



## Third Party Event Host Guide

Thank you for Hosting a Third Party Event!

The concept of a Third Party event is to expose people to the mission of SafeHouse Center through private and public gatherings hosted by local organizations, businesses and community members. Third Party events also offer you an opportunity to increase your own outreach and recognition in the community.

Third Party event organizers host an event and invite their friends, colleagues and neighbors to spend time discussing the issues of domestic and sexual violence and finding ways to make a difference in our community. Each event is slightly different and can be focused more on fundraising, networking or education, depending on the organizers’ goals and objectives. Some events may be very large and involve several hundred people within a business or they may be more intimate experiences with a small group of people at a house party. Whatever the composition of your event, with your help and support, it is possible to raise awareness, necessary funds and work to end domestic and sexual violence in our communities!

With advance notice, we can usually provide the following materials for your event:

|  |   |                             |
|--|---|-----------------------------|
| ➤ SafeHouse Center “At A Glance” fact sheets               | ➤ SafeHouse Center brochures                              | ➤ 8 minute DVD <sup>1</sup> |
| ➤ SafeHouse Center’s wish list for non-financial donations | ➤ Tax deduction forms for your guests to note their gifts | ➤ “How You Can Help” cards  |

## Preparing for Your Event

**Contact the Resource Development office at SafeHouse Center to discuss your ideas**

SafeHouse Center relies on community support to meet the needs of our service participants and Third Party events are a great way to show your support and involve others in our mission. By hosting a Third Party event, you not only raise donations for SafeHouse Center, you also raise awareness about domestic violence and sexual assault in our communities and showcase how SafeHouse Center can help survivors.

SafeHouse Center must carefully consider where and when our name and logo are used in promoting events. For this reason, all events must be approved by the Resource

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<sup>1</sup> Please contact SafeHouse Center for availability of the DVD. Please consider whether or not your event lends itself to the showing of a DVD as you will not only need equipment to show the DVD, you’ll also need to have time in your program to show it.



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Development department. Please call Julaine LeDuc, the Director of Resource Development at 734-973-0242 ext. 273 or Gwyn Hulswit, the Resource Development Associate at 734-973-0242 ext. 277 to discuss your ideas. You can also download the Third Party Guidelines document and the Third Party Application and Agreement on our website.

We are more than happy to discuss your idea or help you generate an idea for a Third Party event. SafeHouse Center has a Speaker's Bureau composed of survivors willing to share their stories. We can sometimes arrange to have a speaker at your event if you give us enough notice.

### **Invite your guests.**

E-vites or printed invitations can work just fine. Just make sure you track your RSVPs. Follow up by phone, email or in person.

### **Put together information for your guests.**

Based on your discussion with the Resource Development staff, SafeHouse Center will be happy to provide you with materials for your event. Please coordinate with the Resource Development staff on when to pick up these materials.

## **Event Time**

### **Presentation**

When all your guests have arrived and have had time to eat, drink and socialize, take a moment to talk about the purpose of the event. Talk about SafeHouse Center, ending domestic and sexual violence and how your guests can help. Show the DVD (if applicable) and express why YOU got involved and why SafeHouse Center's mission is important to you. Your friends and family came to this event because they care about you and value your opinion. Sharing why SafeHouse Center is important to you will probably be the most important thing your guests will remember from the event. Talking points and answers to frequently asked questions are enclosed but remember, your story is most important!

### **Question and Answer**

Answer questions that your guests might have – if you can. It's okay if you don't know the answer. Just say, "I don't know, but I can help you find out." Refer people to the SafeHouse Center materials and to the SafeHouse Center website ([www.safehousecenter.org](http://www.safehousecenter.org)). Anyone is welcome to call SafeHouse Center for more information.

### **Speak Out and Prepare Next Steps**

Invite your friends to spread the word about ending domestic violence and sexual assault. Invite them to get involved with SafeHouse Center as a volunteer, as a donor or as a Third



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Party organizer for a new event. Ask your guests if they are interested in receiving more information by joining our mailing list and have a sign-up sheet ready. Please assure your guests that we never share or sell their contact information.

We are also happy to offer tours of SafeHouse Center to selected groups. If your guests express an interest in learning more about SafeHouse Center and would like a tour of the facility, please get their names and forward them to the Resource Development department. Someone on staff will follow up and coordinate a tour with your guests at a future date.

## **After Your Event**

1. Please contact the Resource Development Office after your event and let us know how it went! If donations were collected at the event or if your guests provided contact information for future SafeHouse Center mailings, please bring everything (including completed tax deduction forms) to SafeHouse Center, located at 4100 Clark Road Ann Arbor, MI 48105. We would also appreciate the return of any brochures or SafeHouse Center materials that were not used at the event as well as the DVD. Our administrative offices are open Monday-Friday between 9:00 a.m. and 5:00 p.m. but we would love to make sure we're available to meet with you so please call to schedule a time to stop by.
2. Follow up with any interested guests and refer them to the SafeHouse Center staff as appropriate. Some people may have fears and concerns about being involved with this type of organization because domestic and sexual violence are painful issues. However, you can help quell concerns by sharing your own positive experiences.
3. Document your event. With your guests' permission, share your experience by taking photos during your event and provide them to SafeHouse Center. Also, we would love to read a testimonial or letter about the success of your event. If you are willing, we would love to post your comments about hosting an event on our website.

