Our Journey

Strengthening Our Work

Transforming the Movement
Dear Colleagues and Friends,

We are pleased to provide this Annual Report for Fiscal Year 15, providing highlights from our fourth year as an independent organization. Since 1993, NRCDV operated as a national project of the Pennsylvania Coalition Against Domestic Violence (PCADV), one of the earliest and most respected state coalitions. We want to 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 Annual Report highlights the key activities and accomplishments of NRCDV’s multi-cultural, multi-disciplinary, and multi-talented staff, 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 NRCDV’s Board of Directors is comprised of nationally recognized leaders in policy, program design, research, and communications.

Throughout FY 15, 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.

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  
Chief Executive Officer  

National Resource Center 
on Domestic Violence
Since 1993, the National Resource Center on Domestic Violence (NRCDV) has been a comprehensive source of information for those wanting to educate themselves and help others on domestic violence intervention and prevention. NRCDV is driven by a commitment to collaboration, the humanity of all, integrity, social justice, survivor-centered initiatives and a feminist perspective.

**Who We Are**

To strengthen and transform efforts to end domestic violence.

**Our Work**

NRCDV provides a wide range of free, comprehensive, high quality individualized technical assistance and training, and specialized resource materials. Through key initiatives and administrative advocacy, NRCDV works tirelessly to improve community and systems responses to domestic violence and, ultimately, prevents its occurrence. NRCDV is a trusted national leader, recognized for innovation, multi-disciplinary and culturally responsive approaches. We have a strong 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.
NRCDV is lead by a multi-disciplinary and diverse Board of Directors, with their organizational affiliations during the report period:

**CHAIR**
*Johnny Rice, II, Dr. PH.*
Program Associate
Supervised Visitation Initiative
Vera Institute of Justice

**SECRETARY**
*Sara Zesski*
Victim/Witness Advocate
Mercer County Prosecutors’ Office

**VICE CHAIR**
*Arlene Vassell*
Director of Training & Technical Assistance
Florida Coalition Against Domestic Violence

**TREASURER**
*Katie Ray-Jones*
Chief Executive Officer, National Domestic Violence Hotline

**Etiony Aldorando, Ph.D.**
Provost Albizu University, Miami Campus

**Connie Burk**
Executive Director, Northwest Network of Bisexual, Trans, Lesbian, & Gay Survivors of Abuse

**Ulester Douglas**
Executive Director, Men Stopping Violence

**Maria Jose Fletcher**
Co-Director, VIDA Legal Services

**Nakia Hansen, J.D.**
Orrick, Herrington & Sutcliffe, LLP

**Alice Lynch**
Chair, Women of Color, Inc.

**Shanaz Tejani-Butt**
Ph.D. Associate Dean of Pharmacology and Toxicology
University of Sciences

**Dolly Wideman-Scott,**
Chief Executive Officer, Domestic Violence Center of Chester County
NRCDV Staff

NRCDV staff include highly experienced advocates and professionals, many of whom have been active in the movement to end domestic violence for a significant number of years.

> Anne Menard, Chief Executive Officer
> Farzana Safiullah, Chief Operating Officer
> *Kenya Fairley, Senior Director Capacity Building And Education
> *Annika Gifford, Senior Director Policy And Research
> *Meredith Schreffler, Fiscal Manager
> John Schein, IT Director
> Michele Shuey, Office Coordinator/Meeting Planner
> Casey Keene, Director of Capacity Building & Education
> Ivonne Ortiz, Training And Education Specialist
> Patty Branco, Senior Technical Assistance And Resource Specialist
> Justine Robillard, Project Coordinator
> Shaina Goodman, Policy Manager
> Amanda Manes, Policy & Research Analyst

New Staff
Arlene Vassell, Senior Director of Programs, Prevention and Social Change
Kendra Mcdowell, Fiscal Manager
Asma Yaqeen, Fiscal Coordinator

Throughout FY15 NRCDV underwent some staff transition.
* Indicates staff that began the FY15 year with us, but moved on to new opportunities by the close of the year
VAWnet is an online resource library focused on gender-based violence and intersecting issues.

