



InterAct Event Planning Guide

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History

In response to the growing awareness of the problems of partner abuse, sexual assault and child abuse, agencies were formed in Wake County in the 1970's to serve victims and to educate the community. These agencies were the Rape Crisis Center (1975), Women's Aid (1978) and Child Abuse Prevention Services (1978).

As each agency developed and the scope of services broadened, overlapping areas of interest were recognized. Within a few years, each of the three agencies experienced increased demands for service, a limited volunteer pool, and the realities of shrinking public dollars. Recognizing common philosophies, objectives, problems, and organizational structures, a merger was considered. In 1982, Child Abuse Prevention Services and Women's Aid were consolidated and became the Family Violence Prevention Center, Inc. On January 1, 1984, Rape Crisis joined the other two agencies. The resulting agency came to be known as InterAct, which reflects the broader scope and interactive nature of the agency.

InterAct's Mission

To provide services to victims and survivors of domestic violence and rape/sexual assault through safety, support and awareness.

InterAct also promotes violence-free relationships and communities through collaboration, public information, education, and advocacy. This mission is fulfilled through the support of volunteers and the community.

Population Served

Services are designed to address the needs of individuals whose lives have been affected by domestic violence or sexual assault and who are in need of safety and support. Services are also available to members of the public who wish to learn more about the issues of domestic violence and sexual assault.

InterAct's services include:

- 24-hour crisis lines
- Specialized Latino Services
- Emergency Residential Shelter
- Community Education
- Youth Education Services (YES)
- Asylee/Refugee Immigrant Services
- Counseling and Support Groups
- Court Advocacy
- Hospital Response/ S.A.F.E. Center
- Professional Training
- Specialized Children's Services
- Information and Referral

*All services are **free and confidential** and are provided for women, men and children.*

Event Guidelines and Procedures

Thank you so much for choosing to Act for InterAct! We appreciate your dedication to raising awareness and funds for families we serve. We are proud to count you among our supporters. With your help, this community is proving its commitment to family safety and an expansion of services to better serve all of Wake County.

InterAct serves over 43,000 people each year. In an average day, anywhere from 16 to 20 new families arrive at our doors seeking life saving services. On behalf of these families, and the board, staff, and volunteers, thank you for your faith and belief in the services that we provide and the positive impact that we make in the lives of the victims and survivors of domestic violence and sexual abuse.

We look forward to sharing with you in the successes of your upcoming event.

How do I get approval to hold an event to benefit InterAct?

To hold an event to benefit InterAct, you will need to go through the formal approval process. Please complete the Event Registration Form and return to InterAct.

The Event Registration Form allows InterAct to learn more about your event. If you wish to use InterAct's Logo, you must also complete a sample budget. A sample budget is requested from you to determine that you have considered how much will be involved in your event. InterAct does not reimburse event expenses. Try to get food items, auction items, and gifts donated for your event.

Remember, the key to a successful event is to recruit lots of helpers! Recruit your family members, friends or co-workers to assist you in the planning process. Having a few people on board to help will decrease your workload and allow you to enjoy the event!

Please return the Event Registration Form and Sample Budget to InterAct either by mail or fax to 919-828-8304.

How to Contact InterAct's Special Event Officer

By mail: InterAct
Attn: Allison Strickland
1012 Oberlin Road
Raleigh, NC 27605

By phone: 919-865-1785

By email: allisons@interactofwake.org

Online: www.interactofwake.org

Fax: 919-828-8304

Goals and Objectives of Special Events

Not all InterAct events are specifically fundraisers. We also use events as a way to raise awareness for issues surrounding domestic violence and sexual assault and as a way to recruit new volunteers and supporters.

Keeping these three objectives in mind will help you to focus your event and measure success accordingly.

