

# ANNUAL REPORT



ELIZABETH  
**SMART**  
FOUNDATION

2020: YEAR IN REVIEW

## WHAT A YEAR!

2020 has been a great year. There have certainly been unforeseen challenges, but there has also been growth and adaptation that only a pandemic could bring. We successfully relaunched and rebranded the Elizabeth Smart Foundation. We took the iconic “Winged Victory” as inspiration for our logo. This masterpiece graces the top of one of the marble staircases in the Louvre Museum. It is my favorite work of art as it instills in me a sense of strength, determination, and triumph, which is exactly what I want every girl and woman to feel. I also appreciate that this great work of art has lost its head over time, leaving it to us, the viewers, to imagine what once was. I find this symbolic and meaningful in that healing and survivorship look different for each and every one of us. In essence, the “Winged Victory” could be anyone.

ESF launched Smart Defense, our very own self-defense program specifically geared towards women and girls. This not only physically empowers girls and women, but it also teaches fundamental basic truths such as the following: Where can rape come from? Do you have the right to defend yourself? What is the difference between enthusiastic consent versus everything else? Many people don’t realize that predators are attracted to victims that are vulnerable and situations that provide opportunity. Simple self confidence can be the key ingredient between a woman becoming a victim or the predator simply passing them by. Unfortunately, this doesn’t work in every situation which is why it is important to learn actual physical skills and continually practice them. This is exactly what Smart Defense teaches and reinforces.

We also created and debuted 28 episodes in our first season of the Smart Talks podcast. I will never forget interviewing three college graduate women and listening to their stories, realizing that they didn’t know at the time what had happened to them was rape and that it was not their fault. This experience has haunted me all year; clearly as a society we are not doing enough to prepare our young women as they leave home and start their own journeys. These can be difficult and anxiety-inducing conversations. During our Smart Talk interviews with survivors, therapists, and advocates, we dive deep into these challenging topics, providing support, advice, education, and options to our listeners.

Our final campaign and endeavor is one extremely close to my heart. Our We Believe You campaign addresses the number one comment received by both the foundation and me personally as an activist, "Nobody believes me." This is a tragedy of massive proportion. It is these first vulnerable interactions with others that will deeply impact victims to either seek help, healing, and justice or be left with shame, guilt, and silence. Experiencing disbelief leads victims to internalize the pain and suffering they have already experienced, leaving them unable to live a full and happy life. The purpose of this campaign is to help victims know that there are still good people in the world, to educate about wonderful philanthropic organizations available to aid with healing, and also to impact and educate everyone else. You never know when someone you love and care about will disclose abuse and sexual violence to you, and how you react is 100% key to their healing. In tandem to this campaign, we have created the "We Believe You Fund" which helps financially support victims in any way we deem appropriate, whether it be paying medical bills, first month's rent, therapy services, or retaining an attorney. Our 2020 campaign raised enough money to provide 40 therapy sessions, 30 hotel nights, 10 Smart Defense scholarships, 3 rape kits, \$6000 in medical and legal fees.

As founder and board chair I couldn't be more proud of the progress and determination every single member of the Elizabeth Smart Foundation team has shown this year. I am so excited for what 2021 will bring. Thank you for being part of the ESF community!

Miracles happen,

A handwritten signature in white ink, appearing to read "Elizabeth Smart", is positioned below the text "Miracles happen,".

**ELIZABETH SMART, FOUNDER & CHAIR**



**2019:** Foundation relaunched with a new mission

**January:** Pilot program of Smart Defense



**February 6:** CBS story aired

**February 7:** Official launch of Smart Defense

**March:** Smart Defense suspended due to COVID-19

**April 15:** First episode of Smart Talks airs



**May 11:** Most downloaded episode

**August 26:** First Corporate Smart Defense training

**September 11:** Smart Defense in St. George opens

**September 18:** Smart Defense in Riverton opens

**October 16:** Season 1 Finale of Smart Talks

**October 29:** ESF Store launches



**November 9:** We Believe You starts!

**November:** WBV attracts thousands toward our cause

**2020:**

**November 10:** Launched Victory Club

**THE**

**December 1:** Had a great Giving Tuesday!

**YEAR**

**Ended one amazing year!**

**OF CHANGES  
AND GROWTH**

# EDUCATION & PREVENTION

SMART DEFENSE

SMART TALKS



# SMART DEFENSE

At the beginning of 2020, our Smart Defense program went live and we were so excited to start making a difference in protecting survivors and preventing future assaults. When the pandemic hit in March, our plans halted. Despite the pause in our work initially, we ended up having a great year, and we are so excited for what is to come with this program!

**56**

program  
graduates

**10**

certified  
instructors

**40,635**

views of  
how-to videos

**3**

certified  
locations



## A NOTE FROM MIYO

Each female that went through the Smart Defense program this year is now a friend, a force for healing, and a voice for prevention. I am proud of the changes I was fortunate to witness first hand. Empowerment, confidence, and real world skills make each of them better prepared to help themselves as well as others. Through our Smart Defense program we are taking action to fight all forms of sexual violence in the most hands-on way.



