

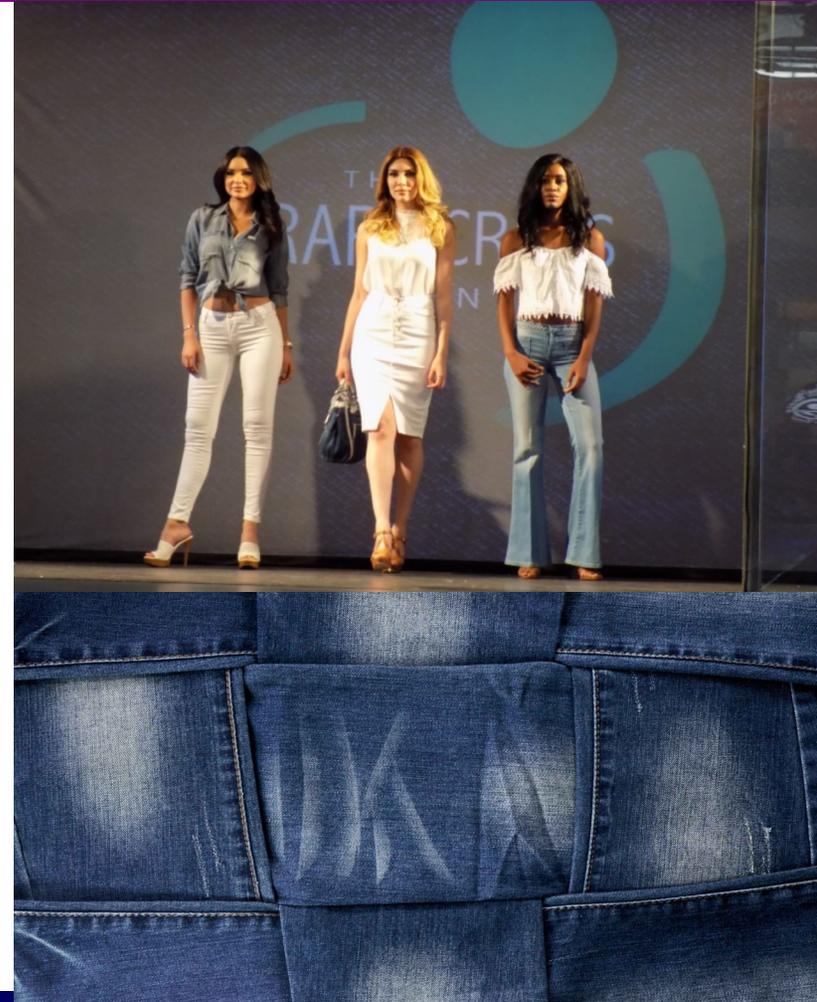
April is Sexual Assault Awareness Month

Over the last year, the pandemic has impacted all aspects of our lives. Despite this, The Rape Crisis Center has not only kept our services going uninterrupted, but has expanded many areas of service. Join us in celebrating and supporting survivors.

(Her)story of Denim Day

More than 20 years ago, a young woman in Italy was sexually assaulted by her driving instructor, who was later convicted and sentenced to jail. On appeal, the case was heard by the Italian Supreme Court, who overturned the guilty verdict and in their decision stated that the victim was wearing tight jeans and must have helped the perpetrator remove them, thereby consenting.

In protest, the following day, the women of the Italian Parliament wore jeans in chambers to support the young victim. Thus began a world wide movement to stand in solidarity with survivors and call out the rampant victim blaming that continues today for victims of sexual violence. In recent years, the #metoo and #timesup movements have helped continue to call out the prevalence of sexual harassment, assault, and abuse, the disproportionate impact on marginalized communities, and the role that each person can play in changing our shared future.



DENIM DAY 2021



Ways to get involved—SAAM 2021

Our Goal

Your gift will help us support the continued healing and hope of survivors across Southern Nevada. Our goal is to raise at least **\$25,000** throughout the month. Your gift supports:

- * Crisis Response 24/7 for Survivors
- * Transportation Assistance
- * Counseling
- * Food and Housing Supports
- * Intensive Case Management Services for Human Trafficking Survivors

Make a one time or monthly tax deductible donation of any size by visiting our website—rcclv.org

Other ways to support survivors throughout SAAM:

- * Host a social media fundraiser in support of RCC
- * Share our social media posts throughout the month of April

Raise Your Voice and Uplift Survivors:

Due to the pandemic, RCC is canceling our major fundraising event, Denim Day. This doesn't mean you can't still support survivors and raise awareness:

- ✓ Use your voice to share RCC social media posts and survivor stories, share resource and empowerment information with your followers, and tell survivors in your circle that you support them; Ask how they would like you to share your voice for Sexual Assault Awareness Month.
- ✓ For Denim Day 2021 get out of those yoga pants and WEAR JEANS ON APRIL 28! Let's fill social media with images of folks in jeans that day and show survivors around the world that they are not alone.





Sponsorship and Support Opportunities



Sponsor a Survivor

Victim-survivors of sexual violence will be sharing their stories on RCC social media throughout the month of April. You can support their courage by sponsoring a survivor for **\$500**. Your sponsorship ensures that strong support is there for survivors when they need it most—individual counseling, support groups, transportation, hygiene items, and clothing.

Sexual Assault Awareness Month Champion

Individuals and businesses can become SAAM Champion sponsors for a **\$1500** contribution. As a champion, you get:

- * Name or company logo with recognition as a sponsor on our website from April—June
- * Name or logo in our monthly newsletter which goes to about 700 individuals throughout the community
- * Recognition on our Social Media during April—with thousands of followers
- * Named in RCC's Annual Report as a SAAM Champion
- * Pride you can share with your team and customers that you or your organization is invested in ending sexual violence and combating victim blaming throughout Sexual Assault Awareness Month