  - Sponsorship recognized on high-traffic website
  - Name and logo in program or event materials distributed to many people
- Positive brand alignment
  - Earning accolades for support of a positive message
- Opportunities to entertain clients at events
- Employee engagement and education
  - Sexual assault and harassment programs
  - Health and mental health initiatives
- Community involvement

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# A Successful Corporate Relations Strategy

- Link sexual assault messages to more common funding areas
  - Develop messages and themes that reach non-survivor audiences
  - Create urgency and allies
- Identify specific areas of support
  - More accessible to under-informed audiences
- Share corporate relations staffing resources (external focus)
- Share corporate relations services (internal focus)

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## Messaging: Relationship Between Sexual Assault and Common Funding Areas

- **Human Services**
  - Rape crisis services are a part of the overall human services network
- **Children**
  - 40% of sexual assaults occur before the victim is 18 years old
- **Education**
  - Social and psychological barriers to learning include sexual violence against children and sexual harassment in schools
- **Health**
  - Sexual assault impacts physical and emotional health
- **Community**
  - Sexual assault adversely impacts communities and drains community resources
  - Rapists are likely to be serial criminals, committing other crimes against the community such as robbery, assault, and burglary
  - Prevention of and treatment for sexual assault is a community responsibility

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# Messaging Ideas: Creating Urgency and Allies

- **Prevalence**
  - 1 out of 4 women – everywhere – are survivors of sexual assault
  - Calculate by school, company, town
- **Partners in Healing: Men and Women Together**
  - Invoke compassion for survivors and empower men and women to provide emotional support
- **Economic and emotional impact**
  - The whole community pays the price for sexual assault
  - Health insurance costs passed onto employers
- **Perpetration against children**
  - Sexual assault of children leads to higher incidence of substance abuse, depression, and suicide
- **Strong Survivors/Women Breaking Silence**
  - Focus on women in the business community with strong voices
  - Initiative for women to speak out about sexual assault, as friends, mothers, and sisters of survivors

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# Identify Specific Areas of Support

- **Awareness and Advocacy**
  - National Break the Silence Campaigns: Clothesline Projects, Take Back the Night Rallies, and other public service announcements
- **Education and Training**
  - College and university education programs – high visibility
  - Sponsorship of leadership training for athletes
- **Prevention Initiatives**
  - Parent groups in middle and high schools
- **Direct Services**
  - Match tangible center or coalition “wish list” with corporations that can provide in-kind support
    - Cab vouchers and clothing for survivors leaving the hospital
    - Furniture for individual and group therapy rooms
    - Cell phones for volunteers and staff

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# Corporate Relations Staffing

- Regional corporate partnerships manager
  - Share cost and revenue based on size of coalition
- Regional media relations manager
  - Increase number of media contacts/placements
    - Strengthen regional messaging
    - Attract corporate partners seeking regional brand awareness
- Manage regional messaging/marketing campaigns
  - Work in partnership with RAINN or request co-sponsorship
  - Raise awareness about prevalence and impact



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# Corporate Relations Services

- Sponsor regional or state-wide events to benefit all agencies
  - Regional events attract more support than local events
  - Event-planning is a centralized skill set
- Provide technical assistance to individual agencies with active corporate relations programs
  - Identify opportunities to raise level of support through statewide connections
  - Centralize marketing and communications, materials development, and event management

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# Future Areas of Inquiry

- Are dual coalitions more likely to receive private funding? If so, can this funding help provide fungible support for rape victim services?
- What messages are appealing to a corporate audience?
  - Focus groups with corporate community relations professionals
- What aspects of coalition membership are most attractive to corporations?