



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 29 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 Arizona.



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.



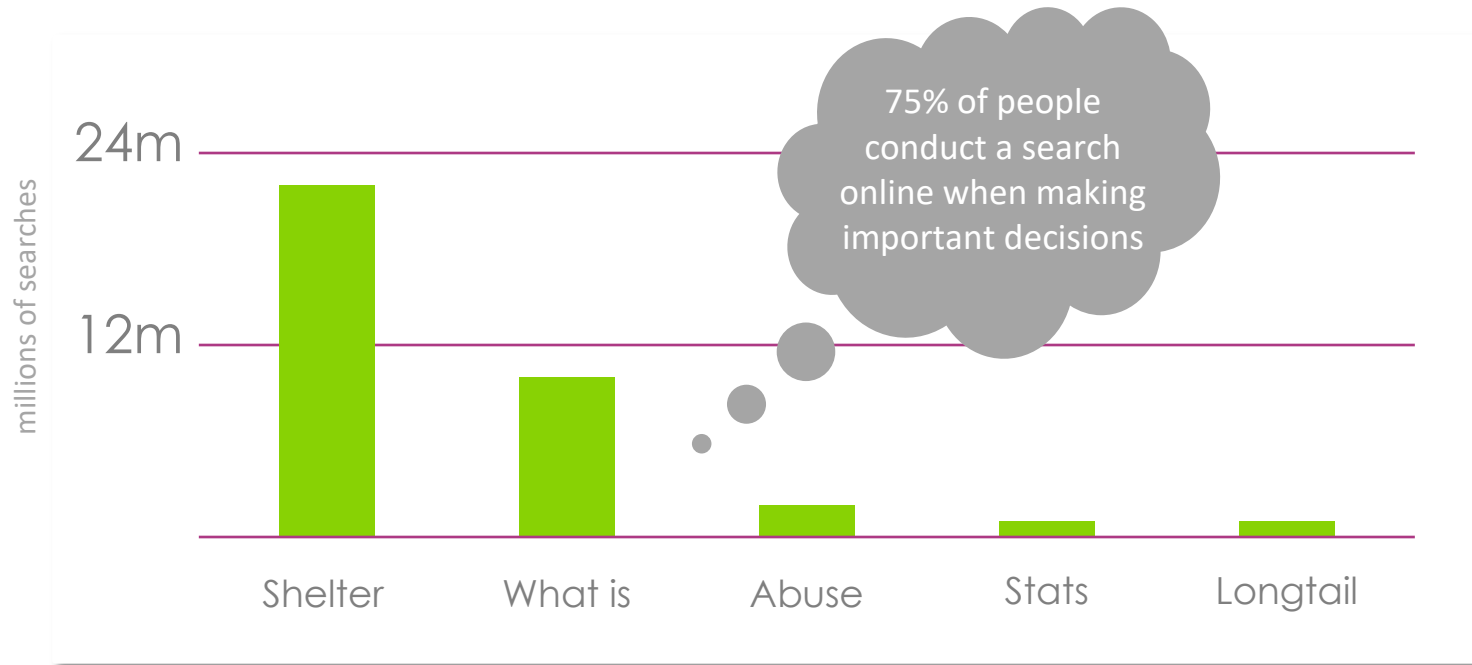
Led the merger of two competing, underfunded shelters (hence the name "Emerge") and provided a \$500,000 grant to complete the consolidation to create a 130-bed domestic violence shelter during the Great Recession.

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.

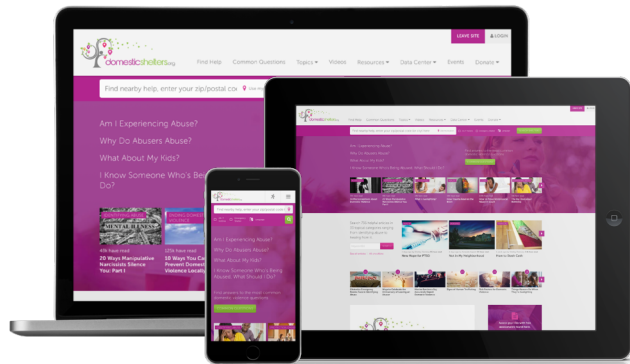


Fact: There are over 7 million hotline calls annually according to NNEDV and NDVH and 36 million searches for “domestic violence” terms (see keyword categories above) annually in the U.S., according to Google.

