

Domestic Violence, Sexual Assault, Crisis Intervention C1: DV/SA Prevention

Agency	Program Name	2010 Funding	2011 Request	\$ change	% change	2012 Request
Rape Crisis Center	B. Education & Outreach to prevent Sexual Assault	\$ 22,635	\$ 25,815	\$ 3,180	14.05%	\$ 25,815
TOTALS		\$ 22,635	\$ 25,815	\$ 3,180	14.05%	\$ 25,815

ORGANIZATION:

Rape Crisis Center, Inc.

PROGRAM/LETTER:

B Education & Outreach to Prevent Sex'l Assault

PROGRAM BUDGET

1. 2010 BUDGETED

REVENUE SOURCE	SOURCE TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	22,635	18,515	1,018	3,102	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT	9,798	9,798	0	0	0
FUNDRAISING DONATIONS	59,470	46,061	9,693	3,716	0
USER FEES	0	0	0	0	0
OTHER	4,902	3,578	344	980	0
TOTAL REVENUE	96,805	77,952	11,055	7,798	0

2. 2011 PROPOSED BUDGET

REVENUE SOURCE	SOURCE TOTAL	PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	25,815	21,695	1,018	3,102	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	9,798	9,798	0	0	0
FUNDRAISING DONATIONS	58,851	44,240	10,480	4,131	0
USER FEES	0	0	0	0	0
OTHER**	4,902	3,578	344	980	0
TOTAL REVENUE	99,366	79,311	11,842	8,213	0

*OTHER GOVT 2011

Source	Amount	Terms
SAVS	9,798	1/1 to 12/31/11
	0	
	0	
	0	
	0	
TOTAL	9,798	

**OTHER 2011

Source	Amount	Terms
UW Contract	4,902	7/1/10 to 6/30/11
	0	
	0	
	0	
	0	
TOTAL	4,902	

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2012 PROGRAM CHANGE EXPLANATION

Complete only if you are requesting more than your 2011 request.

Note: Additional funding should only be requested where services or programming will change or expand in the second year.

3. PROGRAM UPDATE: If requesting more than 2011, describe any major changes being proposed for the program/service in 2012, i.e., expansions or narrowing in target population, scope and level of services, geographic area to be served, etc.).

200 characters (with spaces)

4. 2012 COST EXPLANATION

Complete only if significant financial changes are anticipated between 2011-2012.

Explain specifically, by revenue source, any significant financial changes that you anticipate between 2011 and 2012.

For example: unusual cost increases, program expansion or loss of revenue.

200 characters (with spaces)

5. 2012 PROPOSED BUDGET

REVENUE SOURCE	BUDGET TOTAL	ACCOUNT CATEGORY			
		PERSONNEL	OPERATING	SPACE	SPECIAL COSTS
DANE CO HUMAN SVCS	0	0	0	0	0
DANE CO CDBG	0	0	0	0	0
MADISON-COMM SVCS	0	0	0	0	0
MADISON-CDBG	0	0	0	0	0
UNITED WAY ALLOC	0	0	0	0	0
UNITED WAY DESIG	0	0	0	0	0
OTHER GOVT*	0	0	0	0	0
FUNDRAISING DONATIONS	0	0	0	0	0
USER FEES	0	0	0	0	0
OTHER**	0	0	0	0	0
TOTAL REVENUE	0	0	0	0	0

*OTHER GOVT 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

**OTHER 2012

Source	Amount	Terms
	0	
	0	
	0	
	0	
	0	
	0	
TOTAL	0	

ORGANIZATION:	Rape Crisis Center, Inc.
PROGRAM/LETTER:	B Education & Outreach to Prevent Sex'l Assault
PRIORITY STATEMENT:	OCS: Domestic Violence, Sexual Assault, Crisis Intervention C1: DV/SA Prevention (CSC)

DESCRIPTION OF SERVICES

6. NEED FOR PROGRAM: Please identify local community need or gap in service that the proposed program will address.

Sexual abuse is much too prevalent in the lives of children as well as adults (studies estimate that 1 in 3 girls and 1 in 6 boys are molested before age 18, while 1 in 4 women will be assaulted as an adult). Reports of sexual assault & harassment among teens (4000 sexual assaults/year in US schools) shock many adults. We know teens are incredibly vulnerable to rape, as well as the damaging effects of childhood abuse (eating disorders, self-harm, suicidality, promiscuity). RCC's outreach focuses on local middle & high schools to provide essential information to students 12 and older - including awareness of sexual abuse and the availability of RCC's free, confidential services, as well as more intensive exploration of factors that contribute to assault. This is a personal & efficient way of ensuring that teens are aware of the 24-hour crisis line, the nature of this violence, & RCC's resources - while providing access to a trained adult qualified to answer questions & intervene.

