



# RAINNN

## ANNUAL REPORT



Fiscal Year  
2021

# RAINN

If you or someone you know has experienced sexual violence, you are not alone. Visit the National Sexual Assault Hotline for help.  
800.656.HOPE | [online.rainn.org](https://online.rainn.org)

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More than 2.5 million people helped since 1984

America's Largest Anti-Sexual Violence Organization  
**Helping Survivors. Educating the**

National Sexual  
Assault Hotline  
1-800-678-8898

# LETTER FROM LEADERSHIP

Dear Friend,

At the start of Fiscal Year (FY) 2021 (June 1, 2020 - May 31, 2021), RAINN had been operating remotely for just over two months. Like many other organizations around the world that had shifted their operations quickly due to the Covid-19 outbreak, we never dreamed that the entirety of the year would take place virtually.

What at first seemed like temporary measures became the new way of getting work done on behalf of survivors of sexual violence. As Covid-19 took hold, our Victim Services and Technology teams worked quickly to ensure the National Sexual Assault Hotline and our other victim services could continue to serve survivors and their loved ones uninterrupted, with the same high quality and convenience. Our Research team analyzed what our support specialists were hearing on the hotlines to help us better advocate for survivors, particularly children, during this precarious time, while our Policy team used that knowledge to lobby state legislatures and Congress via Zoom. Our Communications and Development teams rolled out an enhanced digital fundraising and awareness program, regularly convening experts, survivors, and special guests virtually to share what we'd learned and help our community better support the survivors in their lives. While our Consulting Services team developed completely new virtual training and assessment delivery models to help ensure our expertise continued to be disseminated even if travel was no longer an option. At the same time, our Human Resources team worked to make sure we could all continue our critical work uninterrupted and supported.

Thanks to the innovation and determination of our team members, we celebrated a long list of firsts in FY 2021. We launched our first digital political action center, helping our community of more than 100,000 weigh in with their legislators with a click of a mouse or a touch of their finger. We launched a new mobile app to make connecting with the National Sexual Assault Hotline and self-care resources easier than ever. We held our first virtual benefit concert, Voices for RAINN, featuring some of the brightest stars of stage and screen. And we served more than 316,000 people across our victim service programs.

**None of this would have been possible without you.** You and thousands of passionate people like you stepped up, increased your donations, pledged more volunteer hours, and stopped in to help in so many other ways. Thank you for supporting RAINN and survivors of sexual violence.

Best regards,



Scott Berkowitz  
President & Founder

# ABOUT RAINN

RAINN, the nation's largest anti-sexual violence organization, created and operates the National Sexual Assault Hotline (800.656.HOPE and [online.rainn.org](http://online.rainn.org)) and operates the DoD Safe Helpline for the Department of Defense (DoD). RAINN also carries out programs to prevent sexual violence, educate the public, help organizations improve their prevention and response programs, and ensure that perpetrators are brought to justice.

Since 1994, RAINN has helped more than

**3.7**  
MILLION

survivors of sexual violence and their loved ones.

RAINN has a four-pronged approach to addressing the issue of sexual violence in America:



**Supporting survivors**



**Educating the public**



**Improving public policy**



**Sharing expertise**

# SUPPORTING SURVIVORS

RAINN provides free, confidential, 24/7 advice, information, and support to survivors and loved ones affected by sexual violence.

