



2022 Recap

@TheSOARCollective logo on a polaroid with the caption: Supporting the organizational accountability revolution, together

HIGHLIGHTS

1 LLC STATUS

In January, we filed to become a LLC. We deliberately made the decision not to register as a 501(c)(3) in an effort to not recreate the same power dynamics we've experienced at nonprofits.

2 NEW PARTNERSHIPS

We are grateful that we were able to collaborate and meet with partners that are committed to a similar mission. We had 14 meetings with 7 partners.

3 ONLINE COMMUNITY

Through support from partners and opportunities to network, we grew our online communities on Instagram & Advocate Chat on Discord.

Highlights

- 1) LLC Status: In January, we filed to become a LLC. We deliberately made the decision not to register as a 501(c)(3) in an effort to not recreate the same power dynamics we've experienced at nonprofits.
- 2) New Partnerships: We are grateful that we were able to collaborate and meet with partners that are committed to a similar mission. We had 14 meetings with 7 partners.
- 3) Online Community: Through support from partners and opportunities to network, we grew our online communities on Instagram & Advocate Chat on Discord.



Social Media Growth:

This year we grew our Instagram community by 482%.

153 posts; 244 comments; 2383 shares; 381 new followers; 4405 likes & reactions; 11,264 accounts reached.

3 examples of IG posts.

CONSULTING @THESOARCOLLECTIVE

CONSULTING

For the first time, we were compensated for our services. We want to express gratitude to the partners who entrusted us to present at their conferences and value our expertise as a consultant.

CONFERENCE PRESENTATIONS

- 'Should I Stay or Should I Go? Navigating Burnout as Advocates' at the OAESV Annual Conference
- 'Digital Strategies for Grassroots Organizing: Social Media and Community in the Anti-Sexual Violence Movement' at the NJCASA Annual Conference

"This was a phenomenal session and as someone who is no longer in a toxic workplace, I didn't realize how much I needed this session until I was in it. This session was deeply healing and validating for me in ways that I can't fully express."

- FEEDBACK FROM CONFERENCE PARTICIPANT -

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'Digital Strategies for Grassroots Organizing: Social Media and Community in the Anti-Sexual Violence Movement' at the NJCASA Annual Conference.

Feedback from conference participant: "This was a phenomenal session and as someone who is no longer in a toxic workplace, I didn't realize how much I needed this session until I was in it. This session was deeply healing and validating for me in ways that I can't fully express."

MERCHANDISE SALES

42
PRODUCTS
SOLD

In June, to generate passive income, we created an online shop to sell merchandise. All revenue earned goes directly back into our operating budget so we can continue providing free TA & support to advocates.

BEST SELLING PRODUCTS



Spiral Notebooks



Stickers



Greeting Cards

Merchandise Sales:

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42 products sold; Best selling products: spiral notebooks, stickers, greeting cards

SUPPORTING ADVOCATES



We host Advocate Chat, a free connection space on Discord. Advocates can create an anonymous account to vent, ask questions, and share resources. We have 36 members and the chat was active 53 days this year.

TECHNICAL ASSISTANCE

Co-founders of The SOAR Collective shared resources and provided direct support to 8 advocates 10 times via meetings, emails, and IG messages.

"Thank you for all that you do, this page has been a great resource & system of support for myself & colleagues!"

- MESSAGE FROM IG FOLLOWER -

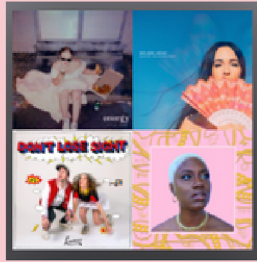
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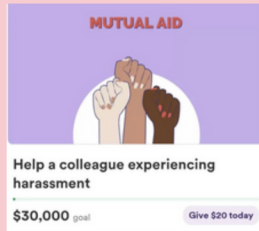
Technical Assistance: Co-founders of The SOAR Collective shared resources and provided direct support to 8 advocates 10 times via meetings, email and IG messages.

Message from IG follower: "Thank you for all that you do, this page has been a great resource & system of support for myself and colleagues!"

SUPPORTING ADVOCATES



In February, we created the 'Advocate Energy' playlist on Spotify. A fellow advocate shared with us that she listens to the playlist every day!



In April, we started a fundraiser for an advocate who was terminated from their job due to workplace harassment. \$250 was raised to support them.



In November, we collaborated with Survivors Know to create and disseminate the 'We Deserve Better: Anti-Violence Advocates Assessment.'

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HESOARCLECTIVE WHAT'S NEXT? @THESOARCLECTIVE WHAT'S NEXT?

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We Deserve Better
ANTI-VIOLENCE ADVOCATES ASSESSMENT

Winter and Spring of 2023, we will share a report, create multi-media content that reflects the findings & host a webinar.


Our hope is that we will collectively reflect & crowdsource ways we can build a more sustainable future within the anti-violence field.

LEARN MORE & COMPLETE THE SURVEY BY JANUARY 31 AT tinyurl.com/WeDeserveBetter

We look forward to collaborating with Survivors Know on the 'Anti-Violence Advocates Assessment.' We will release a report, host a webinar to discuss findings, and co-create next steps.

We hope to grow our online community by engaging on other social media platforms.

We plan to submit proposals to upcoming conferences, as well as host our own virtual events.



Thank you!

@theSOARcollective

THANK YOU

From the bottom of our hearts, thank you to everyone who has supported us this year. We can and we will create change together. - T, D, & J

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