

A photograph of four people (two men and two women) smiling and standing outdoors. They are wearing blue name tags with the DVN logo. The background shows green trees and a red patio umbrella. The text '2013' is overlaid in large blue font.

# 2013

## ANNUAL REPORT



DOMESTIC VIOLENCE NETWORK



## STAFF

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**Kelly McBride**, Executive Director

**Tiffany Thomas**, Development Coordinator

**Karen Dees**, Program Coordinator- Advocates

**Erica Smith**, Administrative Assistant

## BOARD MEMBERS

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**VICE PRESIDENT: Jennifer Browning**, Founder/President, Integrating Women Leaders

**TREASURER: Neil Giannini**, CPA, Katz, Sapper & Miller

**SECRETARY: Jessica R. Key**, Staff Writer/Photo Shoot Coordinator, Indianapolis Recorder & Indiana Minority Business Magazine

**Missy Apple Knotts**, Electronic Evolution

**Randy Biernat**, CPA/ABV/CFF, Senior Managing Consultant, BKD, LLP

**Keely Butrum**, Accredited Wealth Management Advisor/Senior Investment Management Specialist, Raymond Jones and Associates

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**Dorothy Hoffman**, US Health Policy and Strategy, Eli Lilly and Company

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**Alexis Kollay D’Ettorre**, Assistant Director – Education and Leadership Initiatives, Alpha Chi Omega

**Tony Gibbens**, Attorney, Brannon, Sowers and Cracraft

**Jon Nolan**, Nolan Securities

**Carolina Pimentel- Nelson**, President/Owner, M. Nelson & Associates

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**Annie Smith**, Volunteer Engagement Coordinator, United Way of Central Indiana

**Chrystal Struben**, Vice President of Development, Communications and Education, Planned Parenthood Indiana & Kentucky

**Emily Tisdale**, Recourse Resource

**Lee Weninger**, Owner, Express Employment Professionals

In October, DVN worked directly with WTHR to produce a special awareness campaign during domestic violence awareness month. WTHR-Channel 13's "Shattering the Silence" campaign and Verizon partnered with the Domestic Violence Network to implement the NO MORE Billboard public awareness campaign. The billboard appeared above Palomino Restaurant in downtown Indy on the corner of Maryland and Illinois. It was featured from October 15 until November 15. The success of the billboard campaign resulted in significant print and broadcast coverage for DVN.



### 1. The Indianapolis Recorder

Domestic Violence Network Says No More  
October 16, 2013  
Circulation: **1,088**

### 2. WTHR-NBC

Message revealed outside Circle Centre Mall  
October 16, 2013 (Clip at 6:12:45 p.m.)  
Nielsen Audience: **126,329**

### 3. WISH TV (online)

City Works to Decrease Domestic Violence  
October 17, 2013  
Circulation: **246,203**

### 4. WTHR-NBC

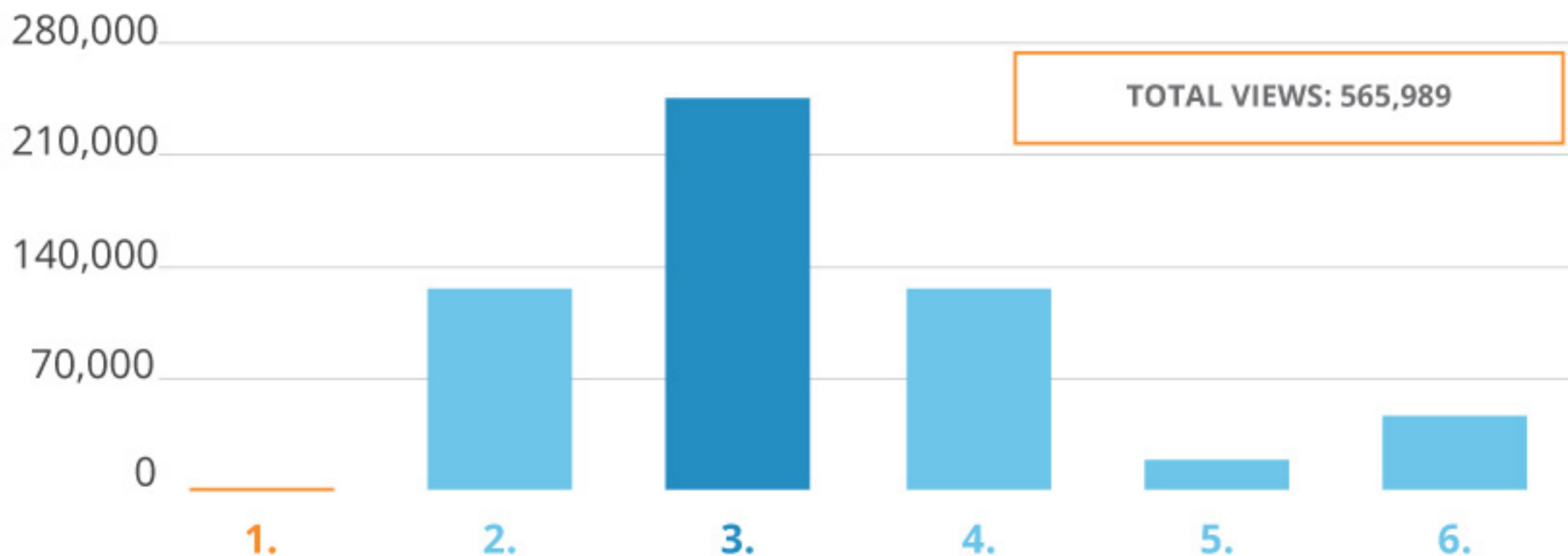
Message revealed outside Circle Centre Mall  
October 18, 2013 (Clip at 6:10:05 p.m.)  
Nielsen Audience: **126,329**

