

**The life changing
power of information**

Impact Report **20 22**

Yourtoolkit.com is a web-based resource providing free, accessible, practical information on personal safety, support services and money matters for people facing domestic violence.

Website users can easily and reliably access relevant and up-to-date information needed for all stages of their journey.



prepare → act now → rebuild → thrive at [Yourtoolkit.com](https://www.yourtoolkit.com)



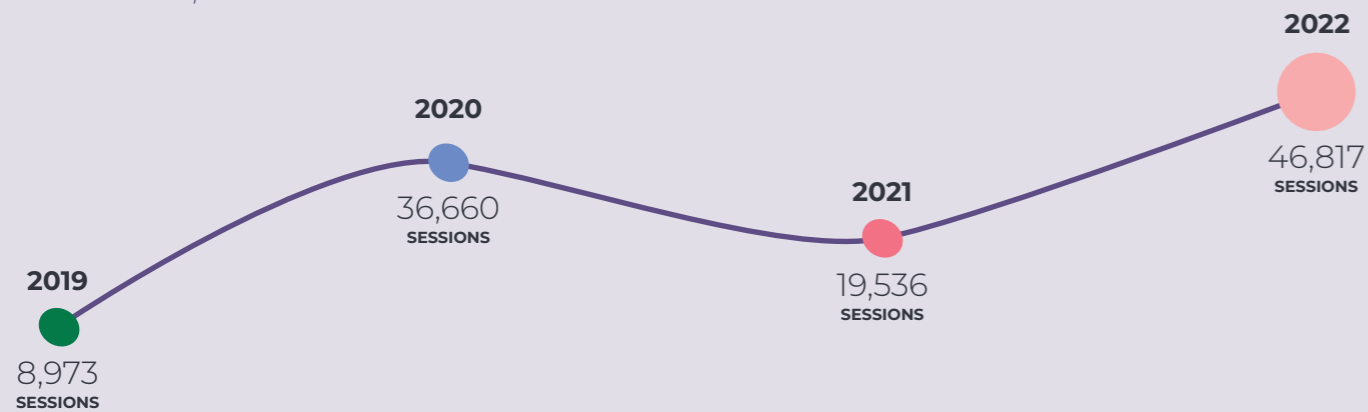
Measured impact

“Easy to use filters allow us to find relevant information quickly and easily” - FDV Service Provider

The purpose of this report is to reflect the social impact achieved by Yourtoolkit.com

Our vision is to be recognised leaders in equipping women at risk with the tools and pathways to address domestic violence and/or financial abuse.

Since our website launch in March 2019, there has been a steady increase in number of website users and number of session visits to the site, now totalling 90,000 users with over 110,000 visits.



Calendar years 2019-2022

“Yourtoolkit.com tackles a fundamental issue – how the sector makes that first critical connection with vulnerable women, isolated in their homes and subjected to abusive behaviour.”

- CEO, FDV Service Provider

A successful 12 months

FROM 1 JULY 2021 - 30 JUNE 2022



WEBSITE USERS

28,115 website users



SOCIAL MEDIA REACH

698,412 individual profiles reached



GEOGRAPHIC REACH

Nationally in all 8 states and territories



WEBSITE VISITS

35,936 website views

AWARD WINNING PERFORMANCE



Winner

2022 Consumer Protection Richard (Dick) Fletcher Award



International recognition

Special Commendation – 2022 Money Awareness and Inclusion Awards – Best Project for Under-Served Communities

Case study

Coercive control is abuse

JANE'S* STORY IS FAMILIAR TO MANY HOUSEHOLDS

“...my son and I go into one room in the house that is our ‘safe zone’ where the door locks...”

I was physically abused as a child, but didn't realise until I was an adult. By then I was in an abusive relationship that lasted 15 years before I ended it. It left me with depression. Naively, I entered my current relationship not knowing the signs of coercive control, and I now realise I'm in another abusive relationship.

The difference is, I now have a young son; I'm also living with man who says to me repeatedly that because I don't have any bruises, no one will believe me that he is abusive. It took me 6 months before I told anyone what was happening at home and that I was living in abuse and planning to leave.

So, I'm using Yourtoolkit.com to get out of this FDV situation. I can't afford to pay for a lawyer or someone else to coach me through it. My weekly routine is fairly simple; I get home from work, we all do dinner (I cook) and then my son and I go into one room in the house that is our 'safe zone' where the door locks, and we hang out for the night watching TV and sleeping. I use this time on my laptop accessing your website.

On the very first page, there is the to-do-list. I'm a list person, I'm very step-by-step. The day-to-day survival of living the abuse experience means it can take days or weeks to get the first thing on the list done because I'm drained and exhausted. I don't have time to think about what I feel about the situation I'm in. I'm just doing it, I compartmentalize a lot, I have to. With your website, the four different phases means I know exactly where I need to be when I go back to it after several weeks. Your free resource is going to save my life and that of my child.



*Name changed for anonymity

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Change we want to see



THE PROBLEM

Women experiencing family and domestic abuse cannot easily and safely access all the information they need, in one place, to improve their situation.

The purpose of Yourtoolkit.com is to support and empower women and their children who are facing family and domestic violence and/or financial abuse.

HOW WE DO IT



CONNECT

A one-stop, safe resource available 24/7



INFORM

Accurate, practical and free up-to-date information



EMPOWER

Through connection, information and support

Making it happen

“I love the way it is set up, the lay out. I find it very easy to navigate. What really stood out to me are the four pillars. Getting out of a situation like that is not one simple step, it’s complicated. Those four principals... are just so beautifully put.”