### **Contact us any time for assistance with planning your event SafeHouse Center Resource Development Department**

Julaine LeDuc or Gwyn Hulswit

SafeHouse Center

4100 Clark Road

Ann Arbor, MI 48105

Phone: 734-973-0242 ext. 273 (Julaine) or ext. 277 (Gwyn)

Fax: 734-973-7817

[julainel@safehousecenter.org](mailto:julainel@safehousecenter.org) or [gwynh@safehousecenter.org](mailto:gwynh@safehousecenter.org)



## **Third Party Event Sample Ideas**

Jeans Day – Arrange to have all employees wear jeans on a single Friday, but in order to get in the door, they must pay \$1 for the privilege of wearing them. This is a great way to boost morale and get people involved with a cause you support.

Host a contest between your friends or between business departments and see who can collect the most items from SafeHouse Center’s wish list.

Hold a musical benefit concert, bake sale, car wash, garden flower sale, garage sale or lemonade stand. Donate the proceeds to SafeHouse Center.

Host a dinner party or wine tasting with a special theme for 10 friends. Donations could be \$50 per person. Spend no more than \$20 per person on food and you will net more than \$300 on the event to donate to SafeHouse Center.

Celebrate YOU by holding a birthday party and ask your friends to make financial donations to SafeHouse Center in lieu of gifts.

Celebrate your friends by holding a holiday or joint birthday celebration and ask everyone to bring items from the SafeHouse Center wish list instead of gifts.

Put collection boxes out around your office for new, full-sized toiletries or non-perishable food. SafeHouse Center also recycles used cell phones; an easy way for you to support us and promote our work is to give others a meaningful use for their old phones. The phones are refurbished and either used as emergency phones for survivors or sold, with a portion of the proceeds benefiting SafeHouse Center.

Donate a percentage of your sales or services to SafeHouse Center. Great times to do this are during April (Sexual Assault Awareness Month) and October (Domestic Violence Awareness Month).

Participate in a run, triathlon, walk, bowling contest or spinathon. Ask your friends and family to pledge a certain amount of money for your participation and donate the proceeds to SafeHouse Center.



## **Third Party Event Restrictions**

Please review and complete the Third Party Application and Agreement and submit it to SafeHouse Center at least eight weeks prior to your event.

Please see the Third Party Guidelines for full details on how we can help with your event.

SafeHouse Center cannot provide staffing for a Third Party event. We will, however, attempt to provide representation for the day of the event if you request it ahead of time. Please see the Third Party Guidelines for information about securing a representative from SafeHouse Center.

Use of SafeHouse Center's logo and promotional materials are available by request for approved Third Party events only. SafeHouse Center reserves the right to decline Third Party events. SafeHouse Center's promotional materials and logo must be used in their original format and according to our branding guidelines.

One hundred percent (100%) of proceeds for Third Party events must be submitted to SafeHouse Center, along with individual donor information, within 30 days of the event.

Sponsors that are asked to support a Third Party event that has been approved by SafeHouse Center must be approved by SafeHouse Center staff.

Third Party organizers will be responsible for all needed contracts and licenses and must be in compliance with all State charitable guidelines.



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## **Frequently Asked Questions**

### **Are you a county organization?**

No. We are a private, independent 501(c)3 non-profit corporation.

### **Who are your funders?**

We receive money from the Michigan Domestic Violence Prevention and Treatment Board, the federal government, the City of Ann Arbor, Michigan State Housing Development Authority, the United Way, Washtenaw County and several other grantors. An ever increasing portion of our budget must come from individual donations, as we experience unprecedented cuts in public funding.

### **Whom do you serve and what services do you provide?**

SafeHouse Center provides shelter to survivors of domestic violence and sexual assault who are in imminent and lethal danger. We also provide counseling, support groups, domestic violence and sexual assault response teams and legal advocacy for anyone who lives or works in Washtenaw County who is a survivor of domestic violence or sexual assault. Our HelpLine is available 24 hours a day, 7 days a week for anyone who needs us. We serve nearly 5,000 survivors and their children each year. All of our services are confidential and are provided at no cost to the survivor.

While SafeHouse Center is most known for our shelter services, we help thousands of survivors through our non-residential services. Last year, in addition to providing 6,721 nights in shelter, we also provided 1,354 hours of counseling, accompanied 1,027 survivors to court, answered 2,165 HelpLine calls and visited 825 survivors in their homes and in hospitals immediately after an assault.

### **Do you serve men?**

Yes. SafeHouse Center provides services to any person victimized by their partner in an intimate relationship and/or who has been sexually assaulted.