Objective	Measures of success
Fundraising	Were the donations given back to InterAct?
Awareness	Did the effort inform others about InterAct? Did it draw attention to our cause? Was the information delivered in an effective manner? Did it introduce InterAct to a new audience?
Recruitment	Did the event motivate others to take action? Did the event provide a positive experience for a business or corporate sponsor who would now like to become more involved with InterAct on a larger level? Did the event motivate others to become volunteers? Did the event provide InterAct with new contacts? Did the event introduce InterAct to a future major individual or corporate donor?

Fundraising Ideas

Here are some events that have been very successful fundraisers for InterAct. It is up to you to determine what kind of fundraiser will work best for your audience.

- 5k Race
- Raffle
- Silent Auction
- Live Auction
- Car Wash
- Concert
- Bunco Tournament
- Sporting Event
- Girls Night Out
- Hair-Cut-A-Thon
- Spa Night
- Women's Networking Events
- Tennis Tournament
- Dance Competition
- Cell Phone Drives
- Shopping Discounts
- Holiday Parties
- Shelter Shower Sponsorships
- Gimme 5 Fundraiser

House Parties

Our favorite and most successful fundraisers have been House Parties. House Parties allow InterAct Staff to engage with potential donors one-on-one and fulfill all three objectives (fundraising, awareness and recruitment).

House Parties are typically hosted by one to four individuals, or by a small business. House Parties are held either at the host's home, business or local restaurant. House Parties typically have between 25- 60 guests.
Average amount raised at house parties: \$3,000 – \$ 10,000

How will InterAct support my event?

InterAct appreciates the time and effort you are putting in to make your event a success. It means so much to us and the clients we serve, to have your support.

InterAct will provide the following (pending availability):

- **Brochures** can be provided to an event for sharing with participants, sponsors, and volunteers. Please make all requests for materials *at least four weeks* in advance.
- The event will be **publicized on the website**: www.interactofwake.org under our Calendar of Events.
- **A Volunteer** or **InterAct Representative** when possible. Please *provide six weeks notice* in advance.

InterAct regrets that it is limited in the following areas:

- InterAct does not have the capacity to provide high dollar items for auctions, silent or live.
- InterAct cannot provide funding for the event.
- InterAct cannot release contact information for current donors, supporters, or volunteers.
- InterAct will not be the primary source for public relations for your event. Our Communication staff will be happy to work with your committee to review press releases and provide feedback.

Media Relations

When planning an InterAct Event, please note that the Event Planner is responsible for promoting and marketing their event. All press releases should be written and distributed by the Event Planner. Please send all press releases to InterAct for review before disseminating to news media. Please send a copy of all press releases to Laura Hilton at laurah@interactofwake.org or by fax: (919) 828 – 8304.

Media Contact: Laura Hilton, Director of Community Relations
(919) 828-7501, x105 laurah@interactofwake.org

Primary Spokesperson: Kathryn V. Johnson, MS, LMFT, Interim Executive Director
(919) 828-7501, kathyj@interactofwake.org

Client Contact Information: 24-hour Domestic Violence Crisis Line: (919) 828-7740,
24-hour Rape/Sexual Assault Crisis Line: (919) 828-3005

Main Office: 1012 Oberlin Road, Raleigh, Wake County, North Carolina 27605

Resources Available to Media:

Spokespeople: Including comments on current events; the effects of domestic violence and sexual assault on the community, businesses, crime victims, children and special populations; current legislation; myths and stereotypes; safety tips; patterns of behavior; community responses; available resources; related topics such as stalking, protective orders, long-term behavioral effects; and a general awareness of trends, statistics and profiles.

Materials: Fact sheets, brochures, academic analyses and studies, videos, books, and documentaries.

Professional Training: Including appropriate community responses; ethical dilemmas facing media; simple steps to avoid re-victimization in media coverage, greater understanding of the dynamics of power and control, the cycle of violence, and populations effected by violence.

Other resources are available upon request. Feel free to contact us regarding your needs.