- Website user feedback

RESOURCES



2 Paid staff
.8 FTE CEO,
Marketing



30 Skilled
volunteers



10 Lived experience
advisors



Experienced board,
strong governance
and strategic
leadership



Deductible Gift
Recipient Status



Pro bono content
experts



Expert consultants
for SEO and Web
Development

“Provides useful information” - FDV Service Provider

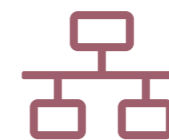
ACTIVITIES



EMPOWER
women facing FDV

INFORMATION

- In-person info sessions and presentations
- Social media marketing
- Community attitude leadership



PARTNER
with people and
organisations to
create the biggest
impact

STAKEHOLDER/ NETWORK

- Mobilise volunteers including training
- Establish partnerships
- Collaborate with sector stakeholders
- Engage with diverse user populations



INNOVATE
through technology,
research led services
and bold new
approaches

WEBSITE

- Host and manage website, updated weekly
- Maintain content and link integrity
- Provide safe user experience
- Seek relevant resources
- Ensure content integrity



SUSTAIN
by building
foundations for long
term organisational
success supporting
women facing FDV

SUSTAINABILITY

- Seek ongoing funding
- Implement sustainable structures and processes
- Evaluate social impact report

Outcomes

FROM 1 JULY 21 - 30 JUNE 22

To measure key impacts, Yourtoolkit.com conducted website user and service provider surveys and focus groups, and website and social media analytics.

KEY IMPACT
COMPREHENSIVE AND TRUSTED

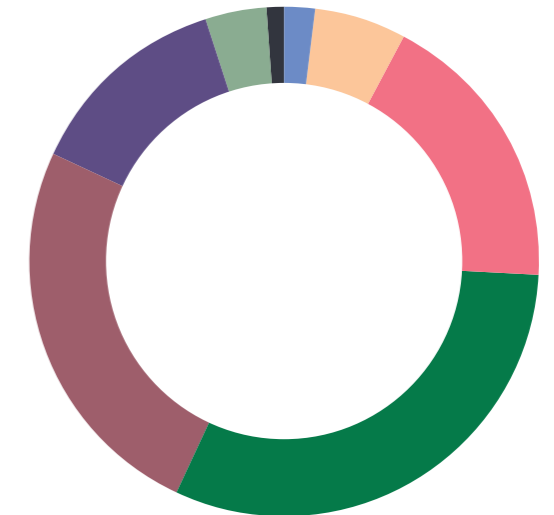
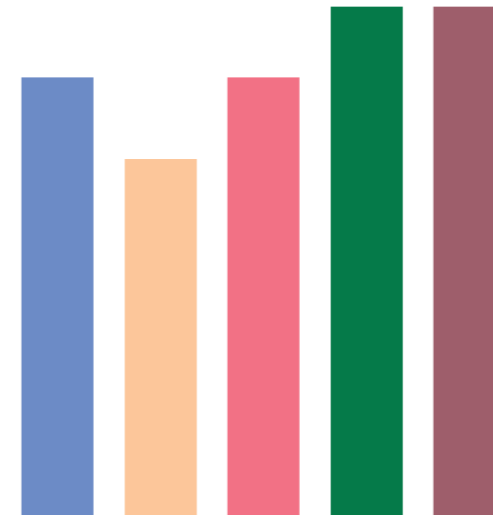
SERVICE PROVIDERS SURVEY RESPONSE
100% trusted, reliable and accurate

EVIDENCE TO SUPPORT WE ARE MEETING OUTCOMES

- 16 expert web reviewers
- Content integrity register
- Annual content review

"It's right there and I trust it."

- Website user feedback



KEY IMPACT
USER FRIENDLY, SAFE, RELEVANT AND PRACTICAL

WEBSITE USER RESPONSE

86% User Friendly

71% Relevant information

86% Practical steps

100% Safe tools

100% Respectful, empathetic and empowered tone

EVIDENCE TO SUPPORT WE ARE MEETING OUTCOMES

- Relaunch of the website in Sept 2022 with improved resources, information and usability
- Complaint response register
- Safety features - Non-traceable usability, no cookies, quick exit button

KEY IMPACT
DIVERSE REACH

WEBSITE USERS

Under 18 2%

19 - 25 6%

26 - 35 18%

36 - 45 31%

46 - 55 25%

56 - 65 13%

66 - 75 4%

Over 75 1%

EVIDENCE TO SUPPORT WE ARE MEETING OUTCOMES

- 86% Women, 12% Men, 2% Other
- 47% WA, 3% SA, <1% NT, 6% QLD, 14% NSW, 12% VIC, 2% ACT, 15% other
- 24 FDV Sector partnerships

“The amount of information is exactly right. Short, sharp, informative... bite-sized information.”

- Website user feedback

BECOME A PARTNER

We value our organisational partnerships. These are organisations engaged in the marketing or referral of Yourtoolkit.com, donations, funding contracts, pro bono support or an ongoing joint working relationship. We are actively seeking more partners.

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Government
Partners

24

FDV Sector
Partners

3

Education
Partners

18

Corporate
Partners

Join us to support women facing family and domestic violence.
For more information, email us at; info@yourtoolkit.com.au

THANK YOU TO OUR FUNDERS