In FY15, VAWnet received over **1.5 Million visitors**, over **105,000 document downloads** and more than **495,000 pages bookmarked**. Visitors represented **196 countries** and territories, **72.5%** of which originated from the United States.

**Highlights**

**U.S. Library of Congress**
On January 28, 2015, The United States Library of Congress selected VAWnet.org for inclusion in the Library’s historic record of Internet materials related to public policy topics. VAWnet will be forever preserved as an important part of history through inclusion in this national archive.

**PreventIPV**
NRCDV continues to coordinate and support the efforts of the IPV Prevention Council Steering Committee and a team of consultants to advance a national prevention agenda. Following the public launch of the PreventIPV.org website in June 2014, FY15 efforts focused on promoting project resources and visibility.

**Highlights**

**Prevention Reception**
The IPV Prevention Council sponsored a Prevention Reception following the Family Violence Prevention and Services Programs’ (FVPSA) State Administrators and Coalitions Grantees Conference in Dallas, TX. The event highlighted six exciting and innovative prevention initiatives and resources from across the country. Participants included the PreventIPV.org website, Idaho’s Our Gender Revolution teen dating violence campaign, Virginia’s prevention license plate initiative, Texas’ Healthy Hearts Campaign, North Dakota’s campaign to engage men in the oil industry to end violence against women, and Rhode Island’s multi-faceted community organizing and engaging men work. The Council’s first Prevention Reception was fun, lively and proved a great venue through which to tell the story of prevention.
DVAM 2014 was unique as this October marked the 30th Anniversary of the Family Violence Prevention and Services Act (FVPSA). NRCDV supported the Family Violence Prevention and Services Program in its 30th anniversary awareness activities and educational events.

Highlights

Call of Unity
The 5th Annual National Call of Unity hosted over 325 participants joining in across the country. A full summary of the call, including links to the inspiring poetry, prayer, stories, and words of gratitude and hope, are archived at this Storify summary https://storify.com/VAWnet/5th-annual-national-callofunity2014.

Children's Books for DV Shelters
NRCDV partnered with the Animal Welfare Institute (AWI) to gift domestic violence shelters with beautiful, colorful children’s books that tell the stories of Kamie Cat and Pablo Puppy (both in English and Spanish), each with the intent to teach children greater empathy, responsibility, and caretaking skills for the animals in their lives.

The stories are thoughtful, poignant and ideal for children of varying ages. We had the privileged to help distribute over 1,000 books to domestic violence shelters across the country.

Feedback from Programs that Received the Books

“We are excited to receive the books and look forward to incorporating the importance and awareness of this cause to our curriculum planning.”
- Feedback from Children’s Advocate from Texas

“We have Spanish speaking families that would greatly benefit from this resource and would like to get some books for our children’s library.”
- Feedback from Children’s Advocate from Montana

“It is very considerate of NRCDV and AWI to offer such a positive education opportunity for children. I think the books will have a very good impact on those little ones who read them – or have them read aloud to them. On behalf of the domestic violence service providers in Texas, you have our heartfelt thanks.”
- Feedback from Program Administrator from Texas
**Teen Dating Violence Awareness & Prevention Month**

TDVAM, recognized in February, brings awareness to the prevalence of dating violence. The 2015 campaign focused on bringing the experiences and needs of teens from marginalized communities to the forefront and lifting up the amazing social justice work of youth leaders on the margins.

NRCDV held:
- TeenDVMonth 2015: Lessons Learned from Love & Hip Hop, a BlogTalkRadio program,
- #YouthLeaders Twitter chat, and
- the webinar Start Strong’s Tool Kit: Starting Relationship Conversations with Adolescents with 215+ participants.

**DOMESTIC VIOLENCE EVIDENCE PROJECT**

The Domestic Violence Evidence Project is designed to assist state coalitions, local domestic violence programs, researchers, and other allied individuals and organizations to identify and integrate evidence-based practice into their work. This project combines research, evaluation, practice and theory. It expands the field’s capacity to more effectively serve survivors and their families and to help build a more robust body of evidence for domestic violence intervention and prevention work.

**Highlights**

**National Task Force to End Sexual and Domestic Violence Steering Committee** (NTFSC)
NRCDV continues to be a voice in the NTFSC. The National Task Force to End Sexual and Domestic Violence Steering Committee is dedicated to developing, passing, implementing, and strengthening public policy to better meet survivors’ needs.

