



Impact Report DomesticShelters.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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Our Story

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.



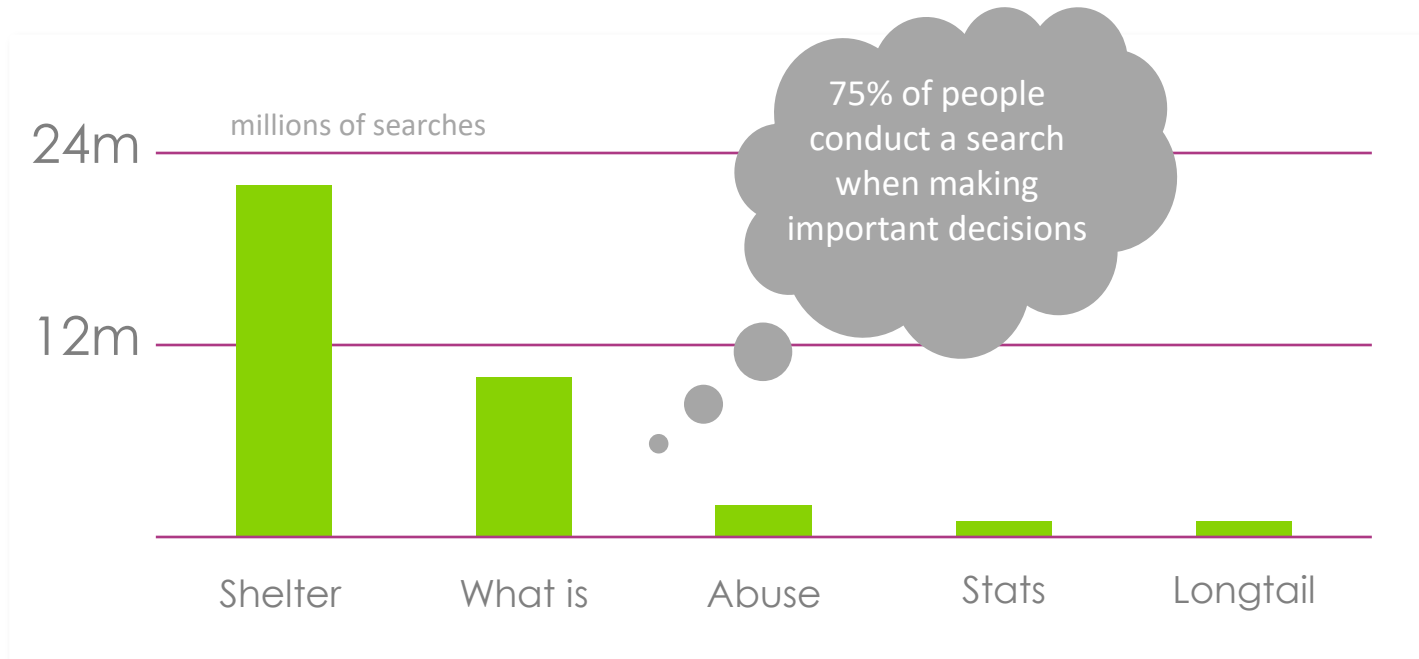
Led the merger of two competing, underfunded shelters (hence the name "Emerge") and provided a \$500,000 grant to complete the consolidation to create a 130-bed domestic violence shelter during the Great Recession.

The Problem We Identified

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



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.

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.

**The Solution
We Created**



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.

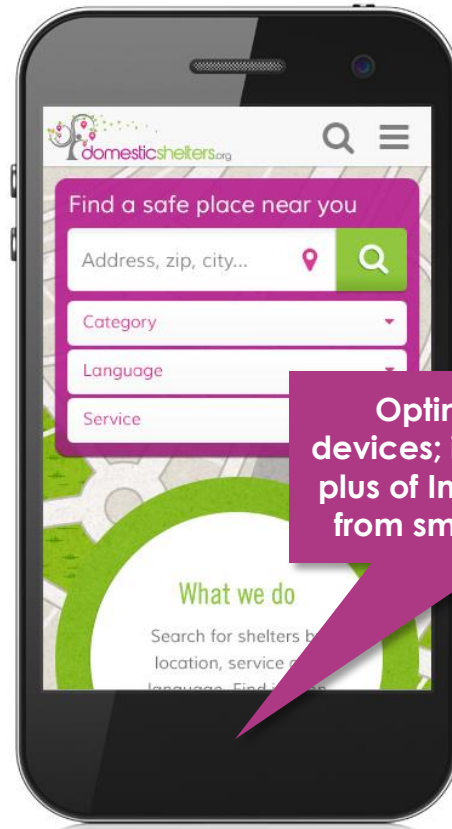
Every hour an average of 381 people visit the site to find help, shelter, info and a better way forward.

