

2020

Annual Report

www.projectsafeok.com






Program Evaluation

Project: SAFE's mission is to provide advocacy for Safety, Empowerment, Healing and Freedom from abuse. Through data collection and surveys, the agency is able to evaluate its effectiveness in achieving its mission.

Evaluations are essential in any workplace to keep board members, leadership, and staff apprised of their progress towards accomplishing goals as well as gain an understanding of their impact upon the victims they serve. A common part of the performance review process are self-assessments, where employees and leadership (including the board) are asked to offer their own perspective and feedback regarding performance of the agency in accomplishing goals and its mission. Included in the annual report are program statistics and data collected through various measurement tools.

Annual reports assist the leadership of the organization to stay in line with their overall mission, maintain compliance with standards/regulations, and gain feedback and suggestions on how to improve services and work culture. The annual report is made available to board members, employees and funders upon request. Reviewing the report allows for discussion on areas of improvement, implementation of changes (if needed), as well as areas of services that are discovered in our client feedback surveys. Lastly, the report concludes with next steps in preparation for the following year.



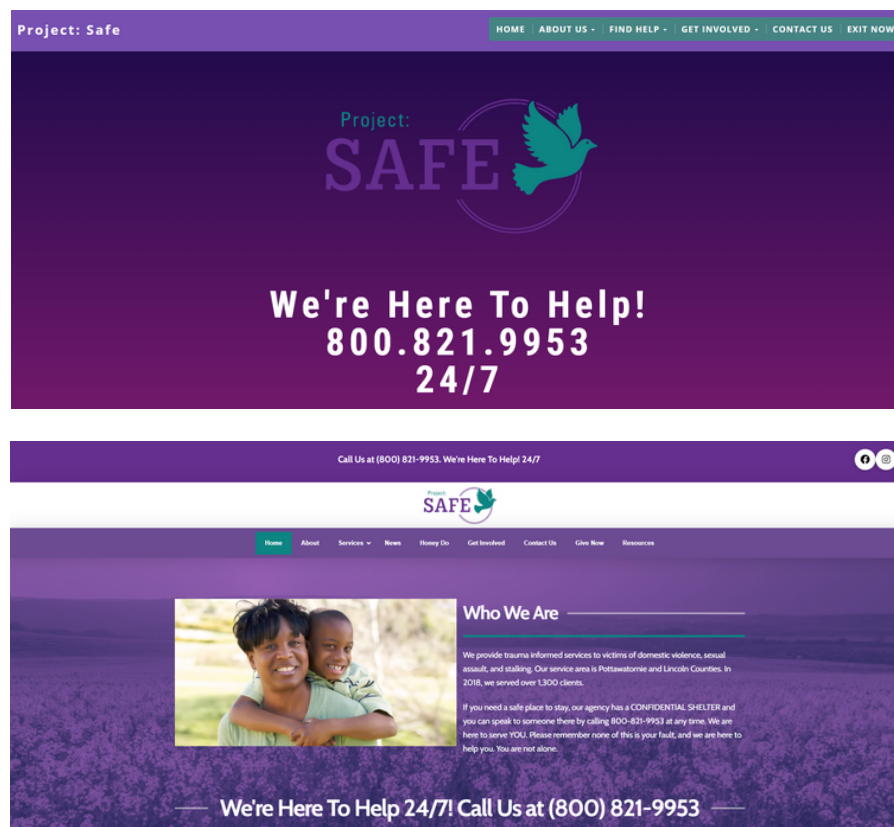
Project: SAFE is funded through the Office of the Attorney General, (OAG), the Victims of Crime Act (VOCA), Violence Against Women Act (VAWA), and the United Way of Pottawatomie County.

Marketing and Social Media

Based on the strategic plan, goals, and objectives from 2019, Project: SAFE developed a marketing and social media plan that focused primarily on increasing visibility of the agency through social media outlets for the 2020 year. The Volunteer/Outreach Coordinator was given the task of increasing the agency's visibility with the assistance of the Executive Director and Assistant Executive Director.

The introduction of the COVID-19 pandemic rapidly created an environment where digital media was crucial to the continuation of services for most agencies.

The Volunteer/Outreach Coordinator researched and participated in trainings that focused on developing a social media plan. Instagram is the up and coming platform used mostly by younger generations and provides an easy way to share stories and updates about Project: SAFE. The Coordinator also learned new ways to post on Facebook that increase our "likes" and "followers" such as sharing partners posts. As well, we were able to launch our Google Business page in May 2020. Although we are short 4 months, there is a lot of good data available to view. The installation of the LED sign has also contributed to our outreach efforts. The sign provides a platform to share to local community members as well as share multiple messages to spread the word of what Project: SAFE is doing. Lastly, we began updating our website with current and relevant information - we hope to finalize the website in 2021.



