

# Impact Report Domestic Shelters.org

The first and only online & mobile searchable database with more than 2,800 domestic violence shelters and helpful knowledge in one place.

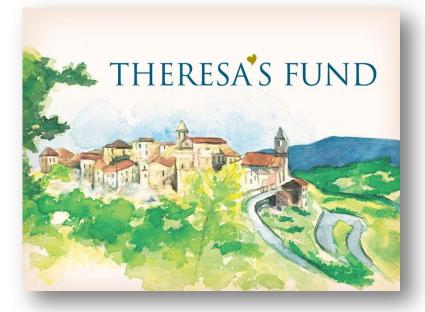
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Theresa's Fund is an Arizona 501(c)3 formed in 1992 to help prevent domestic violence. Its original focus was drastically improving shelter services in the state.

At a time 24 years ago when domestic violence wasn't yet a headline, Theresa's Fund



boldly raised awareness regionally and provided matching grants and fundraising consultation to help create some of the most robust shelters in the country.

But **the story really began many decades earlier** in the small mountain village of Agnone, Italy ...



... Theresa was **so badly abused as an infant**, Italian authorities took her away from her birth parents in 1952.

She was **adopted by caring American parents**, grew up normally and became a successful occupational therapy executive.

She **knew nothing of the abuse until years later** when, as an adult, she experienced hip pain and her doctor asked, while reviewing her x-rays, "When did you break your hip?"



The **revelation triggered Theresa to explore her youth**, a process that proved so traumatizing that it resulted in her loving marriage of 16 years suffering and dissolving.

## Her husband then committed the rest of his life to preventing domestic violence and Theresa's Fund was born.

Theresa healed, eventually embracing her namesake charity and died at

age 66 of cancer **the same week that DomesticShelters.org launched in 2014**, timely bringing into existence her wish to expand the impact of Theresa's Fund across the country.

# Before DomesticShelters.org, Theresa's Fund changed the shelter landscape in its state.



Expanded from a 24 bed shelter to a dual location 146 bed shelter, as a result of fundraising consultation and a \$500,000 grant from Theresa's Fund that required matching funds to be raised from first time donors.



Contributed first major donation that triggered additional large gifts to move this service for at-risk girls and young women from its rundown facilities to a new safe group home and award-winning Girls Leadership Academy.



Contributed \$100,000 and underwrote marketing materials for \$25 million capital campaign that renovated a downtown hotel into a 350-bed emergency shelter, job training and transitional living facility for homeless families.



Led the merger of two competing, underfunded shelters (hence the name "Emerge") and provided a \$500,000 grant to complete the consolidation to create a 130-bed domestic violence shelter during the Great Recession.

### **Our Organization**

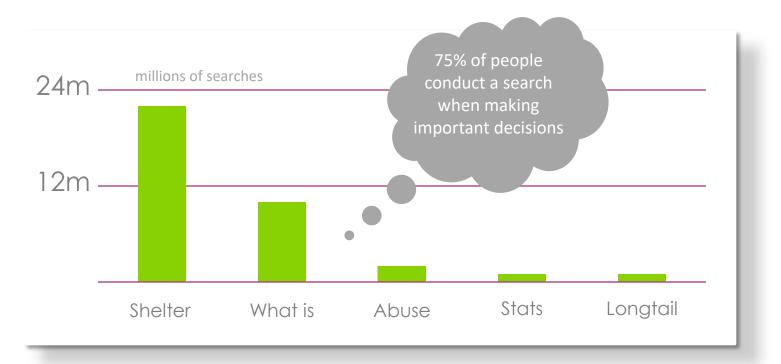
The Problem We Identified

# Actions survivors commonly take when planning to leave an abusive relationship.



The Problem We Identified

Even though 5x more searches occur than hotline calls, no central online domestic violence service existed.



Fact: There are 7 million hotline calls annually according to NNEDV and NDVH and 36 million searches for "domestic violence" terms (see keyword categories above) annually in the U.S., according to Google.

