

RAINNN

A N N U A L R E P O R T

F I S C A L Y E A R

2020

Contents

Letter From Leadership	3
About RAINN.....	4
Supporting Survivors.....	5
Improving Public Policy	6
Educating The Public.....	7-8
Sharing Expertise.....	9-10
Development & Fundraising.....	11-12
Research & Operations	13-14
Financial Statements.....	15-16

Dear Friend,

We kicked off the year celebrating our 25th anniversary and honoring the team members, supporters, partners, and volunteers who helped us serve more than 3 million survivors of sexual violence and loved ones since 1994. By the end of the year, we were all working from home, trying to navigate the pandemic world.

Fiscal Year 2020 (the year ending May 31, 2020) truly tested RAINN, as it did every organization.

I am pleased to say the RAINN team rose to the occasion at every opportunity.

Our Technology and Human Resources staff seamlessly transitioned our operations to accommodate fully-remote work to ensure the safety of everyone and continuity of service for survivors.

The Victim Services department quickly adapted its operations, including moving all training online, and kept all our hotlines running 24/7. They made sure that no survivor who reached out ever felt alone.

The Public Policy team, after securing the federal reauthorization of the Debbie Smith Act, helped pass a series of important laws at the state level despite the legislative calendar being thrown into disarray by the pandemic.

Early in the pandemic, after our Research department alerted us that minors were now making up the majority of victims using our online hotline, our Communications department sprung into action. Our experience led to extensive national media coverage of the risks that kids, often trapped at home with an abuser, were facing.

Our Development team, seeing the large increase in demand for our services, didn't let us down. Along with our Consulting Services team, they led us to increase our funding by 20 percent for the year. They also launched our first major gift campaign, Thrive Together, and secured our lead donors for the campaign.

And our Consulting Services team adopted a travel-less model to continue to serve more clients than ever before, helping businesses and organizations support employees and members and improve their approach to preventing, and responding to, sexual misconduct.

None of this would have been possible without you. Thousands of our most loyal and passionate supporters stepped up, increasing donations, pledging more volunteer hours, and helping in so many other ways. Thank you for supporting RAINN and survivors of sexual violence.

Best regards,

A handwritten signature in white ink, appearing to read "Scott", written in a cursive style.

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) 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
3.3 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**



**Improving
public policy**



**Educating
the public**



**Sharing
expertise**

SUPPORTING SURVIVORS

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

Keeli Sorensen, vice president of victim services at RAINN, delivering a keynote address at Twilio's SIGNAL conference.

RAINN 25
YEARS



308,357
SURVIVORS
AND LOVED ONES SERVED
IN FY 2020

5.4%
INCREASE IN
PEOPLE HELPED
OVER FY 2019

MORE THAN
24,000
VOLUNTEER
HOURS CONTRIBUTED

National Sexual Assault Hotline

The National Sexual Assault Hotline is the nation'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 country. The hotline 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.

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.

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.

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 abuse.



IN FY 2020:

- 32,000 signatures delivered to Congress as part of the successful renewal of the Debbie Smith Act. The reauthorization allows Congress to allocate \$151 million dollars annually to state and local crime labs for DNA and rape kit testing.
- 51 federal bills commented on.
- 2 congressional briefings held.
- 5 briefings for the U.S. State Department held.
- 42 officials in 30 countries briefed.

Work in the States

For the first time, in FY 2020, RAINN established coordinated, grassroots advocacy campaigns on the ground in five states that focused on eliminating criminal states of limitations on sex crimes and expanding training for and access to sexual assault forensic nurse examiners.