**IN FY 2021:**

More than  
**316,000**  
survivors and loved ones served

**3%**  
increase in visitors over FY20

More than  
**36,000**  
volunteer hours contributed

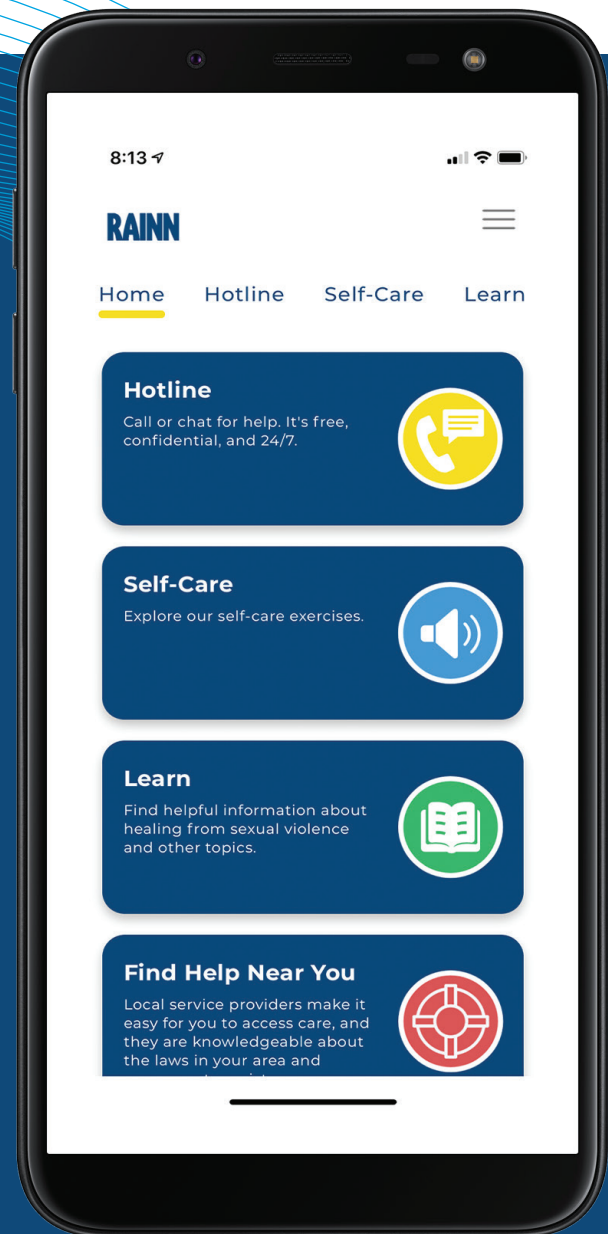
## NATIONAL SEXUAL ASSAULT HOTLINE

The National Sexual Assault Hotline is the country's primary resource for survivors of sexual violence. RAINN operates the hotline in partnership with more than 1,000 local sexual assault service providers across the United States. The hotline provides help by phone and online chat, in English and Spanish.

The NSAH provides help by phone and online chat, in English and Spanish. RAINN's Online Hotline was the first web-based secure hotline service and has been identified by the Department of Justice as a model program for using technology to serve survivors.



In FY 2021, we launched the RAINN app, which gives survivors of sexual violence and their loved ones on-the-go access to support, self-care tools, and information to help manage the short- and long-term effects of sexual violence. The app's "Hotline" feature can connect users directly with one-on-one support from a trained support specialist on the National Sexual Assault Hotline via phone or online chat. The app's "Self-Care" section contains exercises to help users take a moment for themselves as they heal. We include a Mood Tracker to help a user reflect on how they feel and figure out the best ways to care for themselves; relaxing visuals from The Monday Campaign to help them destress; and audio exercises from Headspace for calming meditation.



## DOD SAFE HELPLINE

Through a contract with the Department of Defense, RAINN created and operates DoD Safe Helpline for members of the military community. Safe Helpline is completely anonymous — no personally-identifying information is shared with DoD or a user's chain-of-command. Safe Helpline services are available by phone, online chat, mobile app, and online peer-support chat.

## ADDITIONAL HOTLINES

RAINN also provides private hotline services for clients including the Peace Corps, SafeSport, AmeriCorps, NOAA, several boarding schools, and a variety of other organizations.

# IMPROVING PUBLIC POLICY

RAINN works to improve policy at the federal and state levels to ensure that survivors of sexual violence get the access to care and justice they deserve. The bipartisan leadership of Congress has honored RAINN several times, and RAINN is the organization that members of Congress turn to every day for input on sexual violence policy. RAINN's policy priorities include expanding the use of DNA in unsolved rape kits, reducing the backlog of untested rape kits, broadening survivors' access to appropriate medical attention, loosening restrictive statutes of limitation that prevent survivors from seeking justice, and protecting children from exploitation and abuse.

## AT THE FEDERAL LEVEL

- RAINN submitted a 12-point plan to the Biden administration which asked the administration to prioritize increased access to sexual assault nurses for survivors, particularly in underserved and tribal communities, increase funding to address the rape kit backlog, create incentives for states to eliminate their statute of limitations on sex crimes, prioritize the identification of victims of child exploitation crimes, and reauthorize the Violence Against Women Act.

### Policy Recommendations

#### 1. Eliminate the Rape Kit Backlog

President-Elect Biden, as both a senator and the vice president, led efforts to pass the Debbie Smith Act (DSA) and the Sexual Assault Kit Initiative (SAKI). This funding for the analysis of rape kits at state and local crime laboratories has turned out to be one of the most successful crime-fighting efforts in existence. Forty-two percent of all matches in the Federal Bureau of Investigation's (FBI) DNA system, CODIS, are a result of DSA funding. As of September 2020, CODIS had produced more than 533,268 hits assisting in more than 521,562 investigations.<sup>1</sup> That's more than 200,000 investigations aided as a result of DSA.

As a result of this success, and growing public and law enforcement awareness of the value of using DNA to solve old, as well as current, rape cases, demand for testing has grown: between FY 2011 and FY 2017, the demand for testing increased by 85 percent.<sup>2</sup> That means that the backlog of untested evidence has not yet been eliminated, despite the funding DSA and SAKI have provided. In fact, while some states have reduced or cleared their backlogs, it is estimated that hundreds of thousands<sup>3</sup> of rape kits still sit untested in police stations and crime labs. As you know, this means that thousands of sexual offenders remain at large, free to reoffend.

