A GAME-CHANGING YEAR

2014 ANNUAL REPORT
2014 was a game-changing year.

The Rhode Island Coalition Against Domestic Violence celebrated 35 years of progress. As we geared up for our commemorative October event featuring legendary female athlete Lisa Leslie, the video of the assault that NFL player Ray Rice committed against his wife Janay catapulted the issue of domestic violence to the national stage.

That’s when the landscape changed. We heard the silence break—the whole country was talking about domestic violence. From sports broadcasters and famous celebrities to relatives, coworkers and neighbors, this high profile case brought us to a tipping point in the conversations that advocates and supporters have been having for decades.

Amidst the public outcry, it became clear that there is still a huge need for people to be educated about the dynamics of abuse. Stigmas and myths still exist, making it hard for victims to disclose or seek services, and the impulse is still rampant to blame victims for being in abusive relationships, to ask, “Why doesn’t she just leave?” rather than focusing on abusers’ violence.

So when the social media movement #WhyIStayed set out to change the tone on Twitter, it was a game-changer. When RI native Meredith Vieira opened up on national television to share her story as a domestic violence survivor, it was a game-changer. When RI’s statewide Helpline received 3,136 calls in 2014 compared to 1,808 in 2013, with a dramatic increase in the wake of this national publicity, we knew just how game-changing this was.

As a cultural institution with tremendous resources and a major social influencer that holds the attention of millions of viewers, with Super Bowl XLIX being the most-watched show in US history, the NFL has the potential to be a game-changer in preventing domestic violence. The issues in the NFL made us think not only about corporate accountability but also about the personal responsibility and ability of each one of us to play our part.

But most remarkable is that the intense national dialogue spurred by this controversy served to amplify the voices and work of untold advocates and survivors who have helped bring us to the brink of unprecedented social change. In the following pages, you’ll see the ways we strive every day to make our work game-changing for victims in Rhode Island so that, one day, we will live in a state without domestic violence.

The theme of our 35th anniversary event was “Moving Forward,” and we now feel the entire country moving forward with us. With the progress we’ve made over the last 35 years, we are poised to build on this momentum, in 2015 and beyond.

We are ready for real change. Will you join us?
The RICADV ended the fiscal year in a solid financial position, closing its books on June 30, 2014 with a positive change in unrestricted net assets from operations of $80,054.

• Total operating revenue and support were $3,481,199. This amount represents a 10.1% increase in revenue from the previous year.

• 76% of the funds came from federal grants and contracts, 13% came from the State of Rhode Island, and 11% of the funds came from foundations, corporate support, individual donations, community groups, dues and training fees.

• Total operating expenses were $3,401,145. 68% of the total expenses, or $2,326,077, consisted of funds that were passed through to our member agencies for the provision of direct services to victims of domestic violence.

The RICADV conducts an annual audit in accordance with the US Office of Management and Budget Circular A-133.
The RICADV celebrated our 35th anniversary with 400 friends at a luncheon emceed by NBC10’s Dan Jaehnig at Rhodes on the Pawtuxet on October 9, 2014.

Keynote speaker Lisa Leslie inspired us to set goals, both personally and professionally, and shared her own personal story of triumph. She also presented to an auditorium full of high school students earlier that day at Providence Career and Technical Academy.

Reflecting back on the progress we’ve made over the last 35 years in working to end domestic violence, the event was a phenomenal way to celebrate our achievements and make a renewed commitment to our mission.

We thank our supporters, volunteers, event sponsors, and The Savory Affair Event Planning & Design for making the celebration a great success!
SOAR
SISTERS OVERCOMING ABUSIVE RELATIONSHIPS

SOAR, a task force of the RICADV made up of dating and domestic violence survivors, stepped up to the plate in 2014, continuing to help advance our public policy and awareness goals.

SOAR members played a pivotal role in the RICADV’s lobbying efforts, participating in NO MORE Day at the State House. SOAR member Carmen Cruz testified in support of the Domestic Violence Gun Ban, as she has for countless bills, then passed the torch to her son, who provided testimony of his own experience as a child who witnessed domestic violence.

In 2014, SOAR’s original play Behind Closed Doors returned to renowned Providence-based theater Trinity Repertory Company for a third year in a row. SOAR also performed at the University of Rhode Island and at two luncheons hosted by the Women’s Resource Center.

SOAR was also showcased by local media in 2014, appearing in Rhode Island Monthly, The Providence Journal and Telemundo Providence.

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In 2014, we worked with the National Network to End Domestic Violence and other coalitions to ensure that the Violence Against Women Act, Family Violence Prevention and Services Act, and the Victims of Crime Act (VOCA) appropriations were passed through Congress. The FY 15 appropriations increased funding in each of these areas, releasing an amount from the VOCA Crime Victims Fund that closely mirrors the total fines and forfeitures deposited into the fund on an annual basis, a result of persistent advocacy.

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TRAINING

We designed our 2014 Training Calendars with input from participants to help them understand complex issues related to domestic violence and strengthen sensitivity and accessibility to the diverse communities we serve. Many of our trainings sold out or had very high turnouts with great reviews. We also provided statewide technical assistance and public education throughout the year.

In 2014, RICADV staff travelled across the country, including to Washington, DC, Delaware, Ohio, and Arizona, to share our expertise in areas such as primary prevention, strategic communications, legal protections to increase victim safety, and financial literacy.

SCHOOL-BASED EDUCATION

458 presentations
626.5 hours
6,985 participants

STATEWIDE COMMUNITY TRAINING

249 presentations
530.5 hours
6,935 participants

RICADV TRAINING CALENDAR

15 training sessions
55 hours
335 participants

STATEWIDE COMMUNITY TRAINING AND SCHOOL-BASED EDUCATION

Staff from the RICADV and our member agencies along with members of SOAR conducted trainings on various topics related to domestic violence, teen dating violence, and healthy relationships for Rhode Island communities throughout the year.