**Iowa Transitions Project**
This year NRCDV’s Senior Research Advisor, Cris Sullivan, PhD, is systematically documenting the process of change as a result of funding shifts and significant restructuring of domestic violence services in Iowa.

**Domestic Violence Resource Network (DVRN)**
NRCDV provides leadership and operational support to the DVRN. NRCDV partnered with the other member organizations to develop the DVRN’s mission, vision, and values, as part of an ongoing effort by the DVRN to deepen it’s policy advocacy. The NRCDV also coordinated agenda development and provided logistical support for two DVRN meetings, with focused discussions on substantive issues designed to build our collective understanding of emerging issues impacting the field.
In February, the Adult Children Exposed to Domestic Violence (ACE-DV) Leadership Forum convened their first annual in-person Steering Committee meeting. The Steering Committee’s 12 active members advance a shared goal to create a space and voice for ACE-DV within the domestic violence movement. The team influences service provision, policies and other responses to effectively address the needs and reflect the experiences of children exposed to domestic violence.

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. On both an individual advocacy basis and policy level. BCSDV strives to ensure that each solution is grounded in the victim’s perspective, priorities, culture, decisions and life circumstances.

Highlights

**Safe Horizon**
NRCDV and BCSDV Director Jill Davies, collaborated with Safe Horizon, one of the largest domestic violence service organization in the nation, to enhance their client-centered practice.

**Audio/Video Interviews**
The BCSDV website includes audio and video clips from interviews with advocates and leaders in the domestic violence advocacy community. These clips capture their reflections, perspectives, challenges and learnings related to victim-defined advocacy.

**Archive Project**
BCS project staff are archiving early BCSDV publications that are of historical importance to the domestic violence movement. Project staff are also updating and developing new publications that address emerging thinking related to individual advocacy, collaboration and systems change.
NRCDV provided individualized responses to 1,783 requests, including responding to a total of 63 requests on behalf of the White House (on various topics).

Feedback

“Many thanks Patty for your assistance and invaluable resources made available to all of us via the National Resource Center on Domestic Violence. My colleagues and co-workers receiving this e-mail also will be mightily impressed if it is their first visit to the website—and even if it isn’t because I am impressed each time I visit.”

- Feedback from senior management adviser at local DV program

“This is one of the most helpful detailed responses I have ever gotten from an organization. Thank you and keep up the good work. I shall certainly follow up with several of your recommendations.”

- Feedback from an attorney

“Thanks for sharing this information. Your thoughtfulness, approach and attention to working at the intersections is evident and an example we will draw from…”

- Feedback from a national partner

TRAINING

Approximately 3,346 advocates, survivors, and allied professionals received in-person training and 4,567 advocates and allies were trained via webinar, audio conference or social media engagement.

Feedback

“Greetings Ivonne! I participated on the recent NLN webinar, your presentation was fantastic! Could you please send me the powerpoint you used at your earliest convenience? Thanks again!”

- Feedback from a webinar participant

“You did a great job synthesizing evidence-based practice and research. We don’t get much exposure or opportunities to engage in these types of trainings or discussions in Guam, and sometimes we don’t even know these resources exist.”

- Feedback from a workshop participant in Guam
NRCDV posted 4 new or updated online special collections, 5 Resource Guides Pages, 2 TA Guidance, 1 Applied Research paper, 12 TA Questions of the Month and 10 Webinar Recordings.

**Special Collection.**
*The Intersections Between Intimate Partner Violence and HIV/AIDS*
was the most popular Special Collection in FY15. It was updated in January 2015 and promoted during Teen Dating Violence Awareness & Prevention Month, receiving **12,546 views**, an average of **34 views** per day. This resource emphasizes collaborative and multilevel approaches to the prevention of and response to teen dating violence. Updates include additional resources for teachers and school-based professionals and a new section to support the efforts of pregnancy prevention advocates and adolescent sexual health practitioners in addressing adolescent relationship abuse.