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



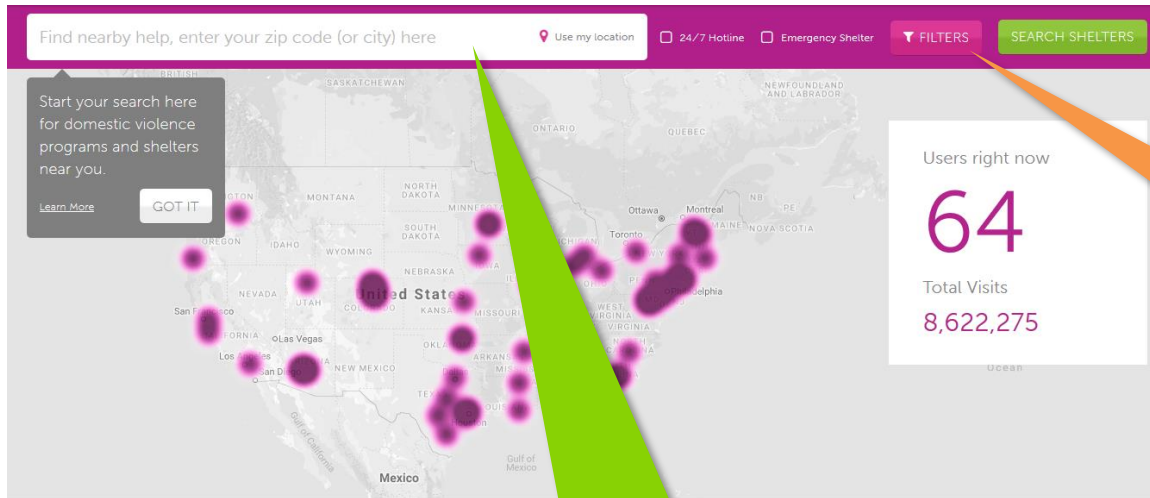
The site offers shelter search, an article archive and other helpful resources for desktops.



Optimized for mobile devices; important since 61% plus of Internet traffic comes from smartphones/tablets.

1

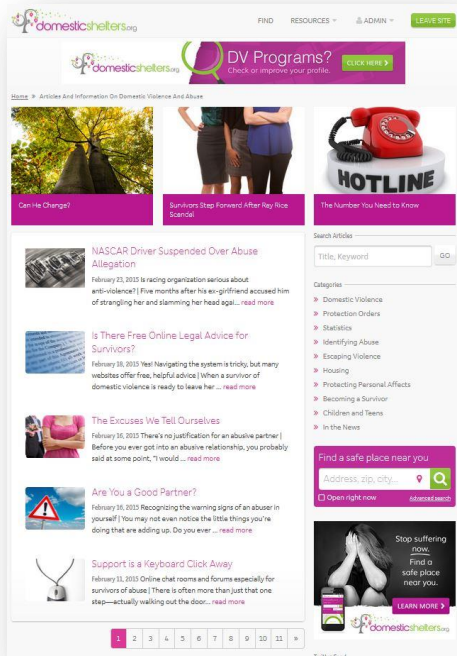
People search for help at DomesticShelters.org



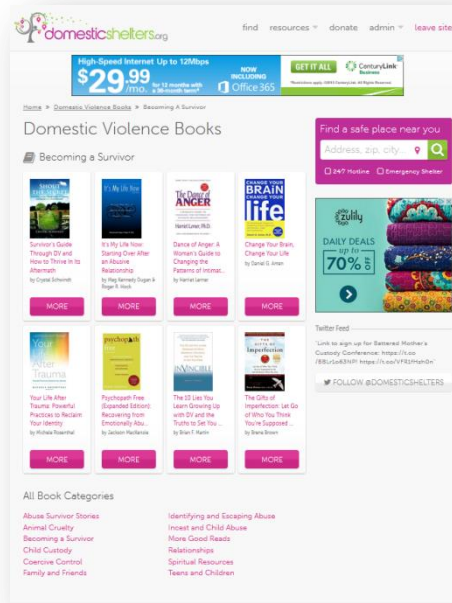
Searches can be refined with 100 language/service filters to locate the right match.

