

HEALING BEGINS HERE

ANNUAL REPORT | FY 2020-21



VICTIM SERVICE CENTER
OF CENTRAL FLORIDA

MISSION

to provide individualized services and resources to victims of sexual assault, violent crime, and traumatic circumstances, through crisis response, advocacy, therapy, and community awareness.

VISION

To transform victims' lives and prevent violence in our community.

2020-21 BOARD OF DIRECTORS

- Sam Azar
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- Bobbie Brinkerhoff
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- Shannon Zijac



As we entered the FY20-21 Fiscal Year, it was clear that the COVID 19 Pandemic was far from over and our ways of doing business would be fundamentally changed forever. Remote work and virtual client meetings became the new norm while in-person interactions involved mask wearing and sitting six feet away from one another. While these changes were necessary to maintain the health and safety of our staff and clients, they also opened a new world of possibilities and opportunities to reach clients and supporters in ways that we never could have imagined.

This year's annual report highlights how despite the lockdowns and public anxiety over the pandemic, our team of professionals was able to stay true to our mission and continue to find new ways to pursue the goals that were set forth in our strategic plan before anyone even knew what a pandemic was! In the following pages you will see that we increased services on our 24/7 Helpline by 32%, opened two new satellite offices, expanded our group therapy offerings, created several new strategic partnerships, launched a new large scale advertising campaign and reached more individuals with prevention education than ever before in our 23 year history.

As we look toward the future and the post-pandemic new world reality, the VSC continues to adapt and serve as an extraordinary resource in our community thanks to our incredible staff, Board of Directors, grant funders, sponsors, donors, volunteers and community partners who share our passion and mission of helping those that have been impacted by violence, sexual assault and other traumatic circumstances.

