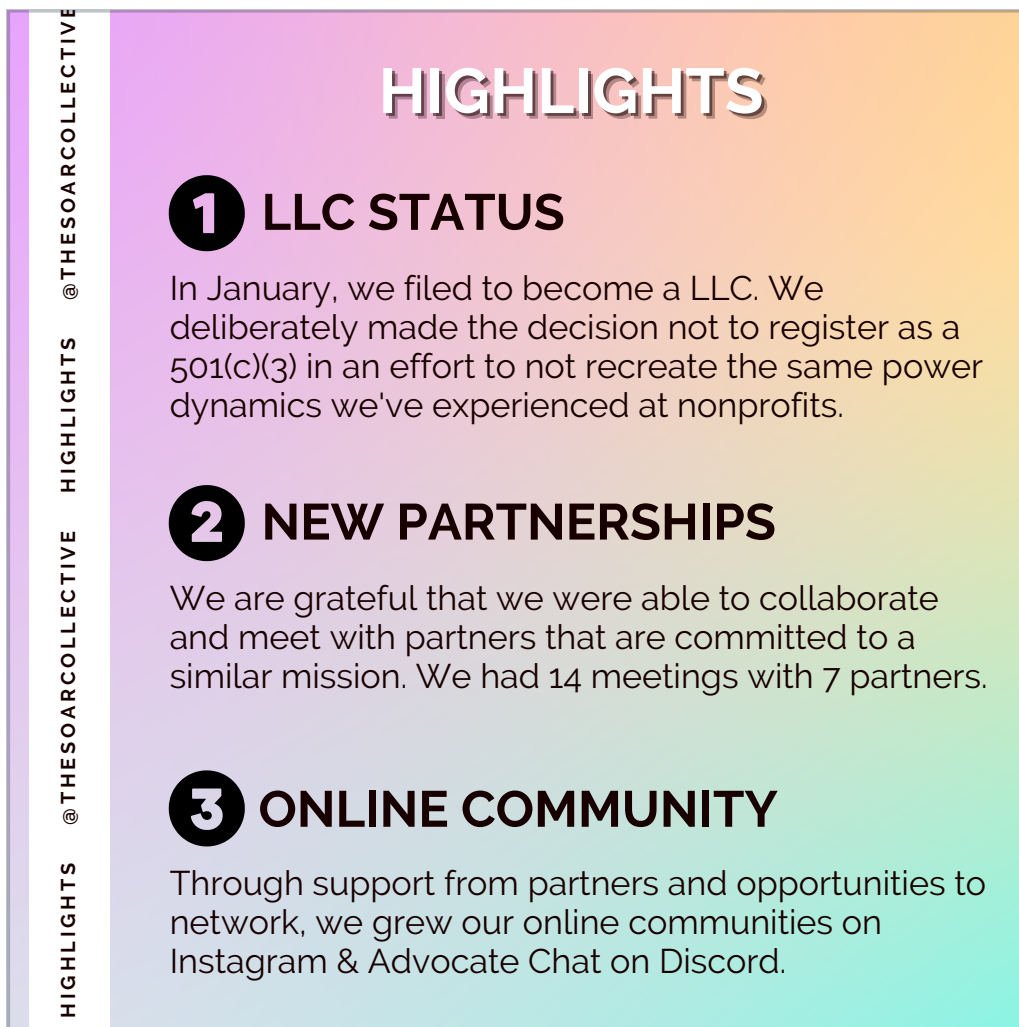




2022 Recap

@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.

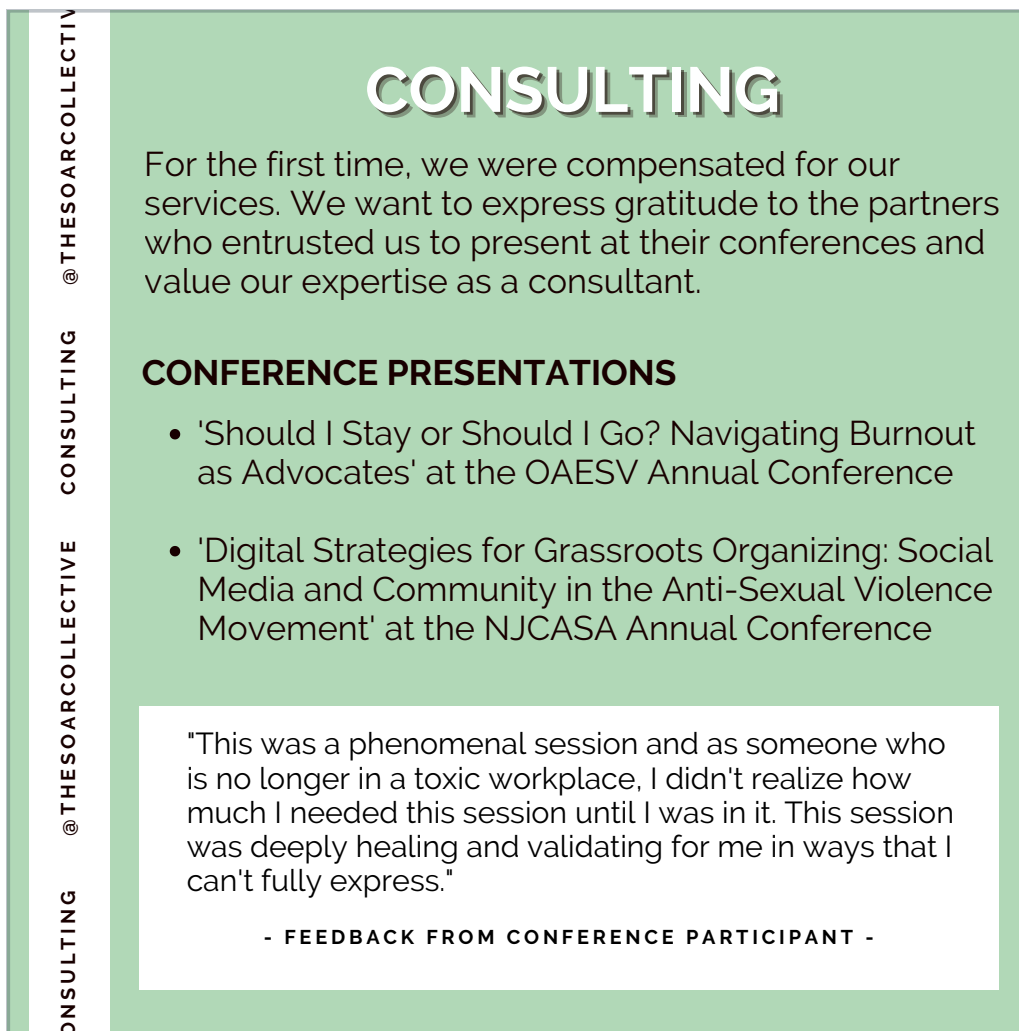


Social Media Growth:

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:

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.

Conferences 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.

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:

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.

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

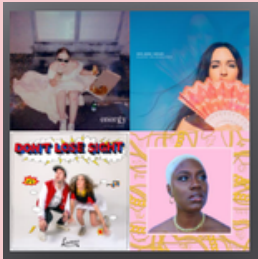
SOARCOLLECTIVE

SUPPORTING ADVOCATES

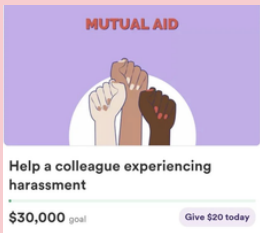
@THESOARCOLLECTIVE

SUPP

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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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