



One of "America's 100 Best Charities"  
— *Worth* magazine

## **Annual Report FY13 (Year ending May 31, 2013)**

### **Mission Statement**

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

### **Helping Victims**

#### **—National Sexual Assault Hotline**

- The National Sexual Assault Hotline, which RAINN created in 1994, is the nation's primary resource for victims of sexual violence. RAINN operates the hotline in partnership with its 1,065 local crisis center affiliates.
- This year, the hotline provided free, confidential help to 96,935 people, down 7% from the previous year.
- Since its inception, the hotline has helped more than 1.7 million victims of sexual violence.

#### **—National Sexual Assault Online Hotline**

- To better serve young victims, who prefer to communicate online, in 2006 RAINN launched the Online Hotline, the web's first secure hotline service.
- The Online Hotline went on to win the prestigious *Technology Innovation Award* from Npower and Accenture for being the best use of technology by a nonprofit.
- The U.S. Department of Justice has identified the Online Hotline as a model program for using technology to serve victims.
- This year, the Online Hotline provided live, one-on-one help to 43,885 people, an increase of 29% over the previous year.
- RAINN provided 5,023 hours of training for hotline staff and volunteers and conducted 18 in-person trainings around the U.S.
- Independent evaluation found users overwhelmingly pleased with services they received (average score over 4.2 on a scale of 1-5). A report by Dr. Jerry Finn said that the Online Hotline "is reaching many who have not previously sought services or did not resolve issues through other means."

**National Sexual Assault Hotline: 1.800.656.HOPE | National Sexual Assault Online Hotline: rainn.org**

1220 L Street NW | Suite 505 | Washington, DC 20005 | p. 202.544.1034 | f. 202.544.3556 | e. info@rainn.org



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### —DoD Safe Helpline

- RAINN has been contracted by the Department of Defense (DoD) to create and operate a hotline for service members affected by sexual assault in the military.
- We created DoD Safe Helpline ([www.safehelpline.org](http://www.safehelpline.org)) to provide live, one-on-one crisis intervention, emotional support, advice and information to the DoD community worldwide by phone and online, as well as referral information by text message.
- This year, we launched the Safe Helpline app for iOS and Android. The app allows the user to create a personalized self-care plan. This year, the app won the American Telemedicine Association's President's Award for Innovation.
- While RAINN is operating the helplines for DoD, RAINN is required to keep all communications strictly anonymous and confidential. That means that no personally identifying information will ever be shared with DoD or the helpline user's chain-of-command.

Altogether, RAINN's hotlines helped 146,901 victims, up 5% from the prior FY.

### Public Education

#### —Media Coverage

- RAINN was widely covered by and quoted in national media, including *New York Times*, *Wall Street Journal*, *USA Today*, CNN, CBS News, *People* and Loop 21.
- Partnered with Fox on its hit shows *Glee* and *Bones* on storylines about rape. Fox donated PSAs to promote the National Sexual Assault Hotline.

#### —Online and Newsletter

- Increased number of supporters on each social network platform by 65%.
- RAINN.org served more than 2.24 million visitors, more than any other website providing sexual assault information.

#### —Educating College Students

- RAINN Day, RAINN's annual college program, has educated millions of college students about preventing and recovering from sexual violence since its inception 10 years ago.
- Partnered with *Cosmopolitan* magazine on RAINN Day multimedia contest.

#### —Speakers Bureau

- Expanded RAINN's Speakers Bureau to include more than 1,200 people.
- Speakers publicly share their experience through media interviews and community presentations.

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### **Public Policy**

- Congress passed, and the president signed into law, both of RAINN's top legislative priorities: the Sexual Assault Forensic Evidence Reporting (SAFER) Act, a bill to help reduce the rape kit backlog, and a reauthorization of the Violence Against Women Act.
- Jennifer Marsh, RAINN's vice president for victim services, served as chair of the Congressionally-mandated Peace Corps Sexual Assault Advisory Council.
- Updated databases of state-by-state statutes of limitations, mandatory reporting laws, rape counselor privilege laws, and laws concerning HIV testing of rapists.

### **Helping Communities**

- RAINNtrain.org provided free online training courses to our local affiliates.
- Technology Access Project (TAP) provided free website services for our local affiliates.

### **—Recruiting Volunteers**

- Recruited 8,571 volunteers for local crisis centers through [volopps.rainn.org](http://volopps.rainn.org).



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### **Board of Directors (as of December 31, 2013):**

Scott Berkowitz, President and Founder  
Regan Burke, Chair and Chair of Audit Committee  
Cybele Daley, Treasurer  
Katherine Miller  
Tracy Sefl, Secretary

### **Financials (per financial statements audited by Aronson & Co.)**

Revenue:	\$3,689,863
Expenses:	\$2,674,505

#### **Breakdown of Expenses**

—Programs	\$2,939,056	93%
—Management	\$39,907	1%
—Fundraising	\$191,227	6%
Total	\$3,170,190	100%

#### **Breakdown of Program Expenses**

Communications	\$775,205
Victim Services	\$1,849,333
Public Policy	\$314,518
Total Programs	\$2,939,056

#### **Assets**

Total Assets	\$2,799,838
Total Liabilities	\$840,602
Unrestricted Net Assets	\$1,945,861