### The Problem We Identified

# While the Internet is full of information, a number of problems persisted.

- No central online service.
- Not all shelters have websites.
- Search can produce unhelpful listings.
- Right match often buried in search results.
- Insufficient data on shelters.
- Many sites not mobile-friendly.
- Finding help is confusing.
- Decision making becomes overly difficult.
- Too slow when time is of the essence.



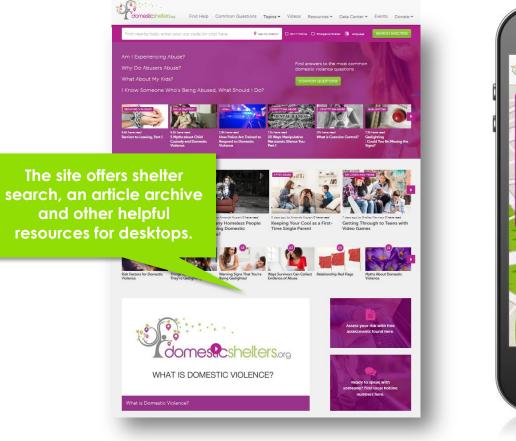


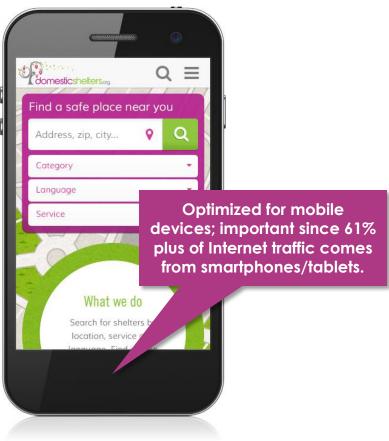
DomesticShelters.org is the first online and mobile searchable database of 2,801 shelters in the U.S. and Canada. The website contains 600+ articles, videos, surveys and other resources for victims and professionals.

**Every hour an average of 381 people visit the site** to find help, shelter, info and a better way forward.

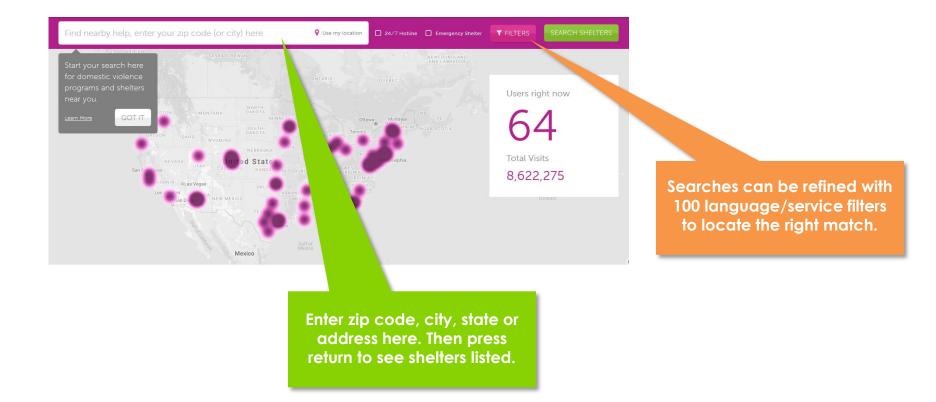
It is the **fastest growing among all major domestic violence websites**, helping 3.0 million visitors each year and growing at a rate of about 30% annually.

## Accessible on desktop, tablet & smartphone





## People search for help at DomesticShelters.org



# 2 They read and learn at DomesticShelters.org



Fact: More than 600 articles and content elements, adding 100 content elements annually.

