



**AN ALLIANCE
TO END ABUSE**

SAFE | stop abuse for
everyone



The SAFE Alliance Logos

Family of logos for The SAFE Alliance, an Austin, Texas based nonprofit alliance between SafePlace and Austin Children's Shelter. The mission of The SAFE Alliance is to lead in ending sexual assault and exploitation, child abuse and domestic violence through prevention, intervention and advocacy for change. The logos include, SAFE (The SAFE Alliance), SafePlace, Austin Children's Shelter, and programs of each.

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SAFE | Rollout

August 10-15	August 15-31	September 1-14	September 15-16	September 17
Staff Meetings: • Strategic Plan reviewed • High level messages • Logo unveiled (banner) • Lanyards & badge design • Badge Photos • Business Cards Approved • Lanyards arrive 8.18 • Load 'Brand Folder' to multiple drives with Temp logos (no tagline)	Board Action: • Notification of title changes • Approval of signing authorities • Approval of revised SP and ACS mission statements Develop stakeholder & community influencer lists	Letters arrive in home: • All \$1k+ donors • Partner/Stakeholders Notify appropriate government funders/contracts Add to 'Brand Folder' on Shared Drives: • Brand Guidelines • Templates (e.g. letterhead, training) • Email Signatures (w/directions for cut-and-paste and selection) • Messaging Document	Final Load in to 'Brand Folder' • All logos with taglines (take down temp logos) • Social Media Re-skinned • Temporary signage in place where priority need • Website final testing'	SLEDs make rounds Morning desk drop: • Lanyard & Badge • T-shirt order form • Business Cards • "Brand Manifesto" • Press release out • Website(s) live • New email addresses live • Outgoing phone messages changed • Email signatures loaded by individuals • Op-Ed in Statesman
WIP Design templates (e.g., rack cards, tri-folds, newsletters) Website (e.g., new template design, move all content, test links) Donor, Partner/Stakeholder & Community Leader Communications				

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Campus-Based Intervention Services

Emergency Shelter
Teen Parent Program
Transitional Living
Supervised-Independent Living
Therapeutic Services

Prevention & Community-based Programs

Foster & Adopt in Austin
Strong Start
Care Academy
Volunteer Programs
Prevention Advocacy

Prevention & Community-based Programs

Expect Respect
Eloise House
DeafSHARE
PlanetSafe
Disability Services
Community Education
Legal Advocacy
Volunteer Programs

Campus-Based Intervention Services

24/7 Hotline
Emergency Shelter
Supportive Housing
Children's Services
Counseling
Family Tree
Kozmetsky School
Survivor Advocacy

Date

Name

Address

City state zip

2015 Board of Directors

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Rachael Wyatt
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Dear (informal salutation),

In January 2013, Austin Children's Shelter and SafePlace announced the formation of an alliance designed to better address the issues associated with child abuse, sexual assault and domestic violence. As an important stakeholder in our work, we want you to be among the first to hear further news. In September we will publicly announce our new name: The SAFE Alliance. You can just call us SAFE.

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Over the last 2 ½ years, we have significantly enhanced our effectiveness: learning even more about the intersections between the many types of violence and abuse. We have increased access to services and improved our operational efficiencies. With each new day, we are offering a more comprehensive continuum of care for survivors, while vigorously advocating for improved systems and working hard to increase awareness and prevention services.

Our efforts have been tremendously successful and, in September 2014, the boards of ACS and SafePlace voted to create an "operational merger," naming Kelly as CEO and Julia as President. The Strategy Committee of the alliance developed a strategic plan, approved by the SAFE Board of Directors in June 2015. Our mission: *to lead in ending sexual assault and exploitation, child abuse and domestic violence through prevention, intervention and advocacy for change.* We would love to share with you just how we intend to achieve this mission moving forward.

With the two of us taking on broader responsibilities across the entire agency, the existing SAFE Vice-Presidents over ACS and SafePlace campus-based intervention services, **Stacy Bruce and Melinda Cantu, were given the additional titles and responsibilities of Executive Director.** They will be the primary spokespersons for their respective agencies, which continue as separate 501(c)(3)'s, though both are considered "supporting" corporations to SAFE. **Carmine Salvucci has also been appointed as the Executive Director of the SAFE Foundation,** also a separate 501(c)(3) functioning as a supporting entity to SAFE.

This is exciting work, and every day we are further convinced of its importance. We are convinced by the dads in the ACS Strong Start program who are voluntarily coming forward to seek counsel from the SafePlace fatherhood initiative. And by the siblings in the SafePlace shelter who, when removed from their mom who had been living at the SafePlace emergency shelter, were then placed into the ACS shelter where they continued to attend the Kozmetsky School on the SafePlace campus -- with their same teachers and friends, never missing a day. In June, ACS and SafePlace staff celebrated one sibling's graduation from Kozmetsky High School.

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SAFE is creating a new way forward for addressing the issues of abuse, violence and neglect – a way that our years of experience and current research are pointing to as a more effective method to effect long-term and sustainable change.

We welcome your questions or comments at any time. We have also included a Frequently Asked Questions document with this announcement for your further reference.

Thank you for your ongoing support of SAFE and its supporting organizations, Austin Children's Shelter and SafePlace. We look forward to celebrating the public announcement of SAFE with you in mid-September.

Sincerely,

Kelly White
CEO
The SAFE Alliance

Julia Spann
President
The SAFE Alliance