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.
- Best match often buried in search results.
- Insufficient data on shelters.
- Many shelter websites not mobile-friendly.
- Finding help can be 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 2,800+ shelters** in the U.S. and Canada.

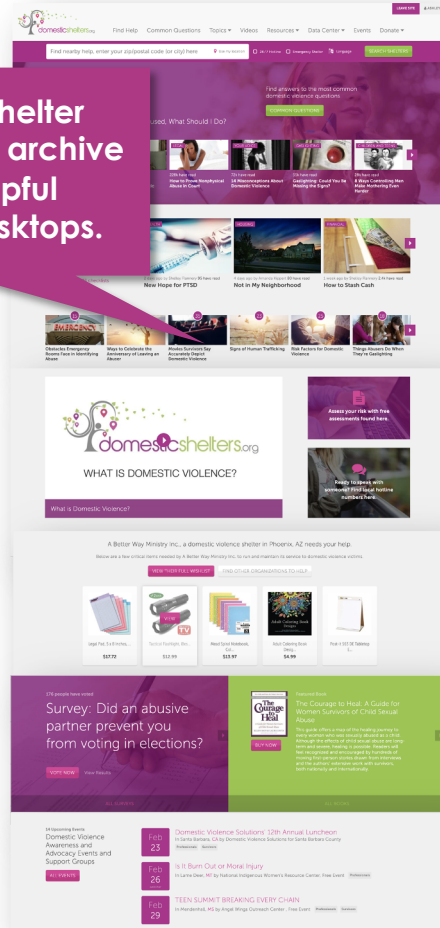
The website **contains 800+ articles, surveys and other resources** for victims and professionals.

Since 2018, **an average of 297 per hour visit the site** to find help, shelter, info and a better way forward.

It is one of the **busiest domestic violence websites** in the world, helping an average of 2.6 million people 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 because 56% of Internet traffic comes from smartphones/tablets.