S	h-Speed Internet L 29.99		NOW GE NCLUDING Office 365	TITALL ConturyLink Destroyer
Home > Domestic Vi	olance Books > Bacor	ming A Survivor		
Domesti	c Violenc	e Books		Find a safe place near you
Becoming	a Survivor			Address, zip, city 💡 🔍
-	-		CHANGE YOUR	247 Hotline Emergency Shelter
Survivors Survivors Guide Through DV and Here to Thrive In Its Alternach by Opena Schware	Ys My Lite New Tr's My Lite New Daring Over After an Abazire Relationshis by Ney Kenedy Dogen & Tager A New	HINGCARE A Banco of Anger A Nonen's Guide to Changing the Patterns of Internac. Ay Nersel Lense	Change Your Dire ty Cardie G. Areas	DAILY DEALS TO% 5
MORE	MORE	MORE	MORE	Teitter Feed "Unit to sign up for Battered Mother's Custody Conference: https://ico/ (851:clo83MP) https://ico/VPR191tein0n
Your Life After Your Life After Traumiz Powerful Practices to Reclaim Your Identity	Psychopath Free (Diganded Edition): Recovering from Emotionally Abu,	The 10 Lies You Learn Growing Up with DV and the Truths to Set You	The Gifts of Imperfection: Lat Go of Who You Think You're Supposed	♥ FOLLOW @DOMESTICSHELTERS
by Hohea Toserital	by Jackson Hackansia MORE	ly live f. Harie	by lines lines	
All Book Categ Abuse Survivor Stor Animal Cruelty Becoming a Survivo Child Custody Coercive Control Family and Friends	45	Identifying and Esc Incest and Child Al More Good Reads Relationships Spinitual Resources Teens and Childrer	buse	

Fact: Curated library of 90+ recommended books in 14 essential categories. When you were experiencing abuse, what did someone do that you found most helpful?

They helped me find or call a local DV advocate or shelter.	
They helped me financially.	
They accompanied me to court.	
They helped me come up with a safety plan for escape.	
They watched my pets for me when I left my abuser.	
They listened and supported me unconditionally.	
Unfortunately, none of my friends or family offered help.	
VOTE	
Results an	
They listened and supported me unconditionally.	245 votes
They listened and supported me unconditionally. Unfortunately, none of my friends or family offered help.	245 votes 199 votes
Unfortunately, none of my friends or family offered help.	199 votes
Unfortunately, none of my friends or family offered help. They helped me financially.	199 votes 96 votes
Unfortunately, none of my friends or family offered help. They helped me financially. They helped me come up with a safety plan for escape.	199 votes 96 votes 68 votes

Fact: Insights into what survivors experience; 20,000+ votes cast.

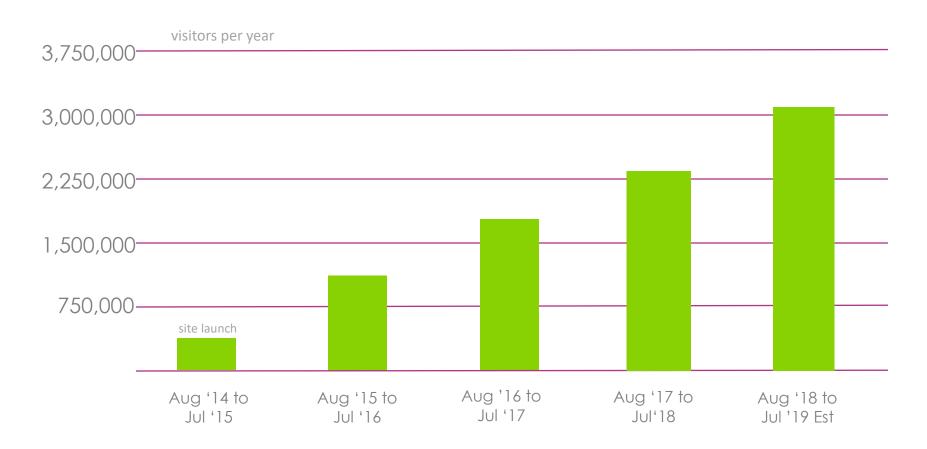
## 3 They socialize and help one another at DomesticShelters.org