Marketing and Social Media



- 14,496 People Reached
 - Avg. 80% Women and 20% Men Viewers
 - Avg. 300 People who see our posts at least once
 - Shares and Reacts are more common than comments
 - Viewers from Shawnee, Tecumseh, OKC, Seminole, Norman, McLoud, Bethel, Edmond, MWC, Harrah
-

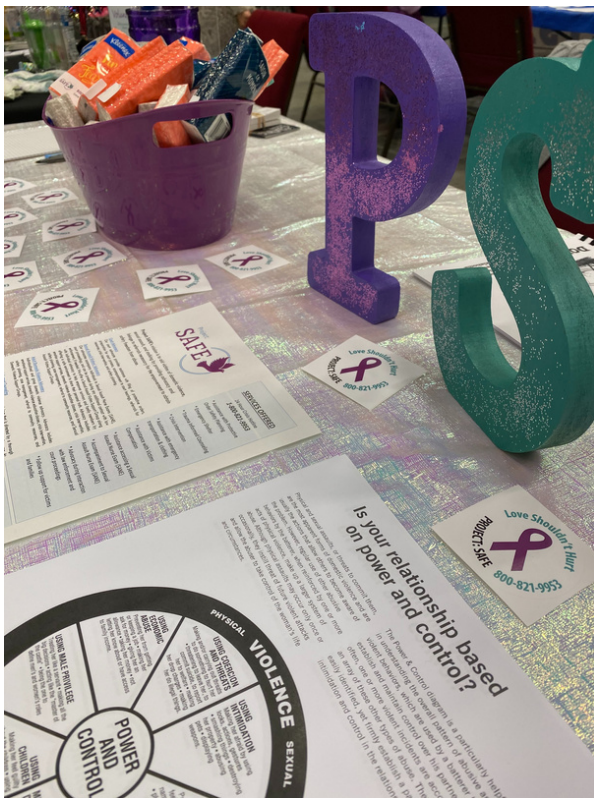


- Reached over 500 followers
 - 105 Posts in 2020 - over 60 more posts than in 2019!
 - 995 People Reached
 - Avg. 88% Women and 12% Men Viewers
 - Viewers from Shawnee, Tecumseh, OKC, Bethel and Meeker
-



- Acquired access in May 2020
- Accessed Project: SAFE:
 - Asked for Directions - 212
 - Visited Website - 628
 - Called Us - 1,172
- Common search queries - Project Safe, Domestic Violence, OK Dog Rescue, Domestic Violence Shelter, Charitable Organizations
- On average, approx. 1,500 people search for us per month either directly or through discovery

Outreach



Despite the pandemic, Project: SAFE participated in **36** outreach events in 2020.

We were also able to distribute over **1,400** promotional items that contained information about Project: SAFE, domestic violence, sexual assault, etc.



Volunteers and Interns

In 2020, Project: SAFE had a total of **68** volunteers having served a total of **848.15** hours and **5** interns having served a total of **392.5** hours.

Because volunteers freely give of their time and talents, they must believe in our mission and feel valued and appreciated. As a result, they don't want to be micromanaged, involved in office politics, or given menial tasks. The Volunteer/Outreach Coordinator worked diligently to develop a strong volunteer and internship program that provided a structured, meaningful environment.

Volunteers were provided a list of opportunities (roles) to choose from:

- Administrative Support
- Childcare Support
- Data Entry
- Donation Support
- Educator Support
- Gardening/Lawn Support
- Maintenance Support
- Miscellaneous Support
- Production/Content Curation Support

Volunteers are a valuable resource to any non-profit. According to a study done in 2019, volunteers save agencies \$23.74 per hour on average. Based on this information, our volunteers in 2020 saved us \$20,135.08!

Volunteers often help keep the doors open and enable nonprofits to deliver vital programs and services.

We appreciate and love our volunteers!

We especially appreciate our volunteer Board of Directors. Thank you for your valuable time and commitment to this agency!

Carolyn Parks, President
Margaret Davis, Vice-President
Chance Allison, Treasurer
Dr. Tracy Trussell, Secretary
Dr. Sara Linneen
Kellie Clay
Robbie Foxx

Volunteers and Interns

Interns followed a 16-Week schedule and spent approximately 120 hours each shadowing advocates and learning about Project: SAFE.

Week 1: The Basics of Project: SAFE - Orientation

Week 2: Shelter - Introduction, Confidentiality and Safety

Week 3: Shelter - Crisis Calls, LAP Calls, Crisis Intervention, and Victim Advocacy

Week 4: Shelter - Resources/Referrals and Transportation

Week 5: Domestic Violence - Introduction

Week 6: Domestic Violence - DV Education

Week 7: Domestic Violence - DV Education and Partnerships

Week 8: Court Advocacy - Introduction

Week 9: Court Advocacy - Protective Orders

Week 10: Court Advocacy - Court and Legal Processes

Week 11: Sexual Assault - Introduction

Week 12: Sexual Assault - Sexual Assault Nurse Exams (SANE)

