LEADERSHIP

Expand leadership and staffing capabilities:
- Expand organizational capacity to accommodate growing needs for training, technical assistance, research, policy, and fund development.

Guide systematic change through national and international leadership:
- Impact legislation, policy development, and journalism about sexual assault through education and training.
- Impact cultural change in sexual assault response worldwide, through the Start by Believing campaign and associated reforms.
- Integrate concerns of specific populations in systemic change.

TRAINING AND EDUCATION

Empower agents of action through training, messaging, and support:
- Build the capacity of the nation, by developing and mentoring a cadre of experts to provide training and technical assistance on a national level.
- Provide high quality training through live events, such as our annual conference, regional trainings, and webinars.
- Promote participation in the OnLine Training Institute (OLTI) and other online resources among law enforcement and allied professionals nationwide.
- Enhance the programming and policy development of outside agencies through comprehensive technical support.
- Increase knowledge and awareness by influencing researchers and journalists in traditional and social media outlets.

GROWTH AND CAPACITY-BUILDING

Board development:
- Build the capacity of the Board of Directors.

Marketing/branding to the public:
- Identify why we do what we do, versus how and what we do.

Fund development:
- Determine how best to generate funds to advance our mission.

Measuring Success

Website Traffic & Email Subscribers

<table>
<thead>
<tr>
<th>Metric</th>
<th>2014</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique Visitors</td>
<td>143,797</td>
<td>355,236</td>
</tr>
<tr>
<td>Page Views</td>
<td>1,955,448</td>
<td>7,663,652</td>
</tr>
<tr>
<td>Average Per Day</td>
<td>5,533</td>
<td>20,996</td>
</tr>
<tr>
<td>Email Subscribers</td>
<td>22,851</td>
<td>44,548</td>
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</tbody>
</table>

Changing the Culture

Start by Believing is our global campaign transforming the way we respond to sexual assault. There are currently 400 documented Start by Believing campaigns across the country, representing states, local communities, law enforcement agencies, victim advocacy organizations, college and university campuses, military installations, tribal lands, and more.

Types of Campaigns

- Law Enforcement
- Advocacy
- Tribal
- Legal
- Media
- SBB State
- SBB City
- SBB County
- Policy Leader
- Military
- SART
- Healthcare
- Campus
Vision
We envision a world where gender-based violence is unacceptable; where perpetrators are held accountable, and victims receive the compassion, support, and justice they deserve.

Mission
We inspire and educate those who respond to gender-based violence, equipping them with the knowledge and tools they need to support victims and hold perpetrators accountable. We promote victim-centered, multidisciplinary collaboration, which strengthens the response of the criminal justice system, other professionals, allies, and the general public – making communities safer.

How We Achieve Our Mission
- Formulating policies and best practices to guide reforms.
- Hosting live and online training programs for professionals.
- Providing technical assistance and expert consultation.
- Developing and disseminating resource materials.
- Educating policymakers, media representatives, and the public.
- Conducting and translating research for practitioners
- Promoting multidisciplinary collaboration.
- Partnering with organizations that share our vision.

2018 BY THE NUMBERS

7.6 MILLION website page views

355,236 unique visitors

3,200 professionals completed 69,945 hours of training through our OnLine Training Institute

359,829 resources downloaded, almost 1,000 downloads a day

44,548 email subscribers
14,506 Facebook page likes
4,058 Twitter followers

20,412 webinar participants completing 30,567 hours of training

956 technical assistance requests answered in 424 hours by staff