The fastest growing web the US and Canada on the of domestic violence. Switchigh metothers read articles & f	e topic ndstats.	
domesticsh Community	✓ Sign Up ▼	Message ***
Timeline About	Notes Videos More •	
Search for posts on this Page	🔀 Status 🔄 Photo / Video 🕓 Offer , Event +	<b>8</b> , <b>•</b>
100% response rate, 2-hours response time Respond faster to turn on the badge	Write something	
as 39K likes +435 this week	Scheduled Posts     Next post scheduled for tomorrow at 7:00am. See	posts.
, all 103,686 post reach this week		
View Pages Feed See posts from other Pages	omesticshelters.org 9 hrs · ⊛	×
4. Invite friends to like this Page	9 ways to document abuse and be better prepared to pro a judge: https://goo.gl/UyDLIK.	ive your account to
Boost Your Page for \$15 Reach even more people in United States Promote Page	Why You Should Doct Keeping a diay of domstic- both physical and seem like the last type of reco like to collect. The truth is th documentation cam.	riolence non-physical—may rd a survivor would
BOUT >	DOMESTICSHELTERS.ORG	
<ul> <li>Find domestic violence programs/shelters in US/Canada, plus helpful info for those experiencing abuse or those looking to help others experiencing abuse.</li> </ul>	15,553 people reached	▶\$24.08 Left
Typically replies within a few hours	In Like Comment A Share	Top Comments *

- 120,000+ Facebook followers in 52 months, in addition to presence on all leading social platforms
- 600,000+ likes, shares or comments in 52 months; 320 likes, shares and comments per day
- Best Facebook engagement level of any national DV organization; visit our Facebook page and compare
- High engagement demonstrates
   unmet needs being served

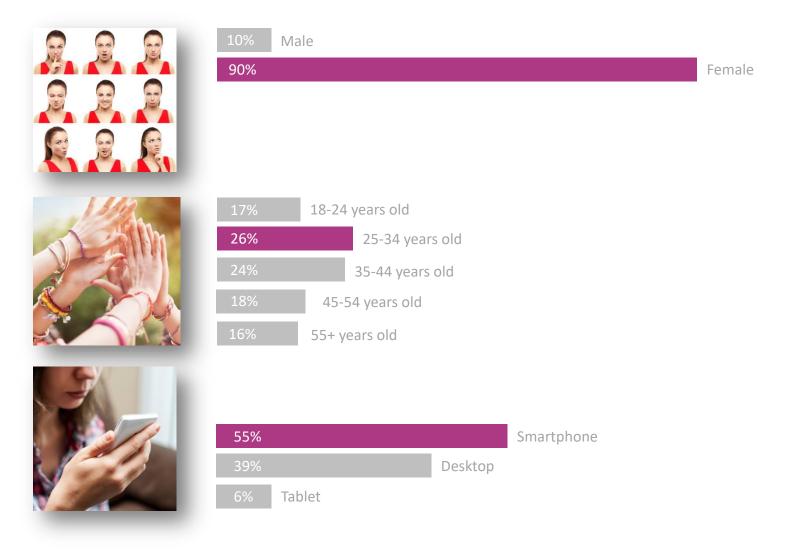
By the Numbers

# Traffic growth speaks to unmet need that exists and is beginning to be addressed.



By the Numbers

## Who visits DomesticShelters.org?



By the Numbers

# They come from everywhere. Violence and the need for help knows no boundaries.

1.	(not set)	150,978	(2.79%)
2.	New York	133,257	(2.47%)
3.	Chicago	128,827	(2.38%)
4.	Los Angeles	93,134	(1.72%)
5.	Dallas	84,994	(1.57%)
6.	Atlanta	81,062	(1.50%)
7.	Houston	67,591	(1.25%)
8.	Washington	63,686	(1.18%)
9.	Boston	48,180	(0.89%)
10.	London	47,059	<b>(0.87%)</b>
11.	Seattle	46,823	<b>(0.87%)</b>
12.	San Francisco	46,643	<b>(0.86%)</b>
13.	Phoenix	45,771	(0.85%)
14.	Charlotte	40,552	(0.75%)
15.	Philadelphia	39,084	<b>(0.72%)</b>