Week 13: Sexual Assault - SA Education

Week 14: Outreach - Introduction

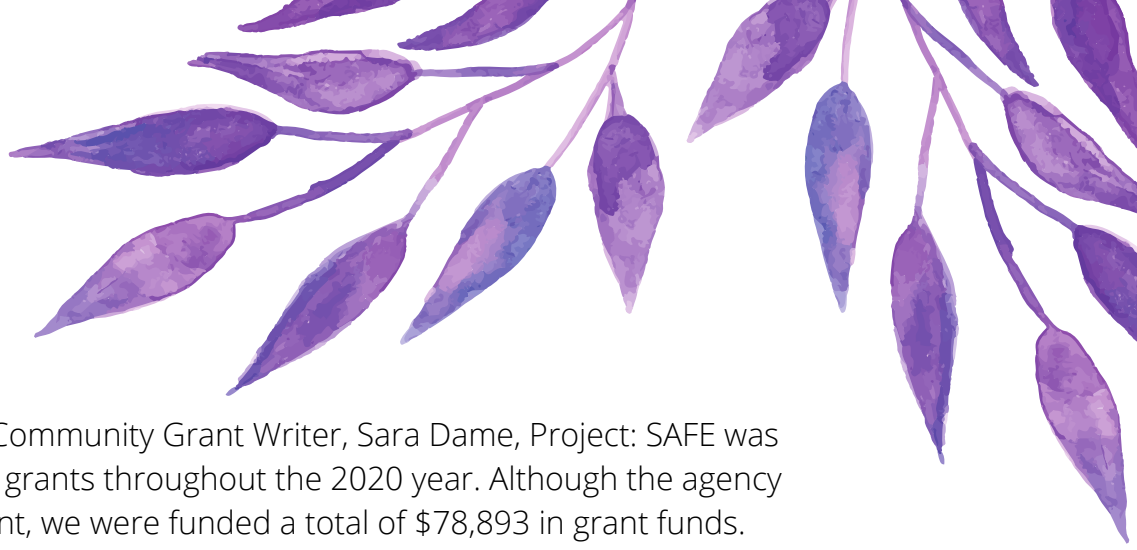
Week 15: Management - Introduction

Week 16: Management - Wrap-up and Surveys

Surveys were conducted throughout the internship process for each intern. Each week they were given the opportunity to provide the agency with feedback based on the previous internship week. Some feedback we received from interns was that it was the "most organized and put-together internship." Interning at Project: SAFE became a highly sought after opportunity after the program was re-vamped. Overall, each intern had a fantastic experience at Project: SAFE.



Grants



With the assistance of the Community Grant Writer, Sara Dame, Project: SAFE was able to submit a total of 11 grants throughout the 2020 year. Although the agency was not awarded every grant, we were funded a total of \$78,893 in grant funds.

Grants Received:

Avedis Foundation - Safety Improvements Grant for \$14,743

- Request made for the installation of a steel plate for the front lobby counter, a 10x10 above-ground storm shelter for the Freedom House, safety improvements and roof repair.

BlueCross BlueShield of Oklahoma - Mental Health Capacity Building for \$25,000

- Request made for funding to employ a mental health professional specializing in trauma and victims services in partnership with Youth & Family Resource Center.

Canadian Valley Electric Company Foundation - Tornado Shelter for \$5,000

- Request made for 10x10 above-ground storm shelter for the Freedom House.

FVPSA CARES - COVID-19 Emergency Funding for \$22,650

- Request made for emergency hotel stays due to COVID-19, a part-time office cleaner, and a part-time child care worker for the shelter.

Junior Service League Spring Grant - Sexual Assault Program for \$500

- Request made for general operating funds to support the sexual assault program.

Junior Service League - Fall Grant for \$1,000

- Fall request made for outreach supplies for sexual assault awareness outreach events on the Oklahoma Baptist University campus.

Zarrow Foundation - Lincoln County Operating Support for \$10,000

- Request made for operating support as well as mileage reimbursement, curriculum, transportation costs for clients, and outreach materials for Lincoln County.

Total: \$78,893

Fundraisers



The Garage
February 4th
Raised \$140.43



"Play It Loud"
February 8th
Raised \$2,500



Dillard's
"Fit for the Cure" Spring Event
Raised \$2,500 worth of bra's for
shelter residents

Fundraisers



Chick-Fil-A
October 20th
Raised \$1,000



The Farmer's Daughter
October 24th
Raised \$3,400



Dillard's
"Bra's With A Cause" Fall Event
Raised \$500 worth of bra's for
shelter residents

Due to COVID-19, **the Project: SAFE Women's Volunteer Auxiliary** was unable to host the annual Honey Do auction and fundraiser. We look forward to hosting it in 2021!



Data Collection

Project: SAFE collects data utilizing tools administered by VOCA, VAWA and OAG (FVPSA). The Performance Measurement Tool (PMT) from VOCA gathers quarterly data specific to victim types and total number of victims served. The data provides demographic information, victimization type, special classification of individuals and type of direct service. This snapshot data gives the agency a well-rounded picture of the clientele served, as well as areas where outreach can be improved.

The OAG/FVPSA quarterly reports target shelter data as well as demographic information of total clients served in the agency. The FVPSA report tracks specific numbers related to number of clients served in shelter, outreach events, types of services to adult clients, etc.

The Muskie report for VAWA is done every six months. The data represented in the Muskie is specific to programs funded by VAWA, which for our agency, is our sexual assault advocate. The sexual assault program targets victims of assault, both primary and secondary, and also includes advocacy for victims who undergo a Sexual Assault Nurse Exam (SANE). The Sexual Assault Advocate also provides groups for victims.

Project: SAFE constantly evaluates the measurement tools utilized to track valuable data. In future reports, the agency intends to incorporate more comparative data as well as surveys by both staff and clients.