### 5. WTHR-NBC

Message revealed outside Circle Centre Mall  
October 18, 2013 (Clip at 5:08:15 a.m.)  
Nielsen Audience: **19,169**

### 6. WTHR-NBC

Message revealed outside Circle Centre Mall  
October 18, 2013 (Clip at 6:21:01 a.m.)  
Nielsen Audience: **46,871**



## COMMUNITY WIDE PLAN 3.0

**In October**, The Domestic Violence Network, in partnership with the Mayor's Office, launched the third Community Wide Plan to End Domestic Violence, CWP 3.0. The Plan is rooted in Results Accountability, where there is a focus on making a measurable improvement in the quality of life for the entire community. There is a recognition of the importance of driving toward big picture, measurable change. The desired result of the Community Wide Plan to End Domestic Violence is just that: to end domestic violence in Central Indiana. The CWP 3.0 is focused on the achievement of community-wide results for targeted populations through population-level strategies. Specifically, DVN has led the development of the CWP 3.0 through the lens of targeted results identified for Community Members, Youth, Victims or Survivors of Domestic Violence and People who Batter and Abuse. DVN will facilitate the Plan through three Impact teams: Youth and Community Members who will address prevention, the Victims and Survivors Impact Team will work on ensuring every victim of domestic violence will safely and sustainably exit domestic violence situations and the People who Batter and Abuse Impact team will work with systems to ensure that all people who batter and abuse will be held accountable for their actions in ways that promote victim safety and engagement of services to cease battering behavior.

The Domestic Violence Network continues to work with IMPD, The Julian Center and the Marion County Prosecutor's Office on the Baker One project. Baker One is a policing initiative adopted by IMPD in 2011 that identifies high risk domestic violence couples and intervenes early with the goal of preventing domestic violence homicide and serious assault. DVN has been working with Lawrence, Beech Grove and Speedway Police Departments to expand Baker One into their jurisdictions.



The Domestic Violence Network hosts monthly advocate's meetings, and quarterly advocates trainings. In 2013 The Domestic Violence Network trained 178 advocates in the areas of building stronger relationships with law enforcement, how HIV affects clients and family law. In August, The Domestic Violence Network hosted 35 advocates at the annual retreat.