		visits by city	
16.	Nashville	38,073 (0.3	70%)
17.	Denver	35,858 (0.0	66%)
18.	Detroit	34,737 (0.	64%)
19.	Orlando	33,920 (0.	63%)
20.	Minneapolis	32,106 (0.5	59%)
21.	San Antonio	30,556 (0.	57%)
22.	Toronto	<b>26,250</b> (0.4	49%)
23.	Austin	<b>25,931</b> (0.4	48%)
24.	Indianapolis	<b>24,395</b> (0.4	45%)
25.	Portland	<b>24,132</b> (0.4	45%)
26.	San Diego	23,772 (0.4	44%)
27.	Columbus	<b>23,453</b> (0.4	43%)
28.	Miami	<b>23,301</b> (0.4	43%)
29.	Sydney	<b>23,149</b> (0.4	43%)
30.	Omaha	<b>21,543</b> (0.4	40%)

visits by city

Fact: People from more 14,962 cities, and every country in the world, have visited the website.

### By the Numbers

# And we help them find resources that match their preferred location and needs.



About 10% of the people visiting the website use the search tool. Over 4.5 million domestic violence programs & shelters have been presented to visitors who used our search tool.



About 90% visit the website to learn by reading articles, watching videos, reviewing survey results, books and stats, using assessment tools, and tapping into other informative resources. Survey of Professionals and Survivors



Recently a **survey of 250 survivors**, **professionals serving survivors** and others interested in domestic violence was conducted to obtain additional data on DomesticShelters.org, including people's views about the website and their experiences with the website.

The survey results appear on the next seven pages. Among the significant

findings is that respondents said DomesticShelters.org provides the most value to survivors of any key national domestic violence organization website. And that DomesticShelters.org is considered one of the most important new national resources developed in the last five years. How many times have you visited the website in the last year? When you visited the website, did you find it helpful?

22.4 times

Average rate of all respondents

94% yes

# In what ways have you found it most helpful?

#### 88%

Read articles, checklists and other content

#### 63%

Signed up for weekly email newsletter

#### 58%

Found a shelter, hotline or other DV organization

#### 38%

Participated in a survey

#### 34%

Researched statistics

#### 34%

Liked, commented or shared social media posts

#### 32%

Discovered recommended books to read

Did you find the information on the website to be high quality?

> 97% yes

Was the information on the website relevant to your needs/interests?

> 95% yes

Did you find the searchable database of 2,801 programs and shelters in the U.S. and Canada helpful?



24% Helpful

Has the website made it faster and easier to find the resources you need? Have you shared knowledge you found on the website with others?

86% yes

79% yes

Does the website offer information not readily available previously? Is it one of the most important national resources launched in the last 5 years?

> 93% yes

93% yes

# Wish List Program

Making Wish List Management and Gift Giving Easier

## The Problem: Lack of wish list automation mutes giving

There are 2,700 shelter wish lists scattered around the U.S. Some live on shelter web sites as textual lists. Others can only be accessed by contacting a shelter. Both methods create giving barriers because purchasing and delivering items requires a logistical commitment by a donor, as well as their time/money.



# The Solution: Turnkey online platform makes giving easy

What if all 2,700 wish lists were in one online place like DomesticShelters.org? And in a few clicks, donors could select the items they wanted to give, make the purchase and have delivery automatically arranged?



That's exactly what we've created. A free online system that allows each shelter to build a custom wish list, publish that wish list, and allow their donors to make purchases online that are then automatically delivered to the shelter!

## In the first 18 months 392 shelters in 50 states have turned their wish lists into automated online stores.



More than 2,100 items have been donated already valued at over \$50,000. What's more, shelters find the management of wish lists faster and easier.

Easier to update with new needs, the ability to specify products that are needed (thus eliminating misfit donations that cannot be used), easier to promote and easier to coordinate deliveries.