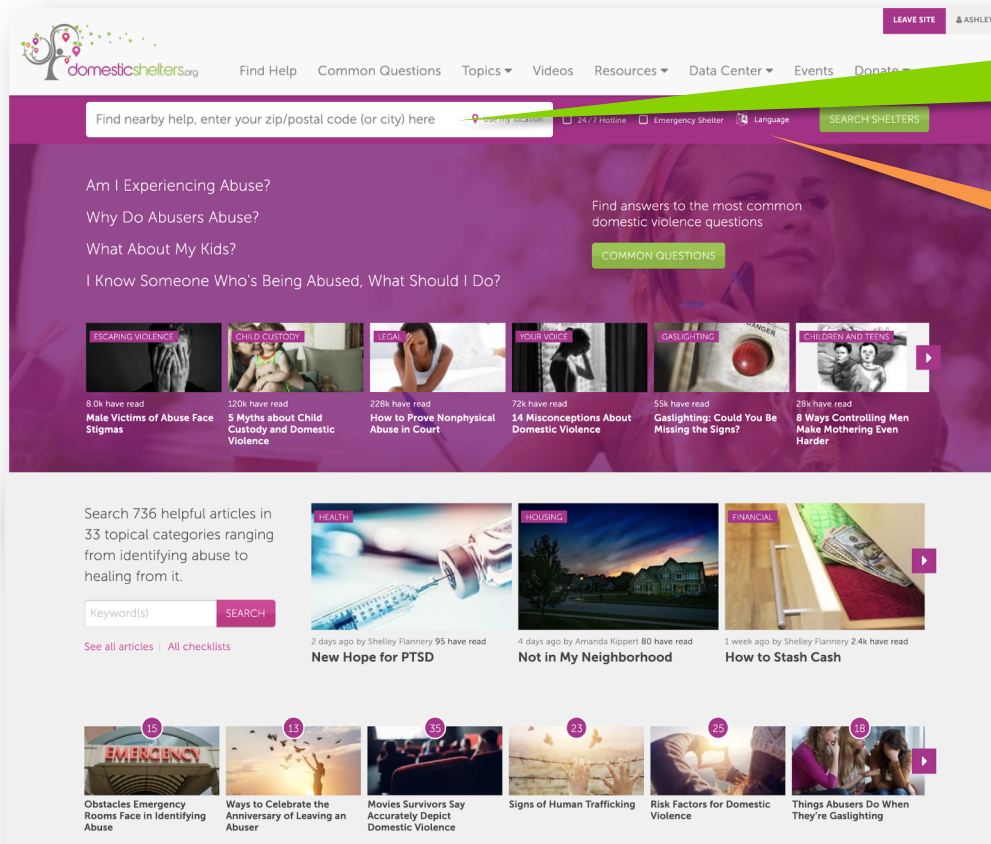
The Solution We Created

1

People search for help at DomesticShelters.org

Enter zip code, city, state or address here. Then click **SEARCH SHELTERS** to see shelter listings.

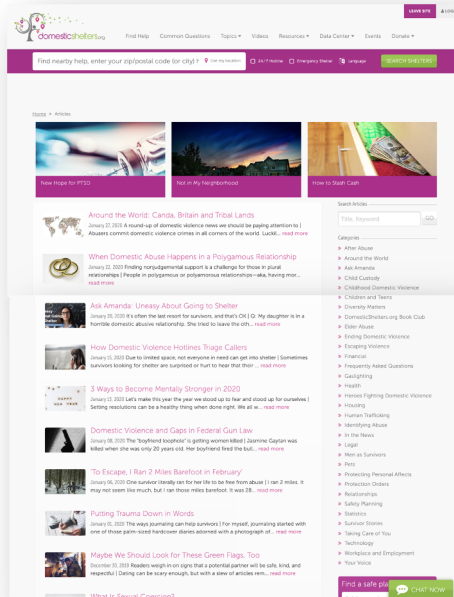
Searches can be refined with 100 language/service filters to locate the right match.



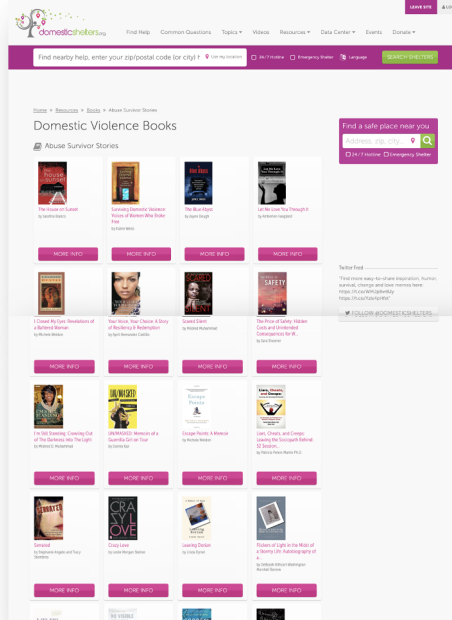
Fact: 15% of the site visits come from people looking to find a shelter.

The Solution We Created

2



Fact: 800+ articles on the website,
100+ new articles added annually.



Fact: Curated library of 100+ recommended books in 16 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

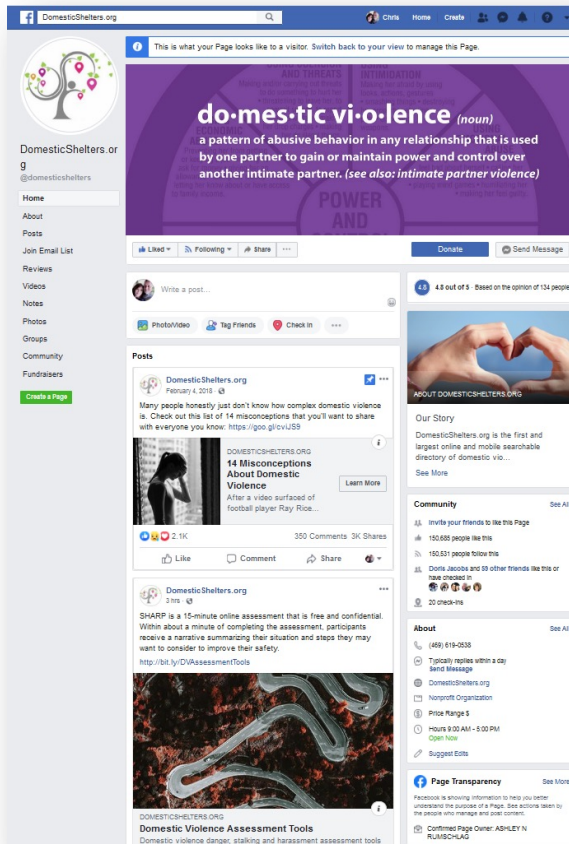
They watched my pets for me when I left my abuser. 13 votes

