

# INNOVATION INTO ACTION

**Annual Report FY 13**

(October 2012 - September 2013)

## Who We Are



The National Resource Center on Domestic Violence (NRCDV) is a source of comprehensive information, technical assistance and training for a broad base of constituents engaged in domestic violence intervention and prevention. NRCDV receives core funding through the Family Violence Prevention and Services Program (FVPSA) of the U.S. Department of Health and Human Services (HHS), as well as other government and private sources.

## Our Mission



As part of a social change movement to end gender based violence, NRCDV engages with and learns from, informs and supports systems, organizations, communities and individuals to strengthen their capacity to effectively address domestic violence and intersecting issues.

## Our Work



Through key initiatives and the provision of high quality technical assistance, training, resource development and administrative advocacy, NRCDV works tirelessly to improve community and systems responses to domestic violence and, ultimately, prevent its occurrence.

## Our Vision



NRCDV strives to be a trusted national leader and sustainable organization, renowned for innovation, multi-disciplinary and culturally-relevant approaches, and a commitment to ensuring that policy, practice and research is grounded in and guided by the diverse voices and experiences of domestic violence survivors and advocates.

# INNOVATION *INTO* ACTION

## Dear Colleagues and Friends,

We are pleased to provide this Annual Report for Fiscal Year 13, providing highlights from our second year as an independent organization. Since 1993, NRCDV operated as a national project the Pennsylvania Coalition Against Domestic Violence (PCADV), one of the earliest and most respected state coalitions, and we want to once again acknowledge and appreciate how they carefully nurtured our growth and development and provided critical support for NRCDV's successful transition to an independent non-profit organization in October 2011.

This second Annual Report highlights the key activities and accomplishments of NRCDV's multi-cultural, multi-disciplinary, and multi-talented staff of 14, working closely with a team of nationally recognized consultants and advisors. NRCDV's mandate is broad, both in terms of the range of domestic violence issues it addresses and the constituents to which it responds. The leadership and governance of NRCDV's Board of Directors, comprised of nationally representative domestic violence policy and program experts, researchers, and communications professionals, continued to build a solid organizational foundation for the NRCDV into the future.

Throughout FY 13, NRCDV remained focused on strengthening the capacity of programs serving domestic violence victims, promoting effective public policy and research, and increasing engagement in prevention in order to inform and motivate action and social change. Three well-tested strategies continued to frame the NRCDV's approach – technical assistance and training, resource development and dissemination, and the design and implementation of key initiatives that facilitate a deeper focus on a particular issue or population. Our work during this period continued to benefit from the many meaningful collaborations we have built with national and regional partners, a more active participation in the social media community, our careful attention to accessibility and cultural competence, and a deep respect for the complex and intersectional nature of gender-based violence.

We extend our sincere appreciation to our many colleagues and friends who continue to inspire, challenge, and teach us. Your ongoing support is important to us in our shared work of ensuring that policy, practice and research is grounded in and guided by the diverse voices and experiences of domestic violence survivors and advocates.

The Board of Directors and Executive Leadership will continue to be intentional and steady in building and sustaining a healthy organizational foundation as we continue to make our contributions to this social change movement to end domestic violence.

**Johnny Rice II, Dr.PH.**  
**Chair, NRCDV Board of Directors**

**Anne Menard**  
**NRCDV Chief Executive Officer**

## Strengthen & Sustain Capacity

Knowledgeable and experienced staff conduct extensive research, engage in strategic partnerships and initiate problem solving to identify the best resources and referrals to respond to each technical assistance request. Routinely, NRCDDV staff and consultants serve as key training resources for domestic violence coalitions, federal agencies and others needing trainers with particular expertise. Areas of expertise include domestic violence victim resources and services, program and shelter development, shelter rules reduction, strategic planning for community-based programs, statistics, research, program evaluation and leadership development for women of color, among many others.

The **Domestic Violence Evidence Project** online resource center was launched on October 25. Designed to respond to the growing emphasis on identifying and integrating evidence-based practice, the website received **8,253** visits and **27,637** pageviews. This project combines research, evaluation, practice and theory to inform critical decision-making by domestic violence programs and allies to expand the field's capacity to more effectively serve survivors and their families and help build a more robust body of evidence for domestic violence intervention and prevention work.