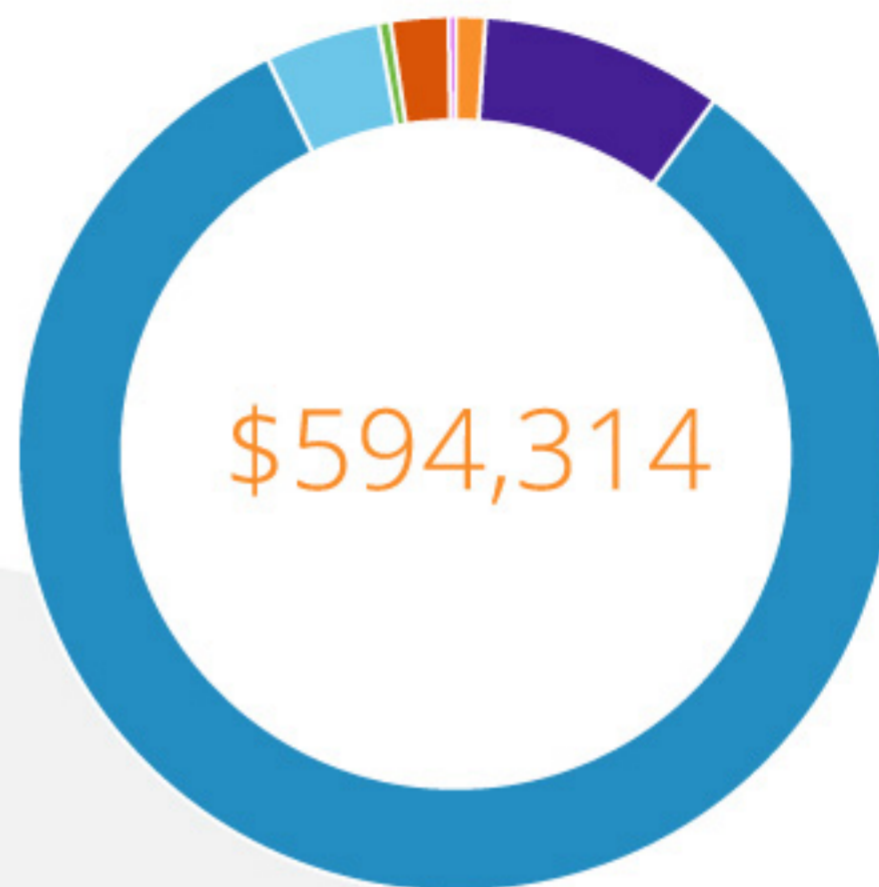
## FINANCIALS

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### INCOME

- Individual Donations: \$6,486
- Corporate Donations: \$53,100
- Grants: \$492,510
- In Kind Donations: \$25,113
- Other: \$2,612
- Program Sponsorships: \$12,664
- Interest Earned: \$1,529

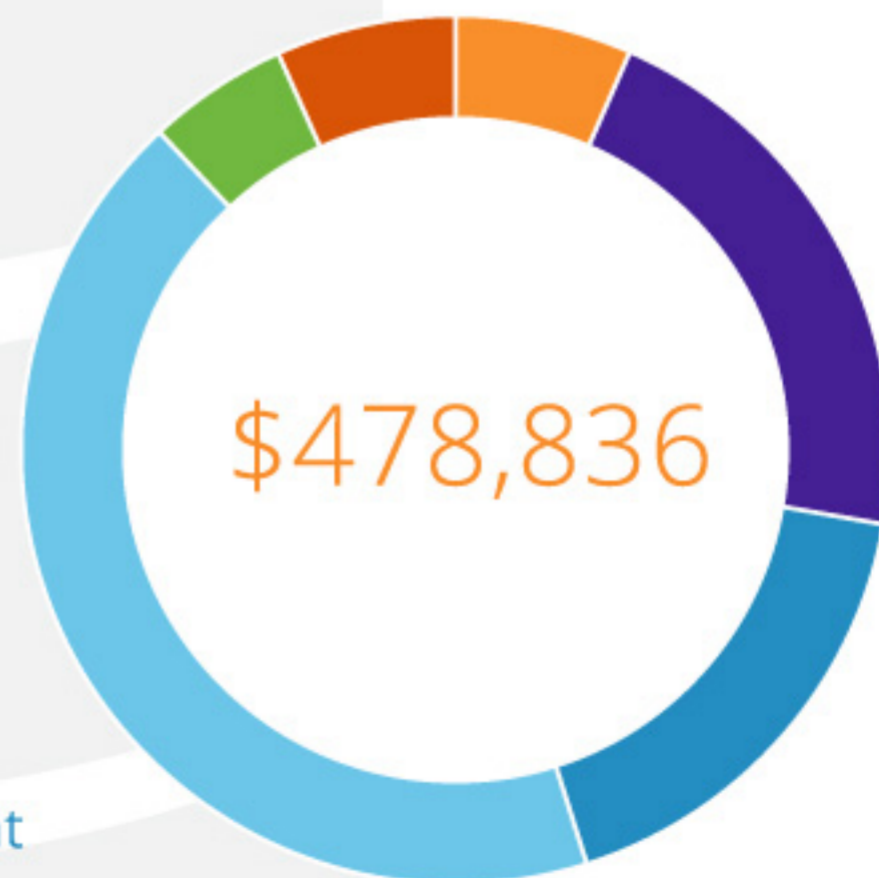
**Total Income: \$594,314**



### EXPENSES

- Emergency Transportation: \$31,432
- Management: \$101,405
- Advocates: \$83,218
- Community Wide Plan: \$205,595
- Education: \$25,086
- Public Awareness: \$32,100

**Total Expenses: \$478,836**



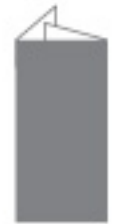
\*\$80,000 received for self sufficiency that will be distributed in 2014.

