



One of "America's 100 Best Charities"
-Worth magazine

Annual Report FY07 (Year ending May 31 2007)

Mission Statement

The Rape, Abuse & Incest National Network is the nation's largest anti-sexual assault organization. RAINN operates the National Sexual Assault Hotlines at 1.800.656.HOPE and rainn.org and publicizes the hotlines' free, confidential services; educates the public about sexual assault; and leads national efforts to prevent sexual assault, improve services to victims and ensure that rapists are brought to justice.

Financial/Management

- Revenue of \$1,656,451.
- Expenses of \$1,587,446.
 - Program Expenditures: \$1,384,450
 - Phone Hotline: \$127,852
 - Online Hotline: \$624,924
 - Education and Outreach: \$449,196
 - Public Policy \$182,478
 - Fund Raising Costs: \$120,816
 - Management & General Costs: \$82,180
- Net of \$69,005.
- Expanded National Leadership Council to assist board and staff in programmatic direction.

Accomplishments

Phone Hotline Calls

- The National Sexual Assault Hotline, a 24/7 phone hotline service at (1-800-656-HOPE), helped 105,580 persons in FY 07.

- RAINN's phone hotline helped its one-millionth caller in FY07.
- Calls to hotline now average about 9,500 per month, up from 2,800 per month in the hotline's first year (1994).

Local affiliates

- 1105 in 50 states and DC.

Public Education & Outreach

Press

- **Media Coverage Highlights – TV & Radio**
 - National coverage – NBC News, Today Show, Fox Morning News, Oprah, The View, Tyra Banks, Montel Williams, Lifetime TV.
 - Local coverage in DC, Boston, Chicago, San Antonio, Anchorage, Minneapolis, St Louis, Northern California, Pittsburgh, Baltimore and other markets.
 - Hotline number aired on broadcast networks and several cable networks.
- **Media Coverage Highlights - Newspapers**
 - Associated Press, USA Today, New York Times, Chicago Tribune, Cincinnati Enquirer, Charlotte Observer, Washington Times, Baltimore Sun, Albany Times Union as well as nationally syndicated columns including Dear Abby, Ask Amy and Ask Beth.
- **Media Coverage Highlights – Web**
 - TIME, CNN, Forbes, Sports Illustrated, ESPN, Dateline, San Jose Mercury News, Miami Herald, Fort Worth Star Telegram, Atlanta Journal Constitution, Houston Chronicle
- **Media Coverage Highlights - Magazines**
 - Newsweek, Seventeen, O (Oprah) Magazine, Cosmo Girl, Cosmopolitan, SELF, Glamour, Marie Claire, DC Style Magazine, Louisiana Weekly
- Gained national media exposure on issues including DNA, crime statistics, the Duke case, spring break safety tips and general sexual-assault topics.
- Press coverage of RAINN in 329 media stories.

- RAINN served as a resource for CBS News, MSNBC, Fox News, “Dateline NBC”, ABC’s “Grey’s Anatomy” and “In Justice” as well as 45 additional media inquiries about statistics and research.
- Developed extensive new content for rainn.org, approximately doubling site content. New content includes recovery and prevention advice and public policy information.
- Created three new TV PSAs with actress Christina Ricci to promote the National Sexual Assault Hotline.
- Distributed Ricci and “I Was” PSAs to local affiliates in partnership with National Association of Broadcasters.
- Expanded partnership with Google to include television and web public service announcements.
- Continued to work with Lifetime Television to raise awareness of sexual violence through PSAs, web outreach and events.
- Established partnership with MySpace to educate more than three million members each month. RAINN was recognized by MySpace as a national model of nonprofit use of the site.
- Expanded partnership with Oxygen to promote the National Sexual Assault Hotline.
- Implemented 4th annual RAINN Day, nationwide college outreach program. More than 5,000 volunteers educated 1 million students on about 1,000 campuses. More than 500 individual organizations plus several hundred sorority chapters participated.
- Implemented social norms poster campaign as part of Get Carded. Two printings totaling 15,000 posters, distributed to sororities and campus volunteers.
- Reinstated *RAINNews*, a quarterly print and email newsletter with distribution of over 17,000.
- Expanded the Speakers Bureau, which now has 200 members who do media interviews and speaking engagements.

Online Hotline

- RAINN launched the National Sexual Assault Online Hotline, now continuing in its pilot phase operating 10 hours/day.
- Online Hotline helped more than 3,000 victims of sexual violence.
- Conducted extensive legal research and analysis, including analysis of the application of privilege statutes to cross-state communications over the

- Internet; and mandatory reporting statutes in all 50 states. Pro bono legal assistance from Simpson Thacher & Bartlett; and Covington & Burling.
- Improved Online Hotline policies and protocols for operations on the basis of legal research, including policies regarding mandatory reporting requirements for users from each state.
 - Added new rape crisis center partners; now more than 100 total.
 - Trained more than 150 volunteers to serve users of the Online Hotline.
 - Dr. Jerry Finn conducted initial evaluation of OHL (after six months of operation). Feedback scores from users very high. Quote from Dr. Finn's report: "The initial evaluation from users shows that the OHL is meeting the needs of users and that they are highly satisfied with the services. The vast majority of users find the OHL easy to use. A large majority of users agree that they are satisfied overall with the OHL and more specifically with the volunteers' knowledge and skills. Similarly, most agree that they would recommend the OHL to others and that they will use the services recommended to them."
 - Completed in-person trainings and presentations in eight states.
 - Characteristics of users: 77% are under age 25; 90% seeking crisis support from the OHL; plurality assaulted within one year of visit, but 1/3 were attacked more than five years ago; 47% from urban area, 21% suburb; 32% rural.
 - According to a separate evaluation study of volunteers conducted by Dr. Finn, "It appears that the supervisors and the RAINN staff have done an excellent job in building a good foundation for the volunteers to feel comfortable and supported. Overall, it appears that the RAINN online program has done a good job in creating a strong volunteer staff that feels great about what they do. Almost all of the volunteers talked very highly about the program and planned on staying with it for a very long time. The overall satisfaction and morale for the volunteers was very high and there were very few complaints. There were many positive comments and overall everyone seemed to have a really good grasp on the entire online program."

Public Policy

- Congress passed, and president signed, Adam Walsh Act. Section 628 of the act federally authorizes RAINN's programs.
- Pursued DNA appropriations and expansion of DNA collection. Also working with Justice Department to streamline the process to get the money out to state governments quicker.

- Crime Fighter Awards given to bipartisan group of 12 members of Congress who have led national battles to fight sexual violence.
- Senate unanimously passed resolution honoring RAINN and the National Sexual Assault Hotline for serving one million victims of sexual violence.
- Pursuing funding for Sexual Assault Services Act, a funding stream for rape crisis centers.
- Researched privilege and mandatory reporting laws and cross-border counseling issues.
- RAINN president Scott Berkowitz was appointed by the attorney general to the Justice Department's National Advisory Committee on Violence Against Women.

BOARD OF DIRECTORS:

Chair is vacant as of April, 2008

Frederick Arnold

Scott Berkowitz, President

Regan Burke, Treasurer

Mary Jo Moon, Secretary

Katherine Miller

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