Better Business Bureau Guidelines

When hosting a fundraising event, please be clear about what portion will benefit InterAct. In accordance with the Better Business Bureau's guidelines for charities Standard 19:

Clearly disclose how the charity benefits from the sale of products or services that state or imply that a charity will benefit from a consumer sale or transaction. Such promotions should disclose, at the point of solicitation:

- a) The actual or anticipated portion of the purchase price that will benefit the charity (e.g. 10% of everything sold will be donated to InterAct).
- b) The duration of the campaign (e.g. during the Month of October, on October 9th, or October 1 – 10).
- c) Any maximum or guaranteed minimum contribution amount (e.g. up to a maximum of \$1,000, or a minimum of \$100).

A few points of clarification:

- Disclosures solely stating that the charity will receive “proceeds,” “profits,” “net proceeds,” or some other general financial benefit as a result of sales will not meet this standard.
- The disclosure needs to include only elements applicable to that specific promotion. For example:
“10% of everything sold on October 9th will be donated to InterAct, up to \$5,000.”
- The disclosure of the amount that goes to the charity might be expressed in monetary amounts or as a percentage of the price. For example:
“\$2 from the purchase price will be donated to InterAct.”
- Disclose this information at the point of solicitation. Placement of the disclosure might be, for example, within the product advertisement that features the charity benefit, on the product packaging, or on the hangtag attached to the product.

Please try to follow these guidelines because they help the donor understand how much of their donation will benefit InterAct.

InterAct Logo Guidelines

By signing the License Agreement, the Event Planner agrees to use InterAct's logo in the correct manner. Please follow these guidelines:

- Only use the logo sent electronically by InterAct.
- A copy of any materials including the logo must be submitted to InterAct for approval prior to its production and distribution. This includes, but is not limited to, flyers, brochures, press releases, banners etc.
- The logo must not be redrawn or altered in ANY way. Do not stretch logo or change the proportions.
- Please leave adequate white space around the logo.
- Reproduce the logo in the correct colors or in black and white.
(Blue –RGB 43 18 93, Pink – RGB 154 0 119)

Example of appropriate logo use:



Examples of Inappropriate Logo Use



1. Never Integrate with other graphic elements
2. Never mix or stray from the color palette
3. Never rearrange the elements
4. Never combine graphic elements

5. Never integrate with photography
6. Never stretch, distort, or rotate
7. Never use backgrounds without sufficient contrast
8. Never introduce the logo within a body of text



CREDIT CARD DONATION FORM

Billing Information

Name *As it appears on credit card*

Street Address

City State Zip

Phone Number Email Address

Name of Event Attended: **Date**

Credit Card Information

Credit Card Type: Visa Master Card AMEX Discover

Donation Amount: \$

Credit Card #

Exp. Date (Month/Year):

Please Return Contribution to:
InterAct
1012 Oberlin Road
Raleigh, NC 27605

*Your donation is tax-deductable beyond the value of any goods or services received.
Please contact Allison Strickland at allisons@interactofwake.org or 919.865.1785 with
questions or concerns.*

CASH DONATION FORM

Donor Information

Name

Street Address

City State Zip

Phone Number Email Address

Name of Event Attended: **Date**

Please Return Contribution to:
InterAct
1012 Oberlin Road
Raleigh, NC 27605

Your donation is tax-deductable beyond the value of any goods or services received. Please contact Allison Strickland at allisons@interactofwake.org or 919.865.1785 with questions or concerns.

CASH DONATION FORM

Donor Information

Name

Street Address

City State Zip

Phone Number Email Address

Name of Event Attended: **Date**

Please Return Contribution to:
InterAct
1012 Oberlin Road
Raleigh, NC 27605

Your donation is tax-deductable beyond the value of any goods or services received. Please contact Allison Strickland at allisons@interactofwake.org or 919.865.1785 with questions or concerns.