7. SERVICE DESCRIPTION - Describe the service(s) provided including your expectations of the impact of your activities.

While the 24/7/365 crisis intervention is the core of RCC's services, our mission includes working to create a community that does not accept sexual violence. The comprehensive outreach program reaches the broadest possible audiences with basic information, while working more intensively with smaller, more advanced groups. While services are offered to adults and college students, the majority are to teens. The basic presentations are essential because students regularly disclose their own abuse (or that of "a friend") to our staff and seek information and guidance about next steps. In addition to these 1-time sessions, RCC offers multi-session workshops. Our most-intensive IMAGINE Peer Advocacy program works over an academic year with a small group of students to address the underlying attitudes and social norms within their own community - the high school - that contribute to sexual violence. Students then plan one or more social-change activities among their peers. (These programs are well-established at Oregon HS and West HS, with a resurgence in Middleton HS and a 3-year old program at East HS. LaFollette and Memorial HS are in initial stages, but the high RCC staff commitment to each program limits our capacity for expansion.) RCC also sponsors the Chimera Self-Defense program designed for women & girls, teaching concrete skills that address the real threat of sexual assault (the only program that charges a fee - which can slide or be waived entirely), & coordinates Sexual Assault Awareness Month activities throughout Dane County each April.

8. PROPOSED PROGRAM CONTRACT GOALS: Include clearly defined service goals and process objectives: number of unduplicated clients to be served, number of service hours to be provided etc.

We request partial support to underwrite the workshops provided to teens in Madison schools or programs. The service goals are: to continue to reach students in every Madison HS and the majority of middle schools each year; to increase the total number of presentations in schools which have had lower past participation; and to reach 2,400 teens, half of whom will be Madison residents. These represent unduplicated individuals; multiple session formats will still be considered as one client served.

9. SERVICE HOURS: Frequency, duration of service and hours and days of service availability.

These services are available throughout the school day and academic year, by appointment, at the request of the school staff or program coordinator. Presentations range from one-time, 50 minute sessions to multiple-session workshops.

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10. POPULATION SERVED: Please describe in terms of age, income level, LEP, literacy, cognitive or physical disabilities or challenges).

The CE program seeks to serve the broadest range of County residents with essential safety awareness & prevention messages. City funding would be used to reach teens within Madison, primarily school-based, reflecting the diversity of the teen community in terms of income level, literacy, cognitive and physical ability. We also have the capacity to conduct some presentations in Spanish (particularly our self-defense sessions). Self-defense programs are adaptable to different levels of physical ability, with one curriculum specifically for elderly women or those with disabilities.

11. LOCATION: Location of service and intended service area (Include census tract where service is tract specific).

Any school or teen-serving program within Madison would be eligible under this funding; other Dane County presentations would be funded within the CE program by other funding sources.

12. OUTREACH PLAN: Describe your outreach and marketing strategies to engage your intended service population.

To reach teens, we work primarily with area schools and youth programs. This includes building on existing relationships with school staff, mailing information to every school in Dane County at the beginning of the year, and targeting personal outreach to schools where we have not been invited to present in recent years. In addition to health classes and other obvious connections, RCC staff also promote our availability to facilitate discussions tied to English classes, for example, when books with abuse themes (such as *The House on Mango Street* or *I Know Why the Caged Bird Sings*) are part of the curriculum. Most of the outreach that RCC conducts in the general community falls within Community Education, including organizing community-wide activities for Sexual Assault Awareness Month in April each year, with 10-12 of the 20+ partner organizations sponsoring events that are most relevant to their own audience.

13. COORDINATION: Describe how you coordinate your service delivery with other community groups or agencies.

The mission of ending sexual assault & dating violence is clearly beyond the scope of a single organization. In reaching teens the most essential coordination is with the schools & teen-serving programs. Staff work to cultivate & maintain relationships with school staff, and to be responsive to the schedules and needs of the schools. Many of our presentations are to the participants within other agencies' programming (Neighborhood Intervention Project, Girls Inc, YWCA, Briarpatch, Arc) as well as training for the staff of such programs. As noted above, Sexual Assault Awareness Month is a collaboration among many area organizations and groups, with significant participation from the Community Coordinated Response on Sexual Assault (CCR-SA). The CCR-SA also provided early support to the DELTA project within Domestic Abuse Intervention Services, and RCC staff served on the Advisory Board, helping to ensure this primary prevention work with boys was funded in our community.