## RESOURCES DISTRIBUTED

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Resource Cards: **120,760**



Black Brochures: **5,125**



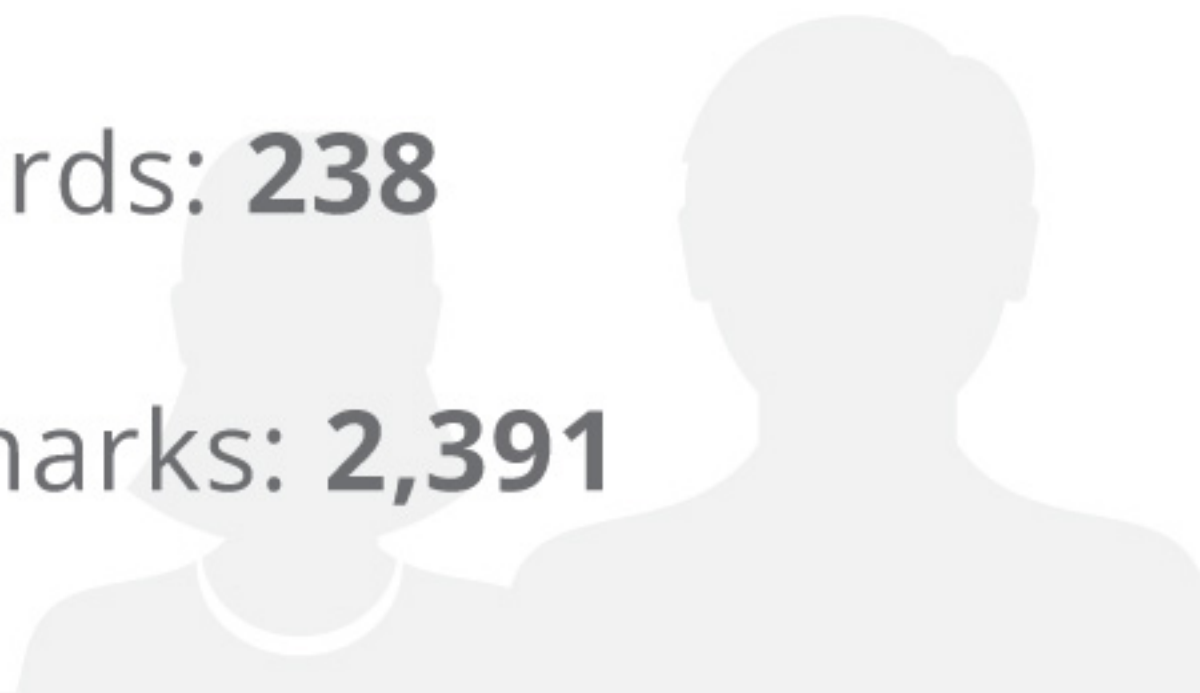
Gen DVN Brochures: **233**



No More Postcards: **238**



No More Bookmarks: **2,391**



## AT A GLANCE

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Outreach Events: **20,500 people reached**

Community Wide Plan Launch: **100 in attendance**

Advocates Meetings: **432 in attendance**

No More Campaign Billboard: **565,989 people reached**

Media: **206,875 people reached**

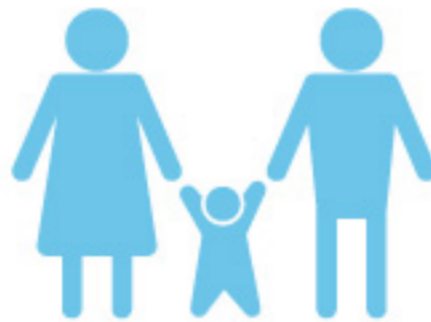
Advisory Council Meetings: **70 in attendance**



**The Emergency Transportation Fund** is designed to assist a victim of domestic violence in fleeing a dangerous relationship and assist in maintaining self sufficiency through purchasing bus passes, car repairs, taxi fare or even car purchase to allow the survivor to find or keep employment, attend classes, counseling or other activities to assist in maintaining self sufficiency.

In 2013, a total of 139 families were assisted with emergency transportation needs. The Domestic Violence Network spent an average of \$137 per family and an average of \$1,900 per month for emergency transportation needs.

**139 FAMILIES ASSISTED**



That's an average of **\$137** per family.



**The Emergency Shelter Fund** assists survivors with hotel rooms when shelters are full, can pay for down payments on apartments, utilities and other housing needs to assist the survivor to establish and maintain self sufficiency.

