

CASE STUDY: ASSESSING FINANCIAL STABILITY OF DV SHELTERS

THE CLIENT

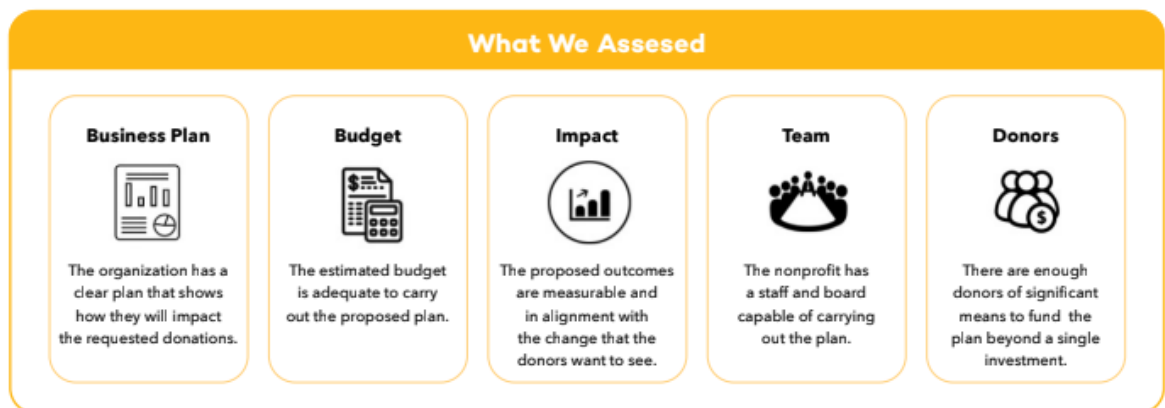
Sharity partnered with the National Coalition Against Domestic Violence (NCADV), the YWCA, DomesticShelters.org, and other national and state organizations to conduct the first of its kind assessment, with the goals of identifying top fundraising and operational struggles, sharing easy-to-implement strategies to address common challenges, and develop new fundraising tools to position Domestic Violence programs for more success with donors so they can aid more survivors.

THE NEED

Fundraising, in general, is harder for domestic violence organizations than other nonprofits. There are a host of reasons for this. One is the physical act of engaging donors. Traditional fundraising with tours and client interviews has made implementing the commonly practiced fundraising methods, especially problematic because of the danger of exposing survivors and shelter locations.

THE PROJECT

For this study, Sharity partnered with three national organizations and 47 state coalitions to disseminate the survey via email and social media. Sharity also utilized paid advertising. In all, 240 DV organizations responded to the survey questionnaire over six weeks between August 24th and October 5th, 2020. Sharity did not reach out to tribal representatives as information provided during cohort collection indicated that they are wholly government-funded and do not have the added pressures of fundraising.



THE RESULT

As a result of this study, Sharity was able to provide regional and organizational reports across the US so that organizations could improve the way they were fundraising and communicating outcomes. One national organization used the data for a call for funding to support the shelters and raised over \$3,000,000. The study has since been replicated by individual programs to help raise tens of millions of dollars to support survivors of gender based violence.

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