Our Impact

Project: SAFE served

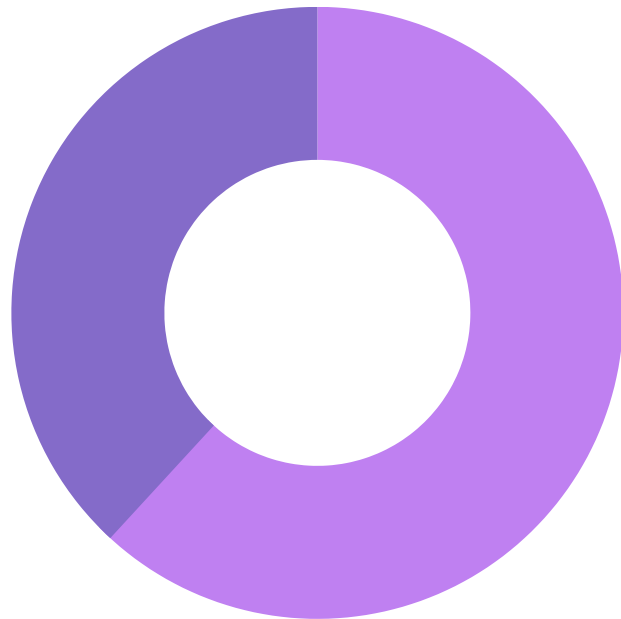
1,641

*new, unduplicated clients in
2020.*



Our Impact

**Children
38.2%**



**Women
61.8%**

Total Clients Served in Shelter: 131

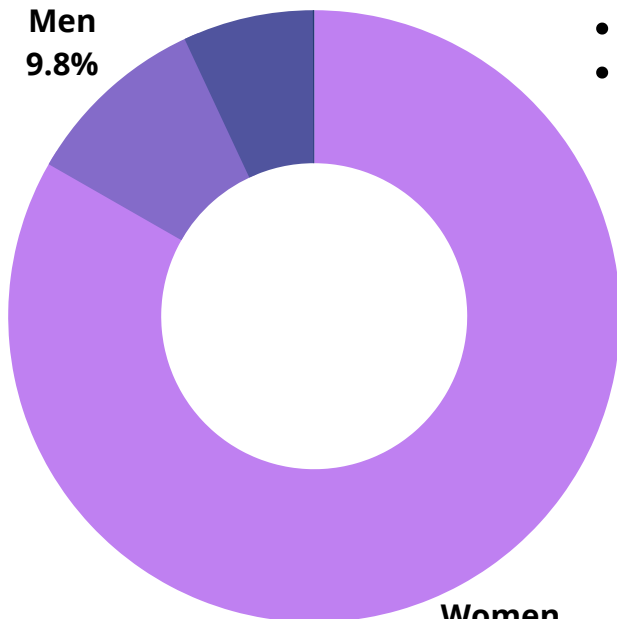
- Women - 81
- Men - *0
- Children/Youth - 50
- Not Specified/Other - *0