The NRCDDV worked with the FVPSA Program and the Office of Personnel Management on developing training webinars and resources for all Federal agencies (**1,001 workers**) on **Responding to Violence in the Workplace**. The related online resource page, [vawnet.org/WorkplaceViolence](http://vawnet.org/WorkplaceViolence), includes webinar recordings, sample policies, related laws, referral information, and guidance from the Federal government for ongoing use by Federal employees.

### ***From the Front of the Room: An Advocate's Guide to Help Prepare Survivors for Public Speaking***

and its companion guide for survivors, provides guidance for those who desire to speak publicly about their experiences with intimate partner violence and for victim advocates seeking to maximize the survivor's physical and emotional safety, and ensure the overall success of the speaking engagement. The guides were updated to promote more trauma-informed language and support, and translated into both Spanish and Arabic languages. Both were widely accessed and disseminated: The Advocate's guide received over **22,000 online views**, and several hundred hardcopies of each guide were mailed to linguistically specific programs across the U.S., all state and territorial coalitions, DVRN members, the FVPSA Program, and other general callers.

### In FY 13, NRCDDV —



Responded to **1,689** TA requests



Conducted training for **6,945** victim advocates & other allied professionals



Released **8** national and **3** regional funding alerts



Posted **12** domestic violence TA Questions of the Month



Published **1** TA Guidance

In November the NRCDDV released its first eLearning module, ***Domestic Violence: Understanding the Basics***, a 1-hour interactive learning tool that addresses common questions related to domestic violence. In its first 11 months, the course was viewed approximately **275,000 times**, averaging **820 views per day**. This resource has received a great deal of positive feedback including reports from local programs, state coalitions, and university social work programs that they have included the material as part of their training for advocates or coursework for students.

The **Women of Color Network (WOCN)** partnered with the **Institute on Domestic Violence in the African-American Community (IDVAAC)**, another DVRN partner, to produce a BlogTalkRadio series on domestic violence in the African American community. WOCN hosts the program once per month, covering such topics as Historical Trauma, African American Survivors Speak, Serving as an Ally to African American Women Survivors, Healthy Masculinity, Reproductive Justice, Economic Justice for Survivors, and Healing from Violence.

## Inform & Motivate Action

**VAWnet: The Online Resource Center on Violence Against Women** serves as the well-respected vehicle through which NRC DV disseminates resources to the field. VAWnet uses technology to support and promote effective prevention and intervention strategies that enhance safety and well-being, and address the self-identified needs and concerns of victims and survivors.

**Building Comprehensive Solutions to Domestic Violence (BCSDV)**, supports critical thinking, learning and victim-defined advocacy. BCSDV promotes analysis and practical guidance on challenging advocacy issues, such as children's well-being, poverty, and supporting victims in contact with partners who use violence. Whether on an individual advocacy basis or policy level, BCSDV strives to ensure that each solution is grounded in the victim's perspective, priorities, culture, decisions and life circumstances.

Combining a trauma-informed approach with a domestic violence victim advocacy perspective provides a more integrated framework for working with survivors. The Special Collection, **Trauma-Informed Domestic Violence Services** developed in collaboration with the National Center on Domestic Violence, Trauma, and Mental Health, is a 3-part series reflecting an integrated perspective that incorporates an understanding of the pervasiveness and impact of trauma, supports healing and resiliency, and addresses the root causes of abuse and violence. The series received **7,310 views** (an average of **45 views per day**) since it was posted in March.

NRC DV's high-quality, peer reviewed **Applied Research papers** are consistently among the most popular resources on VAWnet with more than **2,000 views per day**. Five new Applied Research papers were published on topics including violence during pregnancy, campus-based gender violence prevention, policies to promote child sexual abuse prevention, sexual violence in the lives of African American women, and parental alienation syndrome.

## <VAWnet Stats>



Published resources —

- **5 applied research papers,**
- **13 online special collections,**
- **6 eNewsletters, a news blog, and training tools,** among many other resources for dissemination to the broader advocacy field.

 **17,200,000** annual views

 **3,400** visits per day

 **5,000** downloads per day

 **1,400** bookmarks per day

 **3,348** eNewsletter subscribers

 **4,028** Twitter followers

 **2,994** Facebook fans

The interactive timeline, **Domestic Violence Prevention: A History of Milestones and Achievements**, documents key historical events known to significantly impact or advance the goal of intimate partner violence prevention in the U.S., noting intersections with sister social justice movements. In the two weeks since its release on March 13, in recognition of the historical first **National NO MORE Day** and as a contribution in honor of Women's History Month, the timeline received **1,020 views** (an average of **54 views per day**).

