

**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)



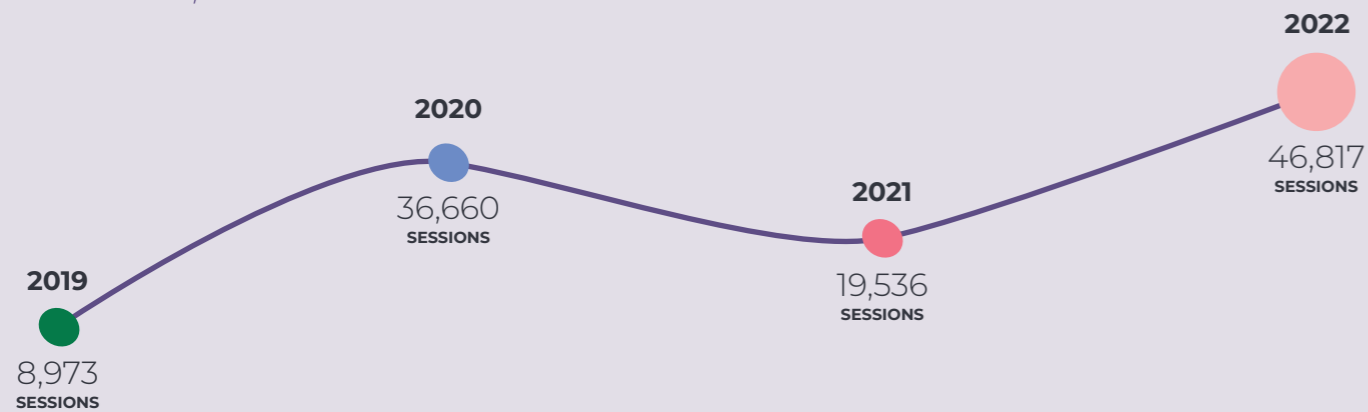
# Measured impact

*“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

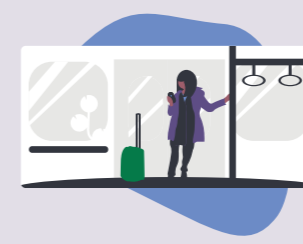
## A successful 12 months

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



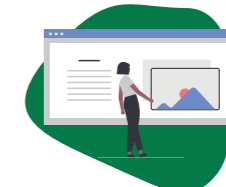
### CONNECT

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

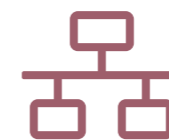
## ACTIVITIES



**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

*“Provides useful information”* - FDV Service Provider

# 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**

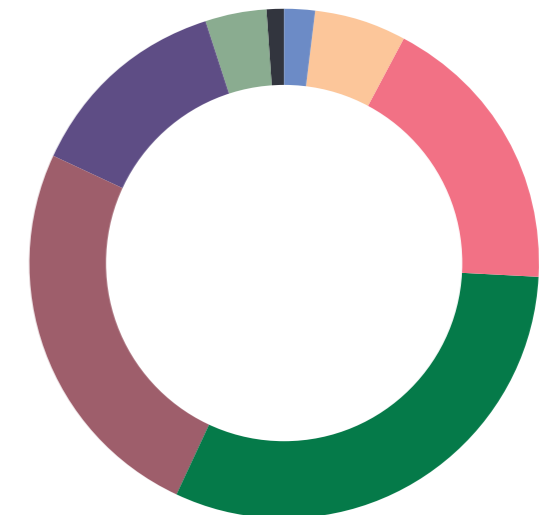
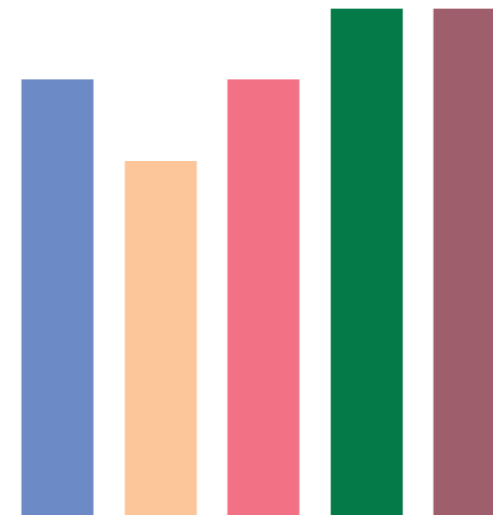
SERVICE PROVIDERS SURVEY RESPONSE  
**100% trusted, reliable and accurate**

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](mailto:info@yourtoolkit.com.au)

## THANK YOU TO OUR FUNDERS