Advocates and survivors also provided school-based education in 2014, reaching RI students, parents, administrators and educators through presentations at the elementary, middle, high school and college levels.

With support from the CDC, Verizon Wireless, and the Verizon Foundation, the RICADV convened a new cohort of Ten Men in 2014. Ten Men launched a June public awareness campaign that featured Ten Men members in their workplaces engaging others in the efforts to end domestic violence and invited RI men and women to join them.

In September, Ten Men decided to broaden their reach by organizing the first annual Ten Men Summit. An event led by RI men for RI men, Ten Men created this space to have honest conversations about masculinity, the challenges and opportunities that exist when working to create a world without violence, and the ways that men in our state can continue to be involved in this work.

PREVENTION

The RICADV is part of a national movement working to stop violence before it starts. As one of only 10 grantees of the Centers for Disease Control and Prevention’s (CDC) DELTA FOCUS program, we have the opportunity to engage local communities in domestic violence primary prevention using a public health approach.

With the DELTA FOCUS Leadership Team, the RICADV is supporting RI schools in implementing the Lindsay Ann Burke Act and strengthening the ways they foster environments that prevent dating violence.

The Leadership Team also collaborates across sectors in RI, connecting with organizations from a variety of disciplines in order to address social, environmental, and structural determinants of health—because improving where and how we live, learn, work and play can prevent domestic violence.
To launch Domestic Violence Awareness Month (DVAM), we organized an Interfaith Day of Remembrance, for which the Diocese of Providence held a prayer service (below), recognizing the 10 lives lost to domestic violence in RI in 2013 as well as those currently experiencing abuse.

When organizations step forward as leaders on this issue, we can better sustain change in RI, and Rhode Islanders are more likely to have the support they need to act. That’s why, this DVAM, we focused our public awareness efforts at the community level, connecting with healthcare, workplace, and faith communities. The ads we designed for them could be seen on buses, billboards and bus shelters across the state, while our radio PSA aired in both English and Spanish throughout the month asking neighbors, coworkers, doctors and friends to take a stand.

We collaborated with Telemundo Providence to reach Latino communities in RI through Línea de Ayuda and La Feria de la Familia. We also partnered with the Rhode Island Medical Society to reach the healthcare community through an article written by RICADV staff and featured in the October issue of Rhode Island Medical Journal.

In 2014, our Communications Team received a Best Practice Award from the Rhode Island Foundation for our 2013 awareness campaign.

Dave’s Marketplace has been a steadfast champion and sponsor of our work, engaging their employees and patrons by raising awareness and funds during Domestic Violence Awareness Month.

The RICADV launched a new partnership in 2014 with Alliance Security, who, in addition to sponsoring our teen campaign, installed nearly 25 alarm systems in our member agencies’ transitional housing units and shelters and in survivors’ homes free of charge, with a full year of donated service.

Young people are change-makers, best positioned to help their peers learn about dating violence so they can do more to help end it. That’s why we collaborated for Teen Dating Violence Awareness & Prevention Month, in partnership with Sojourner House, with local teens from Young Voices, a RI-based non-profit that empowers youth leaders.

These young people (bottom left) helped develop our public awareness campaign and were involved every step of the way, from creative meetings to script development and the production of our broadcast and radio public service announcements (PSA).

We also hosted an Instagram contest throughout February, and the response was phenomenal. The entries showed that young Rhode Islanders #KnowWhatLoveIs, and when they stand up for healthy relationships, they can help their peers.

We announced the three winners from almost 200 submissions through a Tweet Chat at the end of the month.

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The RICADV has a long history of working with the media to advocate for the rights of victims, the laws that help protect them, and the resources that make our work possible. When the NFL case made national headlines in 2014, our statewide voice was amplified; media allies in print, broadcast and online covered domestic violence with increased fervor, fueled by public outrage and the demand for stronger solutions.

The Providence Journal highlighted the work of Ten Men in a September cover story on the Ray Rice case and, in November, shared the journeys of two SOAR members in the inspiring feature story “Reclaiming Their Lives.” Early in the year, we helped frame “Failure to Protect” (above right), which looked closely at domestic violence tragedies in RI to consider how we can better respond to high-risk cases.

The RICADV has become a national leader in media advocacy, helping other organizations build their capacity in this area—we are stronger when our voices resonate as one, bringing us closer to ending domestic violence once and for all.

ONLINE ADVOCACY

Our websites and social media platforms serve to engage RI communities in the work to end domestic violence. In 2014, we saw a deeper level of user engagement, with a strong correlation between our web and social media content. Our public awareness and news pages accounted for 15% of the total website traffic, largely driven by our integrated social media campaigns and promotion of news stories. Our campaign website, nomoreri.org, was the top referral source to ricadv.org. Visits to Ten Men pages accounted for 58% of the web traffic to prevention-related content, while our creation of youth-focused webpages increased the 18-24 age demographic to our second largest group of visitors. These strategic communications helped us reach young people, male allies, and bystanders in Rhode Island like never before.

THE RICADV

- Fosters communication, resource sharing, networking, and collaboration
- Raises awareness, responds to community needs, and educates the public about domestic violence
- Promotes community organizing around the prevention of domestic violence
- Advocates locally and nationally to impact social and systemic change on the issue of domestic violence
- Partners with survivors to strengthen the voices of abuse women
- Accesses resources to maximize community impact

OUR MISSION

The purpose of the Rhode Island Coalition Against Domestic Violence is to eliminate domestic violence in RI. Our mission is to support and enhance the work of our six member agencies and to provide leadership on the issue of domestic violence.

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