



# Impact Report

July 2019—June 2020

**SARA**  
The Sexual Assault Resource Agency  
VOICES OF HOPE AND HEALING



## From the Director

Dear Friends of SARA,

The COVID-19 pandemic stopped a lot of things here in the Charlottesville and Central Virginia region. COVID-19 didn't, however, stop sexual assault.

Imagine a survivor coping with the physical, mental, and emotional toll of sexual assault, then also fighting the day-to-day struggles of isolation, employment, family responsibilities, and possibly illness because of the pandemic. These "double victims" experience greater likelihood of depression, terror, hopelessness, and even suicidal ideation.

That's why COVID-19 hasn't stopped us here at SARA, either. We are evolving and adapting to serve new and emerging needs of survivors during these challenging times. This life-saving work is only possible with you!

Sincerely,

Renee Branson  
*Executive Director*

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## **The scope of the problem we address is vast.**

**1 in 3 women, 1 in 4 men, and 1 in 2 transgender individuals** have experienced sexual violence in their lifetime. The **estimated lifetime cost of rape is \$122,461 per victim.**

**1 in 4 girls and 1 in 13 boys experience sexual abuse in childhood.** In the United States, the **lifetime economic burden of child sexual abuse is \$9.3 Billion.**

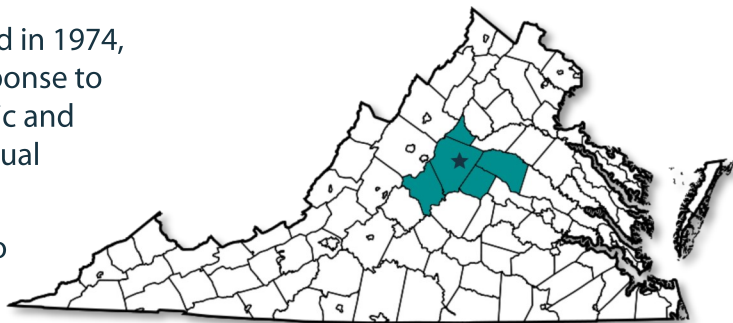
**Together we can create a community free from sexual violence.**

# Hope and Healing

The Sexual Assault Resource Agency was established in 1974, then called Charlottesville Rape Crisis Group, in response to community needs when survivors lacked empathetic and empowering options after incidents of rape and sexual violence.

After more than 40 years, we continue to respond to community needs with innovative efforts made possible by philanthropic community support.

SARA remains the only free, comprehensive rape crisis and prevention agency in the greater Charlottesville Area.



SARA provides services to survivors in the city of Charlottesville and the counties of Albemarle, Fluvanna, Greene, Louise, and Nelson.

***"SARA is wonderful beyond measure-  
it has changed my life."***

**-a survivor**

## SARA's work today includes:

**Prevention Education** to reduce the risk of perpetration and to create sustainable cultural change,  
**Advocacy and Therapy** for survivors and their loved ones to support healing and accessing justice,  
**Training** to increase the number of people in our community who are prepared to support survivors, and  
**Community Outreach** to improve services to survivors throughout our area and advance access to justice.



# Everyone deserves to grow and flourish.

SARA's vision is a community free from sexual violence. Our mission to eliminate sexual violence and its impacts means focusing on both prevention education and survivor support services.

Sexual violence thrives when people exploit power over others. It is connected to other forms of violence and causes serious health and economic consequences. Through our approach, that addresses risk and protective factors, sexual violence can be prevented.



## Prevention is possible.

**SARA is committed to providing education about sexual violence as well as how to create cultural change that prevents sexual violence in the first place.** Our prevention approach is based on research, evidence-based practices, and collaboration with community partners.

# Preventing Sexual Violence

SARA Prevention Educators reached many new community members and organizations this year with on-going facilitated groups, leadership coalitions, and education to promote sustainable change in our community.

## Program Objectives

- ◆ Engage the whole community in preventing sexual abuse
- ◆ Increase empathy and decrease objectification
- ◆ Decrease rigid gender norms
- ◆ Improve community-wide response to sexual harassment
- ◆ Help set healthy norms around consent and relationships
- ◆ Increase the likelihood that bystanders will intervene to prevent sexual violence



Prevention Programs in local restaurants and bars help create safer, more empathetic environments for patrons and staff.

