

ANSWERING THE CALL

Demand for RAINN's survivor-centered, trauma-informed services through the National Sexual Assault Hotline continues to skyrocket. In addition to increasing our staff of support specialists, this campaign initiative will enable us to expand our online training program, adapt new technological innovations, and ensure that people in every community learn about and trust our services.

THRIVE TOGETHER, ANSWERING THE CALL: \$5M

Resources for Survivors and Their Loved Ones

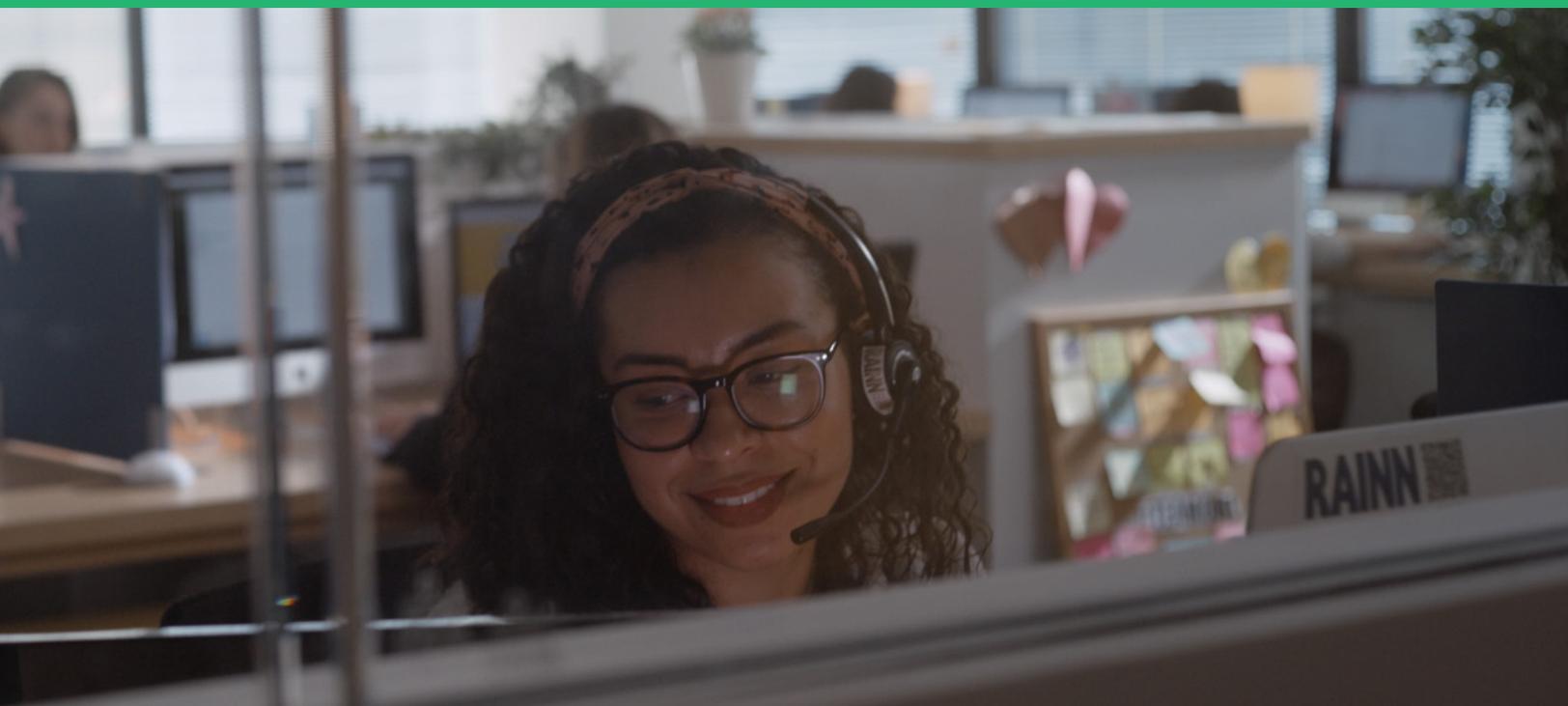
Funding for the Answering the Call initiative will help **support survivors and their loved ones**, today and every day.

In early 2017, before the explosion of #MeToo, our victim service programs were helping about 15,000 people per month.

Now, we consistently help more than 25,000 people each month. Despite this tremendous growth,

we are not yet meeting the full demand as thousands of survivors leave our hotline each month before getting help, discouraged by long wait times.

RAINN will increase staffing levels to deliver crisis assistance and referral support, 24 hours a day, 7 days a week, to visitors anywhere in the United States (and to Americans abroad) who require information, support, and resources related to sexual assault.



Leading with Technology-Enabled Solutions

Funding for the Answering the Call initiative will leverage **innovative technology to increase secured access points** for services.

As a national leader in the United States delivering survivor-centered, crisis intervention services, RAINN has consistently explored cutting-edge ideas and emerging trends to address the pervasive issue of sexual violence. RAINN will continue to build innovative technology to provide safe, secure, and confidential services for survivors.

- Telephone hotline
- Online chat
- Peer chat
- SMS
- Mobile app
- Chatbot



Supporting Constant Improvement

Funding for the Answering the Call initiative will **improve service training, delivery, and efficiency.**

We at RAINN continuously learn, improve, and adapt our services and training to holistically support the diverse needs of survivors.

RAINN will convert all training to online modules to ease the comprehensive process for volunteers, to

facilitate staff recruitment and on-boarding, and to create a stable long-term workforce that will help us support more people in need of services.

RAINN will continue to dig deeper into our data and identify trends and characteristics to better understand the diversity of experiences and concerns of survivors, while ensuring that hotline users remain anonymous. Our data is invaluable for ensuring that RAINN tailors its services to support the needs of all survivors, especially vulnerable and isolated populations.