Enter zip code, city, state or address here. Then press return to see shelters listed.

2 They read and learn at DomesticShelters.org



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



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

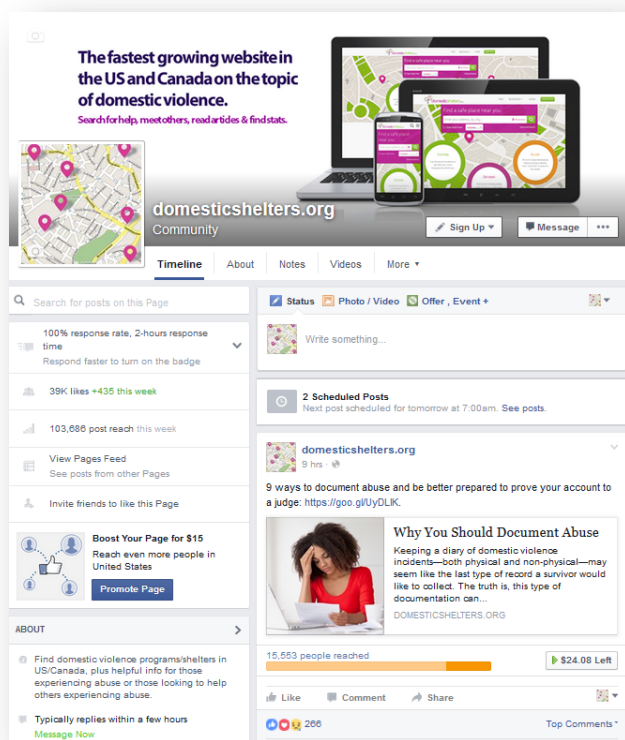
Results

They listened and supported me unconditionally.	245 votes
Unfortunately, none of my friends or family offered help.	199 votes
They helped me financially.	96 votes
They helped me come up with a safety plan for escape.	68 votes
They helped me find or call a local DV advocate or shelter.	46 votes
They accompanied me to court.	41 votes
They watched my pets for me when I left my abuser.	13 votes