IN FY 2020:

- > 14,000 bills in 50 states touching sexual violence issues identified; analyzed 380; supported 40 bills in 30 states.
- 70+ public mentions by legislators during state legislative sessions.
- RAINN partnered with Indiana Senate leaders and domestic violence and sexual violence advocates to extend the time minor victims have to report crimes.
- RAINN worked closely with leaders in both parties in Virginia, as well as local survivors and advocates, to establish a statewide sexual assault forensic nurse coordination program aimed at increasing the availability of care for survivors.
- RAINN partnered with local Florida advocates to eliminate the criminal statute of limitations on sexual assault against minors.
- RAINN worked closely with House and Senate leaders in Georgia to introduce legislation that would eliminate the criminal statute of limitations on all sex crimes.
- RAINN worked closely with victim advocates and leaders in New Hampshire in both parties to eliminate the criminal statute of limitations on sex crimes. RAINN's legislation was successfully reported from its study committee with a "recommend for future legislation."

EDUCATING THE PUBLIC

RAINN's prevention and education efforts include working with the entertainment industry, the media, colleges and universities, and local communities. Our messages are seen by more than 130 million Americans each year.

Working with the Media

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

RAINN experts also appeared in on-camera interviews on major networks including *CSPAN*, *MSNBC*, and *NBC News*.

RAINN has also expanded Spanish-language outreach through distribution of a Spanish-language public service announcement. RAINN experts have appeared in Spanish-language radio interviews and major Spanish media such as *Univision*, *Telemundo*, and *El Nuevo Herald* are consistently pitched topics of interest for their audiences.

Working with the Entertainment Industry & Other Partners

RAINN also worked with television networks and streaming services to promote the National Sexual Assault Hotline through public service announcements and placements in programming, including placements on CBS, Netflix, FX Networks, Hulu, and Lifetime Network.

RAINN partnered with many TV shows on storylines about sexual violence, including: *NCIS*, FreeForm's *Everything's Gonna Be Okay*, HBOMax's *I May Destroy You* and *On the Record*, Starz's *Outlander*, and Netflix's *Sex Education*.

RAINN partnered with Pernod Ricard, parent company of Absolut Vodka, on their #SexResponsibly social media campaign, which raised awareness and support for RAINN. The campaign was also featured in a one-page spread in the *New York Times* and on electronic billboards in Times Square.



Educating Communities

Nearly 4,000 active, volunteer members of RAINN's Speakers Bureau share their personal stories with local and national media, as well as within their communities, to help raise awareness.

Speakers Bureau members were featured in *ABC News*, *NPR*, *The LA Times*, *Vogue*, *The Hollywood Reporter*, *New York Magazine*, *Heavy*, *The Atlanta Voice*, *Fresh Take Florida*, *The Grand Forks Herald*, and other outlets.

RAINN supports national campus sexual violence prevention efforts through awareness campaigns and collaborative events with campus groups. 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. Due to COVID-19, in 2020 RAINN Day pivoted and made a quick change to being completely virtual, uniting college students on social media through virtual events on Instagram Live all day.



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 2020:

More than

2,500

individuals reached through trainings across the country.

33

sexual assault and therapy fund hotlines operated for federal agencies, universities, boarding schools, hospitals, and youth-serving organizations.

