



One of "America's 100 Best Charities"
— *Worth* magazine

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Help RAINN Win \$250,000 From Pepsi Refresh!

The Project:

Each month, Pepsi contributes \$1.3 million to worthy causes across the country through the Pepsi Refresh Project. This September, RAINN is competing for a \$250,000 grant from Pepsi to expand our *Online* Hotline (OHL) to Spanish-speaking victims of sexual assault.

The Need:

- While 28.1 million Americans speak Spanish at home, Spanish-speaking victims of crime remain among the most underserved groups in the United States.
- Hispanic/Latino victims are less likely to seek help or report victimization than non-Hispanic/Latino victims, largely due to language barriers.
- When a language barrier exists, family members or children often act as translators, at times inhibiting the victim's ability to speak openly. Language barriers can also isolate children who are experiencing abuse from a parent or relative.
- After an attack, it is imperative that victims have immediate access to support and resources in *their* native language. Right now, there is no free, secure and anonymous place to go for Spanish-speaking victims.
- RAINN created and operates the award-winning *Online* Hotline, the nation's first free, secure, web-based crisis hotline providing live and anonymous support, 24/7. The *Online* Hotline has helped over 50,000 victims of sexual violence but is now only equipped to help English-speaking victims.

RAINN's Solution:

- RAINN would like to expand our *Online* Hotline to serve Spanish-speaking victims, thereby significantly reducing language barriers to accessing help.
- By removing the language barriers that often inhibit Spanish-speaking victims of rape from getting the immediate help that they need, our *Online* Hotline would help thousands more victims each year.
- With a \$250,000 grant from Pepsi, RAINN will be able to create a Spanish-language version of the *Online* Hotline; hire and train bi-lingual hotline staff to provide services to victims; create a culturally relevant training program for bi-lingual hotline staff; and create resources that meet the specific needs of Spanish-speaking victims of sexual violence.

The Contest:

From September 1st-September 30th, RAINN will compete with over 1,000 other worthy organizations to gain the most number of votes for our idea. **It's simple:** if RAINN gets the highest number of votes, we will be awarded \$250,000 and will be able to expand our *Online* Hotline to serve Spanish-speaking victims. We need as many people as possible to vote three times a day, every day through the month of September.

How to Vote:

1. Vote once a day online at <http://www.rainn.org/pepsi.php>
2. Vote once a day via text at: Text 102552 to Pepsi (73774)
3. Vote once a day from Facebook: install the [Facebook App](#) once