Sincerely,

Lui Damiani

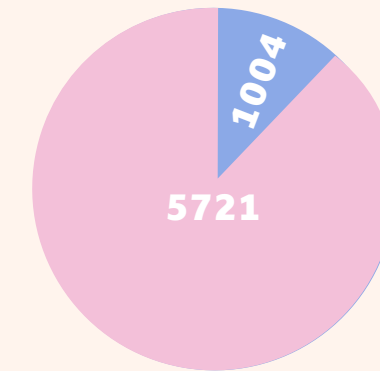
Lui Damiani
Executive Director

2020-2021

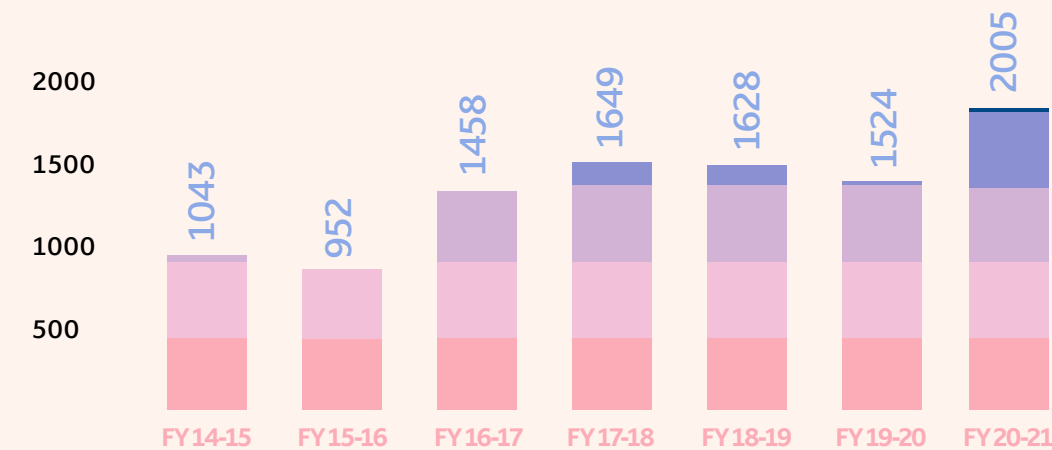
IMPACT

6,275 CLIENTS HELPED

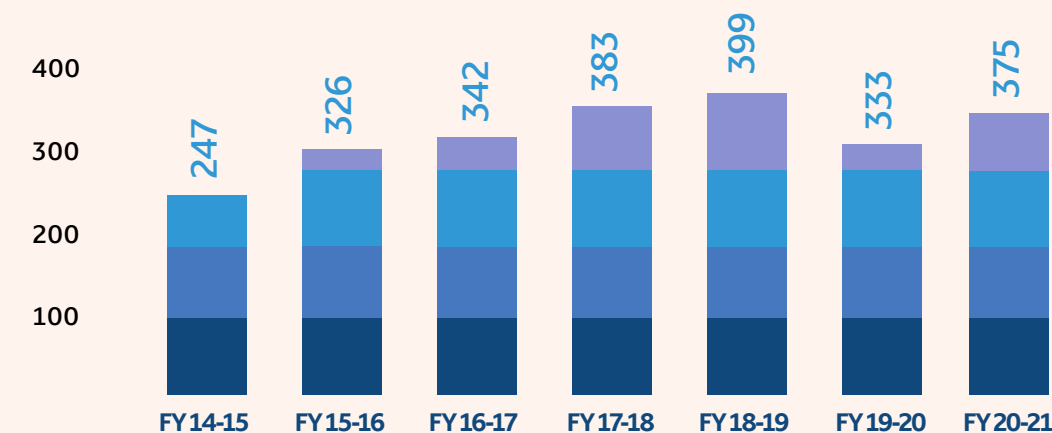
84% Sexual Violence
16% Non-Sexual Violence



HELPLINE CALLS PER YEAR



IN-PERSON CRISIS RESPONSE & FORENSIC EXAMS



2,005
24/7
HELPLINE
CALLS

4,270
CLIENTS
SERVED
(BEYOND HELPLINE)

2,552
THERAPY
SESSIONS

375
CRISIS
RESPONSE
& FORENSIC
EXAMS

288
OUTREACH
EVENTS

CRISIS COUNSELING & ADVOCACY

VSC continued to be the only Certified Rape Crisis Center serving Orange, Osceola and Seminole Counties and all of our services remained free, confidential and victim-focused. Our Master's Level Crisis Counselor/ Victim Advocates were available around the clock to offer emotional support through our 24/7 Crisis Helpline (407) 500-HEAL. Plus, in an effort to better meet the needs of our clients, we offered in-person, virtual and hybrid options for services. These multiple methods of service delivery provided our clients with greater flexibility, made scheduling more convenient and improved overall client satisfaction.

In an effort to help improve employee morale, reduce staff burnout and bolster retention, we listened to our employees and reallocated our available staff resources to create dedicated weekday evening and weekend overnight positions that greatly reduced the need and frequency for team members to be "on-call". We also received additional grant funding to add a new Victim Relocation Specialist position to handle key administrative tasks freeing up the Crisis Counseling & Advocacy team to focus more on our clients emotional and therapeutic needs following their victimization.

“*My therapist was wonderful and truly helped and impacted me positively in such a short period of time. I made incredible growth and progress in my recovery and am very thankful.*”

TYPES OF VICTIMIZATION

- Adults abused as children
- Sexual assault
- Stalking/harassment
- Physical assault
- Robbery
- Home invasion
- Human trafficking
- Homicide survivors
- Domestic violence
- Secondary victims
- Drunk driving victimization
- Mass shootings
- Other traumatic events

VSC
SERVICES
OFFERED



ADVOCACY



OUTREACH



CRISIS
COUNSELING



SAFETY
PLANNING



VICTIM
COMPENSATION



THERAPY



24/7 CRISIS
HELPLINE



PREVENTION
& EDUCATION



INFORMATION
& REFERRAL



INJUNCTION FOR
PROTECTION



MEDICAL
& FORENSICS



SEXUAL BATTERY
RELOCATION



COURT
ACCOMPANIMENT



THERAPY

We continued providing free trauma informed therapeutic services for our clients that needed more intensive healing than available through our Crisis Counseling and Advocacy program. For those clients, we worked with them individually to develop treatment plans catered to their specific needs. We also improved our screening process to better identify trauma related treatment challenges (such as substance abuse and eating disorders) in an effort to proactively

help those individuals develop coping mechanisms prior to engaging them in deeper trauma therapy work.