# SOCIAL MEDIA



Several key initiatives of the NRCDV maintain active participation in the social networking community, including Facebook, Twitter, Instagram, and Tumblr. Each of these channels reflect a specific type of messaging and focus to distribute information, advertise national events, engage followers, and promote resources. The NRCDV hosts and participates in several social media-based events to help build a national movement and advance the conversation around ending gender based violence.

The NRCDV engaged in a variety of social-media based activities for **Teen Dating Violence Awareness and Prevention Month 2013** (#TeenDVMonth), including BlogTalkRadio programs, Music's Influence on Teen Relationships (parts I and II) and a webinar and BlogTalkRadio program Introducing LoveisRespect.org featuring Break the Cycle and the National Dating Abuse Helpline. The NRCDV also partnered with Break the Cycle to host #TeenDVMonth Blogfest 2013 (throughout February), utilizing the National DVAM Tumblr platform to share 10 blog entries featuring parents' and advocates' stories, reflections, and advice to their younger selves on healthy and unhealthy relationships. The NRCDV hosted Twitter Chat, Engaging Teens to Prevent Dating Violence in partnership with @SafeStartCenter, @NCFY, @TeenHealthGov, and @loveisrespect during which over **600 tweets** were shared and the #ReachYouth hashtag was trending.

**Wish we didn't need to Tweet re: #domesticviolence, but until we end DV across U.S., am glad you're spreading word @NationalDVAM.**

12:22 PM - 16 Nov 2012 · Details

In consultation with the Office on Women's Health and several national partners, the NRCDV engaged in several activities for **National Women and Girls HIV/AIDS Awareness Day** (#NWGHAAD), observed annually on March 10. Activities focused on raising awareness and promoting education of the intersection of HIV/AIDS and intimate partner violence, including posting special online resource pages and publishing a TA Question of the Month on this topic. The NRCDV hosted a national webinar, **Giving Voice to Cicely Bolden**, exploring these linkages of race, partner violence, and HIV status, and a Twitter Chat, **Be a Voice for Action!**, with Red Pump Ambassadors and other reproductive justice partners on building awareness of HIV/AIDS in collegiate communities.

The NRCDV (@VAWnet) hosted the 10-11am ET hour of the **Global Tweet-a-Thon to #EndVAW**, coordinated by the International Planned Parenthood Federation/Western Hemisphere Region (@IPPF\_WHR). In celebration of International Women's Day (#IWD2013) on March 8, 2013, the Global Tweet-a-Thon gathered thousands of voices around the world under the hashtag #EndVAW to raise awareness about gender-based violence and highlight the work being done at the 57th Commission on the Status of Women (#CSW57).

## Facilitate Connection & Social Change

To generate connections across all levels within the field, the NRCDV's **Domestic Violence Awareness Project (DVAP)** provides current user-friendly information and tools to assist advocates in community-based programs, state coalitions and other national organizations in planning and implementing public education and awareness events.



Heralding October as **National Domestic Violence Awareness Month (DVAM)**, the NRCDV partnered with several national anti-violence organizations to host the **National Call of Unity**, a free 45-minute conference call held on the first Tuesday of October. Over 500 victim advocates, state domestic violence and sexual assault coalitions, national and government partners, survivors and their families join the call each year. This year's call (October 2) included national representatives from the anti-violence field and featured speakers such as spoken word artist Kalimah Johnson, CNN Headline News Anchor Christi Paul, NO MORE Executive Committee member Christine Mau, and legendary Grammy Award-winning artist Gloria Gaynor.

The NRCDV supports **National SAF-T Day**, held annually on the first Saturday in October as an opportunity for shelters to host a local dog walk or other animal-themed community event to raise funds to start or sustain an on-site pet housing program and raise awareness regarding the co-occurrence between animal abuse and domestic violence. This year a mailing to nine programs across the country included the National SAF-T Day planning handout, **50** National SAF-T Day event flyers, **50** Safety Planning Brochure for Families with Pets, **50** embroidered purple ribbons, and awareness magnets and posters.