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

The Solution We Created

3

They socialize and help one another at DomesticShelters.org



- 160,000+ Facebook followers, in addition to strong presence on all leading social platforms.
- 18,000+ likes, shares or comments in each month; 600+ likes, shares and comments per day. (80% growth over previous year)
- Best Facebook engagement level of any national DV organization; visit our Facebook page and compare.
- High engagement demonstrates unmet needs being served and the high quality of our content.

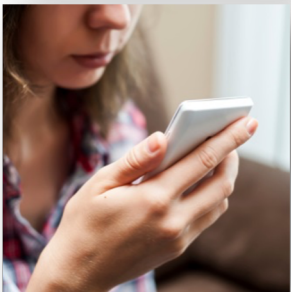
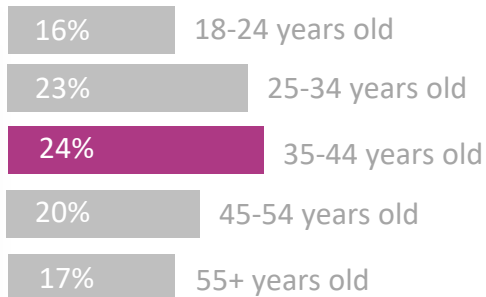
By the Numbers

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



**12.1 million people have visited
DomesticShelters.org, viewing
28.4 million pages.**

Who visits DomesticShelters.org?



They come from everywhere. The need for help knows no boundaries.

sessions by city

1.	(not set)	317,711	(3.20%)
2.	Chicago	306,363	(3.09%)
3.	New York	234,641	(2.36%)
4.	Los Angeles	160,649	(1.62%)
5.	Dallas	155,354	(1.57%)
6.	Atlanta	145,299	(1.46%)
7.	Houston	115,063	(1.16%)
8.	Washington	103,569	(1.04%)
9.	London	86,877	(0.88%)
10.	Phoenix	83,753	(0.84%)
11.	Seattle	83,290	(0.84%)
12.	Nashville	74,333	(0.75%)
13.	San Francisco	73,992	(0.75%)
14.	Charlotte	73,406	(0.74%)
15.	Boston	72,747	(0.73%)

16.	Philadelphia	65,548	(0.66%)
17.	Denver	63,035	(0.64%)
18.	Orlando	60,228	(0.61%)
19.	Minneapolis	59,252	(0.60%)
20.	Austin	54,689	(0.55%)
21.	Toronto	52,956	(0.53%)
22.	Detroit	51,174	(0.52%)
23.	San Antonio	49,051	(0.49%)
24.	Columbus	46,904	(0.47%)
25.	Sydney	45,366	(0.46%)
26.	San Diego	45,220	(0.46%)
27.	Portland	43,390	(0.44%)
28.	Miami	41,633	(0.42%)
29.	Indianapolis	41,096	(0.41%)
30.	Melbourne	40,144	(0.40%)

Fact: People from 15,735 cities, and every country in the world, have visited DomesticShelters.org.