And above all, easier to generate donations that keep shelters running optimally.

Wish List Program

## In a few clicks, a 1 shelter creates its custom wish list.

chasing an item is a great v iutomatically sent directly	tems needed by DOVES Program way of knowing exactly how you to this organization. Shipping is o help victims create a better fut	r contribution is being used, si free on any order exceeding \$8	nce any item you purchase wi 50. DomesticShelters.org grea
REE SHIPPING ON WISH L	IST PURCHASES OVER \$50.		f 💟 🐼 🔜 🔛
all All	Q Items (ex. blankets		Sort By Most Urgent
		and a second	Z
Charmin Ultra Soft Toilet Paper (48	KitchenAid 17-Piece Tools and Gadge	Measuring Spoon Set, Set of	Nordic Ware Reusable Microwave Safe
\$21.75	\$40.12	\$6.80	\$16.56
0			
Nordic Ware Reusable Microwave Safe	Resource for Cooking Can Opener	Rubbermaid 7N98 Easy Find Lid Food	T-fal Anodized Nonstick Pots & Pans
\$10.23	\$7.99	\$20.42	\$84.99
	4pack		10000
NZER AUGUSTATION DE LE			
Hefty Tall Kitchen Drawstring Trash	Pacific Linens Bath Towels	Pacific Linens Hand Towels	Pacific Linens Wash Cloths
\$13.99	\$34.99	\$11.99	\$15.99

## **Donors** choose 2 items to buy.

Item Options		×
	KitchenAid 17-Piece Tools and Gadget Set, Black <b>\$40.12</b> Size: 17-Piece Set, Color: Black T Oty. 1	

Tota

\$40.12

\$40.12

\$10.00

TBD

\$6.34

\$56.46

1

Subtotal

Shipping

Handling

Taxes

🐂 DOVES Program Upon KitchenAid 17-Piece Tools and Gadget Set, Black \$40.12 Size: 17-Piece Set Color: Black checkout # FREE SHIPPING ON WISH LIS items are

3

## are automatically delivered to the shelter.

### Wish List Program

# But Don't Take Our Word For It

• "I find your [Facebook] page helpful. It helps me heal when I post comments."

- Noelle

- "Having a resource such as this is something I prayed for back when I was in an abusive relationship. Use this resource & be thankful for having it, for there was a time (not too long ago), when help was not easily available!" - Dawne
- "That's awesome! You're literally saving lives @domesticshelters."
   Stephani
- "As a former domestic violence counselor, this is a website I turn to if I've forgotten something. Your information is spot on. Keep it up."
   Kat
- "I'm writing to thank you for the excellent work your organization has done in promoting awareness and resources for survivors of domestic violence."
   - Lynne

- "I got support and advice from reading the articles and eventually pressed charges against my ex and have negotiated the legal system better prepared and informed with the information I got from your site."
   Anonymous
- "I have provided the staff at our shelter with the resource lists to go through and expand on our own resources."

- Tracey

- "I'm still married to him, but it has helped me realize I can't live with him."
   Sue
- "The database has made providing referrals to programs in other areas much easier. I have also learned valuable information from the articles."
   - Nancy
- "Made me realize that I want to live."

- Anonymous

- "The information you publish gives victims words for what they are experiencing. This for me is very empowering. When I know what and why, I am able to start asking how to change something."
   Dee
- "We use your site all the time! We reference it daily to help people find assistance in their area if we can't help or they are outside of our area." Shelter representative in Idaho
- "@domesticshelter just wanted to say your site/concept is an excellent idea; we'd love to see something like it in every country!"
   The Empowerment Network Uk
- "We use your site all the time. Your articles are very relevant, spot on, trauma-informed. Other resources don't quite get it, but you do."
   Denise, shelter representative in Ohio
- "I've learned so much. A great help. Has all put words to that which I could see but hadn't the words to what I see. Advice is so appreciated."

   Mary

### Testimonials

Thank You!