*Hotel accommodations are available for any victim



**Children
6.9%**

**Men
9.8%**



**Women
83.3%**

Total Clients Served with Non-Shelter Services: 1,393*

- Women - 1,160
- Men - 136
- Children/Youth - 96
- Not Specified/Other - 1

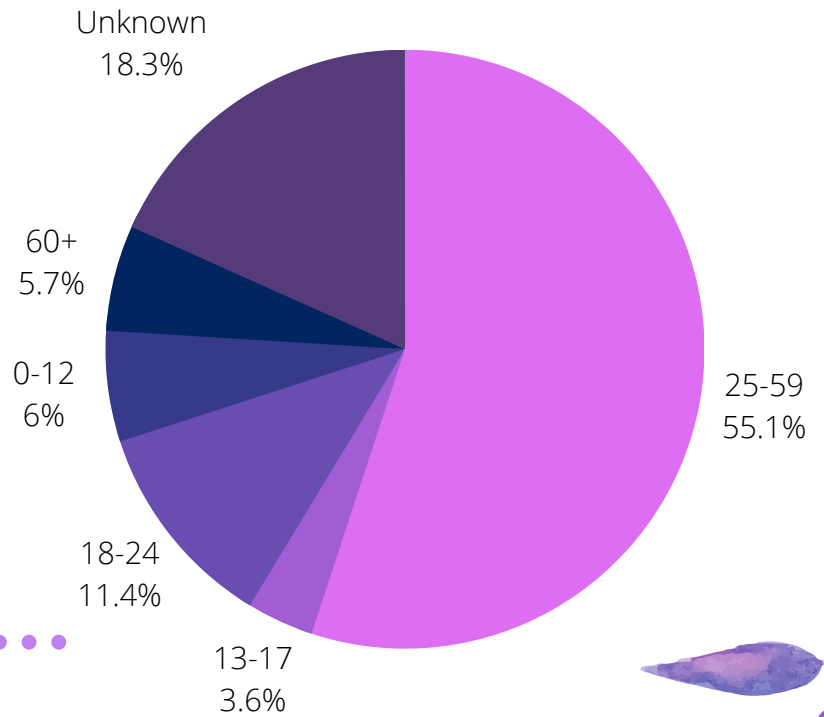


*excludes SA services

Our Impact

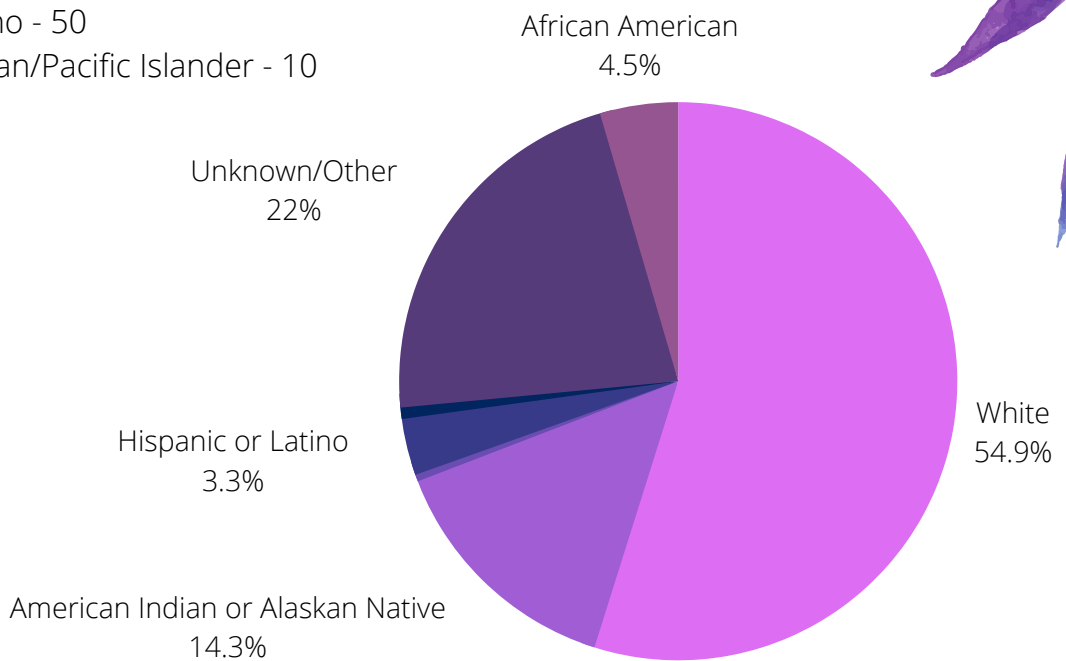
Age for Shelter and Non-Shelter Clients - 1,524

- 0-12: 91
- 13-17: 55
- 18-24: 173
- 25-59: 839
- 60+: 87
- Unknown Child Age: 0
- Unknown Adult Age: 279



Race/Ethnicity for Shelter and Non-Shelter Clients - 1,524

- White - 836
- Unknown/Other - 335
- American Indian/Alaskan Native - 218
- Black/African American - 69
- Hispanic/Latino - 50
- Native Hawaiian/Pacific Islander - 10
- Asian - 6