In 2013, The Domestic Violence Network helped 33 individuals and 1 dog, spending an average of \$333 per person helping them to achieve self sufficiency.

**33 INDIVIDUALS ASSISTED**



That's an average of **\$333** per individual.

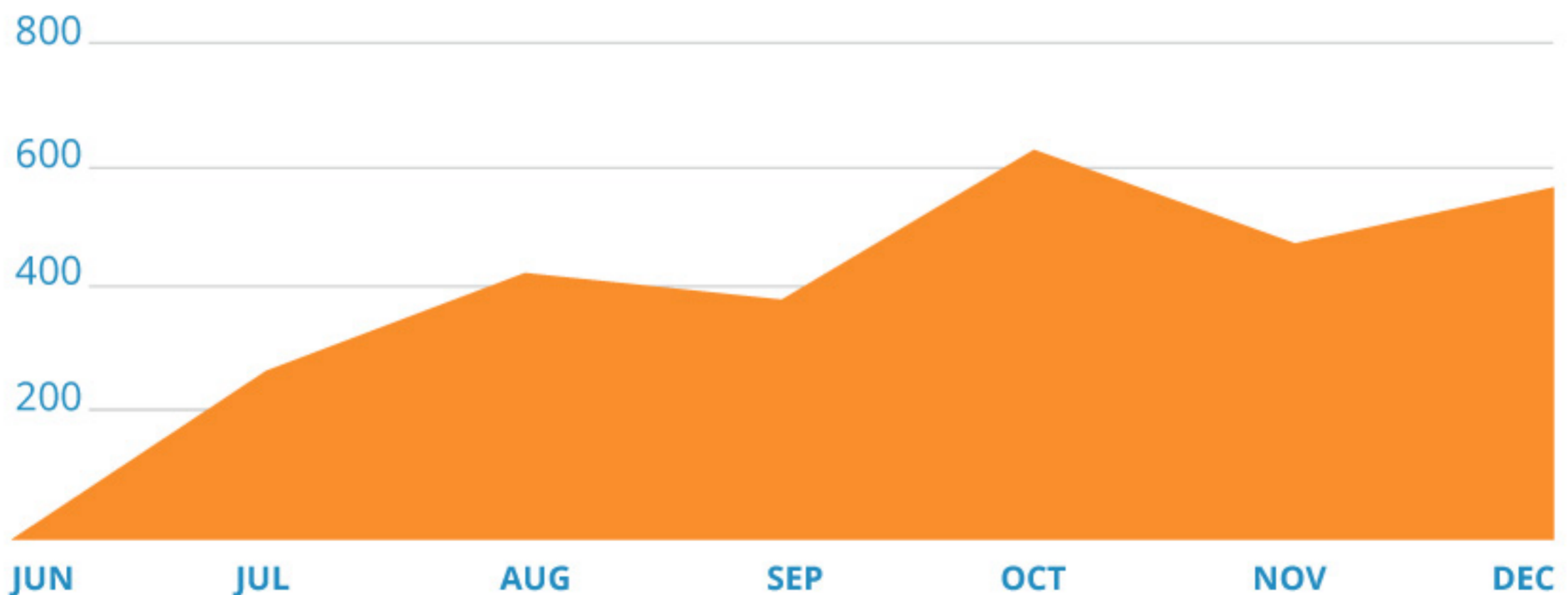
## WEBSITE TRAFFIC

The Domestic Violence Network launched a new website at the beginning of summer. This website was designed to be a resource for the entire community. October saw the heaviest website traffic with 617 unique visits.



Total Visits: 2,807  
Page Views: 9,396

### Visits





## 2013 SPONSORS

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## 2013 FUNDERS

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Children's Bureau | DCS

CICF, Donor Advised Funds

CICF, Indianapolis Foundation

City of Indianapolis

Hoover Family Foundation

Lilly Endowment

Macy's Foundation

Marion County Health Dept.

MCR Charitable Foundation

Nicholas H. Noyes, Jr. Foundation

Nina Mason Pulliam Foundation

TJX

## 2013 DONORS

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Alan Dhayer (WCTY Channel 16)

Alexis Kollay D'Ettorre

Allison Held

Allison Wolfe

Alpha Chi Omega

Annie Smith

B. Diane McManus

Bad Mama Jam

Bath & Body Works

Blackfoot Solutions

Blair Bellamy

Brics

Connie Williams

Daniel Herndon

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Heather Jackson

Indianapolis Symphony

Jared & Jenna Defore

Joneesa K. Dye

Julie Marsh

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Marlene Fiers

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Usual Suspects