On February 14, **V-Day** (led by Eve Ensler) invited one billion women and those who love them across the globe to walk out, dance, rise up, and demand an end to violence against women and girls. NRCDV staff organized a variety of **One Billion Rising (OBR)** activities including the development of an online resource page featuring short video testimonies by staff, a multi-pronged social media campaign, and a national webinar presentation, **Keep Rising: 4 Visionaries Share their Inspiration to Persist**, which featured the personal stories, lessons learned, and methods of self-care for advocates to continue working to end violence against women no matter how challenging the social or political climate. Speakers included long-time advocates and visionaries Anne Menard (NRCDV), Chic Dabby (APIIDV), Patti Tototzintle (Casa de Esperanza), and Umi Hakins (IDVAAC).

**International Women's Day (IWD)**, observed annually on March 8, celebrates women's achievements worldwide and throughout history. Each year the NRCDV designs and disseminates an IWD card featuring artwork that evokes an understanding and appreciation of the importance of women in society, their influence and the continuing struggle for equality and justice. This year the NRCDV supported and featured **Flying Scarfs**, a social enterprise who employs women artisans of Afghanistan and provides them the opportunity to earn a wage by creating handmade scarfs. This limited edition card was shared with the NRCDV's Federal and national partners, state coalitions, allies, and others in recognition of their dedication to end violence against women and girls.



Buy a scarf. Change a life. Flying Scarfs is a social enterprise dedicated to relieving poverty through the promotion of micro-economic development

# PARTNERSHIPS

Since its inception, the NRCDV has provided leadership and operational support to the **Domestic Violence Resource Network** (DVRN), comprised of two national resource centers, four special issue resource centers, three culturally specific resource centers, and the National Domestic Violence Hotline. All are funded through HHS to inform and strengthen domestic violence intervention and prevention efforts at the individual, community, and societal levels. Over three national meetings, the NRCDV worked in partnership with the DVRN to develop and implement a project-wide evaluation, enhance cross-collaboration and communications efforts, draw on internal knowledge and build collective understanding on emerging issues impacting the field, and engage in movement building.

**NO MORE** is a new unifying symbol designed to galvanize greater awareness and action to end domestic violence and sexual assault. Supported by major organizations working to address these urgent issues, NO MORE is gaining support with Americans nationwide, sparking new conversations about these problems and moving this cause higher onto the public agenda.

The NRCDV has increased its level of partnership and collaboration with the NO MORE campaign through representation on the NO MORE National Steering Committee, support for the public launch of **NO MORE Day** (March 13) and **NO MORE PSAs** (September 26), participation in the **NO MORE Day Congressional Breakfast**, **National Press Club Luncheon**, and **Joy Rocks! Gala**, which raised over \$700,000 to support work related to ending domestic violence and sexual assault. The NRCDV also developed a training resource guide for use at the NO MORE supported **Invisible War** documentary screenings in 14 states, and rolled out co-branded PSAs for use in promoting Domestic Violence Awareness Month (DVAM) 2013.



The NRCDV partners with the **National Clearinghouse on Abuse in Later Life** (NCALL) on a number of activities including the delivery of grantee victim services training, prosecutor's training, and law enforcement training-of-trainer sessions, the development of curricula and other materials, and by hosting **World Elder Abuse Awareness Day** activities (observed annually on June 15).

# Build a Healthy Organizational Foundation

NRCDDV maintains a steady and intentional focus on strengthening its infrastructure, improving sustainability and continually streamlining operational processes to increase efficiency, effectiveness and accountability.

## Organizational Development Activities



NRCDDV's Annika Gifford Brothers was selected as one of 20 new Movement Makers in Move to End Violence, a 10-year program of the NoVo Foundation. Every two years, **Move to End Violence** selects a group of inspired individuals who are committed to ending violence against girls and women in the U.S. through social change. Movement Makers participate in an intensive, two-year experience that includes time for essential, big-picture conversations; the opportunity to sharpen their vision and develop a strategy to get there; skills-building sessions to advance social change and advocacy skills; and a strong emphasis on self-care and empowerment. The NRCDDV also receives a general support grant and technical assistance to advance organizational development as part of the program.

As part of the **MEV/NoVo organizational development grant**, the NRCDDV participated in an organizational assessment and self-care workshop. Both provided insight about staff and organization strengths and weaknesses, and strategies for long-term alignment, sustainability and growth. The **Self Care for Sustainability and Impact Workshop** explored, raised, and cultivated the "people power" of the NRCDDV in order to help fuel a movement that ends violence against girls and women. The **My Healthy Organization** survey and sensemaking session allowed staff to explore the organizational purpose, values, structures, systems, culture, and accountability in order to refine organizational development priorities.

