

RAINN | *thrive* TOGETHER

FINAL CAMPAIGN REPORT



ANSWERING THE CALL • SHAPING THE NARRATIVE • CHAMPIONING CHANGE



You're Not Alone.

“We founded RAINN more than 27 years ago based on the belief that no survivor should feel alone. As the national conversation around sexual violence has evolved, RAINN’s mission has expanded. While supporting survivors will always be at the core of what we do, we have become the leading voice educating the public and fighting for survivors’ rights in Congress and the states.”

— Scott Berkowitz
RAINN Founder and President

Pictured: Members of RAINN’s Speakers Bureau

RAINN

The nation’s largest anti-sexual violence organization

Two years ago, RAINN launched the *Thrive Together* campaign to infuse our work with additional resources to support survivors, aiming to raise \$10 million. Through the generosity of early campaign supporters, lead donors, and a dedicated Campaign Council, we have successfully reached our bold fundraising goal.

As the campaign comes to a close, the resources we’ve raised through *Thrive Together* have already enabled RAINN to make significant progress toward our campaign priorities, scale our work, and innovate to reach even more survivors.

Our success is due to the support, partnership, and generosity of a broad base of donors, community members, and our Campaign Council. Thank you for helping us *Thrive Together*.



\$5M

ANSWERING
THE CALL



\$3M

SHAPING
THE NARRATIVE



\$2M

CHAMPIONING
CHANGE

ANSWERING THE CALL

Report Out:

- In March 2020, as shelter-in-place orders were implemented across the country, for the first time ever, **more than half of the victims receiving help from the National Sexual Assault Hotline were minors.**
- RAINN's support specialists were there to answer their call, provide crisis support, safety planning, and meet the unique needs of this vulnerable population.
- RAINN increased the number of local service providers in our national partner network to **more than 1,100**, sharing critical resources to support survivors' healing journey.
- RAINN expanded our volunteer program to begin enrolling Spanish-speaking volunteers on the National Sexual Assault Hotline and grew our volunteer waitlist to **more than 10,000 people.**

Looking Ahead:

RAINN is developing a new interface for staff on the online National Sexual Assault Hotline, to include a few key upgrades:

- Adapting active chat and queue resiliency so that if a call or chat is dropped due to technical difficulties, the visitor can still maintain their original place in the queue.
- Improving quality assurance of the hotline, to gain quick access to reports, data, and identification of visitor trends to improve service delivery.
- Connecting a resource management tool that will host a **library of resources that holistically reflect and respond to the diverse needs of survivors from all demographics and experiences.**
- Integrating staff training, knowledge management, scheduling, and payroll timekeeping into one system to reduce administrative burden, and free up staff time for direct service support.

SHAPING THE NARRATIVE

Report Out:

- Requests for engagements by members of RAINN's Speakers Bureau, **increased between 2020 and 2021 by 71.4%.**
- RAINN and Smuggler partnered on "Wait" and "Walk," two public service announcements **highlighting the critical needs of survivors of sexual violence.** Directed by Samantha Scaffidi, "Wait" was awarded Gold in the category of charity commercial in the 2020 Young Director Award.
- RAINN worked on script integration for **more than 50 entertainment projects**, to help ensure that stories accurately and sensitively portray the experiences of survivors of sexual violence.

Looking Ahead:

To ensure the voices of survivors are accurately represented and amplified, RAINN is making significant investments in our Speakers Bureau program:

- **Launching a new RAINN Speakers Bureau portal** to provide members with easy access to available speaking opportunities, trainings, and resources such as a social media toolkit and safety toolkit.
- Providing our Speakers Bureau members with a **travel fund to help defray costs associated with speaking engagements.**

CHAMPIONING CHANGE

Report Out:

- RAINN launched **more than 30 policy actions** to advocate for survivors through our new grassroots action center; resulting in thousands of new supporters.
- RAINN worked in **Virginia, Florida, and Georgia** to pass bills that increase the support available to survivors in the aftermath of a sexual assault.
 - **Virginia:** Eliminated the required 5-day window for reporting sexual assault to police in order to get victim's compensation support;
 - **Florida:** Established a rape kit tracking system & sexual assault response teams across the state;
 - **Georgia:** Established a rape kit tracking system.
- RAINN also worked with law enforcement officials in Florida, Indiana, and West Virginia to include **trauma-informed victim interview training as part of first-responder training requirements.**

Looking Ahead:

RAINN is monitoring legislation across the entire country, advocating for people whose voices would otherwise not be heard:

- On the federal level, RAINN is appealing to members of Congress and the U.S. Working Group on Children in Imminent Danger to prioritize The Child Rescue Act, which will assess the scope of the devastating crisis of Child Sexual Abuse Material, and **generate the resources necessary to identify and rescue exploited children.**
- Fewer than 25% of American hospitals have Sexual Assault Nurse Examiners (SANE) on staff. RAINN is working to increase support for the Increasing Access to Sexual Assault Nurse Examiners Act in 2022, which **focuses on rural and tribal lands, making trauma-informed care more accessible to all survivors.**

thank you



THRIVE TOGETHER CAMPAIGN SUPPORTERS

- Absolut
- Adobe Foundation
- Airbnb
- Alpern Family Foundation
- Avangrid Foundation
- Ben Affleck
- Center for Disaster Philanthropy
- Chandra Jessee and the InMaat Foundation
- Collective Future Fund
- Eugene B. Casey Foundation
- Google
- J.W. Heller Foundation
- Jen Sincero
- Kaitlyn Murphy
- Kay Family Foundation
- Lifetime Television
- Lyft, Lead Gift
- Mary Simmerling and Thomas Epting
- Match Group
- Matt Damon
- The Cynthia P. Matthews Family Foundation, Lead Gift
- Megan Savage
- Michelle Odom Foundation
- Nora Roberts Foundation
- Oak Foundation
- Open Square Project/ Wynnette LaBrosse
- Paige Adams-Geller
- Phoebe Bridgers
- Restaurant Workers' Community Foundation (RWCF)
- Roehl Family Foundation
- MacKenzie Scott, Lead Gift
- Spotify
- Taylor Swift
- The Barbara and William Rosenthal Family Foundation
- The Meet Group
- The Segal Family Foundation
- TherapyAppointment
- Thermo Fisher Scientific
- Thrive Causemetics
- Twilio.org
- Uber
- Uncommon Goods LLC
- WarnerMedia
- Work At Home Vintage Experts (WAHVE)
- World Childhood Foundation USA

SPECIAL THANKS TO CAMPAIGN PARTICIPANTS:

- Eman Barhoumeh, Campaign Council
- Lexie Bean
- Laura Benanti, Campaign Council
- Leyna Bloom
- Jennifer Brandenburger, Campaign Council
- Pierre Chambers, Speakers Bureau
- Peter Church, Campaign Council
- Rebecca Courtright, Speakers Bureau
- Cameron Esposito
- Leilani Ganser, Speakers Bureau
- Gail Gardner, Speakers Bureau
- Leslie Gilbert-Lurie
- Nelson Hincapie, Speakers Bureau
- Dr. Sara Jennings
- Ethan Levine, Speakers Bureau
- John Marciano, Campaign Council
- Marci Matthews, Campaign Council
- Tara Palmieri
- Micheline Pitt
- Susan Prout, Campaign Council
- Tracy Sefl, Campaign Council
- Aditi Singh
- Sarajane Sein
- Dr. Jerry Weichman
- Sydney Williams, Speakers Bureau
- John Witherspoon, Campaign Council



“The rise of the online hotline has made a huge difference for me.”

- Ethan Levine, survivor

Ethan struggled to feel heard and supported as a survivor of multiple instances of sexual assault and a transgender man. Utilizing RAINN's online support services allowed Ethan to pursue help that allowed him to feel in control of his experience.

“How do you support a survivor? You show empathy and compassion. Even if you can't identify with what happened to them, just imagine you can and be there with them as they tell their story.”

- Gail Gardner, survivor

Gail is actively involved in her home state of Florida, where she worked alongside RAINN to pass Gail's Law (H.B. 541). Gail's Law will create a system to allow survivors to anonymously and securely track their rape kits through the entire process—from collection through forensic analysis to final storage location and possible destruction. It will help ensure that survivors like Gail do not have to wait decades for justice.



“I don't think it's talked about at all. I think that for heterosexual men to be abused in their childhood by adult males it is a source of great shame and deep wounds.”

- Nelson Hincapie, survivor

Nelson experienced abuse by a trusted teacher starting when he was 12 years old, and like many male survivors of sexual abuse, Nelson feels that the abuse was a source of shame and confusion. He has found healing in the caring, compassionate people in his community who have supported him in his journey. “For me, it's been 24 years and countless tears, and I have walked through a lot of pain to be where I am,” says Nelson. “There will always be difficult times, but the wounds of the abuse have healed.”

“Speaking about my experience helped me to heal. The more I use my voice, the more I help other survivors, the more I feel that I have healed from my own attack.”

- Rebecca Courtright, survivor

Rebecca was able to use her experience and voice to help RAINN improve access to forensic nurses in Virginia. “I had to travel to multiple hospitals—because only 16 out of 122 hospitals in Virginia have the ability to collect a rape kit,” Rebecca explains. “When I arrived at the hospital and there was no SANE nurse, I felt like no one cared about this crime. No other survivor should have to feel the way I did that night.”



RAINN

*If you or someone you know needs support,
the National Sexual Assault Hotline is available 24/7 at
800-656-HOPE (4673) or visit online.rainn.org to chat.*

**MAKE A GIFT TODAY:
give.rainn.org/a/donate**

thrive