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

3

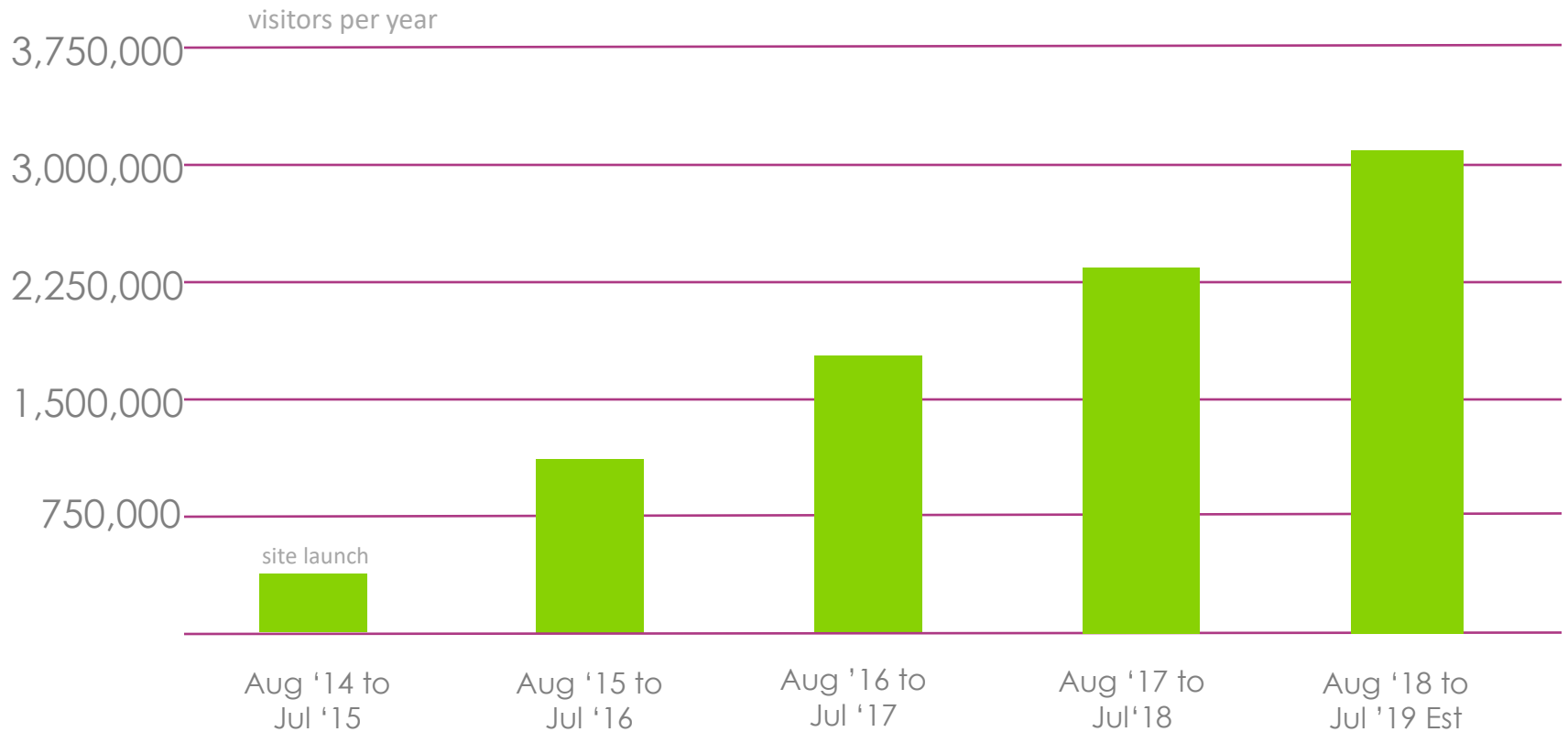
They socialize and help one another at DomesticShelters.org



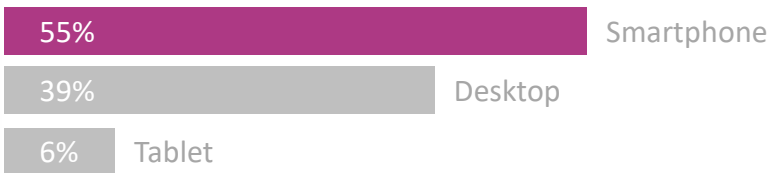
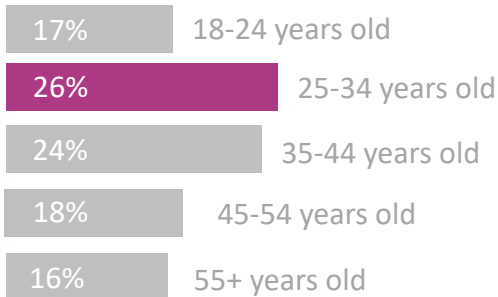
- 120,000+ Facebook followers in 52 months, in addition to presence on all leading social platforms
- 600,000+ likes, shares or comments in 52 months; 320 likes, shares and comments per day
- Best Facebook engagement level of any national DV organization; visit our Facebook page and compare
- High engagement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

By the Numbers

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



Who visits DomesticShelters.org?



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

visits by city

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 (0.87%)
11. Seattle	46,823 (0.87%)
12. San Francisco	46,643 (0.86%)
13. Phoenix	45,771 (0.85%)
14. Charlotte	40,552 (0.75%)
15. Philadelphia	39,084 (0.72%)

16. Nashville	38,073 (0.70%)
17. Denver	35,858 (0.66%)
18. Detroit	34,737 (0.64%)
19. Orlando	33,920 (0.63%)
20. Minneapolis	32,106 (0.59%)
21. San Antonio	30,556 (0.57%)
22. Toronto	26,250 (0.49%)
23. Austin	25,931 (0.48%)
24. Indianapolis	24,395 (0.45%)
25. Portland	24,132 (0.45%)
26. San Diego	23,772 (0.44%)
27. Columbus	23,453 (0.43%)
28. Miami	23,301 (0.43%)
29. Sydney	23,149 (0.43%)
30. Omaha	21,543 (0.40%)

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

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?