14. VOLUNTEERS: How are volunteers utilized in this program?

Community education and outreach is primarily conducted by specially trained and carefully supervised staff (including workstudy students.) We are able to work with interns as well, but volunteers are primarily involved in tabling at public events like health fairs, posting flyers, and distributing RCC materials throughout the community.

15. Number of volunteers utilized in 2010?

11

Number of volunteer hours utilized in this program in 2010?

121

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16. BARRIERS TO SERVICE: Are there populations that are experiencing barriers to the service you are proposing, i.e., cultural differences, language barriers and/or physical or mental impairments or disabilities? Describe the ability of proposed program to respond to the needs of diverse populations.

Language challenges and cultural barriers are crucial factors in educational outreach in a community as diverse as Madison. We strive to be accessible to the broadest range of residents. For example, sexual violence is even more taboo in the Latina community, where we partner with UNIDOS and other existing, trusted agencies and often use free Chimera self-defense workshops as a low-risk entry point for women and girls to begin to discuss sexual assault. Recognizing our limited capacity to reach some populations, such as Hmong residents, we partner with agencies serving those populations - either to conduct presentations in existing programs or to train their staff and volunteers on sexual assault issues. People with disabilities, particularly developmental disabilities, are significantly more vulnerable to sexual abuse (some studies show 90% of adults with developmental disabilities have been victimized, many repeatedly over years by multiple assailants), so we offer trainings to the staff of agencies serving this population. In reaching teens, we work within the public schools to reach students that reflect the diversity of the community. We know this outreach is not the complete answer to ending sexual violence, but it is RCC's contribution to the broader community effort to address these issues with young people. We work to create an alternative to the dominant messages about masculine & feminine identities, sexuality and societal norms that perpetuate sexual violence -- while ensuring that victims can access services that help to prevent later re-victimization.

17. EXPERIENCE: Please describe how your agency, and program staff experience, qualifications, and past performance will contribute to the success of the proposed program?

RCC has conducted community education & awareness outreach as an essential component of services since our inception in 1973. Over the years, as general awareness of the issues of sexual violence has increased, our approach has adapted. (For example, a significant increase in recognizing child sexual abuse in the 1990s, as adult survivors began speaking out; public recognition that rape includes acquaintance assault.) As the one agency in Dane County that specifically addresses sexual assault of teens and adults, RCC trains all staff in crisis response and how to respond to the reality of sexual violence in the lives of those we reach. The education & outreach staff are further trained in the difficult process of engaging teen audiences in lively discussions that promote increased understanding and knowledge of the issues without lecturing. CE staff attend statewide training & receive weekly supervision; program goals and results are analyzed quarterly. We know the programs make an impact because the majority of student participants consistently identify at least one fact or area of increased understanding on the evaluations. As a trusted partner with many Madison schools, RCC offers free on-site counseling for students who have been abused and serves as a resource for school social workers & others facing disclosures from students. This comprehensive programming across multiple service needs leads to strong relationships with certain schools. For example, Memorial HS has invited RCC to do 43 presentations over the past 2 years, and East HS had 20.

18. LICENSING OR ACCREDITATION: Report program licensing, accreditation or certification standards currently applied.

None Applicable

19. STAFF: Program Staff: Staff Titles, FTE dedicated to this program, and required qualifications for program staff.

Staff Title	FTE	City \$	Qualifications
Community Education Coord	1	Yes	3-5 yrs exp in Sex'l Asslt field; public speaking, curriculum develop.
Community Educator	0.5	Yes	1 yr+ SA exp; public speaking / training experience
Assoc. Director	0.1	Yes	5yrs+ SA exp; 1-2 yrs management background
Exec. Director	0.2	Yes	10 yrs+ in SA field; 5 yrs+ management, program development
Chimera Instructors	0.1	No	1 yr+ training apprenticeship; RCC trauma training, martial arts
Program Director	0.03	No	5+ yrs exp in Sex'l Asslt field; public speaking / training

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COMMUNITY RESOURCES DESCRIPTION OF SERVICES SUPPLEMENT

Please provide the following information ONLY if you are applying for projects that meet the "Community Resources Program Goals & Priorities" If not applying for CR Funds, go to Demographics (p. 8).

24. CONTRIBUTING RESEARCH

Please identify research or best practice frameworks you have utilized in developing this program.

