

**NORTH CAROLINA  
COALITION  
AGAINST DOMESTIC VIOLENCE**



*Working to Prevent & End  
Domestic Violence in  
North Carolina*

**Annual Report 2011**

## A letter from the Executive Director

Greetings Advocates and Allies,

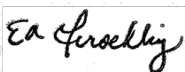
We are pleased to present the 2011 Annual Report for the NC Coalition Against Domestic Violence. In 2011 alone, over 100,000 calls were made to local domestic violence programs and more than 60,000 people reached out for help. The work that is done in local communities to provide support, resources and safety for victims and their children is immeasurably important. It has been our honor and privilege to support that work by providing advocates and community members with training and information about best practices and by advocating for laws and policies in our state to enhance protection for survivors and hold abusers accountable.

We strive to make our work reach into all North Carolina communities, and our partnerships are vital to that engagement. Together, we can create a society in which families are safe, communities promote accountability, and our society values peace. Together, we can create a North Carolina in which our children have the hope of a future without family violence.

Please consider making a donation to NCCADV as we work to create social change through the elimination of the institutional, cultural, and individual oppressions that contribute to domestic violence. Consider your gift as your personal commitment to promoting safe families and communities across North Carolina.

Please know that there is no donation too small, every gift will make a difference and of course, all donations are tax deductible. We thank you very much for taking the time to read about our activities and achievements, and we thank you in advance for your support during another year as we walk the pathway towards peace and safety in all of our homes.

Best Wishes,



Elizabeth Froehling, JD



## Public Policy Advocacy

NCCADV's Public Policy Initiative advocates to improve statewide policies and legislation to positively impact the lives of survivors of domestic violence and their children. NCCADV dedicates substantial resources to its Public Policy Initiative and contracts with a lobbyist each year to promote NCCADV's Legislative Agenda.

In 2011, NCCADV was successful in maintaining level state funding for local domestic violence programs across the state in the midst of a budget crisis. In addition, TANF funding was maintained at \$2.2 million for domestic violence services to WorkFirst participants. NCCADV supported SB 268 to increase the criminal penalty for the offense of intimidating or interfering with a witness from a Class H to a Class G felony.

On March 1, 2011, NCCADV participated in Women's Advocacy Day sponsored by NC Women United, a coalition of organizations and individuals committed to advancing public policies that support the full economic, legal, and social equality of women. At the federal level, NCCADV participated in National Lobby Day sponsored by the National Network to End Domestic Violence and the National Alliance to End Sexual Violence in Washington DC to advocate for essential federal funding

## Prevention

The NCCADV Prevention Program addresses the primary prevention of dating and domestic violence by working to change the social acceptability of violence. The program works with parents, schools, youth and communities to improve problem solving, bystander and emotional management skills in youth and adults, and changing policies to address the social and economic conditions that often give rise to violence. The program is informed by a life span approach, which connects with people in different social environments throughout several points of their lives. This work will be approached using the strategies and activities identified in the North Carolina 10 Year Plan to Prevent Intimate Partner Violence. These strategic directions are: (1) parenting skills and relationship norms, (2) education, (3) community engagement, (4) and state and local capacity to prevent intimate partner violence.

## Public Awareness

**Avon Walk the Course**—On May 3rd, 2011, over 1,000 local residents of Mecklenburg County, PGA TOUR golfers, the PGA TOUR Wives Association and many others traveled to the Quail Hollow Golf course to attend the 3rd Annual Walk the Course Against Domestic Violence. The Walk the Course event is a collaboration of the Avon Foundation for Women, PGA Tour Wives Association, and the Wells Fargo Championship. The event raised more than \$100,000 for domestic violence programs and services in North Carolina and \$15,000 for NCCADV!

**Nancy's Butterfly Fund Gala**—On May 7th, 2011, NCCADV and Nancy's Butterfly Fund celebrated the life of Nancy Cooper at Embassy Suites in Cary. Over 90 people came to experience great food, bid on silent auction items, play casino games and dance the night away! The Gala was an opportunity not only to raise money and awareness for domestic violence, but to celebrate mothers everywhere on Mother's Day weekend. The night was a huge success raising over \$15,000.

**Survivor to Survivor**—NCCADV partnered with filmmaker Cynthia Hill, national advocate Kit Gruelle, producer Rebecca Cerese and the project co-director Janeen Gingrich, to provide Survivor to Survivor, a ground-breaking documentary-style resource guide to help domestic violence survivors and those who work with them learn more about options and practices in North Carolina. The project was funded by the North Carolina Governor's Crime Commission, with support from the Mary Duke Biddle Foundation and private donors.

**30<sup>th</sup> Anniversary Celebration**—Over 90 advocates and friends attended NCCADV's 30<sup>th</sup> Anniversary Celebration at the Sarah P. Duke Gardens, Doris Duke Center. This special event also honored advocates who have been in the domestic violence movement for 30 years.

**New website**—NCCADV launched a new and improved website! Finding resources and materials has become even easier. It is our intent to streamline information and its availability for all local programs, members, friends and citizens.

**Men For Change 2011**—Director of Student Legal Services at East Carolina University, Peter Romary, was honored at the 7<sup>th</sup> Annual Verizon Wireless Men for Change Award ceremony held on November 17, 2011. Peter has given his life to advocating for the elimination of violence against women, children and families.

**Number of hits to website** - 39,818



## Training and Technical Assistance

### Training Institute

Each year, NCCADV offers a calendar of statewide training event to help build the skills and information available for local domestic violence advocates and allied professionals. Training topics are selected by surveying NCCADV's membership to gather information about training needs, and then training events are distributed throughout the state in an effort to best meet the identified needs. These statewide trainings take place in tandem with training that is offered on-site in local communities to meet localized training needs. During 2011, 4,600 people attended 40 NCCADV Training Institute events .