**Recommendation:** As Vice President-Elect Harris has proposed, we support a \$1 billion infusion, over four years, to eliminate the rape kit backlog. This funding should be in addition to currently authorized amounts.

<sup>1</sup> <https://www.fbi.gov/services/laboratory/biometric-analysis/codis/ndis-statistics>

<sup>2</sup> Government Accountability Office, GAO-19-216; "DNA Evidence: DOJ Should Improve Performance Measurement and Properly Design Controls for Nationwide Grant Program." 17-18 (March 2019). Available at <https://www.gao.gov/products/GAO-19-216>.

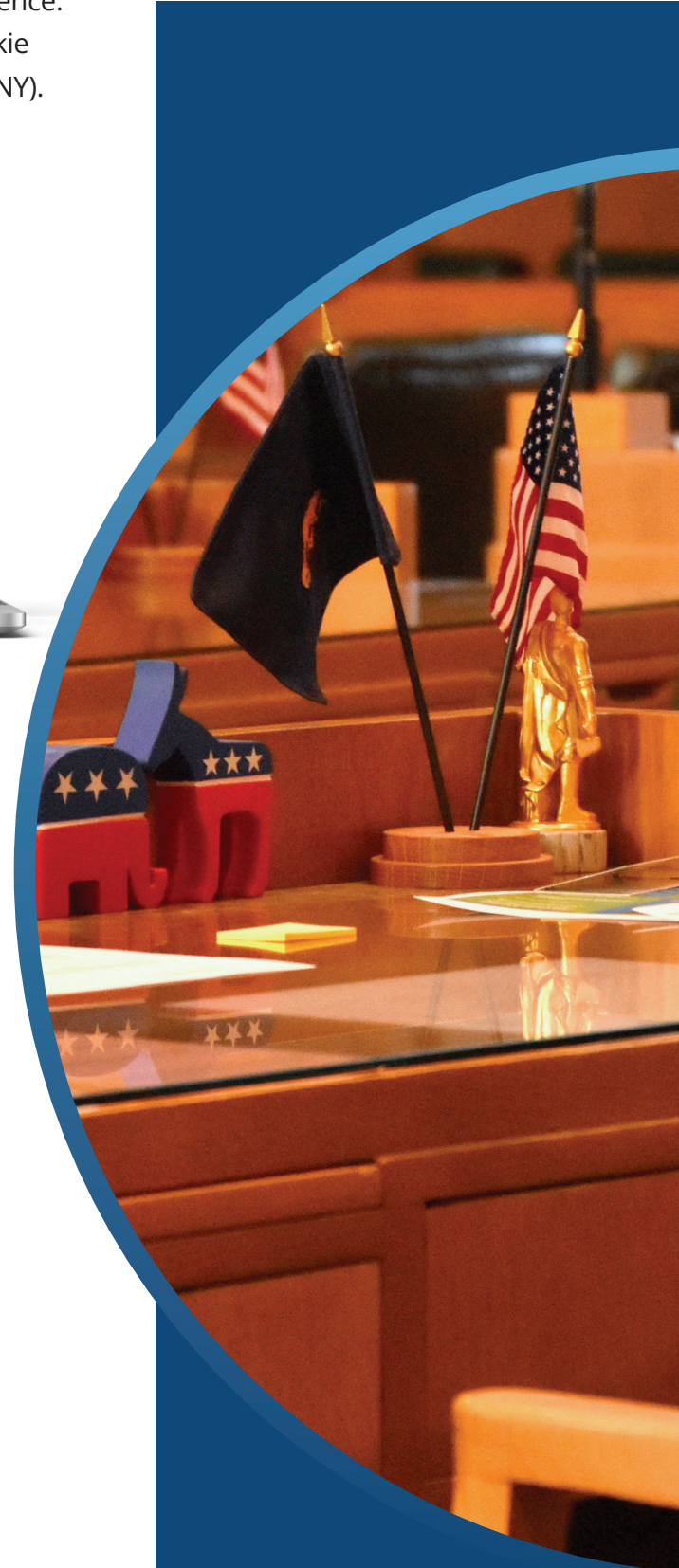
<sup>3</sup> Campbell R, Fehler-Cabral G, Bybee D, Shaw J. Forgotten evidence: A mixed methods study of why sexual assault kits (SAKs) are not submitted for DNA forensic testing. *Law Hum Behav.* 2017 Oct;41(5):454-467. doi: 10.1037/lhb0000252. Epub 2017 Jun 29. PMID: 28661168.



- In December 2020, RAINN Speakers Bureau members joined other survivors of color to urge the House Bipartisan Task Force to End Sexual Violence to prioritize actions to address issues that specifically impact Black survivors of sexual violence. The task force is led by Reps. Ann Kuster (D-NH), Jackie Speier (D-CA), Dave Joyce (R-OH), and John Katko (R-NY).