The process of identifying best practices in the field of sexual assault prevention is currently being led by the US Center for Disease Control, which recognizes sexual violence as a significant public health issue. While the research on effective prevention of Intimate Partner Violence is more advanced, the underlying dynamics are similar enough to underscore the approach RCC has long used. Define the problem, increase awareness, and work to change the social norms that contribute to this violence by engaging in the lives of young people. For example, the research reinforces RCC model of having some workshops led by a female/male team of presenters, who not only emphasize that sexual violence affects everyone (not just the girls) but also model respectful interactions and shared leadership. The research also promotes saturation - multiple messages from multiple messengers across time. So working with communities of faith and social organizations like the Girl Scouts, as well as middle schools and high schools, helps to ensure that we reach young people repeatedly, with messages similar to those from DAIS, anti-bullying groups, advertising by the State Coalitions against Sexual Assault and Domestic Violence, etc. On a higher level of impact, RCC's Executive Director and CE staff have been involved in the statewide work over the past 4 years, led by the Dept of Health Services, to develop and implement a Sexual Violence Prevention Plan for Wisconsin. With CDC funding, this will be the first comprehensive plan to reach the entire state with messaging to decrease the incidence of sexual violence. As the process unfolds and research results become available, RCC management will continue to ensure that outreach programs are adjusted to ensure a balance of more intensive, in-depth programming with the ability to reach the broadest possible audience with the essential basic information.

25. ACCESS FOR LOW-INCOME INDIVIDUALS AND FAMILIES

What percentage of this program's participants do you expect to be of low and/or moderate income?

50.0%

What framework do you use to determine or describe participant's or household income status? (check all that apply)

Number of children enrolled in free and reduced lunch

X

Individuals or families that report 0-50% of Dane County Median Income

Individual or family income in relation to Federal Poverty guidelines

Other

X

26. HOW IS THIS INFORMATION CURRENTLY COLLECTED?

RCC does not charge fees and does not collect income data on any of our programs. We ensure access to low-income children by working with Madison Public Schools, and project that the participants within this program (outreach to teens in Madison) will reflect the nearly 50% of MMSD students in school meal plans.

27. PLEASE DESCRIBE YOUR USER FEE STRUCTURE AND ANY ACCOMMODATIONS MADE TO ADDRESS ACCESS ISSUES FOR LOW INCOME INDIVIDUALS AND FAMILIES.

RCC Educational Outreach programs are all free of charge, except the Chimera Self-Defense program designed for women and girls. This program charges a small fee to ensure participation, though we maintain a scholarship fund to ensure access for all and allow a sliding scale that goes to zero, with no documentation required. Further, RCC works to conduct presentations throughout Dane County, to ensure accessibility to those lacking transportation. By working within area schools, we expect to reach children across all income levels.

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28. DEMOGRAPHICS

Complete the following chart for unduplicated participants served by this program in 2009. Indicate the number and percentage for the following characteristics. For new programs, please estimate projected participant numbers and descriptors.

PARTICIPANT DESCRIPTOR	#	%	PARTICIPANT DESCRIPTOR	#	%
TOTAL	4272	100%	AGE		
MALE	2153	50%	<2	0	0%
FEMALE	2118	50%	2 - 5	0	0%
UNKNOWN/OTHER	1	0%	6 - 12	131	3%
			13 - 17	2744	64%
			18 - 29	1076	25%
			30 - 59	321	8%
			60 - 74	0	0%
			75 & UP	0	0%
			TOTAL AGE	4272	100%
			RACE		
			WHITE/CAUCASIAN	3107	73%
			BLACK/AFRICAN AMERICAN	740	17%
			ASIAN	220	5%
			AMERICAN INDIAN/ALASKAN NATIVE	11	0%
			NATIVE HAWAIIAN/OTHER PACIFIC ISLANDER	0	0%
			MULTI-RACIAL:	0	0%
			Black/AA & White/Caucasian	0	0%
			Asian & White/Caucasian	0	0%
			Am Indian/Alaskan Native & White/Caucasian	0	0%
			Am Indian/Alaskan Native & Black/AA	0	0%
			BALANCE/OTHER	194	5%
			TOTAL RACE	4272	100%
			ETHNICITY		
			HISPANIC OR LATINO	208	5%
			NOT HISPANIC OR LATINO	4064	95%
			TOTAL ETHNICITY	4272	100%
			PERSONS WITH DISABILITIES	201	5%
			RESIDENCY		
			CITY OF MADISON	2284	53%
			DANE COUNTY (NOT IN CITY)	1965	46%
			OUTSIDE DANE COUNTY	23	1%
			TOTAL RESIDENCY	4272	100%

Note: Race and ethnic categories are stated as defined in HUD standards

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29. PROGRAM OUTCOMES

Number of unduplicated individual participants served during 2009.	4272
Total to be served in 2011.	4400

Complete the following for each program outcome. No more than two outcomes per program will be reviewed.