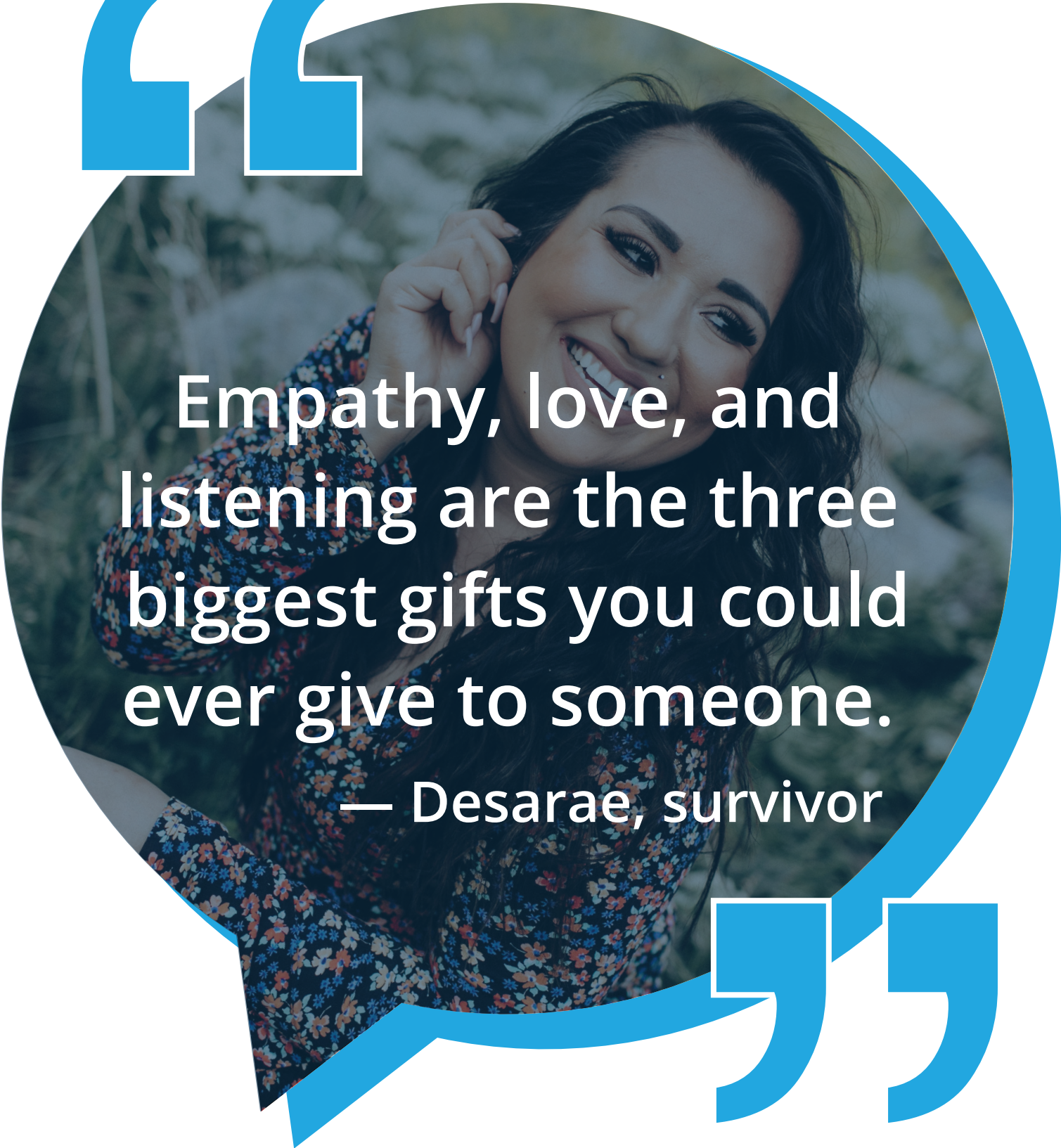
Worked with organizations in higher education, secondary education, travel, finance, food and beverage, youth-serving, law, government, and entertainment sectors to review and strengthen their sexual assault prevention and response programs. Clients included Boys & Girls Clubs of America, the Federal Emergency Management Agency, Lyft, and Uber.



**BOYS & GIRLS CLUBS
OF AMERICA**



Uber



Empathy, love, and listening are the three biggest gifts you could ever give to someone.

— Desarae, survivor

DEVELOPMENT & FUNDRAISING

RAINN is supported by donations from generous individuals, foundations, federal grants, fees for services, and complex corporate partnerships. More than half of our operating budget is supported by private funding sources. The RAINN development team manages all aspects of private philanthropy, and fosters connections between thousands of donors and the survivors we serve through a multitude of 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.

