

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

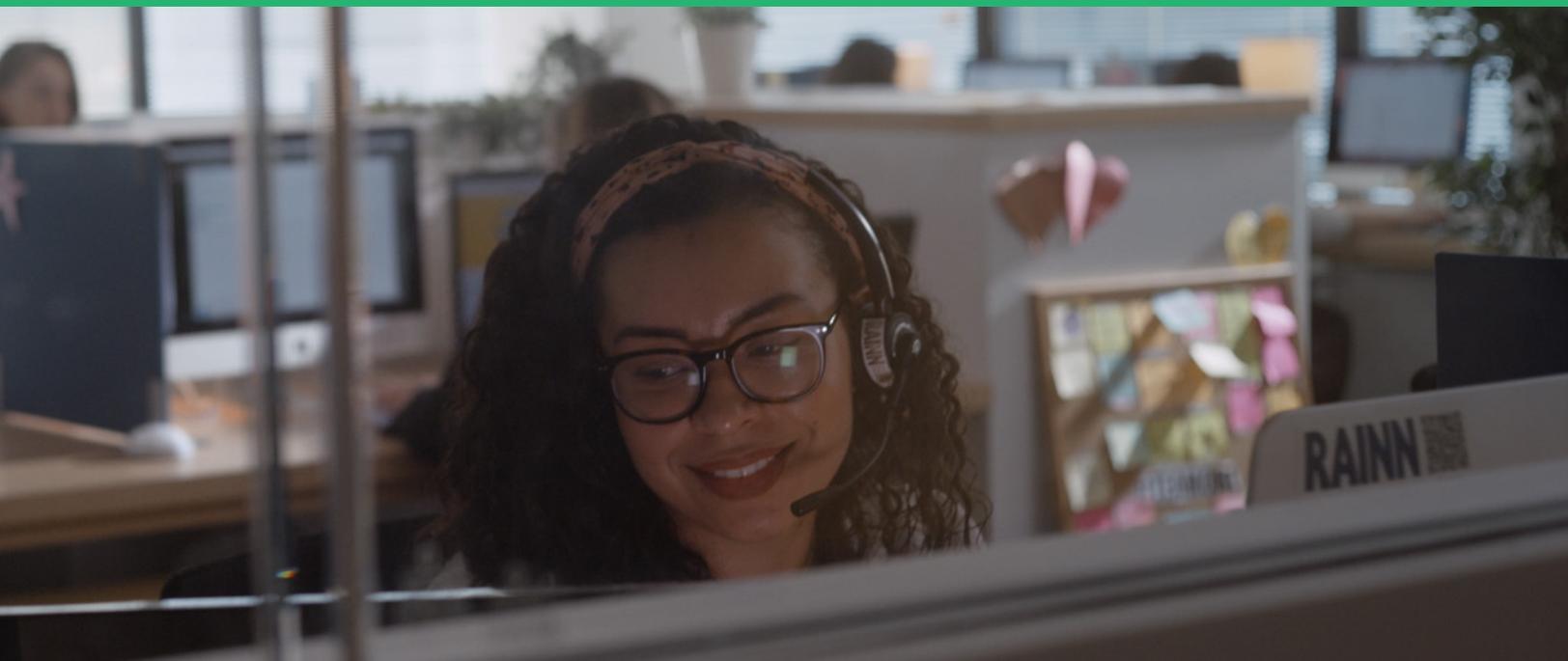
Expanding Resources for Survivors

Funding for the Answering the Call initiative will provide critical resources to **survivors through the National Sexual Assault Hotline** and coinciding survivor-centered, trauma-informed programs. In early 2017, before the explosion of #MeToo, our victim service programs were helping approximately 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 and others do not have access or are unaware that 24/7, confidential support exists.

RAINN will continue to expand our team of trained staff and volunteer support specialists to increase capacity and provide 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 Innovative Technology

Funding for the Answering the Call initiative will leverage **innovative technology to reach those in need in ways that are accessible and individualized, meeting survivors where they are.**

As a national leader delivering survivor-centered, crisis intervention services, RAINN has consistently employed cutting-edge ideas and emerging trends to address the pervasive issue of sexual violence. RAINN will continue to advance new technology to ensure that people in every community learn about and trust our services.

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



Evolving to Support Diverse Experiences

Funding for the Answering the Call initiative will enable RAINN to **invest in and implement new training and management systems**, allowing us to modernize our support specialist onboarding, track progress, and test skills.

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

facilitate staff recruitment and onboarding, and 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. Our data is invaluable for ensuring that RAINN tailors its services to support the needs of all survivors, especially vulnerable and isolated populations, while protecting user anonymity.

