



**RESILIENCE**  
EMPOWERING  
SURVIVORS  
ENDING SEXUAL  
VIOLENCE

Sexual Assault  
Awareness  
Month  
Fundraising  
Toolkit 2021

# WELCOME!

April is Sexual Assault Awareness Month (SAAM). Resilience, along with participating individuals and organizations, will be hosting events and running a fundraising campaign to raise awareness about sexual violence and build support for survivor-led movements to end rape culture.

The goal of SAAM is for individuals and organizations to raise public awareness of sexual violence and support community efforts to prevent it. This year we're engaging in SAAM with our theme, "Resilient Together," in celebration of all the actions—big and small, public and private, individual and collective—that we take to end sexual violence in our communities.



[ourresilience.org/get-involved/saam/](https://ourresilience.org/get-involved/saam/)



# WHAT THIS TOOLKIT INCLUDES:

- Information about the SAAM Challenge fundraising campaign
- Links to donate and start a fundraiser on Resilience's website
- Fundraising tips
- Sample email and social media messages
- Sexual assault stats
- Important dates
- Stats about donating to Resilience



[ourresilience.org/get-involved/saam/](https://ourresilience.org/get-involved/saam/)



# ABOUT THE SAAM CHALLENGE:

## About the Campaign

The SAAM Challenge is a fundraising campaign that was created for individuals, organizations, and businesses to raise funds throughout April in support of Resilience's free programs and services for survivors.

## Campaign Goals

Our goal is to have as many people as possible participate in our SAAM Challenge and hope everyone will join us in whatever way works for them. Participation can look like donating, starting a fundraiser, or simply sharing our messages with your friends and family.



[ourresilience.org/get-involved/saam/](https://ourresilience.org/get-involved/saam/)



[CLICK HERE TO DONATE THROUGH OUR WEBSITE](#)

Go to [ourresilience.org](https://ourresilience.org) and click Donate



[ourresilience.org/get-involved/saam/](https://ourresilience.org/get-involved/saam/)



[CLICK HERE TO START A FUNDRAISER THROUGH OUR WEBSITE](#)

Click start your own fundraiser  
Fill out your information  
You're ready to start fundraising!



[ourresilience.org/get-involved/saam/](https://ourresilience.org/get-involved/saam/)



# FUNDRAISING TIPS

- Donate to your own fundraiser. It's a lot easier to ask others to donate if you can say you are also a donor.
- Set a goal that is meaningful to you. Choose a goal that feels achievable and fun.
- Send an email to your friends and family. Share why you support Resilience and ask them to help you reach your goal.
- Post once a week or more on your social media accounts. It helps to remind people of what you're doing and celebrate your progress.
- Make your messaging personal. Sharing why this matters to you will be more impactful to your friends and family than sharing a general message.
- Always thank each of your donors personally. We are grateful for everyone who gives to Resilience!



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# SAMPLE EMAIL:

Hi friends and family,

As you know, I've been involved with/a supporter of Resilience for \_\_\_\_\_ years/months, and I am constantly amazed at our/their impact.

April is Sexual Assault Awareness Month (SAAM), and I'm participating in Resilience's SAAM Challenge to raise funds for Resilience's free programs and services for survivors of sexual violence. Last year, Resilience provided free advocacy and trauma therapy services over 1,800 survivors and their loved ones in Chicago. We also reached over 1,100 Individuals through our free sexual violence prevention education program.

Even when we couldn't meet in person, we refused to leave survivors without help. Here are some of the new ways we assist during the pandemic:

- 24-hour crisis response/advocacy by phone and tablet to survivors who go to an ER in one of our partner hospitals.
- For survivors avoiding the ER, new partnerships with community health clinics, and a legislative amendment to ensure they can still seek criminal justice.
- Trauma therapy and support groups via remote technology.
- Virtual 40-hour training for Illinois certification as rape crisis counselors.
- Virtual sexual violence prevention education for middle school and high school.

Resilience also gathered information on the many intersectional issues related to the pandemic; please visit our COVID-19 Resource Page:  
<https://www.ourresilience.org/what-you-need-to-know/covid-19-resource-page/>

Please join me in helping Resilience create a world free of sexual violence. Click here to donate: [Insert link to personal fundraiser]

I appreciate your support. Thank you for supporting survivors!

YOUR NAME



[ourresilience.org/get-involved/saam/](https://www.ourresilience.org/get-involved/saam/)



## SAMPLE SOCIAL MEDIA POST:

April is Sexual Assault Awareness Month (SAAM), and I'm participating in Resilience's SAAM Challenge to raise funds for Resilience's free programs and services for survivors of sexual violence. Last year Resilience provided free advocacy and trauma therapy services over 1,800 survivors and their loved ones in Chicago. We also reached over 1,100 Individuals through our free sexual violence prevention education program. We need to continue that great work. Please help me reach my goal of \$\_\_\_\_. I'm already \_\_\_\_% of the way there. Thank you! [Insert link to personal fundraiser]



[ourresilience.org/get-involved/saam/](https://ourresilience.org/get-involved/saam/)



# SEXUAL ASSAULT STATS:

- Out of every 1,000 rapes only 5 will be prosecuted
- 8 out of 10 rapes are committed by someone known to the survivor
- 3 out of 4 sexual assaults go unreported
- Law enforcement, particularly in Chicago, has staggeringly low arrest rates. 80-90% of sexual harm reports made to CPD do not result in an arrest



[ourresilience.org/get-involved/saam/](https://ourresilience.org/get-involved/saam/)



# IMPORTANT DATES:

- April 6 – Wear Teal Day (social media)
- April 9 – Moving Through Sexual Trauma Workshop
- April 15 – Celebrating Resilience Speaker Series – Brenda Tracy
- April 16 – West Side/Austin Love Bag Distribution
- April 22 – Breaking the Silence – Breaking the Silence is a virtual open mic night for local Chicago artists to share their stories of survival and resistance through poetry, spoken word, and more.
- April 25 – Athleta x Resilience Shop-for-a-Cause
- April 28 – Wear Denim Day (social media)
- April 30 – Standing Silent Witness – Every year at Standing Silent Witness, participants gather in silence with messages protesting the silence of survivors. Last year, Resilience flooded the internet with support for survivors. We're doing the same this year!



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# STATS ABOUT DONATING TO RESILIENCE:

Donations to Resilience go toward supporting all our programs:

- **Advocacy**—we're able to provide a support person for every survivor in the ER and ongoing support as survivors navigate medical and legal systems
- **Trauma Therapy**—we offer free individual therapy and support groups for survivors and their loved ones
- **Education & Training**—we partner with 34 Chicago schools to provide prevention workshops, and we train professionals in healthcare, law enforcement, and other fields on how to apply trauma-informed practices to their work

Every donation has a big impact and helps us do our work:

- **\$45** buys a change of clothes for a survivor in the ER, including a new bra
- **\$100** covers the cost of one free therapy session for a survivor
- **\$500** covers training on how to prevent child sexual abuse for all the parents, teachers, and administrators at one school
- **\$1,000** buys sexual violence prevention education for 100 students



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Thank You!