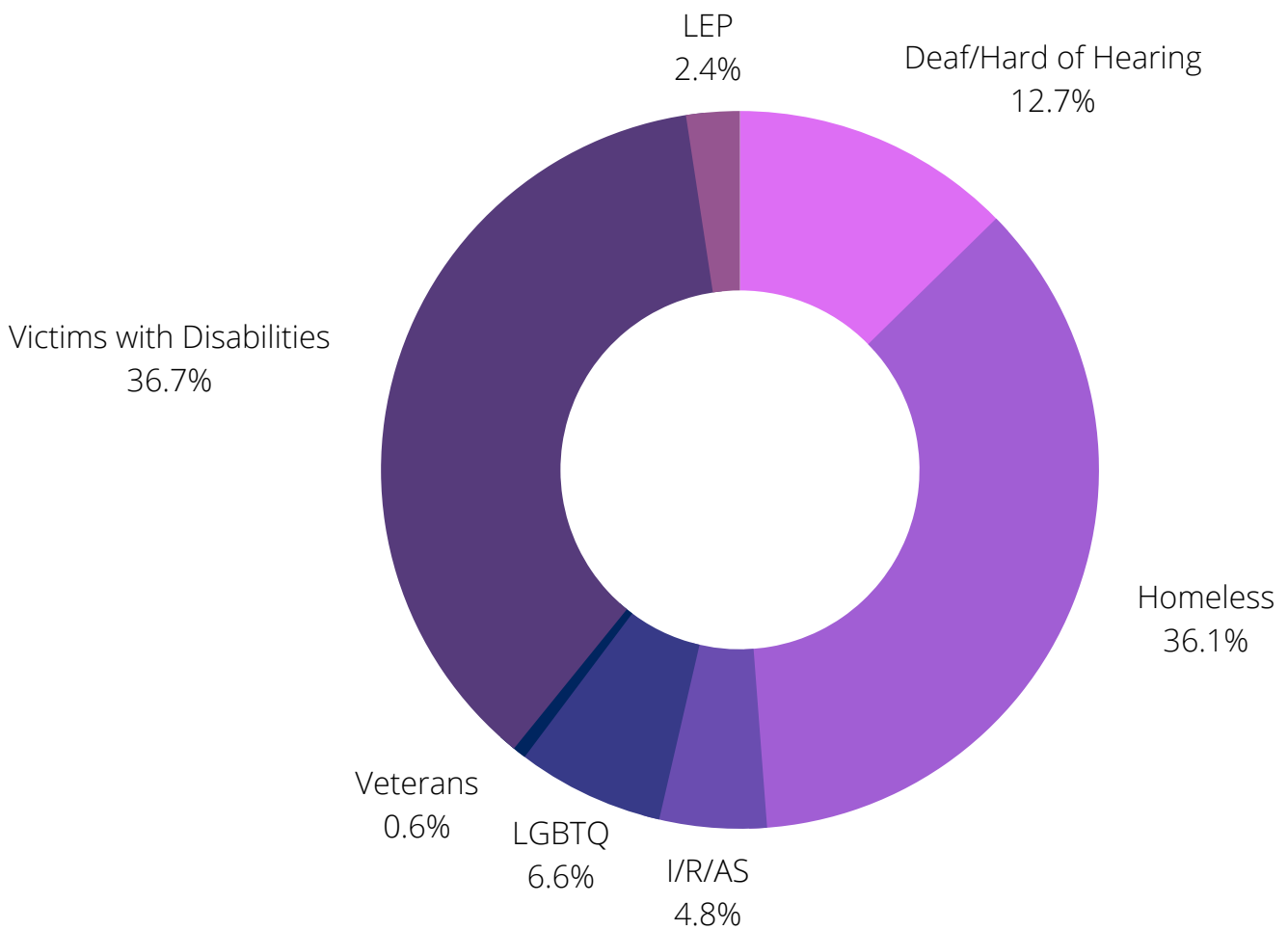


Our Impact



Special Classification of Individuals (self-reported) - 464

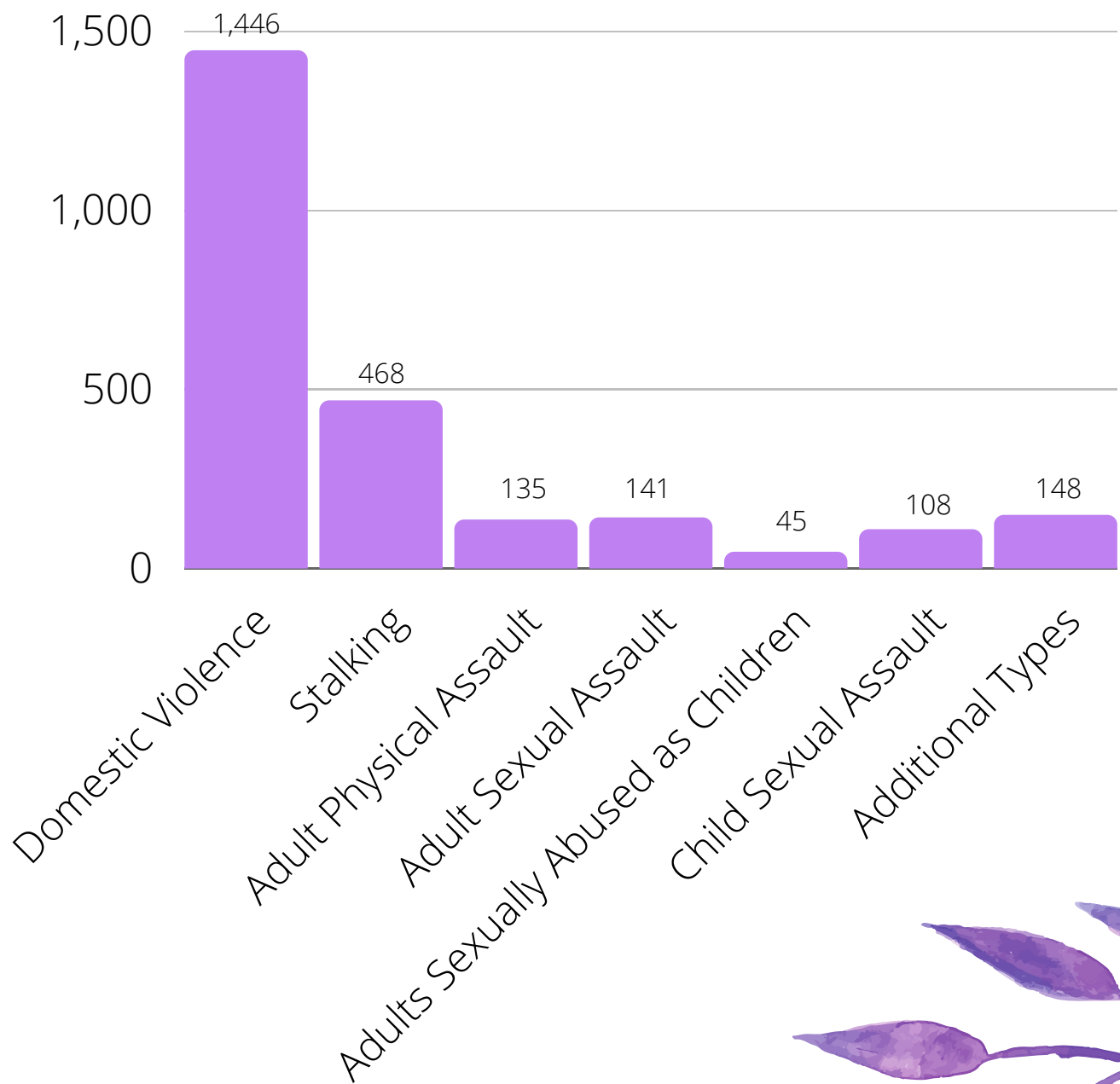
- Deaf/Hard of Hearing - 21
- Homeless - 60
- Immigrants/Refugees/Asylum Seekers - 8
- LGBTQ - 11
- Veterans - 1
- Victims with Disabilities (cognitive, physical, mental) - 61
- Victims with Limited English Proficiency - 4



Our Impact

While we serve victims of crime, these top 6 victimization types drive our services to victims. The total number of victimization type is calculated based on individual's responses when screen in.