## Community Prevention

We engage leaders from variety of communities to build skills for prevention and to support lasting institutional change. Community-level work involved long-term planning, revising policies related to sexual violence, and lots of listening. We are grateful to our partners who helped create change in:

### 10 Restaurants

39 Restaurant owners, managers, and staff

### 8 Senior Living Facilities

47 Senior Living Facility Staff

### 9 Religious Communities

17 Religious Community Representatives

### 5 Allied Organization

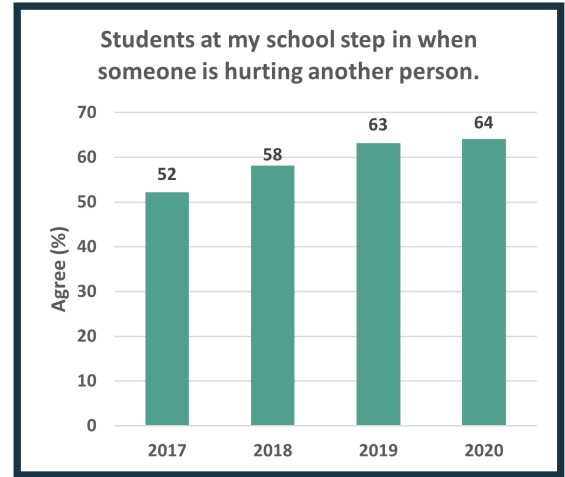
113 Allied Professionals

## Program Highlight: Green Dot

Green Dot is a bystander intervention training plan that builds a movement within a school community. It engages students in their real lives and gives them skills to stop abuse before it starts. Grounded in the idea that **nobody has to do everything, but everybody has to do something**, Green Dot teaches two social norms to protect against sexual violence:

1. Abuse won't be tolerated in our community.
2. Everyone is expected to play a role in preventing abuse.

**After four years, this program is already changing the culture at a local high school.** 64% of students believed their peers would step in when someone is hurting another person, an 12% increase from when SARA began Green Dot.



## Youth Prevention

Local schools are important partners in our prevention efforts. In these partnerships, SARA offers materials, consultations, and support for educators and administration in preventing sexual violence in their schools. During the 2019-2020 school year, SARA provided prevention education to:

**5 Schools**  
2225 Students

**360 Teachers, Counselors**  
and School Administrators

**76 Parents and Guardians**

*Together we can build  
sustainable cultural change for  
safer, more empathetic  
communities.*

# Continuum of Care

**The healing journey after sexual assault is often complex and looks different for every person.**

Whether a survivor is grappling with impacts from a recent event or struggling through resurfacing childhood trauma, SARA provides comprehensive services to meet survivors where they are at in that particular moment.

**We are part of the holistic healing process, walking with survivors through:**

Medical services to heal from physical injuries,  
Therapy to heal from the psychological trauma, and  
Legal Advocacy to support seeking justice.



## Impacts of Sexual Violence

*Primary concerns expressed by survivors:*

- 115 Mental/Emotional Health (fear, anxiety, stress, shame, etc.)
- 59 Physical Well-Being (stress, health issues, sleep, etc.)
- 57 Awareness & Access to community resources (how to get help)
- 53 Safety (feeling unsafe, threatened, or in danger)
- 37 Support/relationships (trust, family, friends, etc.)



## Number of Individuals

- 212 Emotional Support, Counseling
- 165 Hotline Calls
- 117 Information and Referrals
- 80 Crisis Intervention
- 75 Safety Planning
- 44 Legal Advocacy
- 27 Accompaniment at Forensic Exam
- 32 Therapy (licensed)
- 15 Services to Address Basic Needs
- 9 Accompaniment at Police Interviews

# Healing takes time.

Services are available to all survivors of sexual violence including men, women, nonbinary individuals, and children. SARA also provides services to friends, family, and loved ones of survivors who have their own healing journeys to navigate.

## Client Demographics

### 326 Individual Clients

#### 45 Children and Youth

36 Girls

6 Boys

#### 281 Adults

252 Women

21 Men

No. Clients	Age (years)
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2	0-4
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8	5-12
---	------

40	13-18
----	-------

105	18-29
-----	-------

69	30-39
----	-------

45	40-49
----	-------

36	50-59
----	-------

18	60 +
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### Sexual violence starts early.

1 in 3 female rape victims experienced it for the first time between 11-17 years old and 1 in 8 reported that it occurred before age 10.

Nearly 1 in 4 male rape victims experienced it for the first time between 11-17 years old and about 1 in 4 reported that it occurred before age 10 (CDC).

### Locality of Residency

40.2% Albemarle County

25.6% City of Charlottesville

13.9% Fluvanna County

1.6% Greene County

4.7% Louisa County

4.4% Nelson County

9.5% Out of Service Area

### Race/Ethnicity\*

51 African American / Black

6 Asian / Pacific Islander

239 Caucasian

12 Hispanic / Latino

0 Native American / Native Alaskan

18 Other

\*some individuals are in multiple categories

All services are provided free of cost. We believe survivors should not hold the burdens of healing from sexual assault.





## Community Outreach

SARA serves 5 counties and the city of Charlottesville, all with a multitude of communities represented. Each community has unique needs related to addressing and preventing sexual violence. We work with community partners and attend events like health fairs and festivals to reach more survivors and spread the word about our services and programs.