- With RAINN's support, a bipartisan group of members of Congress, led by Reps. Abigail Spanberger (D-VA) and Ben Cline (R-VA), introduced the Child RESCUE Act, which requires the Attorney General to prioritize the interdiction of online offenders who also commit contact offenses against children, and to prioritize the identification and rescue of children seen in sexually abusive images online.
- As Congress considered police reform legislation, RAINN urged House and Senate leaders to include a number of additional reforms to address issues that disproportionately impact Black victims of sexual violence.
- RAINN worked closely with survivors and Congress to help push legislation through committees in the Senate and the House that prohibits the use of forced arbitration clauses in employment contracts.



# IMPROVING PUBLIC POLICY

Continued

## IN THE STATES

In FY 2021, RAINN established coordinated, grassroots advocacy campaigns on the ground in five states—Florida, Georgia, Indiana, Ohio, and Virginia—partnering with local sexual assault prevention advocates, sexual assault coalitions, prosecutors, law enforcement associations, and survivors.

- In Florida, RAINN passed legislation (H.B. 1189) that will create sexual assault response teams across the state and require trauma-informed victim-interviewing training for law enforcement. RAINN teamed up with former state Senator Ellyn Bogdanoff from Becker-Poliakoff and worked with RAINN Speakers Bureau member Kat Duesterhaus, who provided advocacy and testimony, along with members of the Gainesville Police Department to pass this legislation, which was sponsored by Reps. Randy Fine and Tracie Davis and Sen. Lauren Book. In addition, RAINN contributed to efforts to pass H.B. 673, or “Gail’s Law,” led by the bill’s namesake, RAINN Speakers Bureau member Gail Gardner, the Joyful Heart Foundation, and survivors’ advocate Carol Wick, to establish a statewide rape kit tracking system.



- In Georgia, RAINN partnered with Rep. Scott Holcomb and the Joyful Heart Foundation to pass legislation (H.B. 255) to implement a statewide rape kit tracking system, require state law enforcement to participate in the FBI's Violent Criminal Apprehension Program, and change the state legal code to recode "uncooperative victim" to "choosing not to report to law enforcement," a more survivor-centered approach.
- In Indiana, RAINN partnered with Senate Majority Whip Michael Crider on two successful bills: one that requires trauma-informed victim-interview training for law enforcement and another to strengthen professional standards for sexual assault nurse examiners.
- In Virginia, the RAINN team helped remove (H.B. 1867) the requirement that adult victims of sexual assault report to police within five days in order to receive assistance from the Virginia Crime Victim's Compensation Fund. RAINN also supported the creation of a Virginia Crime Commission study to look at how girls of color are disproportionately criminalized for behaviors associated with trauma, like truancy and running away.
- After partnering with the Sexual Assault Kit Initiative and RTI to pilot trauma-informed training for law enforcement in Ohio, the RAINN policy team is working with state advocates to draft legislation to establish sexual assault protocols and a statewide Sexual Assault Response Team Commission.
- In addition, RAINN partnered with West Virginia Sen. Mike Woelfel by helping draft and support his legislation to implement trauma-informed victim-interview training for law enforcement. His bill, S.B. 434, has been signed into law. RAINN also supported the passage of a resolution in Hawaii that will provide for the collection of needed data to shed light on the epidemic of missing and murdered Native Hawaiian women and girls.



# EDUCATING THE PUBLIC

RAINN's prevention and education efforts include working with the media, the entertainment industry, social media influencers, college students and leaders, and local communities. Our messages reach an estimated 113 million people daily.

## WORKING WITH THE MEDIA

RAINN experts appeared in top-tier publications, including the New York Times, Washington Post, USA Today, CNN, ABC, NBC, and more than 500 other national, local, and international media outlets.

RAINN experts also appeared in on-camera interviews on major networks including ABC's Good Morning America and CBS News This Morning.



RAINN has also expanded Spanish-language outreach through the distribution of Spanish-language radio PSAs. RAINN experts have appeared in Spanish-language radio interviews and major Spanish media such as Univision and Telemundo are consistently pitched topics of interest for their audiences.



## WORKING WITH THE ENTERTAINMENT INDUSTRY

RAINN works with creators across the entertainment spectrum from film to television to stage to help ensure storylines depicting sexual violence are accurate and sensitive to survivors' experiences and that audiences have access to resources. In FY 2021, RAINN partnered on projects, including: ABC's *A Million Little Things*, HBO Max's Emmy-nominated *Allen v Farrow*, FX on Hulu's most-watched original series of 2021 *A Teacher*, Focus Features's Academy Award-winning film *Promising Young Woman*, and Lifetime's *Surviving Jeffrey Epstein*.

RAINN also works with television networks and streaming services to promote the National Sexual Assault Hotline through public service announcements and placements in programming, including placements on ABC, CBS, Netflix, FX Networks, Hulu, A&E, and Lifetime Network. In addition, in FY 2021, RAINN partnered with director Samantha Scaffidi of *SMUGGLER* and creative agency MIRIMAR to develop and craft a powerful awareness piece that highlights the fear and violence transgender women face every day.