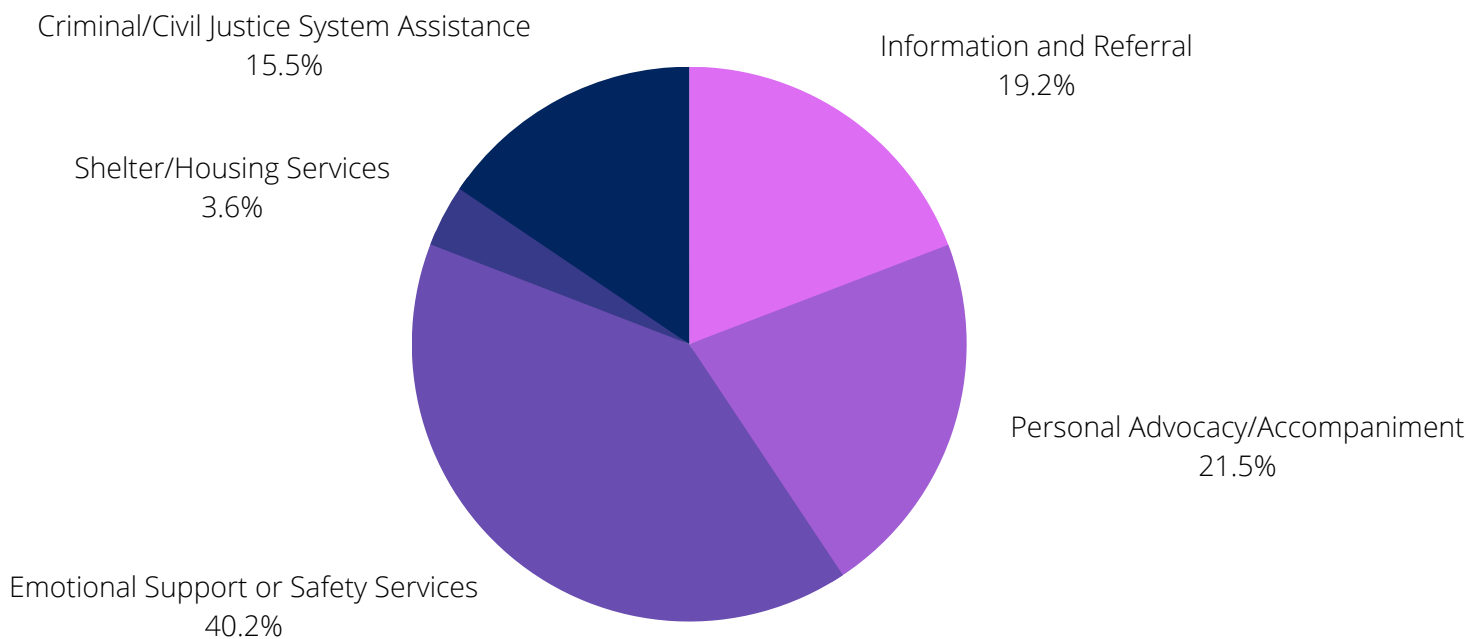
Note: The "additional types" category encompasses the victimization types captured by the VOCA PMT but are not included in the 6 major categories. Types include: Arson, Bullying, Robbery, etc.



Our Impact

Direct Services -

The categories below list the type of direct service received by an individual through Project: SAFE. These numbers do not include the number of times the service was provided - only the number of individuals who were provided the service itself. This number does not equal the total number of clients served because clients can receive multiple types of services from our agency.



Our Impact



A total of 388 protective orders were filed with assistance from Project: SAFE in 2020.

Pottawatomie County - 264

Lincoln County - 124

Services to Adult Victims (FVPSA Data)

- 1,406 Received Crisis Intervention
- 770 Received Victim Advocacy Services
- 92 Received Individual or Group Counseling/Support Group Services
- 583 Received Criminal/Civil Legal Advocacy
- 43 Received Medical Accompaniment
- 62 received Transportation Services

Services to Child/Youth Victims (FVPSA Data)

- 125 Received Crisis Intervention
- 138 Received Victim Advocacy Services
- 39 Received Individual or Group Counseling/Support Group Services

Our Impact



FVPSA REPORT

Other Demographics

Shelter Services

Crisis Calls

Targeted Education

LAP

Shelter Services

Total Number of Shelter Nights - 3,070

Total Number of Unmet Requests for Shelter - 164
(Adults Only)

Lethality Assessment Program (LAP)

Number of LAP Calls
Received - 215

Crisis Hotline Calls

Total Number of Crisis
Hotline Calls - 727

Other Demographics

Number Needing Language
Services, such as interpretation -
5

Number Self-Identifying as
LGBTQ - 11

Number of Youth Age 13-17
Receiving Services Due to Being
a Victim of Dating Violence - 7