We surveyed our clients and addressed their needs by introducing new group offerings including "Parenting as a Survivor" dedicated to parents with a personal history of childhood sexual abuse so they may support one another while navigating the challenges of parenting as a survivor. We also brought back our "Men's Support Group" to help these clients connect, break stigma and heal.

SUPPORT AND THERAPY GROUPS

- Women's sexual trauma
- Men's sexual trauma
- Black/African American female healing
- Rainbow Resilience LGBTQ+ sexual trauma
- Parenting as a survivor
- Spanish language
- THRIVE adult survivor
- RISE adult survivors of childhood sexual abuse
- Dialectical Behavioral Therapy (DBT) skills
- Finding My Hope open dialogue peer-to-peer
- Passion Flower Project gardening & Cognitive Behavioral Therapy (CBT)

LIVES
TOUCHED
THROUGH
THERAPY

2,438
INDIVIDUAL
SESSIONS

114
GROUP
SESSIONS
(80% INCREASE)

29%
HISPANIC

20%
LGBTQ+

21%
BLACK
COMMUNITY

12%
DISABLED

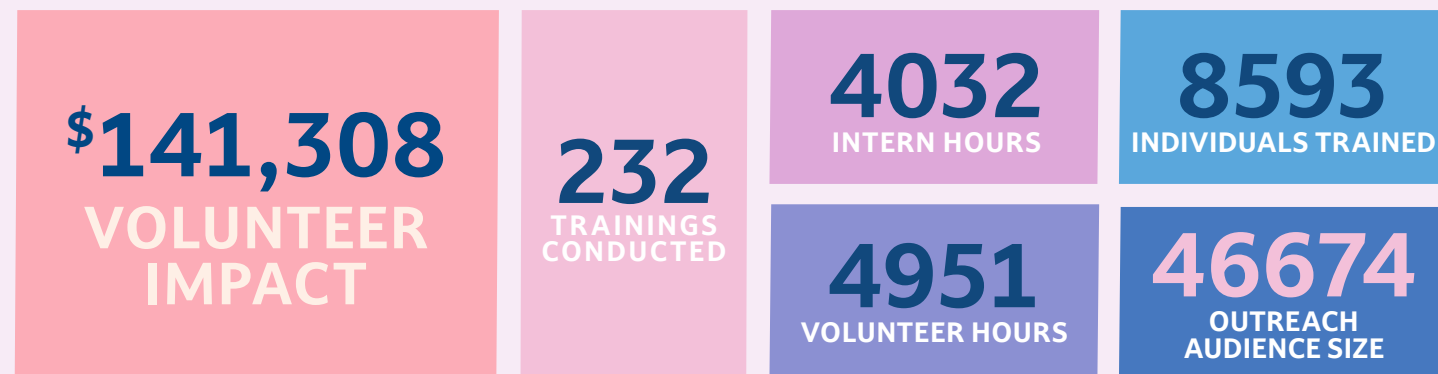
35
AVERAGE
CLIENT AGE



OUTREACH & EDUCATION

As the pandemic dragged on into its second year, the health and safety of our staff, volunteers and clients remained our top priority. We continued focusing our energies on developing and expanding our reach through virtual and other broadcast means. We expanded our audience through the use of social media engaging our followers through Facebook, Instagram, Twitter, TikTok and YouTube. We pursued and were awarded a grant through the Central Florida Foundation to create and present a podcast series during Black History Month about issues facing victims in the Black community and ways to help support Black survivors which ultimately reached 24,993 listeners. Plus, since many summer camps were limited or virtual, we partnered with Orange County Parks & Recreation

to present our youth Anti-Bullying and Cyber Bullying trainings virtually to all their campers. Additionally, we hosted Zoom virtual panel discussions featuring leaders and subject matter experts on topics including “Healing After Assault” and “Human Trafficking Awareness”. We created and presented a new virtual training on protecting ourselves and loved ones from scam victimization specifically catered towards the older adult population. We also utilized Facebook Live to host various live online broadcast events on topics such as “Acts of Love & Kindness” in recognition of the Pulse Nightclub tragedy anniversary that featured local LGBTQ+ nonprofit leaders sharing their available resources, how their organizations were impacted and how they are healing from the trauma.