22.4
times

Average rate of all respondents

When you visited
the website, did
you find it helpful?

94%
yes

In what ways have you found it most helpful?



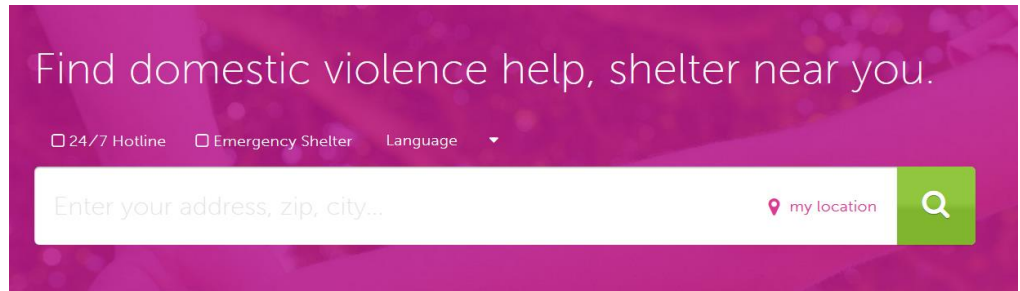
Did you find the information on the website to be high quality?

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?



95%
yes

49% Very Helpful

22% More Than Helpful

24% Helpful

Has the website
made it faster and
easier to find the
resources you need?

86%
yes

Have you shared
knowledge you
found on the
website with others?

79%
yes

Does the website offer information not readily available previously?

93%
yes

Is it one of the most important national resources launched in the last 5 years?

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.



1. Difficulty finding each shelter wish list online/offline.



2. Go to physical or online store to purchase item.



3. Contact shelter to arrange time to deliver item.



4. Make time to drive to shelter to deliver item.



5. Deliver item to shelter.

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?



1. Make 3,000 shelter wish lists available on one website.



2. Donor clicks to purchase items, completing their giving in seconds.



3. Amazon delivers to shelter with no shipping costs.

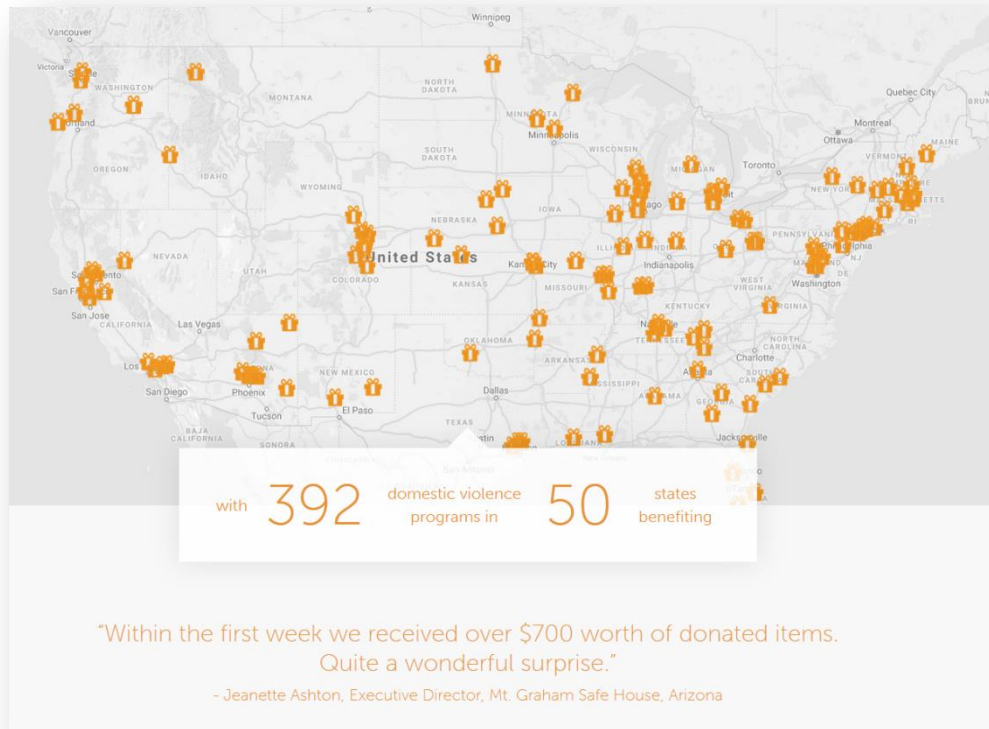
That's exactly what we've created. A free online system that allows each shelter to build a custom wish list, publish that wish list, and allow their donors to make purchases online that are then automatically delivered to the shelter!