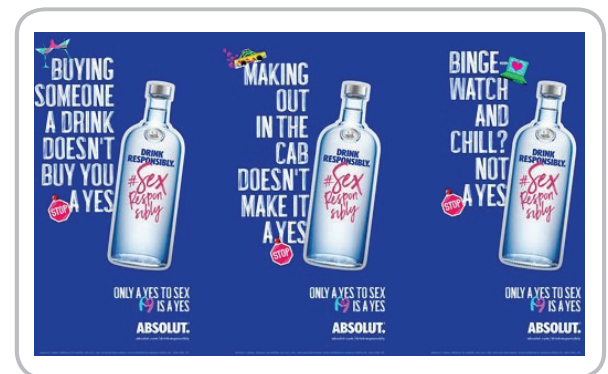
IN FY 2020:

In a focused effort to continue to diversify revenue sources, RAINN increased our digital reach and expanded our program with regular advocacy, awareness, and solicitation campaigns in FY 2020 focused on issues such as bystander intervention, ending the rape kit backlog, and Covid-19 response, in addition to driving Sexual Assault Awareness and Prevention Month awareness activities and end-of-year fundraising efforts.

Our corporate partners have joined forces with the leading authority on sexual violence to build safer communities for their customers, employees, and all of us. RAINN welcomed 10 new corporate partners—including Absolut, Lyft, Twilio.org, Avangrid, and Color Street — and supported a number of small business efforts. Some highlights included working with Absolut on their #SexResponsibly campaign, creating a sexual assault awareness bracelet with Pura Vida, and partnering with Lyft as part of their LyftUp program.

Our foundation portfolio was revamped to include regular engagement, inquiries, and reporting to family foundations and mid-to-large granting foundations, more than tripling our awards.

RAINN’s National Leadership Council—a leadership group of individuals, corporate representation, and foundation liaisons who have been recognized based on their commitment to RAINN’s mission—expanded to include a diverse array of representation from family foundations, entrepreneurs, our volunteer program, and our media partnerships. New in FY 2020, was a monthly newsletter feature highlighting members of the NLC and their work, perspectives, and experiences.



RAINN's commitment to survivors has never wavered. As public awareness continued to grow and the country prioritized the fight against sexual violence, RAINN recognized the critical need to expand capacity and identify new resources to provide free, confidential, empathetic support, 24/7, as well as tackle the issues of the day through public education, awareness and targeted policy work. This is why we were driven to create RAINN's *Thrive Together* campaign.

Launched in FY 2020, *Thrive Together* will enable RAINN to allocate additional resources to three strategic initiatives to support survivors and help end sexual violence.



ANSWERING THE CALL

You're not alone. In addition to expanding our team of support specialists, we will expand our online training program and create new technological innovations to enhance our services and increase our capacity to help survivors.



SHAPING THE NARRATIVE

Stories have the power to spark change. We will harness our national scope and longstanding partnerships with the entertainment industry to lead the conversation around sexual violence, raise awareness and educate the public through the media and entertainment, and bring hope to survivors and their loved ones by amplifying the voices of survivors.



CHAMPIONING CHANGE

Now more than ever, thoughtful public policy is the key to transforming the way our country addresses sexual violence. We will build coalitions and launch strategic efforts to enact survivor-informed change across the country, protect vulnerable populations from sexual abuse, and ensure all survivors have access to critical care and services.

RESEARCH & OPERATIONS

Collaboration across RAINN supports the growth and day-to-day operations necessary to achieve our mission to be there for survivors today and every day. RAINN's central operations are comprised of human resources and information technology teams in support of RAINN's services.

Technology & Operations

In FY 2020, our Technology team applied a strategic view to technology and initiated projects to digitally transform the core hotline applications. This served the organization well in March when, in order to protect the health of staff and volunteers, RAINN took all operations, including the hotlines, completely remote due to COVID-19. This seamless transition meant the hotlines and RAINN's overall operations were never impacted and survivors had continuous access to our services and resources. RAINN's Technology team also focused on service enhancements, including the development of a mobile app (launched in July 2020) and functionality enhancements to RAINN's hotlines and those of RAINN's hotline clients.