“ Thank you for all you have done to help me make progress on my path to healing and thriving. I could not have gotten to where I am today without you. What you do is so incredibly important, and you do it exceptionally well. ”

STRATEGIC GOALS REALIZED

5
KEY GOALS

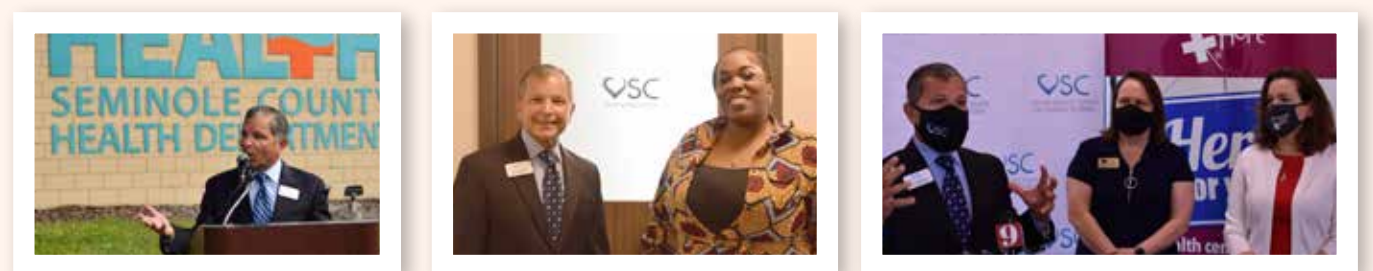
In May of 2019, the VSC Board of Directors crafted the following five key goals that laid the foundation for VSC’s FY19-22 Strategic Plan:

- 1) Improve & expand organizational brand awareness
- 2) Establish & Increase diverse, reliable and sustainable revenue streams
- 3) Cultivate & deepen mutually-beneficial mission-aligned partnerships
- 4) Expand prevention education, direct care services & locations
- 5) Enhance Board advocacy & involvement

From that point forward, our team members focused their efforts on tasks and activities intended to help realize those goals. Despite the setbacks and challenges presented by the pandemic, our team adapted well and had many significant notable accomplishments this year.

IMPROVING & EXPANDING AWARENESS

During the spring, VSC was awarded a Federal STOP Grant that allowed us to hire an Outreach & Marketing Specialist focused on cultivating relationships with our local Departments of Health and expanding awareness of our services and within a few short months by the end of the fiscal year we had established a new MOU with the Osceola Department of Health memorializing our formal partnership.



CULTIVATING PARTNERSHIPS & ADDING LOCATIONS

We created a unique three-way collaboration and joined forces with Shepherd’s Hope and the West Orange Healthcare District to establish a new West Orange satellite office in the historically Black area of Winter Garden. The newly established location is focused on breaking down some of the most critical barriers that often keep diverse community survivors from seeking help which include fear and mistrust of the legal system, cultural disclosure norms, lack of awareness, transportation and survivor shame/stigma.

In Seminole County, we shared our goals of partnership and collaboration which quickly led to an offer to place a satellite office within the Seminole County Department of Health to further expand our services. Better yet, the new fully furnished office space was donated 100% in-kind. To announce the opening of the new office and partnership, we held a press conference that attracted more media coverage and awareness than any other single story about the VSC since we opened our doors 23 years ago.



FOCUS ON HEALING

Building upon our strategic goal of improving and expanding VSC's brand awareness, we convened a series of focus groups comprised of community partners, volunteers and clients to solicit their input, feedback and ideas. One of the key takeaways was that VSC should shift the focus of our messaging and brand identity toward the theme of "healing" and away from the word "victim". Armed with that guidance

we obtained the domain HealHere.org and connected it through to our website along with a new easy to remember (407) 500-HEAL telephone number for our 24/7 helpline. We also partnered with clear channel outdoor advertising to develop a new "Healing Begins Here" marketing campaign featured on billboards and busses across the Central Florida region.