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

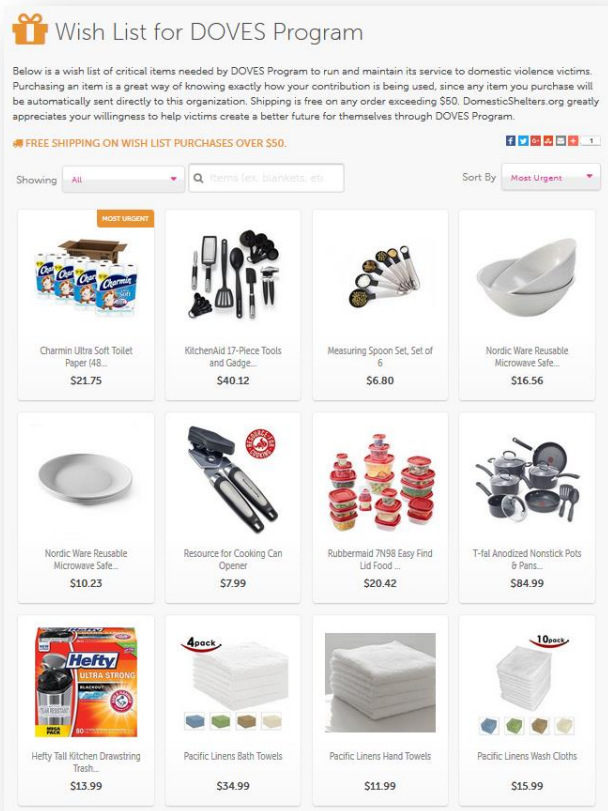
More than 2,100 items have been donated already valued at over \$50,000. What's more, shelters find the management of wish lists faster and easier.

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.

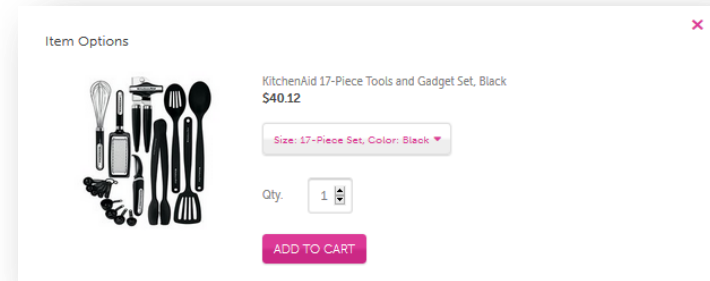
And above all, easier to generate donations that keep shelters running optimally.



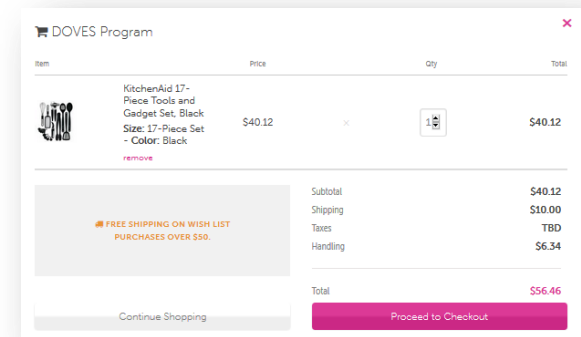
1 In a few clicks, a shelter creates its custom wish list.



2 Donors choose items to buy.



3 Upon checkout items are automatically delivered to the shelter.



**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

Thank You!