

# SAAM 2023 RESILIENCE FUNDRAISING TOOLKIT

CONNECTING COMMUNITIES;  
ENVISIONING EQUITY

Sexual Assault Awareness Month 2023



**RESILIENCE**  
EMPOWERING  
SURVIVORS  
ENDING SEXUAL  
VIOLENCE

# Welcome!

## APRIL IS SEXUAL ASSAULT AWARENESS MONTH (SAAM).

The goal of SAAM is for individuals and organizations to raise public awareness of sexual violence and support community efforts to prevent it. Resilience, along with participating individuals and organizations, will be hosting a variety of events and running a fundraising campaign to raise awareness and build support for survivor-led movements to end rape culture and sexual violence.

Our SAAM theme this year is **Connecting Communities; Envisioning Equity**. Resilience strives to make connections in communities throughout Chicago and beyond in order to uplift survivors of sexual violence so that no one has to heal alone. We're envisioning equity so that everyone has the chance to feel empowered and supported, regardless of identity or circumstance.

## 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 statistics
- Important dates
- Information about the impact of donations

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.

**THIS YEAR OUR SAAM FUNDRAISING GOAL IS \$20,000.**

We would like 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.**

We cannot overstate how vital your support is. **We rely on the generosity and dedication of our community of supporters to fundraise and help Resilience sustain all of our services.** Thank you for considering fundraising for Resilience during SAAM 2023!

# ABOUT THE SAAM CHALLENGE FUNDRAISING CAMPAIGN

## HERE'S HOW YOU CAN HELP:

**[Click here to donate through our website](#)** or go to [ourresilience.org](https://ourresilience.org) and click the "donate" button in the upper right corner.

Check to see if your employer offers a **company match**. Your donation could be doubled!

You can **create a Facebook fundraiser** in honor of SAAM. [Find directions on how to create a Facebook fundraiser here.](#) It's easy!

**[Click here to start your own fundraiser.](#)** Fill out your information and you're ready to start fundraising! You also have a chance to win our SAAM fundraising raffle!

**Share our posts** on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) throughout SAAM and encourage your networks to support Resilience.

**Attend a SAAM event.** Check out our list of events on page 7 and join us!

**Become an Event Sponsor.** Evening of Impact and the Empowerment 5K are our largest fundraisers this year. Sponsors at our fundraisers make these events possible!

# Fundraising tips



- **Donate to your own fundraiser.** It's easier to ask others to donate if they see you are also a donor. There is no amount that's too small.
- 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. You can use our sample email on the next page!
- Make your messaging **personal.** Sharing why Resilience and our mission matter to you will be more impactful to your friends and family than sharing a generic message.
- **Always thank each of your donors personally.** We are grateful for everyone who gives to Resilience!
- If you create a peer-to-peer SAAM fundraiser by Monday, April 10, and receive at least one donation, **you'll be entered into our SAAM fundraiser raffle!** We'll pick one lucky winner to receive a ticket to Evening of Impact (valued at \$175), new Resilience merch from RAYGUN, and 5 pints of Jeni's ice cream! \*Only peer-to-peer fundraisers will be considered, not Facebook fundraisers.

## Social Media Tips

- **Set and communicate your fundraising goal and any progress you make.** Tell people why you [serve on the Board/Associate Board/are a volunteer/staff member/supporter] and why you care about our mission. Please tag us at @ResilienceChi on social media so we can share your posts and stories.
- **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. Tag Resilience at @ResilienceChi so we can amplify your posts.
- **Get creative!** Create your own shareable images using Canva or another free program or share a photo from a past Resilience event.

## SAMPLE EMAIL:

Copy, paste,  
customize!

Hi friends and family,

April is Sexual Assault Awareness Month (SAAM) and in honor of SAAM 2023, I am spotlighting Resilience, an independent, local nonprofit dedicated to the healing and empowerment of sexual assault survivors through non-judgmental crisis intervention counseling, individual and group trauma therapy, and medical and legal advocacy in the greater Chicago metropolitan area.

As you might know, I've been involved with Resilience for \_\_\_\_\_ years/months, and they make a real difference in the lives of survivors and their loved ones. They are not only providing care to survivors who are working to heal from sexual violence after the fact but also preventing it from occurring in the first place. They do this through three main programs: Trauma Therapy, Legal and Medical Advocacy, and Education & Training. During April I'm participating in Resilience's SAAM Challenge to raise funds for Resilience's free programs and services. Last fiscal year, Resilience provided free advocacy, trauma therapy services, and anonymous crisis support to over 1,500 survivors and their loved ones. They also reached over 8,400 individuals through their prevention education program. You can learn more about the incredible work they are doing on their website, [ourresilience.org](https://ourresilience.org).