**Applied Research Paper**
*Women’s Experiences of Abuse as a Risk Factor for Incarceration: A Research Update*
An update to Mary Gilfus’ (2002) publication on the pathways from victimization to incarceration among women and girls, this Applied Research Paper was published in July 2015. The research provides additional findings about the extent of victimization experienced by women and girls under correctional control, and a deeper understanding of the ways in which experience of victimization can lead to incarceration.
Other Highlights/Resources

Trauma-Informed Birth Support to Pregnant Survivors of Abuse
The Senior Director of Capacity Building and Education and birth doula, Kenya Fairley presented on providing trauma-informed birth support to survivors of abuse at the 16th Annual Ending Sexual Assault and Domestic Violence Conference and the 2015 Health and DV Conference organized by Futures Without Violence. Throughout the year, Kenya provided TA to advocates, doulas, and other birth-workers on this topic. Published May 2015, hundreds of original NRCDV brochures on trauma-informed birth support have been distributed.

Domestic Violence Awareness Month – October 2014
National Domestic Violence Awareness Month 2014 was unique as it marked the 30th Anniversary of the Family Violence Prevention and Services Act (FVPSA). NRCDV produced tools and organized events and activities in observance of DVAM and to support the anniversary of FVPSA. This includes the National Call of Unity, Twitter Town Hall, Awareness Blog posts, Media Talking Points, several webinars, fact sheets and the launch of the LearnAboutFVPSA website.

National Runaway Prevention Month: Piecing it all Together - November 2014
This Awareness Highlight blog post recognizes and supports National Runaway Prevention Month that is organized by National Runaway Safeline and National Network for Youth. It provides resources to assist the 2.8 million youth that run away every year and discusses the intersections between runaway and homeless youth and intimate partner violence.

Research studies have shown that as many as 48% of women refuse or delay leaving an abusive home out of fear of leaving their pets or livestock behind. This webinar reviewed ways to provide safe shelter to survivors and their pets, explained new legislation that protects victims and pets from further abuse, and an overview of the Safe Havens Mapping Project.

Social Media Outreach
NRCDV recognizes the importance of engaging in social media and is committed to doing so in a manner that is consistent with organizational values and policies. Each social media channel serves a specific purpose towards achieving our common goal of improving societal and community responses to domestic violence and, ultimately, preventing its occurrence. For FY 15, NRCDV’s social media engagement increased an average of 22% each month ending the year with 5,122 Facebook, 8,514 Twitter and 930 Tumblr followers.
The 30th Anniversary of the Family Violence Prevention and Services Act (FVPSA).

The NRCDV supported the Family Violence Prevention and Services Program in its 30th anniversary awareness activities and educational events.

Activities included the

- #FVPSAYouth Twitter Town Hall, resources exploring youth engagement and effective strategies for violence prevention.
- Webinars and fact sheet series developed in partnership with the Family and Youth Services Bureau.

Check out the FVPSA Regulations and Reauthorization details on page 14

LearnAboutFVPSA.org

The website, launched October 9, 2014, was developed to highlight the history, scope, and impact of the Family Violence Prevention and Services Act, a key pillar in the federal response to domestic violence. Key pieces include: the FVPSA 30th Anniversary Moving Picture Infographic and supportive documents; information on FVPSA-funded grants and programs, related reports to congress, and collaboration with other Federal agencies; and a review of funding challenges and their impact on victims, critical unmet needs, and consequences when services are not available.
NRCDV was selected to be a technical assistance provider in an innovative and unprecedented partnership of the US Department of Health and Human Services, Department of Justice, and Department of Housing and Urban Development. The multi-year TA Consortium brings together national, state, and local organizations with deep expertise on housing and domestic violence to build and strengthen technical assistance to both housing/homelessness providers and domestic violence service providers.

At the request of Mark Greenberg, Acting Assistant Secretary at the Administration for Children and Families (ACF), and Bill Bentley, Associate Commissioner at Family and Youth Services Bureau (FYSB), NRCDV, along with the Domestic Violence Resource Network (DVRN), identified priorities for HHS administrative action. The recommendations emphasized the importance of all ACF departments that serve families in setting aside a portion of their TA and training funds to invest in high-quality, expert domestic violence technical assistance and training for their grantees.