[HealHere.org](https://www.healhere.org)

OTHER NOTABLE HIGHLIGHTS



VIRTUAL CHEERS TO CHANGE EVENT

As 2020 came to a close and the second wave of the pandemic was circulating, it became clear that once again we would not be able to hold our annual Cheers To Change benefit event in-person in April of 2021 as we had hoped. We had already had to cancel the Cheers event earlier in the year at the last minute when COVID-19 initially rapidly spread across our community. Rather than missing another opportunity to create awareness and engage with our donors, we quickly adjusted our plans and began working on a virtual Cheers event that would be broadcast over air, on every cable TV provider and via livestream on Facebook. We were able to enlist the help of Orange TV to donate their time and resources to produce and broadcast the program

for us. The virtual Cheers event was hosted by popular television news anchor Ybeth Bruzual and featured guest speakers including both Orange County Mayor Jerry Demings and Orlando Mayor Buddy Dyer. Plus the program featured survivor testimonials, a spoken word poet, actors recreating scenes from the play "Candles in the Dark", acoustical performances from local musicians and an online silent auction. Best of all, the entire virtual event was produced and broadcast at no cost to the VSC but generated over \$60,000 in sponsor and donor revenue.



TEAMWORK FOCUS

Each year we survey our employees in an effort to gauge their level of satisfaction and solicit their ideas on how we can build camaraderie and teamwork. That effort led to the creation of a voluntary employee led "Fun Committee" that meets periodically and spearheads various social activities throughout the year. Some of those activities included a parking lot tailgate party to kickoff football season, various potluck luncheons, several virtual coffee breaks, a late afternoon Axe Throwing party and a half day team building retreat at the SAK Comedy Lab.



DON QUIJOTE AWARD

I was honored to have been presented with the prestigious Don Quijote Hispanic Community Champion Award by the Hispanic Chamber of Commerce & Prospera. Each year since 1998, The Don Quijote Awards recognize the contributions and accomplishments of community leaders and outstanding professionals across Central Florida. Of the six awards that are presented annually, only one, the Hispanic Community Champion, is given to a non-Hispanic individual who has led by example in supporting the progress of the Hispanic community. I was humbled to have even been mentioned for such an honor and I could not be more proud to have been include in this elite fraternity!

