

City of Lawrence
Outside Agency Annual Report
For Calendar Year 2017

Reports on activity should be submitted electronically to Danielle Buschkoetter, at dbuschkoetter@lawrenceks.org by Thursday, February 15th 2018 at 5:00pm. For the following questions please refer back to your [2017 application for funding](#).

Reporting Period: Calendar Year 2017

Agency Name: The Willow Domestic Violence Center (Non-ATF)

1. Refer to the program in which your agency received funding; provide a participant success story that helps demonstrate the accomplishments of the program.

The agency received City funding for outreach and awareness efforts to help build a safer community. The need for The Willow's free, confidential services continues to increase every year. Opportunities to promote awareness provide prevention education, and reach survivors in need of the agency's services are essential to help build a violence-free community.

During Domestic Violence Awareness Month (DVAM) funds were used to purchase tabling supplies and purple lapel ribbons to increase awareness and effectiveness of outreach. At one particular event the agency tabled, a community member approached a Willow advocate stating, "I was completely unaware of the broad range of services offered by The Willow. It is not just shelter. " The community member not only took some of our printed materials, he also contacted us the following week asking if we could do a presentation at his workplace.

2. Refer to your 2017 application for funding; provide a brief narrative of the activities funded with City funds.

Through the City's funding, The Willow purchased printed outreach materials about the agency's services and upcoming events. Funds were also used towards dues and fees for the agency's website domain and advertisements through the Yellow Pages. The Willow was also able to use funds to increase in-house printing capabilities.

3. Refer to your 2017 application for funding; provide specific detail (use supportive documents, if needed) to demonstrate what progress was made toward your proposed outcomes.

The Willow far exceeded the proposed outcomes during 2017. The objective of 10 public presentations and events per quarter with 5 focused on underserved populations with an emphasis on engaging men was far exceeded with over 70 presentations/events throughout the year and over 25 targeted at underserved populations and men.

The Clothesline Project and other awareness displays were present at all tabling and community engagement activities. Additionally, a photo of the Clothesline Project was on the front of over 250 thank-you notes sent to community members.

The final objective of 85% of participants at a presentation of one hour or more will be more aware of domestic violence/human trafficking was also succeeded at 92%.

4. Refer to the line-item budget provided in your 2017 application for funding; is this accurate to how your allocation was actually spent? If no, what changed and why?

The line-item budget submitted with the application was very accurate and aligned with how the funds were actually spent.