



Sojourner Center

Moving domestic violence from the shadows to a public health priority

ISSUE Domestic violence affects one in three women worldwide, and more than 15 million children in the U.S. are exposed to this trauma every year – exacting an enormous toll on individuals, on families, and on society. Despite this, the field of domestic violence has evolved very little over the past 40 years, and shame and stigma continue to compound the effects.

OPPORTUNITY Sojourner Center, one of the largest domestic violence organizations in the U.S. and based in Phoenix, AZ, engaged Cause Communications to help them gain recognition as a national center of excellence and a leader in providing services that go beyond shelter, such as prevention, research, education, advocacy, and field leadership. Building on these goals, we recognized an opportunity to go even further and advance field-building efforts for the public good.

STRATEGY Cause Communications led Sojourner Center through a strategic planning and rebranding process, including a new visual identity, messaging and positioning, and a comprehensive strategic communications plan. We also co-conceived, planned, and executed a very successful, first-of-its-kind national symposium that took bold steps to move the national domestic violence conversation in a more nuanced and innovative direction. Working with a budget of \$500,000, we kept our activities focused and results-oriented for maximum impact.

OUTCOMES & IMPACT Our efforts expanded Sojourner's impact and accelerated a broader reframing of domestic violence as a public health epidemic. As their ongoing media partner, we secured dozens of news stories for the organization, including an op-ed in the Los Angeles Times and a recurring Huffington Post blog post for the CEO. The symposium brought together nearly 200 researchers, practitioners, and policymakers from across

sectors and sparked a dialogue about deeper, less siloed solutions cognizant of the Social Determinants of Health. Overall, our more than two-year engagement helped position the organization for tremendous fundraising and programs success well into the future. Our work also paved the way for strategic partnerships with universities, foundations, and medical organizations to explore new approaches to treatment and prevention, and to continue driving the field's evolution.

TACTICS

- Communications strategy and media relations
- Positioning and message development
- Influence strategy and activation
- Partnership development
- Funder engagement
- Event design and execution
- Branding and organizational identity
- Website design and development
- Print collateral
- Strategic counsel



Sojourner Center

Transforming Lives

Logo

“Cause Communications took us from a small, local nonprofit to a high-profile national presence in a very crowded space. They exceeded all expectations, and helped us emerge as the thought leaders in our space.”

María E. Garay-Serratos, Former CEO

FOCUS

Sojourner Legal Clinic

The Care Gap
Limited resources and declining federal support for domestic violence service entities have made it difficult to provide legal support and representation for women and children who are seeking services. While organizations frequently employ or have volunteer lay legal advocates that focus on immediate safety resources such as assisting women in obtaining orders of protection, more in-depth counsel and representation cannot be offered.

Our Solution
Sojourner Center and its law school partner have come together to provide expanded legal services to the Phoenix domestic violence community. Beginning with a pilot program, the Sojourner Center Legal Clinic will address the legal needs of Sojourner Center participants for legal services to secure their own safety and that of their children. The Clinic plans to expand to offer legal services to all those touched by domestic violence in the Phoenix area.

Central to the Clinic's work is an expansion of services from the historical emphasis on Orders of Protection and child custody to offer services in multiple areas, including family abuse and assault, harassment, immigration, financial, and tribal law. The added benefits of the program over traditional lay legal advocate programs is that participants in the program will be given legal advice and, in many instances, have legal representation in court.

Key Statistics

- Legal representation ranked second in the most frequently requested non-residential court case sought from DV victim programs but not provided (National Network to End Domestic Violence)
- Of 52 organizations providing DV services in Phoenix, only 5% were able to offer any form of court or legal advocacy or representation to their clients post-legal services. (National Network to End Domestic Violence)
- Over half of Sojourner Center participants earn less than \$20,000 per year with 44% earning less than \$8,000 per year. Consequently, these victims are very unlikely to be able to afford legal services.

References:
National Network to End Domestic Violence, Inc. (2016). DOMESTIC VIOLENCE: A NATIONAL NETWORK TO END DOMESTIC VIOLENCE. Retrieved from www.nddv.org

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SojournerCenter.org
24-Hour Crisis Support: 602.244.0079
Main: 602.244.0077

FACT SHEET

About Us

Sojourner Center, one of the largest domestic violence shelters in the United States, is committed to transforming lives that have been affected by domestic violence. Sojourner Center works collaboratively and relies on forging cross-sector partnerships with organizations and individuals to reassemble our vision of a world free from domestic violence.