### Technical Assistance

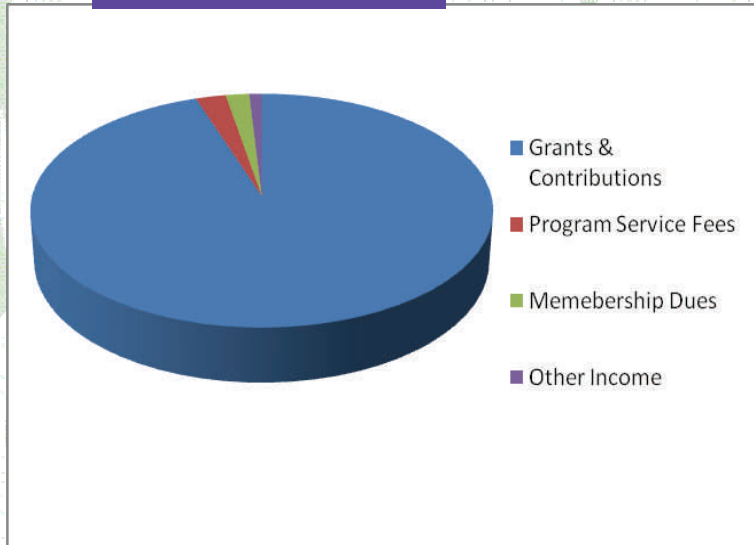
Technical Assistance is one of the key services offered by NCCADV. Advocates, survivors, allied professionals and the general public all call NCCADV to seek support and to ask questions. NCCADV houses current research, best practices in the field and relevant publications in our Resource Library and Electronic Resource Library. We also serve as a conduit to help programs and people to connect with one another to share strategies and challenges to better support our collective work. Technical assistance requests include topics ranging from shelter security to nonprofit management to legal issues for survivors. In 2011, NCCADV responded to 6,685 separate requests for technical assistance.

## CASE Project

In the fall of 2011, NCCADV and the NC Division of Social Services embarked on a partnership to address the need to increase capacity and improve trauma informed services for children and youth who have been exposed to domestic violence in North Carolina. This project, known as the Child Advocacy and Services Enhancement (CASE) Project, represents a deeper partnership aimed at ensuring that holistic services are provided to families and within communities across our state. In addition, NCCADV secured funding from the NC Governor's Crime Commission to support criminal background checks for child-serving employees of local domestic violence programs. CASE will work with a consortium of statewide partners to develop a continuum of trauma informed services and enhance prevention based services across systems to address the needs of children and youth exposed to domestic violence. The work group will include representatives of NCCADV, the North Carolina Department of Health and Human Services/Division of Social Services, Prevent Child Abuse North Carolina, the Center for Child and Family Health, the NC Governor's Crime Commission, the NC Council for Women, the NC Coalition Against Sexual Assault, and the NC Department of Public Instruction, as well as survivors, local domestic violence services programs and representatives of underserved populations and other key stakeholders.

# Financial Information, 2011

## Revenues



**Grants & Contributions**  
\$1,567,821.00—94.80%

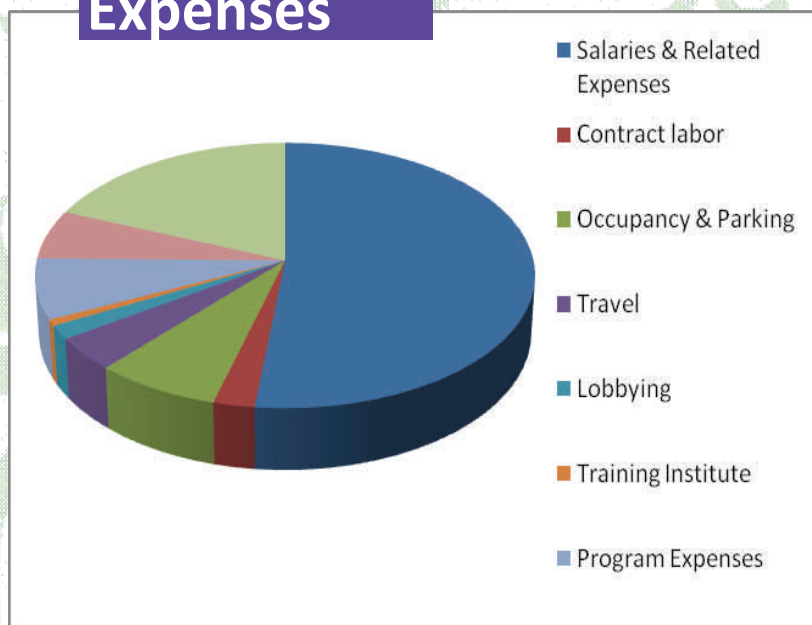
**Program Service Fees**  
\$39,300.00—2.40%

**Membership Dues**  
\$30,530.00—1.80%

**Other Income**  
\$16,260.00—1%

**TOTAL REVENUE**  
**\$1,653,911.00—100%**

## Expenses



**Salaries & Related Expenses**

\$792,229.00—51.70%

**Contract labor**

\$36,817.00—2.40%

**Occupancy & Parking**

\$112,371.00—7.30%

**Travel**

\$61,691.00—4%

**Lobbying**

\$25,537.00—1.70%

**Training Institute**

\$11,382.00—0.70%

**Program Expenses**

\$112,378.00—7.30%

**Sub Contract & Sub Awards**

\$92,469.00—6%

**Other Expenses**

\$286,299.00—18.70%

**TOTAL EXPENSES**

**\$1,531,173.00—100%**

**Percentage of budget in programs:**

82.4%