# SMART DEFENSE



## UPDATES

Despite a global pandemic, Smart Defense continues to grow and empower more women and girls. In 2020, we were able to accomplish the following:

- 2 Corporate Smart Defense trainings
- 4 one-on-one classes
- 10 certified Smart Defense instructors in 3 cities
- Leveraged social media to some specific self-defense skills
- Utilized Zoom to teach virtual self-defense classes to employees of businesses and their families

## TESTIMONIALS

*"The Smart Defense program quite literally saved my life! I had just escaped an abusive husband and was in desperate need of training to keep myself safe. The instructors are beyond amazing. Patient and understanding of my individual situation. Because of this program I have a new confidence and hope in my life. I can't begin to thank the donors who made this training possible for me. I highly recommend this program!"*

- Marie

*"The Smart Defense course was an incredibly empowering experience. After just 4 short weeks, I felt that I gained the know-how and confidence not only to get myself out of dangerous situations, but to avoid them in the first place. Miyo was an incredible instructor, and learning from her alongside other women seeking these skills was inspiring and motivating. I am grateful for this opportunity and I wish every woman could participate in this course!"*

- Cate W.

# SMART talks

Smart Talks was created to shed light on sexual assault for both survivors and those who love and support them. Each week, Elizabeth and her guests share stories of hope, teach tools for recovery, and aim to create an open dialogue around advocacy.

**28**

episodes  
in 2020

**1,039.5**

average  
downloads

**42**

countries  
reached

**29,100**

Total  
downloads



## TESTIMONIAL

*"I stumbled across this podcast a few weeks ago during a really dark time in my life. I was sexually touched from ages 6-9 and then sexually assaulted at 18. I have only recently acknowledged these events and the impact they've had on my life. I've binged your podcast in an attempt to validate my feelings and experiences. I've clung to every word and bit of advice. I need you to know that it's been this podcast that has led me to the beginning of the journey to healing. Thank you for doing this work. Please don't stop."*

*Sincerely,  
A.*



# ADVOCACY & RECOVERY

WE BELIEVE YOU

VICTORY CLUB

ESF STORE

# WE BELIEVE YOU

In November, we launched We Believe You to let survivors around the world know that they are believed, supported, and loved.

**300+**

people took  
the pledge

**185**

WBV shirts  
sold

**\$13,435**

raised for  
survivors

**2X**

social follower  
count doubled

## IMPACT

*"I wore your shirt to show my support and unwavering belief in my daughter as she stood to testify at her sexual assault protection order hearing. Your movement and program is amazing! Thank you for bringing awareness to this horrible plight of so many girls and women!"*

*"Can I just take a second to say how inspired I am by the work you all are doing?! I saw your "We Believe You" shirts and teared up. As someone who's experienced sexual violence at the hands of a family member, the patriarch of our family, in a small town and had my entire family turn their backs on me — the message is powerful. I fought for someone and everyone to believe me... I was shattered by the abuse, but even more hurt by the shunning of my family, the bullying of my peers, and the stigma placed upon me by my community. I needed that message and I'm happy to see it now... I'll be buying [a shirt], thank you and please continue doing the work."*



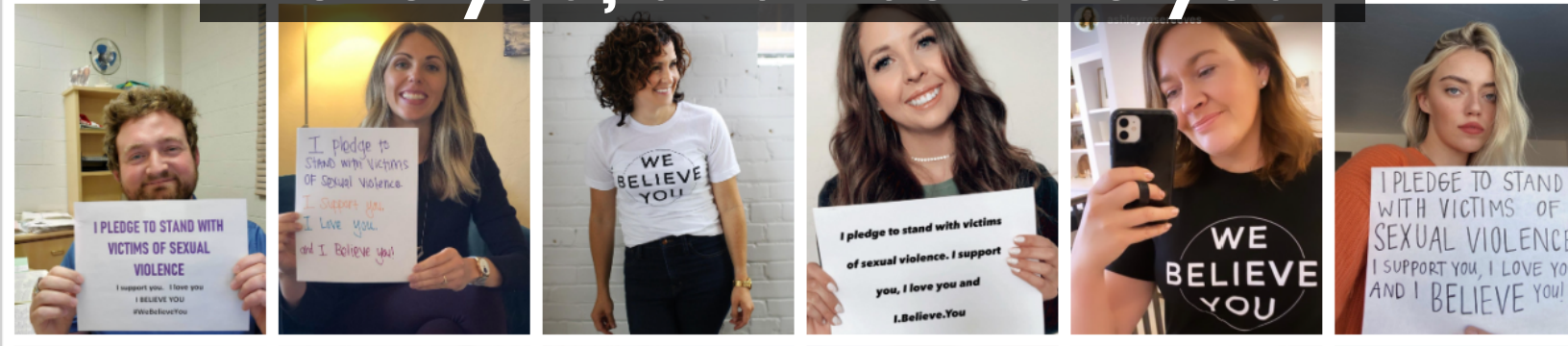
**“I pledge to stand with victims of**



**sexual violence. I support you,**



**I love you, and I believe you.”**



# VICTORY CLUB

The Victory Club provides a space for those who wish to be actively engaged and involved with furthering ESF's mission. Through monthly donations, Victory Club members play an essential role in helping victims of sexual assault find hope and recover.