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

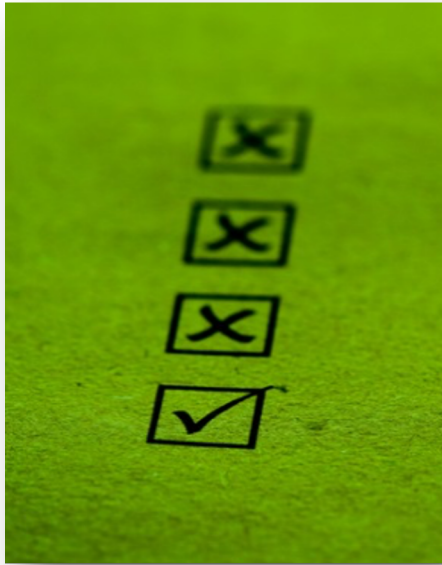


About 17% of the people visiting the website use the search tool. **Over 10.2 million domestic violence programs & shelters have been presented to visitors who used our search tool.**



About 83% of the people visiting the website do so to learn by reading articles, reviewing survey results, books recommendations and stats, using assessment tools, and tapping into other informative resources.

Survey of Professionals and Survivors



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?

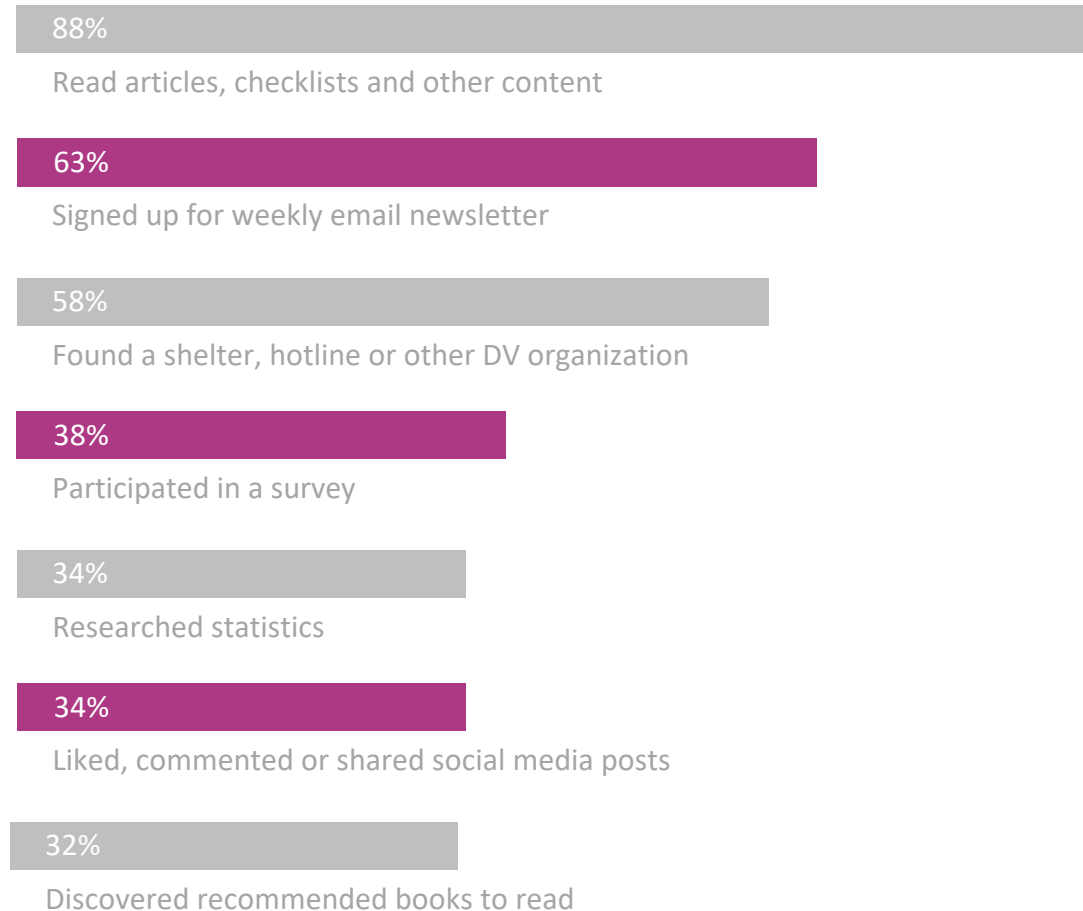
22.4
times

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
programs
and shelters in
the U.S. and
Canada
helpful?