If applying to OCS, please refer to your research and/or posted resource documents if appropriate.

Refer to the instructions for detailed descriptions of what should be included in the table below.

Outcome Objective # 1:

Reach 1100 Madison teens, increasing understanding of essential sexual assault awareness information through 40-50 presentations / workshops in MS & HS

Performance Indicator(s):

80% of participants indicate increased knowledge of sexual assault from presentation

Proposed for 2011:

Total to be considered in 800
perf. measurement

Targeted % to meet perf. measures 80%
Targeted # to meet perf. measure 640

Proposed for 2012:

Total to be considered in 800
perf. measurement

Targeted % to meet perf. measures 80%
Targeted # to meet perf. measure 640

Explain the measurement
tools or methods:

Post-presentation evaluations are distributed to all participants, and returned by 70-75%. (Some classrooms are less organized and don't succeed in returning the evals during the class time; some teachers never send the evals despite the postage-paid envelope we provide.) Outcome based on: Answered Agree to "I learned something new from this presentation" or "This helped me better understand something I already knew" or wrote in at least 1 relevant response to "One thing I learned today was...."

Outcome Objective # 2:

Maintain and expand relationships with Madison public schools to increase collaboration with RCC

Performance Indicator(s):

RCC will present in all MMSD HS and the majority of MS; compared with 2008 & 09 averages, # of presentations per school will increase in 80% of schools.

Proposed for 2011:

Total to be considered in 45
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 45

Proposed for 2012:

Total to be considered in 45
perf. measurement

Targeted % to meet perf. measures 100%
Targeted # to meet perf. measure 45

Explain the measurement
tools or methods:

RCC staff track the number of requests from and presentations to Dane County schools; presentations in 2011 will be compared to previous years; # of presentations and # of schools reached will be compared to previous years.

**PROPOSAL REVIEW: Individual Staff Review for 2011-2012
For Community Resources Proposals to be Submitted to the
Community Services, Early Childhood and Senior Services Committees**

1. **Program Name:** Education and Outreach to Prevent Sexual Assault
2. **Agency Name:** Rape Crisis Center
3. **Requested Amounts:** 2011: \$25,815
 2012: \$25,815 **Prior Year Level:** \$22,635
4. **Project Type:** New ☐ Continuing X
5. **Framework Plan Objective Most Directly Addressed by Proposed by Activity:**

X III Crisis - C1
6. **Anticipated Accomplishments (Proposed Service Goals)**
7. **To what extent does the proposal meet the Objectives of the Community Development Division, Community Resources Program Goals and Priorities for 2011-2012?**

Staff Comments: This program clearly meets Program Area II: Domestic Violence, Sexual Assault, Crisis Intervention and Safety & Support – Priority B3. – Provide education for the prevention of domestic violence and sexual assault.
8. **To what extent does the proposal incorporate an innovative and/or research based program design that will have a positive impact on the need or problem identified?**

Staff Comments: It seems very likely that program design will have a positive impact on the need or problem identified. Relevant research and best practice information is cited in the application.
9. **To what extent does the proposal include service goals and outcome objectives that are realistic and measurable and are likely to be achieved within the proposed timeline?**

Staff Comments: Service goals and outcome objectives seem realistic, measurable and are likely to be achieved within the timeline.
10. **To what extent do the agency, staff and/or Board experience, qualifications, past performance and capacity indicate probable success of the proposal?**

Staff Comments: The agency, staff and Board seem to possess the experience and qualifications to indicate probable success. The agency has strong record of positive past performance.
11. **To what extent is the agency's proposed budget reasonable and realistic, able to leverage additional resources, and demonstrate sound fiscal planning and management?**

Staff Comments: The budget is reasonable and realistic. Other resources are utilized and leveraged. Agency has demonstrated sound fiscal planning and management.
12. **To what extent does the agency's proposal demonstrate efforts and success at securing a diverse array of support, including volunteers, in-kind support and securing partnerships with agencies and community groups?**

Staff Comments: The program has very strong volunteer support and many active partnerships.

13. To what extent does the applicant propose services that are accessible and appropriate to the needs of low income individuals, culturally diverse populations and/or populations with specific language barriers and/or physical or mental disabilities?

Staff Comments: Services seem very accessible and appropriate for low-income & culturally diverse populations as well as populations w/ language barriers, and physical or mental disabilities.

Questions: No questions.

14. **Staff Recommendation**

☐ Not recommended for consideration

☒ Recommend for consideration

☐ Recommend with Qualifications
Suggested Qualifications: