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New Look & New Website, Same Goal to End Sexual & Domestic Violence
SafePlace Launches New Mission, Logo and Website

July 27, 2009, Austin, TX – SafePlace, after 35 years of working with survivors of rape, sexual assault and domestic violence, is launching a new mission statement, logo and website (www.SafePlace.org). This renovation of the SafePlace identity emphasizes the agency’s belief that rape, sexual assault and domestic violence affect not only individuals and families, but the community as a whole.

After an intensive audit of what the community understands about SafePlace’s services and programs, the agency found that many of its programs were not as recognized throughout Austin as the shelter and hotline. “Individuals in our community recognize the work we do for survivors through our shelter and 24-hour hotline, but the scope of what we provide not only for survivors, but for families, teens, people with disabilities and the entire community is often overlooked,” said Julia Spann, Executive Director of SafePlace. “And those programs are the ones that can really help to strengthen the community response to sexual and domestic violence.”

With this in mind, the SafePlace Board of Directors adopted the new mission statement: “SafePlace is ending sexual and domestic violence through safety, healing and prevention for individuals, families and our community.” SafePlace also felt it was important to update the website with more issue-specific content focused on the needs of survivors and their friends and family members – the people a survivor is most likely to turn to for help or to see that their friend is in trouble.

Austin design firm, Creative Suitcase worked with SafePlace to create a new look and feel

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which more closely reflected the agency's important prevention and education work without losing the better known safety and healing programs.

"Although the hotline is still the best and safest way for a survivor in crisis to reach out for help, it is important that the agency provide information to the entire community and increase access to information about the resources we have available," said Narissa Adams, Director of External Communications at SafePlace.

Within the I Need Help! section of the website, there is clear information about services such as the hospital accompaniment program for recent rape or sexual assault survivors, safety planning for those in a violent relationship, steps to take toward getting a restraining order and how to help a loved one through the difficult healing process. In addition other features include:

- An expanded section translated into Spanish with information on how to get help, resources, sexual assault and domestic violence facts and cultural barriers to getting help.
- A highly visible quick-escape button as a safety feature and information on technology and safety.
- A shelter tour for survivors to see first hand the safety features, children's programs and living areas.

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About SafePlace

SafePlace is ending sexual and domestic violence through safety, healing and prevention for individuals, families and our community. With 35-years of experience working with survivors of sexual assault and domestic violence in Austin/Travis County, SafePlace is an internationally recognized leader for its innovative and valuable programs. By providing a state-of-the-art emergency shelter; extensive transitional services; hospital advocacy for rape survivors; counseling, prevention and education programs, SafePlace offers critically needed services to survivors and engages the community in advancing alternatives in attitudes, behaviors and policies to impact our understanding and responses to sexual and domestic violence.