### **How long can survivors and their children stay in the shelter?**

Our limit is 35 days, and we try to stick to it. However, because safe and affordable housing is limited in our community, many survivors and their children stay longer.

### **How many beds are in the shelter?**

We have 50 beds, plus cribs and a few roll-a-way beds.

### **What happens when the shelter is full?**

When our shelter is full, there are a limited number of options available for those in need. We can try to find a place for them in a domestic violence shelter in a neighboring community, or we will pay for them to stay in a motel.



### **Why is the shelter in a public location?**

The decision was made in 1993 not to try to maintain a secret site. The rationale for this decision was:

- A public location makes us more accessible to survivors and to the public.
- Philosophically, having the shelter in a public location refutes the notion that survivors have done something shameful and need to hide. It's the public's responsibility to see to the safety of families victimized by assailants.
- It is really impossible to keep secret a location that is used by thousands of individuals. We feel safer knowing that when members of our community pass by our building, they are often watching out and willing to report any suspicious activity.
- We maintain a state-of-the-art security system, and thus can offer a safe refuge for those who need it.

### **Why do you use gendered language? Why do you use the term survivor, not victim?**

- According to the FBI, 95-97% of survivors of domestic violence are women who have been victimized by male partners, and a comparable percentage of sexual assault survivors are also women. We use gendered language – referring to survivors as “she” and assailants as “he” because that is the reality of the situation.
- While rapists and batterers seek to create victims, we work hard by providing safety, facilitating empowerment and promoting justice, to help victims become survivors. We honor and respect the tremendous strength it takes to become a survivor.

### **Do you provide services for assailants?**

No. Services for assailants are provided by Alternatives to Domestic Aggression, a program of Catholic Social Services.

### **Do you work with children? Do they go to school while they reside in shelter?**

Yes! More children than adults stay at our shelter. We have had a children's program at the shelter since 1980; we started children's groups (called Kids' Club) several years ago. We also have the Teen Voice program that provides peer education in local schools. Additionally, we serve many survivors of sexual assault under the age of 18. All school age children in shelter go to school. We make provisions for their safety and security.

### **What agencies do you collaborate with?**

We are a member of the Family Support Network, which is a collaboration between SOS Crisis Services, Father Pat Jackson House and Ozone House, among others.

Additionally, we have working relationships with the University of Michigan Schools of Nursing and Medicine, St. Joseph Mercy Hospital, local governments and many others.



### **What sort of donations do you need?**

What we need the most is monetary donations. Gift cards for grocery stores and large retailers, like Target, are also very much needed. We can always use diapers, food, baby formula, new linens and kitchen supplies. We go through a lot of toiletries too, but we prefer full-size bottles to travel size goods. We don't have a lot of storage space, so we aren't able to accept used clothing or most other used items. Again the best donation is money, which takes up no space and allows us to buy what we need when we need it.

### **How do I donate cell phones? What do you do with cell phones?**

You can bring your used cell phones right to the lobby of SafeHouse Center. If they are in good working order, we convert them to 911 phones for the survivors we work with to use. If they are not in working order, we give them to ReCellular to recycle for a financial return.

### **How do I schedule with SafeHouse Center to come make a presentation?**

For middle and high schools, call the Coordinator of the Teen Voice Program at 734-973-0242 ext. 205 and she will be happy to schedule a presentation. For others, call the Volunteer Coordinator at 734-973-0242 ext. 252.

### **How prevalent are domestic violence and sexual assault in Washtenaw County?**

Since so many assaults go unreported, it is hard to determine the actual prevalence of domestic violence and sexual assault in Washtenaw County. But SafeHouse Center provided services to nearly 5,000 people last year, including calls to the HelpLine.

### **What books are recommended to read?**

Good books to help you understand the dynamics of gender-based violence are: *Domestic Violence for Beginners* by Alisa Delfuto and *Rape and Society: Readings on the Problem of Sexual Assault* edited by Patricia Searles and Ronald J. Berger. Good books for survivors: *Rising to the Dawn: A Rape Survivor's Journey into Healing: An Anthology by, for, and about Women Who Have Suffered Sexual Assault* edited by LaVerne C. Williams and *You Can Be Free* by Ginny NiCarthy.

### **How old do volunteers have to be?**

Direct service volunteers have to be 18, and Teen Voice volunteers have to be 13.

### **What is the best thing I can do when I know someone is being abused by their partner or has been sexually assaulted?**

If you think there is a violent act about to be committed or you suspect that one has been committed, call 911. Do not ignore what is happening. It is important for a survivor to know that the abuse is not her fault, that she doesn't deserve it and that there is help available from the police and from SafeHouse Center. The SafeHouse Center HelpLine is answered 24 hours a day, 365 days a year. The number is 734-995-5444. Anyone impacted by domestic violence or



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sexual assault and anyone trying to help a survivor can call us for help, support, referrals and understanding.