Event Donation Form



Name of Event: _____

Date of Event: _____

Location of Event: _____

Contact Person: _____

Telephone: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Total Donation to InterAct: _____

Comments: _____

Please send your completed form back to:

InterAct
Attn: Development
1012 Oberlin Road
Raleigh, NC 27605

If you have any questions, please contact
Allison Strickland at allisons@interactofwake.org or 919.865.1785

Facts about Domestic Violence

- An estimated **3 to 4 million American women** are abused each year by their husbands or partners (Bureau of Justice Statistics).
- In **93%** of spousal violent crimes reported, the victims are **women** and in **7%** the victims are **men** (Bureau of Justice Statistics).
- Nearly **1 in every 3 adult women** experiences at least one physical assault by a partner during adulthood (American Psychological Association).
- **1200 women are killed** by an intimate partner each year (Mother Jones July/August 2005).
- Approximately **4 million American women** experience a serious assault by an intimate partner during a **12-month period** (American Psychological Association).
- **73%** of domestic violence incidents go **unreported** (Mother Jones July/August 2005).
- **37% of women treated in emergency rooms** for violent injuries were hurt by a current or former partner (Mother Jones July/August 2005).
- **44% of women murdered** by an intimate partner visited the emergency room in the two years prior to their deaths (Mother Jones July/August 2005).
- Domestic violence is most prominent among women **aged 16 to 24** (U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Statistics. May 2000).
- A pregnant woman is **2 times more likely** of being beaten than a woman who is not pregnant (Mother Jones July/August 2005).
- Police report that **40% to 60%** of the calls they receive, especially on the night shift, are domestic disputes (Bureau of Justice Statistics).
- The national domestic violence hotline has received **1 million calls** since 1996 (Mother Jones July/August 2005).
- **1.8 billion dollars** of wages and productivity is lost to domestic violence (Mother Jones July/August 2005).
- **4.1 billion dollars** is spent yearly on medical and mental health care as a direct result of domestic violence (Mother Jones July/August 2005).
- Domestic violence is the **number one cause of homelessness in 44%** of cities surveyed (Mother Jones July/August 2005).
- **October is Domestic Violence Awareness Month**

Facts about Sexual Assault

- **1 in 6 women** have experienced an attempted or completed rape. (NCVS 2005)
- **1 in 33 men** have experienced a sexual assault (NCVS 2005).
- About **44% of rape victims** are **under the age 18**; **15% are under age 12** (RAINN).
- In the United States, a **sexual assault** occurs **every 2.7 minutes**. A **rape** occurs **every 8 minutes** (NCVS 2005).
- In **North Carolina**, a **rape** occurs **every 4 hours** (NC SBI, UCR 2005).
- **Rape** is the **most underreported violent crime** in the **United States** (Rape Trauma Services).
- In **2005**, **only 38%** of **rapes and sexual assaults** were reported to law enforcement officials (NCVS 2005).
- Only **6%** of rapists will ever **spend a day in jail** (RAINN).
- **73%** of victims **know their assailants** (RAINN).
- **Date rape** accounts for **almost 70%** of sexual assaults reported (Dating Violence, B. Levy).
- **One in four college women** surveyed are **victims of rape or attempted rape**. **85%** of rapes on campus **are acquaintance rapes** (I Never Called It Rape).
- Sexual assault frequently accompanies physical abuse. **10% to 14% of all married women** and **at least 40% of abused wives** have been **raped by their husbands** (Bureau of Justice Statistics).
- **Forcible rapes fell from 95,089 in 2004, to 93,934 in 2005** (UCR 2005).
- **Victims of sexual assault** are:
 - **3 times more likely** to suffer from **depression**,
 - **6 times more likely** to suffer from **post traumatic stress disorder**,
 - **13 times more likely** to **abuse alcohol**,
 - **26 times more likely** to **abuse drugs**,
 - **4 times more likely** to contemplate **suicide** (RAINN).
- **April is Sexual Assault Awareness Month**