Walk explores how the discrimination that transgender survivors of sexual assault face surrounding their identities can create additional barriers to seeking help. This powerful PSA seeks to shift the conversation around these issues and ensure that survivors get the care and resources they need—because, at RAINN, we help all survivors.

# EDUCATING THE PUBLIC

Continued

## EDUCATING COMMUNITIES

RAINN supports national campus sexual violence prevention efforts through awareness campaigns and collaborative events with campus groups, particularly during **Sexual Assault Awareness and Prevention Month** each April. Through RAINN Day, an annual day of awareness, RAINN educates millions of college students about sexual violence prevention and recovery. RAINN also works with national sorority and fraternity organizations to influence members to be leaders and allies on their campuses.



In FY 2021, in addition to providing planning webinars and guides for college students to host their own events, RAINN expanded its RAINN Day programming to a week of virtual events. Highlights included:

- An Instagram Live between one of our Communications interns and RAINN's clinical director about how college students can support the survivors in their lives.
- A panel of RAINN Speakers Bureau members who experienced sexual violence on campus exploring healing, support, and navigating the college experience.
- A virtual RAINN Day celebration featuring a number of talented RAINN supporters, including Maggie Baird, Jade Bird, Leyna Bloom, Lindsay Ell, FLETCHER, Jessica Garza, Khalilah Joi, Kate Mara, Carey Mulligan, Thao Nguyen, Mimi Page, Johnathon Schaech, Trapper Schoepp, and Breanna Stewart.

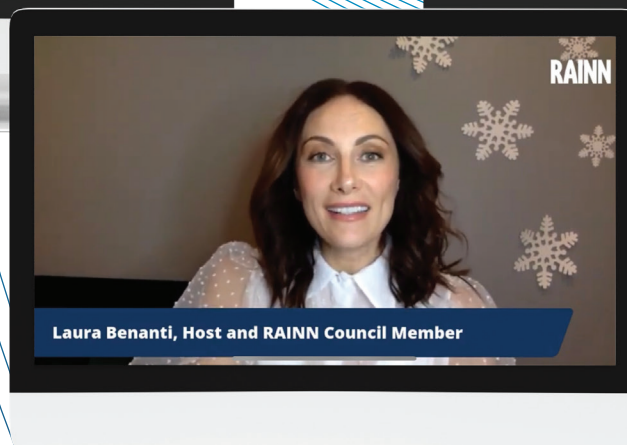
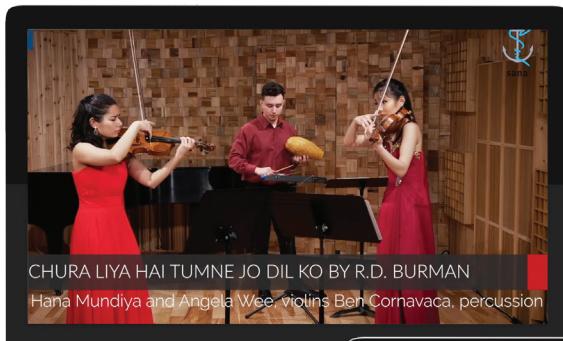
RAINN also helped spread and amplify survivors' messages on Denim Day, an international day of awareness and celebration of the strength of survivors.

RAINN's digital outreach continues year-round with an expanded lineup of Instagram Lives, virtual events, and virtual talks. In FY 2021, RAINN spoke with WNBA superstar Breanna Stewart, country music star Lindsay Ell, and authors Kelly Yang and Chessy Prout, among others.

We also partnered with the talented musicians of Sana for Rising with Resilience, a special classical music concert in honor of Asian American and Pacific Islander Heritage Month and Mental Health Awareness Month.

In addition, the nearly 4,000 active members of RAINN's Speakers Bureau share their personal stories with local and national media, as well as within their communities and through RAINN's social media, to help raise awareness. Speakers Bureau members were featured in Teen Vogue, USA Today Network, RMIT University, Brut Media, Lifetime's Aly Raisman: From Darkness to Light,

the National Alliance on Mental Illness YouTube page, and other outlets. They participated in four RAINN led Survivor Summit panels, illuminating survivor healing journeys. Speakers Bureau members also regularly publish memoirs, and create art and music inspired by their experiences. Some have also begun their own ventures to support survivors - from podcasts to nonprofits.



# DEVELOPMENT & FUNDRAISING

RAINN is supported by donations from various partnerships, organizations, individuals, federal grants, fees for services, and foundations. RAINN thrives off of private funding sources as it supports more than half of the operating budget. The RAINN development team manages and continues to expand connections with thousands of donors and survivors. We are able to serve through several fundraising activities including major gifts programs and communications, digital engagement, foundation reporting, corporate partnerships, volunteer fundraisers, strategic outreach, in-kind and pro bono management, and state and federal campaign participation.