If this sounds like a cause that you'd like to get behind and help reach even more people, please consider donating to my fundraiser today in honor of SAAM. Please join me in helping Resilience create a world free of sexual violence. Click here to donate: *[Insert link to personal fundraiser]*

Thank you for supporting my fundraiser for Resilience and for making a difference during Sexual Assault Awareness Month! I appreciate you!

Sincerely,  
[YOUR NAME]

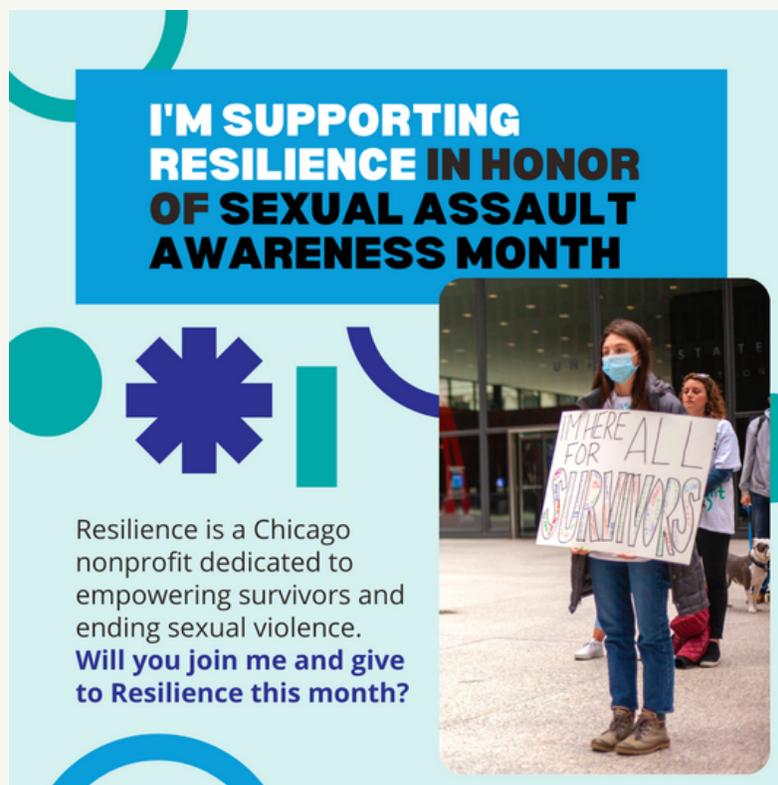


## SAMPLE SOCIAL MEDIA POST

Copy, paste, customize!

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 fiscal year, @ResilienceChi provided free advocacy, trauma therapy services, and anonymous crisis support to over 1,500 survivors. They also reached over 8,400 individuals through their prevention education program. Supporting them helps expand that reach and help even more people in the future. Please help me reach my goal of \$\_\_\_\_. I'm already \_\_\_\_% of the way there! Thank you for supporting me and this incredible organization! *[Insert link to personal fundraiser]*

**You can use this image to accompany your social media posts.**  
**[Click here to download this image.](#)**



# SEXUAL ASSAULT STATISTICS

Every 68 seconds, an American is sexually assaulted

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

## IMPORTANT SAAM 2023 DATES

- SAAM Day of Action – Wear Teal – **Tuesday, April 4**, all day
- Community Accountability Workshops (Virtual) – **Thursday, April 6**, 6 p.m. - 7:30 p.m. & **Thursday, April 13**, 6 p.m. - 7:30 p.m.
- Standing Silent Witness T-Shirt Making Open Studios – **Wednesday, April 12**, 5:30 - 7:30 p.m. and **Friday, April 28**, 9:00 a.m. – 11:30 a.m.
- Speaking of Survival (Virtual) – **Sunday, April 16**, 3 p.m.
- Breaking the Silence Café (Virtual) – **Thursday, April 20**, 12 - 1 p.m.
- Standing Silent Witness (In person) – **Friday, April 28**, 12 - 1 p.m., Daley Plaza (50 W Washington St, Chicago, IL 60602)
- Fundraising throughout the month, April 1 – 30

[Learn more about these events and more here.](#)

# The impact of donations

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

- **\$100** will provide two trauma therapy sessions for a survivor or their loved ones
- **\$300** covers the cost of our 60-hour medical advocacy training for four new volunteers
- **\$500** helps cover the cost of multiple prevention education sessions with students K-12
- **\$1,000** helps cover monthly transportation expenses for survivors to and from hospitals

**Donations to Resilience go toward supporting all our programs:**

- **Legal & Medical 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 over 30 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



