

SAAM 2024

April is Sexual Assault
Awareness Month

Important

Dates:

April 1, 2024 - SAAM STARTS

April 2, 2024 – Day of action, Wear something teal & post using #SAAM.

April 16, 2024 – Movies for Mental Health Workshop @ College of the Sequoias: 4:30-6 pm

April 24, 2024 – Denim Day, Wear jeans to support SA Survivors and make a donation on our page(fstc.net/saam).

April 30, 2024 – Pizza with a purpose @ The Planning Mill: 5-8 pm

April 30, 2024 – Campaign Ends: Make final online donations.



FAMILY
SERVICES
SUPPORTING TULARE COUNTY

Introduction

Dear Supporter,

Family Services of Tulare County, home of the only Rape Crisis Center in Tulare County, would like to invite you to participate in our Denim Day campaign this April in honor of Sexual Assault Awareness Month.

Denim Day is on Wednesday, April 24th. Denim Day began as a visual means of protest after the Italian Supreme Court overturned a rape conviction because a victim wore tight jeans at the time of the assault. By participating in Denim Day, you're helping us bring awareness to harmful attitudes surrounding sexual assault, such as victim blaming. By giving you're also raising much-needed funds for local services, including: 24-hour crisis response, counseling for survivors, support groups, legal advocacy, and prevention programs with teens. Thank you for contributing to this important work.

Please read the below instructions to get started.

Instructions:

- 1)** Ask your workplace, school, group, or other networks to participate in Denim Day this April.
- 2)** Encourage others to join in by making an online donation of \$5-\$20 to support the Rape Crisis Center.
- 3)** All donations can be made online via the Sexual Assault Awareness Month webpage: www.fstc.net/saam .
- 4)** If you, your group, or business would like to donate by check, please mail it to P.O. Box 429, Visalia, CA 93279, or drop-off at our Administration location during business hours, at 744 E. Douglas Ave., Visalia. Please call 559-732-1970 if you have any questions.
- 5)** Don't forget to wear jeans, a denim shirt, or outfit on **Denim Day, Wednesday, April 24th** and share your photos with us by using #DenimDayTC on all social media platforms. Tag us in your post!

A GUIDE FOR SA SURVIVORS AND THEIR LOVED ONES

English & Spanish



A guide for Sexual Assault survivors and their loved ones



[Scan to view](#)

**Un kit de herramientas para sobrevivientes
de agresión sexual y sus seres queridos**



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How to Get the Word Out

Early April:

Subject: Join us in supporting survivors this April

In honor of Sexual Assault Awareness Month this April, we joining Family Services of Tulare County and their mission for our community. Join us by wearing denim on Wednesday, April 24th and by making a \$5-\$20 donation online at www.fstc.net/saam.

All funds raised directly impact victims and survivors of sexual assault served through their Rape Crisis Center program.

What is Denim Day? Denim Day began as a visual means of protest after the Italian Supreme Court overturned a rape conviction because a victim wore tight jeans at the time of the assault.

Social Media Prompt for Groups/Businesses

Before Denim Day

Option #1) Join GROUP/BUSINESS NAME and @familyservicestc by wearing jeans with a purpose on April 24th for #DenimDayTC. Our team will be wearing jeans to put an end to victim blaming. If you would like to support their Rape Crisis Center, make a donation at www.fstc.net/saam.

Option #2) I stand with survivors and will do my best to be an engaged bystander. If you see something, say something. Your actions can change a life. #SAAM #SAAM2024 If you would like to support Family Services and our local Rape Crisis Center, make a donation at www.fstc.net/saam.

Option #3) Intervene when you see or hear behaviors that promote, condone, or encourage sexual violence. On April 24, we will wear jeans to raise awareness about sexual violence and help give a voice to victims who have been silenced. # DenimDayTC #SAAM2024

Social Media Prompt for Individuals

Day-of Denim Day

Option #1) Victim blaming has got to go! I'm wearing jeans today because I believe and support survivors of sexual assault. #DenimDayTC #SAAM2024

Option #2) We're wearing jeans to raise awareness about sexual violence and help give a voice to victims who have been silenced. You are not to blame. We believe you. #SAAM #DenimDayTC

Option #3) I'm wearing jeans today in support of Sexual Assault Awareness Month and @familyservicestc. If you or someone you know needs their help, please call their 24-hour hotline at 559-732-7273. #DenimDayTC #SAAM2024

Before Denim Day

Join me and @familyservicestc by wearing jeans with a purpose on April 24th for #DenimDayTC. I'll be wearing jeans to put an end to victim blaming. If you would like to support their Rape Crisis Center, donate at www.fstc.net/saam.



DENIM

Day

April 24th, 2024

 FAMILY SERVICES SUPPORTING
TULARE COUNTY

SAAM

April is Sexual Assault Awareness Month



Denim Day is an international campaign to raise awareness about an important issue: sexual assault. In April of 1999, the High court in Italy overturned a rape conviction because the victim was wearing tight jeans the day she was assaulted. Wearing jeans on this anniversary is one way to stand with survivors and reject victim-blaming. If you would like to join me in supporting survivors of violence, you can make a Dollars for Denim donation to Family Services Of Tulare County's Rape Crisis Center, where they provide services like crisis response, free counseling, and support groups to survivors in our community.

To learn more and donate, visit

www.fstc.net/saam



Sexual Violence Focus

Tuesday, April 16, 2024 4 - 6pm
Hospital Rock Bldg, Room 134

movies for mental health

CONNECTING WITH OURSELVES AND OTHERS
THROUGH SHORT FILMS ABOUT MENTAL HEALTH



Free registration!

<https://bit.ly/m4mh-college-of-the-sequoias>

For accessibility-related accommodations or questions: 559-730-3805 or AAC@cos.edu



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Scan to donate



**to our Sexual
Assault services.**

Or visit: fstc.net/saam



FAMILY SERVICES
SUPPORTING TULARE COUNTY

Services include:

- 24-hour Crisis Response
- Legal Advocacy
- Professional Counseling
- Community Education & Outreach