## IN FY 2021:

RAINN diversified revenue sources and increased its digital reach through volunteer fundraisers on social media, specifically Instagram, in a series called RAINN Fundraiser Feature. These features highlight unique and fun ways individuals and groups fundraise and support RAINN. The digital fundraising and awareness campaigns included the Summer Survivor Series 2020, Awe Inspired Campaign throughout Domestic Violence Awareness Month, #GivingTuesday 2020 with Tori Amos, End of Year Match Campaign 2020,

and SAAPM 2021 series with PAIGE Denim on Denim Day.

RAINN continued and entered into the second year with its first-ever major fundraising campaign, Thrive Together, which is an initiative to raise \$10M over two years. The Thrive Together platform offered the opportunity to engage and inform our donor community of our efforts to answer the call, shape the narrative, and champion change through a series of eight virtual panel discussions.



In addition, RAINN's operations moved completely virtual and during this transition, a new interactive training platform with an expanded curriculum called Essential Skills launched. This new program launched a brand-new Learning Management System which enables interactive training, accessibility, evaluation tools, and data collection. With a focused and determined effort to expand our partnerships, RAINN increased relationships, welcoming 14 new corporate partnerships. These organizations and entrepreneurs are dedicated to supporting survivors of sexual violence. Some of these corporate partnerships include PONO, Firefly, and PAIGE. PONO used visual storytelling to bring RAINN's Thrive Together campaign to life to make a positive impact on the world. Firefly shared RAINN's National Sexual Assault Hotline information in major metropolitan areas across the United States. RAINN also partnered with a number of new organizations to support those most vulnerable, including working with leaders at the Center for Disaster Philanthropy, MacKenzie (Bezos) Scott, and the Collective Future Fund.

With a continued focus on expanding partnerships, RAINN partnered with stars on the stage and screen to host a virtual benefit concert, Voices for RAINN. Hosted by Tony Award-winner Laura Benanti, a member of RAINN's National Leadership

Council, the concert featured inspiring performances from Broadway and beyond—including Kristin Chenoweth, Cheyenne Jackson, Jewel, Leslie Odom Jr., Kelli O'Hara, Ashley Park, Billy Porter, and Vanessa Williams—with special appearances from singer-songwriter Tori Amos, actress Annaleigh Ashford, and actress Connie Britton, as well as members of the RAINN Speakers Bureau. RAINN launched its planned giving program, the Legacy of Hope Society, to acknowledge donors who have made the generous decision to include RAINN in their estate planning. RAINN's National Leadership Council also grew to 67 members. Some highlights of members included Pernod-Ricard CEO and survivor Ann Mukherjee and WNBA MVP Breanna Stewart.

RAINN joined forces with several organizations to scale up our advocacy and education work to combat child sexual abuse (CSA) and support survivors of childhood sexual violence, including our partnership with World Childhood Foundation and Oak Foundation. RAINN also introduced a quarterly major donor e-bulletin. The e-bulletin gives RAINN's top supporters a deeper dive into our programs, special invitations to events and panel discussions, and exclusive interviews with donors and experts.

# DEVELOPMENT & **FUNDRAISING**

Continued

- RAINN partners with organizations and entrepreneurs dedicated to supporting survivors of sexual violence. This year we welcomed 14 new corporate partners.

The logo for PONO is displayed within a blue circular frame. It consists of the letters 'P' and 'N' in a stylized, outlined font, with two circles to their right, one above the other, representing the 'O's.

- PONO - PONO is a small but mighty graphic design studio founded on the idea that design can be used for good. PONO uses visual storytelling to bring RAINN's Thrive Together campaign to life to make a positive impact on the world.

The logo for FIREFLY is displayed within a blue circular frame. It consists of the word 'FIREFLY' in a bold, black, sans-serif font.

- Firefly - Firefly is the street-level digital media platform that connects audiences with dynamic media on taxis and rideshare vehicles. Firefly shares RAINN's National Sexual Assault Hotline information in major metropolitan areas across the United States allowing RAINN to reach more people who may need our services.

The logo for PAIGE is displayed within a blue circular frame. It consists of the word 'PAIGE' in a bold, black, sans-serif font, followed by a registered trademark symbol (®).

- PAIGE - Born and raised in Los Angeles, PAIGE is a California lifestyle collection for men and women. Over the years, PAIGE has evolved into a prominent fashion house offering seasonal favorites and wardrobe staples that reflect a commitment to cutting edge design and attention to every last detail. Paige Adams-Geller, Co-Founder & Creative Director of PAIGE, is a long-time supporter and member of RAINN's National Leadership Council.

- Launched RAINN's planned giving program, the Legacy of Hope Society, to acknowledge donors who have made the generous decision to include RAINN in their estate planning.