Other priorities included:

- Strengthening the response to domestic violence within housing and homeless programs;
- Targeting greater attention to economic security for domestic violence survivors;
- Updating directives regarding access to Health and Human Services-funded services for immigrant, refugee, and asylee survivors;
- Allocating resources to develop comprehensive Tribal-specific responses to violence against and trafficking of American Indian and Alaska Native women and children;
- Integrating violence and trauma assessment and intervention into health, mental health, and substance abuse treatment programs;
- And providing training on and support for children and young people impacted by domestic and sexual violence.
Economic Justice Advocacy and Partnerships

NRCDV has deepened its advocacy and partnerships related to economic justice for victims, particularly in areas related to Temporary Assistance for Needy Families (TANF), child support, child welfare and workplace policies. As part of this work, NRCDV has provided information and education to Members of Congress, submitted comments on federal regulations, released updated Special Collections, and engaged with new organizations to help build a more robust set of policies and practices that are responsive to survivors’ economic needs.

Highlights

White House Advisor Recommendations
Along with the Domestic Violence Resource Network (DVRN), NRCDV submitted recommendations to the White House Advisor on Violence Against Women that highlighted priority issues in the areas of immigration, health, economic justice, juvenile justice reforms, the needs of survivors from communities of color and LGBTQ survivors, and more.

Economic Justice Advocacy and Partnerships

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Highlights

TA Question of the Month addresses the Affordable Care Act and survivors
In response to continued questions about the Affordable Care Act and its impact on survivors, NRCDV released a TA Question of the Month that offered guidance on how domestic violence programs and advocates can help survivors access health coverage. The TAQ highlighted tax credits that are available to make coverage more affordable, ways to search for and enroll in insurance plans, and key provisions of the law that are specific to domestic violence survivors. It also shared information on how advocates can partner with other organizations in their communities to help improve access to healthcare.

Tax Season: What Advocates Need to Know to Help Domestic Violence Survivors
Co-hosted with the National Women’s Law Center, this webinar shared critical information about the Earned Income Tax Credit (EITC), Child Tax Credit (CTC), and other credits available to low-income working families. Presenters highlighted how tax season can be leveraged to help survivors gain economic stability, as well as the connection between financial security and personal safety. NRCDV also encouraged advocates to use tax season as an opportunity to build new partnerships and to engage in broader community-level and systemic advocacy.
Our Vision

Planning our Future

In the fall of 2015, NRCDV began a strategic planning process to evaluate what makes up the essence of NRCDV and to define our purpose, focus and goals for the future.

We engaged multiple groups of key stakeholders, including all staff and Board of Directors, key Domestic Violence Resource Network (DVRN) organizational partners, national domestic violence organizations, and national policy advocates, practitioners, and researchers. Nearly fifty individuals participated with critical input and direction through individual interviews and surveys.

The process is not yet completed, though we have already identified the need for greater staff capacity, diversification of long-term funding to shift from funder directed to mission directed programs, a comprehensive communications plan and development of greater national leadership and accountability to survivors.

As we continue through the planning process we expect to look at our communications and marketing, movement building and leadership, sustainability and infrastructure, and our readiness for change and growth.

Highlights

*Communications Outreach*

NRCDV utilizes multiple methods to share the resources, trainings, advocacy and funding advisories. These include:

- Nine issue specific websites
- An active social media presence on Facebook, Twitter, Storify, Tumblr and Instagram
- Lively Twitter chats around specific topic issues
- Three issue specific eNewsletters
- Educational webinars with nationally recognized experts
- Engaging Blog Talk Radio broadcasts
- Cross sharing of resources and information with national and regional partners
- Active participation in professional listservs
- Updated and relevant news blog hosted through VAWnet.org
In FY 2015, NRCDV 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.

### 2015 AUDIT FINANCIALS

**Income**

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<th>Category</th>
<th>Percentage</th>
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<td>Foundation Support</td>
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<td><strong>Total Income</strong></td>
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**Expenses**

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<td>Management &amp; Administrative</td>
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<tr>
<td><strong>Total Expenses</strong></td>
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<td><strong>$3,020,052</strong></td>
</tr>
</tbody>
</table>

**Assets** $659,078  
**Liabilities** $469,170