Targeted Education

Number of Adult and Youth
Presentations - 32

Total Number of Participants -
3,707



Our Impact

Sexual Assault Services

VICTIM SERVICES

New Primary Victims/Survivors	84
Ongoing Primary Victims/Survivors	11
<i>Total Primary Victims Served</i>	95
Secondary Victims	33
Total Victims Served	128

SEXUAL ASSAULT NURSE EXAM (SANE) DATA

Adult Exams	36
Child Exams	99
Total Number of Exams	135

The total number of SANE's in 2019 was 97 (68 children, 29 adults). This means there was a 28% increase in the number of SANE's conducted in 2020. We can only speculate that stay-at-home orders due to the pandemic created unstable and hostile environments for already vulnerable victims.



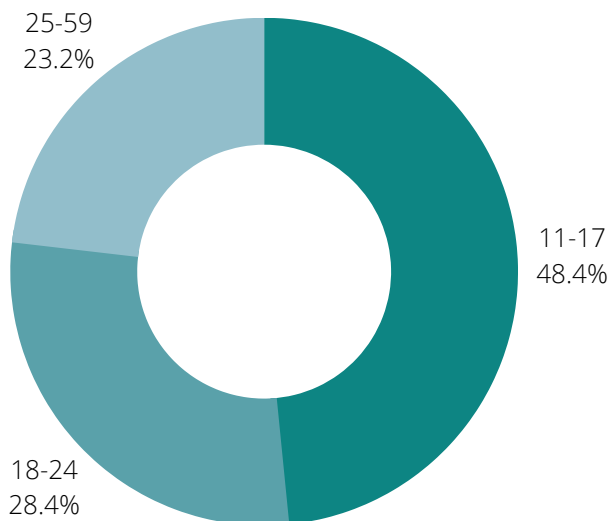
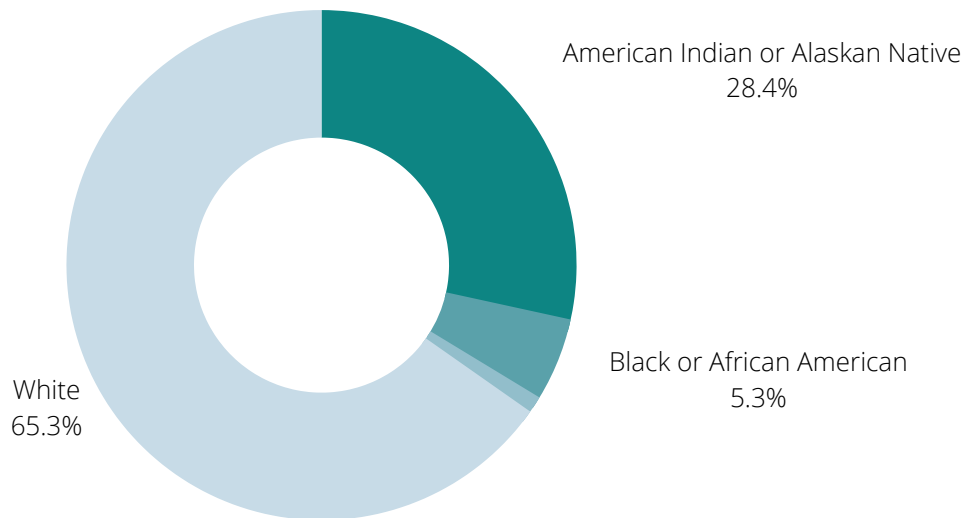
Our Impact

Sexual Assault Services

Demographics of the 95 Primary Victims Served

Race/Ethnicity - 95

- American Indian/Alaskan Native - 27
- Asian - 0
- Black or African American - 5
- Hispanic, Latino, or Spanish Origin - 1
- Native Hawaiian or Other Pacific Islander - 0
- White - 62
- Other/Unknown - 0



Age - 95

- 11-17: 46
- 18-24: 27
- 25-59: 22

*The VAWA grant does not allow for sub-grantees to serve victims under the age of 11.

Note: All 95 victims are female.

Our Impact

Sexual Assault Services

Data Collected for the 95 Primary Victims Served

VICTIMS/SURVIVORS RELATIONSHIP TO OFFENDER

Current or former spouse or intimate partner	2
Other family or household member	33
Dating Relationship	10
Acquaintance (neighbor, employee, co-worker, student, schoolmate, etc.)	42
Stranger	8
Relationship unknown	0
	95

TYPE OF SERVICE PROVIDED

Civil Legal Advocacy / Court Accompaniment	9
Criminal Justice Advocacy	4
Crisis Intervention	95
Forensic Exam	7
Transportation	6
Victim / Survivor Advocacy	95

Moving Forward

LOOKING AHEAD

Project: SAFE's mission is to provide advocacy for Safety, Empowerment, Healing and Freedom from abuse. With the data presented, it is evident that we are focused on our mission. We hope that 2021 will bring about more positive change and victories for our victims. We anticipate growing our media and outreach efforts with the development of the new website. As well, new survey and evaluation tools are being developed to capture more qualitative data for future reporting.

Project:
SAFE