- Entered the second year of RAINN's first-ever major fundraising campaign, Thrive Together, an initiative to raise \$10M over two years.
- The Thrive Together platform offered an opportunity to engage and inform our donor community of our efforts to answer the call, shape the narrative, and champion change through a series of eight virtual panel discussions.
- Introduced a quarterly major donor e-bulletin. The e-bulletin gives RAINN's top supporters a deeper dive into our programs, special invitations to events and panel discussions, and exclusive interviews with donors and experts.
- RAINN joined forces with several organizations to scale up our advocacy and education work to combat child sexual abuse (CSA) and support survivors of childhood sexual violence, including our partnership with World Childhood Foundation and Oak Foundation.
- As COVID-19 continued to deeply impact us all, RAINN partnered with a number of new organizations to support those most vulnerable, including working with leaders at the Center for Disaster Philanthropy, MacKenzie (Bezos) Scott, and the Collective Future Fund.
- In December 2020, RAINN partnered with stars of stage and screen to host a virtual benefit concert, Voices for RAINN. Hosted by Tony Award-winner Laura Benanti, a member of RAINN's National Leadership Council, the concert featured inspiring performances from Broadway and beyond—including Kristin Chenoweth, Cheyenne Jackson, Jewel, Leslie Odom Jr., Kelli O'Hara, Ashley Park, Billy Porter, and Vanessa Williams—with special appearances from singer-songwriter Tori Amos, actress Annaleigh Ashford, and actress Connie Britton, as well as members of the RAINN Speakers Bureau.
- Typically twice a month, RAINN features volunteer fundraisers on social media (specifically Instagram) in a series called RAINN Fundraiser Feature. These features highlight unique and fun ways individuals and groups fundraise and support RAINN.
- Digital Fundraising and Awareness Campaigns - Summer Survivor Series 2020, Awe Inspired Campaign throughout DVAM, #GivingTuesday 2020 with Tori Amos, End of Year Match Campaign 2020, SAAPM 2021 series with PAIGE Denim on Denim Day
- A special year-end tribute to singer/songwriter Tori Amos for her long-time commitment to RAINN and survivors of sexual violence. Tori made the very first ceremonial call to the National Sexual Assault Hotline in June 1994.



“

Our kids are always listening to us. It's important to remember that as a parent your words, reactions, and facial expressions matter.

—KAITLYN URENDA  
Survivor

# SHARING EXPERTISE

RAINN works with clients across the public, private, and nonprofit sectors to develop tailored sexual violence education and response programs. RAINN's services prepare organizations to effectively provide education about sexual violence and to respond to incidents in a way that facilitates healing and promotes safe and healthy communities.

To do this, RAINN offers a variety of specialized consulting services to meet each organization's unique needs, including hotline services, consulting services, program assessments, and education and training.

## IN FY 2021:

- RAINN reached more than 5,000 individuals reached through virtual trainings across the country.
- RAINN operated 36 sexual assault reporting and therapy fund hotlines for federal agencies, universities, independent schools, and private-sector companies.
- The Consulting team worked with organizations in the higher education, secondary education, travel, technology, food and beverage, youth-serving, law, government, and entertainment sectors to review and strengthen their sexual assault prevention and response programs. Clients included the Federal Emergency Management Agency, Match Group, National APIDA Panhellenic Association, and TABS (The Association of Boarding Schools).



# RESEARCH & OPERATIONS

## HUMAN RESOURCES

As the Covid-19 pandemic took hold, RAINN's Human Resources (HR) team continued to focus on all personnel areas impacting staff, their employment experience, and their ability to provide quality service and support to our visitors. In cooperation and coordination with the Technology team, HR also continued to address the administrative and equipment challenges created by conducting our operations completely remote.

### IN FY 2021:

- In cooperation with and participation of all departments and with the support of the Workplace Support Group, HR launched a major diversity, equity, and inclusion (DEI) initiative that included an employee survey and focus groups, as well as targeted training, leading to the creation of a new DEI strategic plan to help ensure RAINN remains an inclusive and welcoming place for employees from all backgrounds.
- HR expanded recruitment activities though heavier emphasis on internal applications and utilizing peer networks; a new recruitment newsletter distributed to 110 community and diversity outreach programs; and continued and expanded outreach to historically black colleges and universities and other educational programs and underrepresented populations. HR team members also participated in recruitment events directed to veterans, disability rights organizations, and DC residents.
- HR team members also examined, and modified as necessary, staffing activities to ensure that that organizational needs are being met in a virtual-first environment. Actions included, but were not limited to, initiating departmental hiring forecasts; improved assessment of staff skill levels; implementing a new virtual on-boarding orientation process; and evaluation of current and future HR technology requirements. HR also continued to emphasize employee wellness with weekly activities and suggestions for virtual or socially distant events.