### Increasing public awareness about the impacts of sexual assault.

**5727 Individuals reached through**

**107 Community Engagement Activities including:**

- 22 Educational Presentations
- 9 Resource Distributions to local medical offices, mental health agencies, social service organizations, schools, etc.
- 12 Special Events –Community Days, Resource Fairs, etc.
- 6 Media Events including radio and television

**22 Educational Presentations through:**

- 5 Community Social Events
- 9 Professional Settings
- 5 College and University Presentations

**24 Trainings for Allied Professionals**

## Preparing community members to respond to and support survivors with empathy and compassion.

SARA has helped thousands of survivors and their families over the past 40 years get the help and information they need to begin healing. Informed responses from within our community help make that connection even more quickly.



## Challenging the prevailing attitudes and dispelling the myths which perpetuate sexual violence.

### **Myth: Rape does not happen that often.**

*Fact:* There is an average of 463,634 victims ages 12 or older of rape and sexual assault each year in the U.S. This means 1 sexual assault occurs every 68 seconds.

### **Myth: Wearing revealing clothing, behaving provocatively, or drinking a lot means the victim was “asking for it”.**

*Fact:* The perpetrator selects the victim—you should be able to wear whatever you want and drink without fear of being assaulted.



# A Life Changing Impact

*"SARA is one of the most important resources in my weekly life. I'm so grateful for it's existence, and the funding they have which sustains their incredible team."*

*"I absolutely love my therapy sessions at SARA. I've noticed so many huge changes in my life...everything has improved since I started my sessions at SARA. I can't imagine where I'd be if I hadn't been given this amazing opportunity to receive counseling at SARA since I can't afford the regular fee for a counselor."*

## You Can Continue to Help SARA by

- ♥ Providing financial support, and asking your friends and family to join you
- ♥ Volunteering your time on the hotline and at events
- ♥ Bringing SARA to your civic group or workplace for free training
- ♥ Helping us build stronger relationships in schools and congregations
- ♥ Referring survivors and telling people about our programs

# Financials

Fiscal Year 2019-2020

## Revenue

State Grants from Government Agencies	78.6%
Fundraising	8.1%
Other Grants	12%
Miscellaneous & Investment Income	1.3%

**Total \$832,110**

## Expenses

Programs	80.7%
Management and General Services	16.3%
Fundraising	3%
<b>Total</b>	<b>\$931,146</b>

# Why Give This Year

## How you impact a survivor's life with your gift:

- ♥ You ensure there is access to hope through a 24-hour on-call advocate when survivors need one the most, over the phone and still on-site in critical cases
- ♥ You provide the capability for survivors to heal through tele-therapy when in-person counseling is not possible
- ♥ You enable prevention specialists to train schools, faith communities, and businesses remotely so they can work to prevent sexual assault from happening in the first place



# Thank you to our donors.

Community involvement, including gifts received between July 1, 2019—June 30, 2020, allows for community-level change. We could not do this work without your generous support.

Ada Harvey  
Adelaide King  
Aileen Bartels  
Alan and Joanne Rogol  
Alex Butterfield  
Alex Frey  
Alex Partridge  
Alison Kuhn  
Allison Thompson  
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Amanda Tempel  
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Amelia Wilt  
Angel Metro  
Ann and David Normansell  
Anna Emery  
Anne Burroughs  
Anne Carter  
Annette DeGregoria and Phil Grimm  
Anonymous

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Brian Nickel

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Carolyn Cullen  
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Charles Winkler  
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# Together We Provide Hope and Healing

Helene Downs  
Henry and Diane Bisgaier  
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Maxine Platzer Lynn Women's Center  
at UVA  
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Nancy Hopkins  
Nancy Ortiz  
Natalie Hillerson  
Nathalie Pincham  
Nathaniel Schneider  
Ned and Heidi Gumble  
Network For Good



***Every donation is  
fundamental in our work  
to end sexual violence  
and its impacts.***

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**Please bring errors or omissions to our  
attention and we will be prompt to  
correct our records.**

**Thank you for your generous support!**





Pictured (left to right): Coach Karen Walker, Becky Weybright, Bass Wolf, John Graham, Sue Graham, and Coach Craig Maniglia.



In September 2019, SARA was selected as the beneficiary of the fourth annual Hannah E. Graham Memorial Softball Tournament in Alexandria, VA. It was a great honor to celebrate Hannah's life in benefit of our vision for a community free from sexual violence.

"Hannah greatly enjoyed softball, playing for the Fort Hunt Federals, Mount Vernon Magic, and for the West Potomac High School varsity team, which she co-captained during her senior year, but before she played softball she briefly played Little League baseball with the boys, once making a memorable catch in left field. Hannah benefitted enormously from softball, and learned a great deal from all her coaches and her teammates.

The Hannah Graham Memorial Softball Tournament is the inspiration of some of these coaches and team-mates' parents. It is Hannah's softball family's way to remember Hannah, in a way that is pure Hannah: having fun, but with an important purpose, in this case increasing awareness in girls a little younger than Hannah of the need to be careful, and raising money for charitable causes.

The tournament is held annually in September, in the Alexandria region of Fairfax County, Virginia, and is open to local Under-16 and Under-18 teams, many of which played against Hannah's Mount Vernon Magic team."

—hannahgraham.virginia.edu