Find domestic violence help, shelter near you.

☐ 24/7 Hotline ☐ Emergency Shelter Language ▼

Enter your address, zip, city... 📍 my location 🔍

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 slows giving

There are 2,400+ shelter wish lists scattered around the U.S. Some can be found on shelter websites as textual lists. Others can only be obtained by contacting a shelter. Both methods create giving barriers because purchasing and delivering items requires a logistical commitment by a donor, in addition to their time & money.



1. Search for a shelter's wish list online/offline.



2. Visit physical or online store to purchase item.



3. Contact shelter to arrange time to deliver item to a secure location.



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



5. Deliver item to shelter's preferred drop off location.

The Solution:

Turnkey online platform makes giving easy

What if all 2,400+ 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 2,400 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 precisely what we've created. A free online system that allows each shelter to build a custom wish list, publish that wish list and enable their donors to make purchases online that are automatically delivered to the shelter!

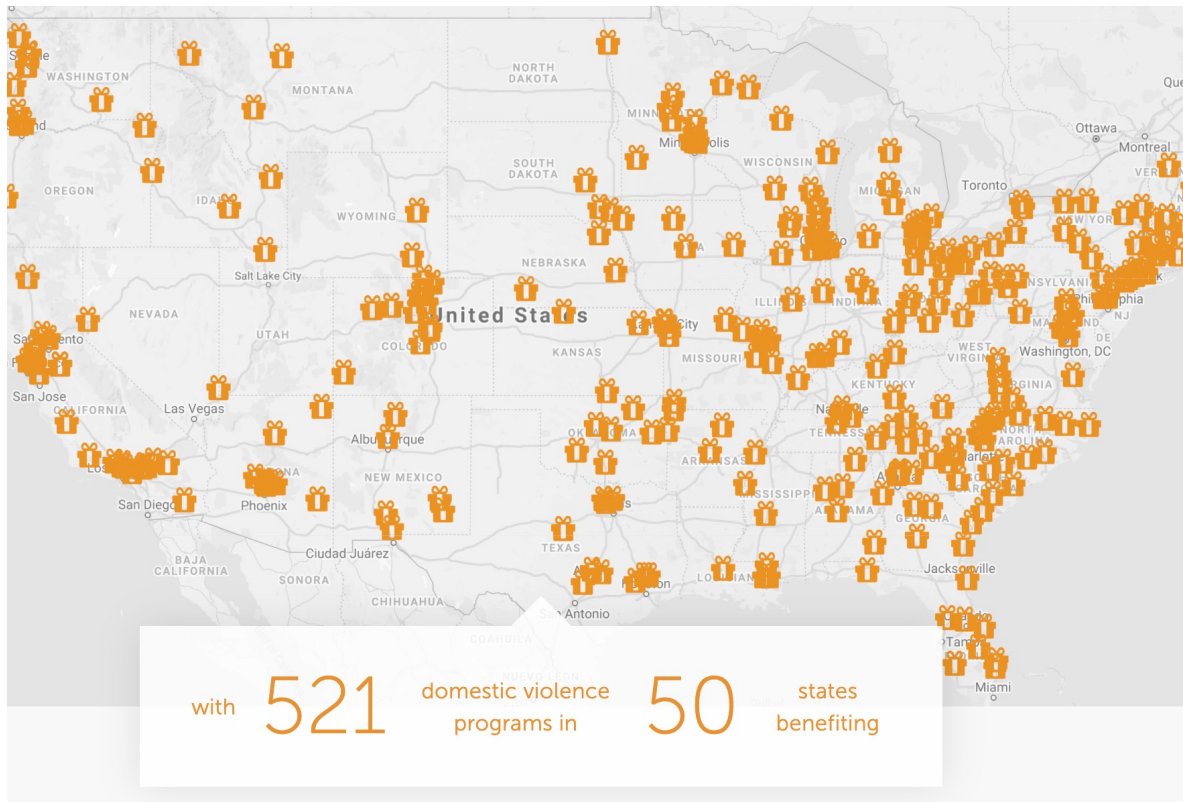
Since launching in 2016, 521 shelters in all 50 states have turned their wish lists into automated online stores.