# GET INVOLVED BEYOND SAAM

**During SAAM and beyond, there are many ways for our supporters to get involved in our work. Here are some of them:**

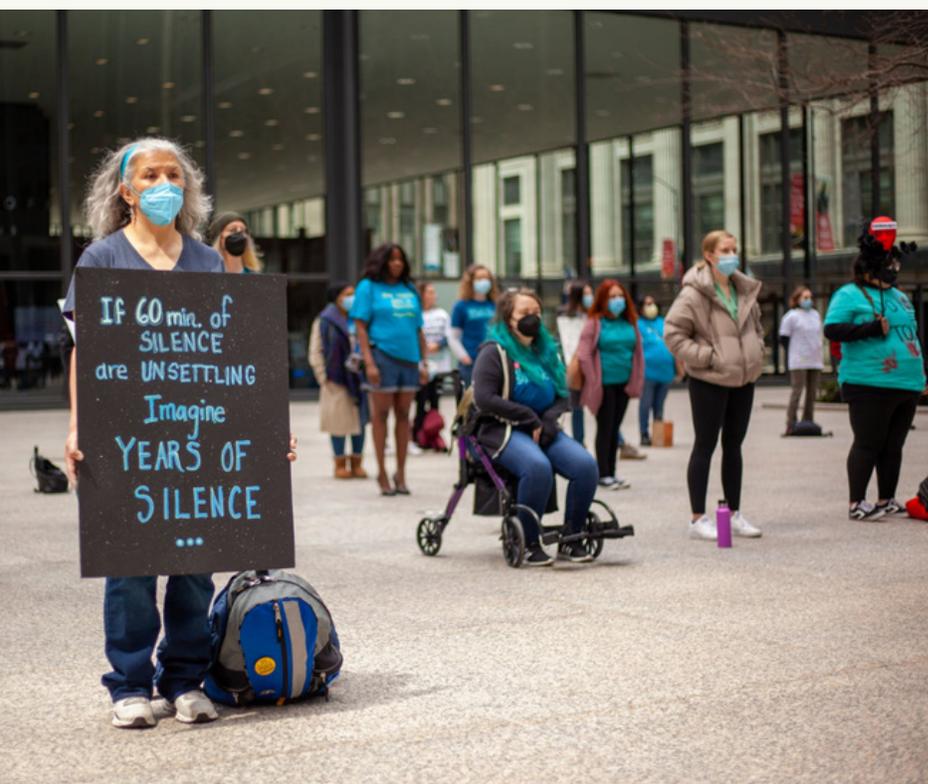
- **Donate today:** No amount is too small. Each dollar helps us to continue providing our programs and services, Medical and Legal Advocacy, Trauma Therapy, and Education and Training, for free to survivors and their loved ones. [You can donate here.](#)
- **Attend a Resilience fundraiser.** Resilience is hosting two major fundraisers this year: Evening of Impact and the Associate Board Empowerment 5K. Evening of Impact 2023 will take place on Thursday, September 28.
- **Become an Event Sponsor.** Corporate sponsors at our fundraising events such as EOI and the Empowerment 5K make these events possible. Would your business be interested in becoming an event sponsor for one of Resilience's fundraisers? They can contact Amy O'Keeffe at [aokeeffe@ourresilience.org](mailto:aokeeffe@ourresilience.org) to learn more.
- **See if your workplace offers an employer match and multiply your gift and impact!**
- **Start your own fundraiser** in honor of your birthday, or just because. Facebook makes it simple to create your own fundraiser. You can also use the Instagram donate sticker on stories, making it simple and quick for your followers to just tap and donate. If you are interested in hosting an in-person fundraising event, contact us!
- **Follow us and share our posts on social media.** You can help spread the word. Follow our [Instagram](#), [Facebook](#), [LinkedIn](#), and [Twitter](#). Your engagement online helps expand our reach far and wide to grow our audiences and make sure that more people know about the help that is available to them and their loved ones.
- **Get involved as a volunteer.** Apply to become a Volunteer Medical Advocate, join our Associate Board, or Board of Directors.



# THANK YOU!

Our work is made possible by each and every supporter in our community in all sorts of ways. While donations are a vital part of continuing this work, being an ambassador and spreading the word about our services is also hugely impactful! Thank you for doing what you can on behalf of survivors.

**Thank you for your support and ambassadorship! Our community makes our work and impact possible.**



Follow us on Facebook, Instagram, Twitter, and LinkedIn at **@ResilienceChi** on all platforms to stay up to be the first to know about our latest events and updates. You can also visit our website, **ourresilience.org**, for more information about all our programs, ways to get involved, FAQ's, news and events, and more.



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