2020-21 FINANCIALS

REVENUE

GRANT INCOME \$1,841,856

IN-KIND CONTRIBUTIONS \$214,249

FUNDRAISING \$82,549

SANE PROGRAM REVENUE \$76,028

DONATIONS & CORPORATE CONTRIBUTIONS \$72,427

INVESTMENT & OTHER INCOME \$71,965

EXPENDITURES

RAPE CRISIS PROGRAM \$1,226,486

THERAPY & SUPPORT \$310,685

COMMUNITY OUTREACH & PREVENTION \$183,741

GENERAL & ADMINISTRATIVE \$171,977

VICTIM SERVICES PROGRAMS \$170,958

FUND DEVELOPMENT \$58,761

SPECIAL THANKS TO OUR DONORS

CONTRIBUTIONS

Rosa María Abraham	Dean Mead	Yarilka Hernandez	Reed Messner	Paolo & Bonnie Shea
Advent Health	Kay Delk	Alexis Hight	Emilie Mitchell	Shuffield Lowman
Krista Ahola	Bobby Deverall	Robert L. Hill	Sharon Mitchell	Rachel Sines
Clifford Alphonse	Deborah & Donna	Mark Hillman	Kevin Mitchell	David Sines
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Mike Bosley	Emmett Egger	Adriana Jimenez	Mark O'Mara	Kristen Sweat
Amy Bosley	Christine Elias	John Craig Clothier	Orange County Sheriff's Office	Craig Swygert
Amanda Brannin	Desiree Elzey	Allen Johnson	Orlando Health	Erick Tagliafico
Mark Bridgeman	Stacey Fogleman	Charles Johnson	Adolfina Ortiz	Target
Vanessa Brundidge	Kim Forepaugh	Walter Johnson	Owens Realty	The Blackburn Giving Fund
Ybeth Bruzual	Jeffrey Forrest	Raquel Johnson	Panera/	The Honorable Bill Cowles
Lisa Buehler	Susan Fortini	Edward Johnston	Covelli Enterprises, Inc.	Jessica Thomas
Built 4 Speed Tattoo	Greg Fox	James Kenney	Teresa Parham	Janice Thompson
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Alan Byrd	Jillian Fragale	Leon King	Jane Petrie	David Trinkle
Jenni Campbell	Kyle Fray	Rebecca Klouse	Jenny Porter	Valencia College Foundation
Anamaria Cardwell	Scott Galloway	KPMG U.S. Foundation, Inc.	Braxton Powell	Nicole Valentin
Yazmin Castillo	Jaclyn Garcia	Ashma Kumar	P.R.P. Wine Intl	Jose Vasquez
Marea Celentano	Vickie Gayle	Michael Lahair	Eamon Quinn	Daniela Vazquez
Cynthia Clark	Alexandra Genao	Michelle Langrock	Jocelyn Rayas	Shelley Warticki
Clear Channel Outdoor	Jessica George	Gary Lesser	Ralph Reinert	Jane Watrel
Barbara Cleary	Richard Gerweck	Robert Lipscomb	Reinert Proctor Family	Shannan Webster
Roland Clee	Rhovaan Gifford	Anne Llewellyn	Juanita Reiter	Wilfred Whatts
Cogent Bank	Susan Godorov	Ignaly's Lorenzo Garced	Joellen Revell	Angela Williams
Montana Coleman	Rafael Gomez Martinez	Lowndes, Drosdick, Doster, Kantor & Reed, P.A.	Yael Rivera	Deven Williams
Corrine Collier	Kelisan Gonzalez	Christopher Loukensky Colin	Danae Rivera-Marasco	Winter Park Construction (WPC)
Wendy Connor	Justin Graham	Melissa Lozano	Laura Rodriguez	Steven Wilson
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The Honorable Bill Cowles	Mark Greeley	Maddi Lynch	Isabella Rodriguez	WomenCare of Baldwin Park
Dana Crawford	Isabella Guerrero	Macy Magliaro	Maria Rolon	Linda Woods
John Crossman	Amelia Guldi	Jose Maldonado Martinez	Amy Roney	YourCause, LLC Trustee for CIT Bank N.A.
Luigi & Maureen Damiani	Susan Harris	Kyle Mannion	Joseph Rotella	John Yuzzolin
Lui Damiani	Adela Hathaway	Lisa Matarese	Lisa Rowell	Brian Zarajczyk
Luigi Damiani	Susan Hathaway-Blois	Michelle Matis	Georgianna Saenz	
Johnny Damon	Jesse Hayman	Amanda Mccloud	Paula Santullo	
Sharon Darin	Heart of Florida United Way	Marie Mckenzie	William Sepulveda	
Jessica Davis	Alexander Hernandez			

IN-KIND

ClearChannel Outdoor	Lucinda Esenam	Maqsud Ahmed, M.D.	WithumSmith+Brown, PC
Covenant Cleaning Services	Kjerulff, MD, FACOG	Pollo Tropical	

GRANTORS

Dept. Of Justice - Office of Violence Against Women	City Of Kissimmee	Orange County Government	Victims of Crime Act (VOCA) administered by FL Office of the Attorney General
Florida Council Against Sexual Violence	City of Orlando	Osceola County Government	Westgate Resorts Foundation
	City of St. Cloud		

AVAILABLE 24/7
(407) 500-HEAL

APPOINTMENTS
(407) 254-9415

ORANGE COUNTY

2111 East Michigan Street, Suite 210
Orlando, FL 32806

OSCEOLA COUNTY

201 Hilda Street
Kissimmee, FL 34741

SEMINOLE COUNTY

Inside Seminole DOH
400 W. Airport Blvd.
Sanford, FL 32773

WEST ORANGE COUNTY

Inside Sheperd's Hope
455 9th Street
Winter Garden, FL 34787

HealHere.org

VictimServiceCenter.org

@VSCFlorida