## RESEARCH

RAINN's Research & Evaluation team uses anonymous data to generate insights about how visitors use RAINN's services, and more broadly to generate insights about survivors' needs and concerns. Prioritizing topics that are timely for sexual assault survivors and

the victim services field, we identify areas for enhancing staff training and service delivery, and generate and disseminate knowledge for funding partners and across diverse stakeholders.

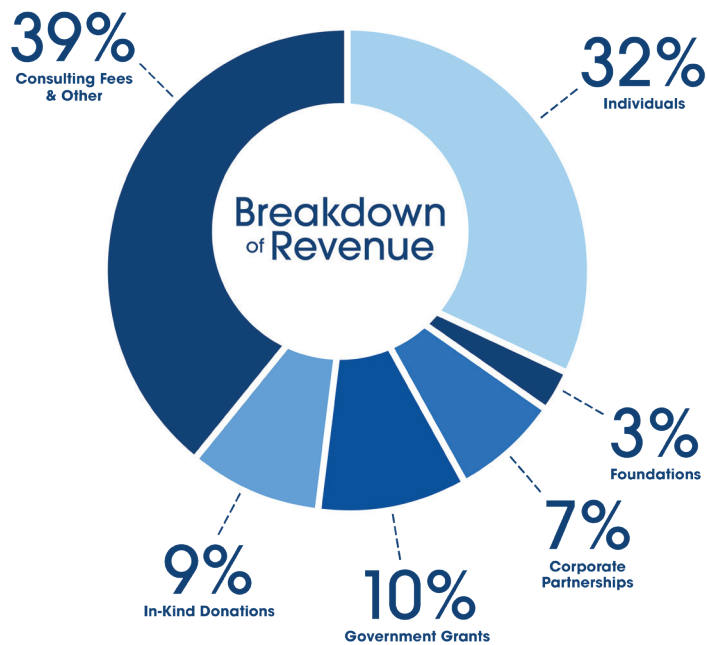
### IN FY 2021, THE RESEARCH TEAM:

- Expanded the voluntary collection of demographics information (including gender identity, race/ethnicity) to understand how marginalized communities are served by the online hotline.
- Thematically analyzed pandemic-related concerns among survivors contacting the hotline, revealing key concerns such as heightened anxiety; retraumatization; creation or exacerbation of an unsafe living situation; not being able to access services; and not having access to a mandatory reporter or trusted adult as a result of the pandemic.
- Examined reactions to disclosure of substance-involved assault, with attention to who survivors first disclose to (i.e., a friend, family member, or intimate partner). Friends and intimate partners are more likely than family to respond positively and less likely to respond negatively to the disclosure of substance-involved sexual assault.
- Commenced in-depth analysis of barriers to healthcare among survivors who are minors. Minors discussed many barriers to care including being prevented from accessing care by the perpetrator; having no way to access medical care independently (i.e., lack of transportation); not wanting anyone, particularly their parents, to find out about the abuse/assault; and believing their health concern was not serious enough for medical care.
- Examined characteristics associated with first-time disclosure of sexual assault among military sexual assault survivors who contact Safe Helpline.
- Examined the collection of insights and data about technology-facilitated assault. The majority of (8 out of 10) instances of technology-facilitated assault involve other types of abuse by the same perpetrator. Types of technology-facilitated assault included catfishing or grooming the victim online, demanding photos of the victim or sharing photos of the victim with others, and stalking the victim online. The most common perpetrators in our data were family members, followed closely by friends or acquaintances.

# FINANCIAL STATEMENTS

RAINN is committed to meeting the highest standards of fiscal management, program effectiveness, and governance.

## RAINN'S FUNDING COMES FROM A VARIETY OF SOURCES:



Below is a summary of RAINN's audited financial statements for FY 2021 (June 1, 2020 - May 31, 2021) and the prior year. Our most recent, complete financial statements and Form 990 are available on our website.

## FISCAL YEAR 2021 REVENUE & EXPENSE SUMMARY

	FY20	FY21
Revenue	\$18,066,764	\$23,484,790
Expenses	\$14,186,093	\$15,262,790
Net	\$3,880,671	\$8,222,000



**BREAKDOWN OF PROGRAMS, MANAGEMENT, & FUNDRAISING**

	FY20	FY21
Programs	\$12,448,236	\$13,295,077
Management	\$401,705	\$505,972
Fundraising	\$1,336,152	\$1,461,741
Total	\$14,186,093	\$15,262,790

**BREAKDOWN OF PROGRAM EXPENSES**

	FY20	FY21
Consulting Services	\$1,454,645	\$1,804,549
Public Education	\$1,695,534	\$2,730,953
Public Policy	\$2,066,665	\$929,321
Victim Services	\$7,231,392	\$7,830,254
Total Programs	\$12,448,236	\$13,295,077

**BALANCE SHEET**

	FY20	FY21
Total Assets	\$20,053,197	\$27,432,981
Total Liabilities	\$4,664,359	\$4,043,834
Net Assets	\$15,388,838	\$23,389,147

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