The **Office Culture Work Group** continues to enhance the working environment of the NRCDDV through the implementation of a walking program, the dissemination of a weekly newsletter focusing on wellness, and other activities promoting a positive and healthy office culture. New processes for conducting employee performance evaluations and providing staff with an annual compensation report are underway.

## NRCDDV Revenue

In FY 2013, NRCDDV received funds from the U.S. Department of Health and Human Services (Family Violence Prevention and Services Program), Centers for Disease Control (CDC), and the U.S. Department of Justice (Office on Violence Against Women). Additionally, it secured funds from contracts and private donations.



## 2013 Audited Financials

### Income

Grants Income	\$1,942,931
Subcontract Income	\$900,191
Foundation Support	\$75,000
Miscellaneous Income	\$16,768
<b>Total Income</b>	<b>\$2,934,890</b>

### Expenses

Program Activities	\$2,455,327
Management & Administrative	\$419,290
<b>Total Expenses</b>	<b>\$2,874,617</b>

### Assets

\$877,608

### Liabilities

\$776,052

## Current NRC DV Staff

Staff represent a diverse, multi-disciplinary group of highly experienced advocates and professionals, many of whom have been active in the anti-violence against women movement for a significant number of years. Satellite offices operate in Washington, DC and Minneapolis, MN.

- ▶ Anne Menard, Chief Executive Officer
- ▶ **Capacity Building & Public Education Team**  
Kenya Fairley, Senior Director of Capacity Building & Education  
Casey Keene, Online Resources & Education Manager  
Patty Branco, Technical Assistance Specialist  
Ivonne Ortiz, Training & Resource Development Specialist
- ▶ **Policy & Research Team**  
Annika Gifford Brothers, Senior Director of Policy & Research  
Shaina Goodman, Policy Manager (September 2014)  
Amanda Manes, Policy & Research Analyst
- ▶ **Operations Team**  
Farzana Safiullah, Chief Operating Officer  
John Schein, IT Manager  
Meredith Schreffler, Fiscal Manager (July 2014)  
Michele Shuey, Office Coordinator (September 2014)  
Justine Robillard, Project Coordinator (November 2014)

## NRC DV Staff Acknowledgements

**We acknowledge these former staff members for their dedication and contributions to the accomplishments of the NRC DV in FY 2013:**

Susan Metz-Ermlick, Director of Library and Information Services  
Dalia Rhoads, Office Coordinator  
Erica Keim, Project Coordinator  
Ashley Carter, Fiscal Coordinator

### **Women of Color Network**

Tonya Lovelace, Director of WOCN  
Rebecca Balog, WOCN Projects Administrator  
Shasme Jackson, WOCN Project Coordinator  
Lina Juarbe, WOCN Technical Assistance Specialist (February 2014)  
Chelsea Cox, WOCN Project Assistant  
Raph Balthazar, WOCN Fiscal Coordinator (March 2014)



## NRCDV Board of Directors

NRCDV Board of Directors is a nationally representative group, including long-time domestic violence advocates, researchers, and communications professionals that provide solid leadership and support to NRCDV.

**Johnny Rice, II, Dr.PH., Board Chair**

**Arlene Vassell-Richards, Vice-Chair**

**Sara Zesski, Secretary**

**Katie Ray-Jones, Treasurer**

Alice Lynch

Connie Burk

Dolly Wideman-Scott

Etiony Aldorando, Ph.D.

Jerry Silverman

Maria Jose Fletcher, J.D.

Nakia Hansen, J.D.

Shanaz Tejani-Butt, Ph.D.

## NRCDV Key Initiatives

Building  
Comprehensive  
Solutions



**Building Comprehensive  
Solutions to Domestic Violence**

[www.bcsdv.org](http://www.bcsdv.org)



**Domestic Violence Awareness Project**

[www.nrcdv.org/dvam](http://www.nrcdv.org/dvam)

**DOMESTIC VIOLENCE  
EVIDENCE PROJECT**

**Domestic Violence Evidence Project**

[www.dvevidenceproject.org](http://www.dvevidenceproject.org)



**VAWnet: The Online Resource Center on  
Violence Against Women**

[www.vawnet.org](http://www.vawnet.org)

**For more information, please contact:**

National Resource Center on Domestic Violence

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**NRCDV Website:** [www.nrcdv.org](http://www.nrcdv.org)



**National Resource Center**  
**on Domestic Violence**