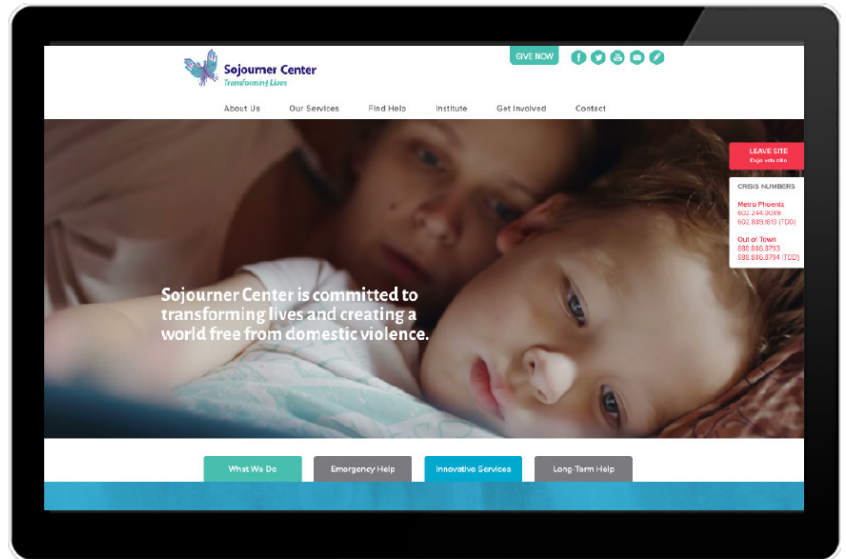
Sojourner Center takes a 360-degree approach to serving the needs of those affected by domestic violence. Sojourner Center provides emergency shelter, transitional housing, domestic violence education, safety planning, lay legal advocacy, case management, a child development center, a four crisis hotlines, referral services, pet companion shelter and community education and on-site naturopathic clinic services to over 10,000 individuals each year.

Beyond shelter, Sojourner Center's services focus on the most powerful ways of preventing and eradicating all forms of domestic violence while working to serve those directly impacted by it. Our care continuum reaches all corners of our diverse communities through:

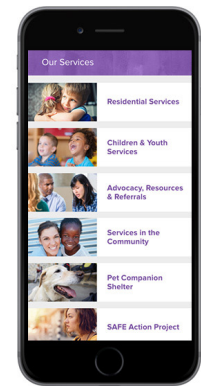
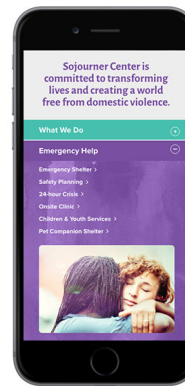
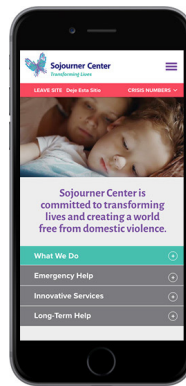
- Direct services uniquely tailored to people who have experienced abuse and violence, with an emphasis on advocacy:**
 - Protect children's health and promote their right to get quality education.
 - Understand, screen, treat and research traumatic brain injuries (TBI) and mental health.
 - Enhance culturally sensitive modalities to more effectively reach disenfranchised communities.
 - Ensure safe shelter for abused pets owned by pet parents impacted by domestic violence.
- Education and prevention efforts aimed at youth and the community, including:**
 - Intervening early to begin the healing process and build resilience from the traumatic impact that domestic violence has on children.
 - Developing outcome based awareness and education models to help prevent domestic violence, including human trafficking, in our communities.
- Advocacy, research and leadership to end domestic violence, focused on having the support of policymakers and engaging community leaders, including:**
 - Engaging communities through training and education to make sure the voices of those affected by abuse and violence will be heard and change can happen.
 - Ensuring decision-makers and influencing policy through thought leadership on domestic violence related issues.
 - Developing and disseminating original research through the Sojourner Center Institute, which brings together academics, medical researchers, practitioners and advocates who are dedicated to bridging the gaps in the field of domestic violence.

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Fact Sheets



Website



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