RAINN's Human Resources team continued to focus on employee wellness in FY 2020, providing resources such as free virtual trauma-informed yoga classes and virtual gym memberships. In addition, the team was able to secure free access to the meditation apps Headspace, Insight Timer, and Mindful for RAINN team members. In addition to helping with the transition to fully remote work in March, the Human Resources team continued to work with United Healthcare to ensure staff have 24/7 access to a counselor through the employee assistance program. They also provided access to free, on-demand tools for emotional support from Savello and Liveandworkwell.com.

Human Resources also spearheaded a revamp of RAINN's internal employee newsletter and introduced new features, such as Wellness Wednesdays, to keep team members informed and feeling connected during remote work.

AS COVID-19 TOOK HOLD

For the first time, half of victims helped by Online Hotline (or “online chat”) were minors.

67%

identified their perpetrator
as a family member

&

79%

said they were living with
that perpetrator

Research & Evaluation

Our Research and 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 2020:

- Expanded data collection systems through multiple data sources including user-provided data, staff-provided data, and tech-automated data to uncover trends such as steady increases in child sexual abuse victims visiting hotline.
- Collaborated with Victim Services to inform ongoing adaptation of services, and provided analysis of areas of importance to users to inform the implementation of the new mobile app.
- In collaboration with Victim Services, co-presented overview of child sexual abuse victims’ concerns at the National Children’s Alliance conference using data from National Sexual Assault Online Hotline.
- Conducted in-depth study of responses to first-time disclosure of child sexual abuse, based on experiences of minors who visited the online hotline and presented the findings at a conference and prepared a scholarly paper for peer review.
- Commenced in-depth examination of pandemic-related concerns of survivors who visit the online hotline, revealing marked safety concerns and barriers to care for vulnerable survivors early in the course of the pandemic. Preliminary findings were used by RAINN’s Policy and Communications teams to advocate for survivors.

FINANCIAL STATEMENTS

RAINN is committed to meeting the highest standards of fiscal management, program effectiveness, and governance. Below is a summary of RAINN's audited financial statements for FY 2020 (June 1, 2019 - May 31, 2020) and the prior year. Our most recent, complete financial statements and Form 990 are available on our website.

FISCAL YEAR 2020 REVENUE & EXPENSE SUMMARY

	FY 2019	FY 2020
Revenue	\$14,902,810	\$18,066,764
Expenses	\$11,014,789	\$14,186,093
Net	\$3,888,021	\$3,880,671

BREAKDOWN OF PROGRAMS, MANAGEMENT, & FUNDRAISING

	FY 2019	FY 2020
Programs	\$9,883,320	\$12,448,236
Management	\$279,816	\$401,705
Fundraising	\$851,653	\$1,336,152
Total	\$11,014,789	\$14,186,093

BREAKDOWN OF PROGRAM EXPENSES

	FY 2019	FY 2020
Consulting Services	\$982,158	\$1,454,645
Public Education	\$1,544,111	\$1,695,534
Public Policy	\$1,231,181	\$2,066,665
Victim Services	\$6,115,870	\$7,231,392
Total Programs	\$9,883,320	\$12,448,236

BALANCE SHEET

	FY 2019	FY 2020
Total Assets	\$14,410,119	\$20,053,197
Total Liabilities	\$3,487,784	\$4,664,359
Net Assets	\$10,922,335	\$15,388,838

BOARD OF DIRECTORS

Scott Berkowitz,
President and Founder

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Pete Church,
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Katherine Miller,
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*Pictured: Members of RAINN's Speakers Bureau
 The Speakers Bureau is made up of nearly 4,000 survivors who have volunteered to share their stories to help raise awareness of sexual violence and spark change.*