More than 5,942 items have been donated valued at over \$169,000.

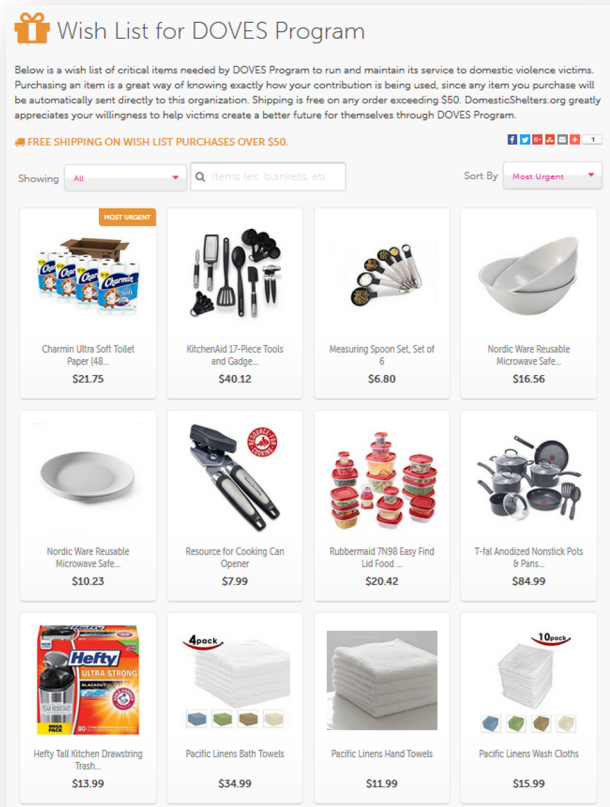
What's more, shelters find the management of wish lists faster and easier:

- Easier to update with new needs
- Ability to specify products that are needed (eliminates misfit donations that cannot be used)
- Easier to promote and easier to coordinate deliveries.

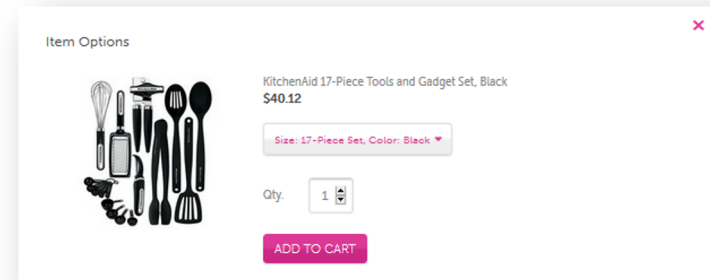
And above all, easier to generate donations that keep shelters running optimally.



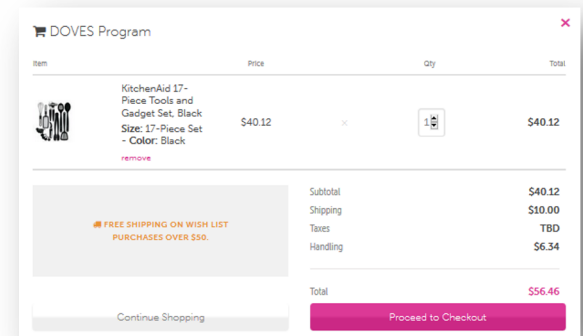
1 In a few clicks, a shelter creates its custom wish list.



2 Donors choose items to buy.



3 After 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 wanted to tell you that I find the DomesticShelters emails that you send to be extremely helpful, relevant, well documented, and written in ways that are comforting to the victims of DV. In fact, I am picking up a lady tomorrow morning with whom I've been working, to take her to Women Helping Women. I have a number of articles from the DS emails that I have printed and will give to her. I really appreciate all you do to help women and others caught in the trap of domestic violence.”
- Paula, shelter Executive Director in Ohio
- “You do amazing work. I find your website engaging.”
-Meira, hotline director in New York
- “[DomesticShelters.org] contains information on how to stay safe. Validated my experience which helped me stay psychologically and emotionally strong. Provides lots of educational information. Education is power.”
-Cathy

- “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.”
- Anonymous, 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!