Proceeds are used to help with medical bills, rape kits, find safe housing, provide therapy/counseling, pay for legal fees, and provide Smart Defense scholarships. Proceeds are also used to help sustain ESF's programs, projects, and initiatives.



rape kits



safe housing



therapy



medical bills



legal fees



Smart Defense

# ESF STORE

Launched in November, merchandise sold in the store helps spread ESF's message and advocates for survivors of sexual assault. Sales revenue also helps further our mission by adding sustainability to our programs and initiatives.

**250+**  
units sold

**\$7,000+**  
in revenue

**173**  
customers



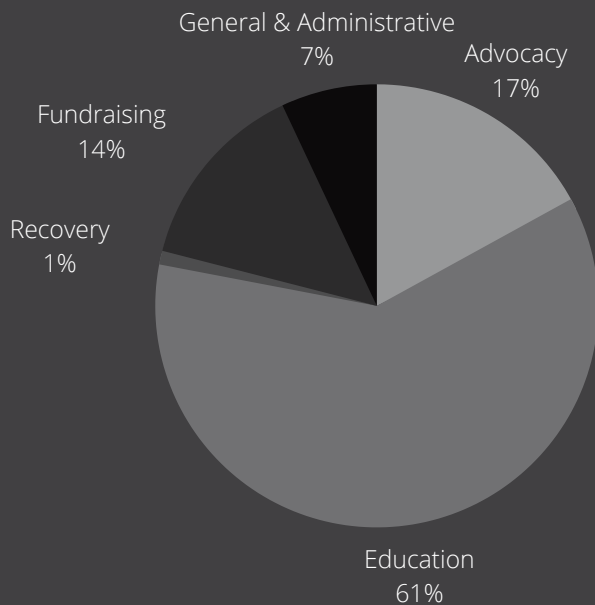
# 2020 FINANCIALS

## REVENUE

<b>Grant Revenue</b>	
Restricted	\$285,000
Unrestricted	\$518,950
<b>Total Grant Revenue</b>	<b>\$803,950</b>
<b>Public Support</b>	
Individual Donations	\$19,985
Business Donations	\$6,050
<b>Total Public Support</b>	<b>\$26,035</b>
<b>Smart Defense Tuition</b>	<b>\$8,736</b>
<b>Merchandise</b>	<b>\$7,111</b>
<b>Inventory</b>	<b>\$3,735</b>
<b>Other Revenue</b>	<b>\$3,289</b>
<b>Total Revenue</b>	<b>\$852,857</b>

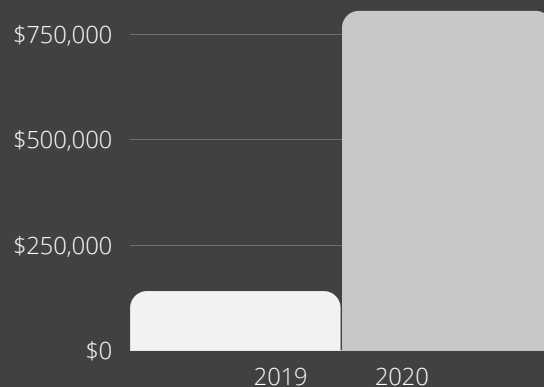
## EXPENSES

<b>Program Expenses</b>	
Advocacy	\$88,243
Education	\$320,844
Recovery	\$4,721
<b>Total Program Expenses</b>	<b>\$413,808</b>
Fundraising	\$72,857
General & Administrative	\$35,551
<b>Total Expenses</b>	<b>\$522,216</b>
<b>NET REVENUE</b>	<b>\$330,641</b>



## FUNDRAISING

With ESF's new vision, mission, and programs, fundraising was made a priority. This resulted in a 488% increase in funds raised compared to the previous year.



## THANK YOU FOR YOUR SUPPORT!

To all of our donors who made 2020 possible, thank you. We consider any funds donated to be important, and they have truly driven our work this past year. Thank you for believing in us and our mission. We are so happy with what we accomplished together in 2020 and are so excited for this next year!



## WHAT'S NEXT?

- Smart Talks Season 2
- Smart Defense Virtual
- Smart Defense Corporate
- Smart Defense University
- Move into ESF HQ in Salt Lake City
- Second annual We Believe You campaign
- Recovery Program



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