

AMHC Sexual Assault Services Andy Santerre Sno-Run Fundraiser Fact Sheet

October 26, 2009

Fundraising Need

The Andy Santerre Sno-Run fundraiser is an annual event hosted by Aroostook Mental Health Services, Inc. (d.b.a. "AMHC") a private non-profit 501c agency to raise money for its Sexual Assault Services, the only victim rape crisis center in Aroostook County. Sexual Assault Services are support and advocacy services provided free of charge to victims and their family members or significant others following a sexual assault. The sexual assault may have occurred recently or several years in the past, depending on the victim's identified need for support. The service is provided by 5 full-time staff and 7 volunteers countywide.

Core services are:

- ◆ 24/7 Crisis Telephone Hot line service
- ◆ Advocacy services for legal, medical and social supports
- ◆ Prevention education and information for all school grades and universities
- ◆ Educational services to improve awareness of how to prevent Sexual Assault for all age ranges, genders and social/ cultural backgrounds
- ◆ Face-to-Face emergency supports to work with the victim of sexual assault and their family members 24/7 – which includes working with law enforcement and the local medical emergency medical staff
- ◆ Training of all first responders through the Sexual Assault Response Team within the community that includes Law enforcement personnel, District Attorney's and legal aids, medical staff from ambulance and hospital emergency room staff and Sexual Assault Nurse Examiners (SANE's) who have over 40 hours of specifiable nursing training for forensic evident gathering on sexual assault cases.
- ◆ Training and supporting community volunteers to help with coverage of the telephone crisis line and possible face-to-face emergency situations. This is a 40 hour advocate training offered minimally 2 times a year.
- ◆ Working with other service providers, such as mental health providers, substance abuse providers and service providers who work with the Developmentally Disabled population.
- ◆ These core services have historically been funded by pass-through grant funding from the Maine Department of Justice with monies received from the U.S. Federal Government under the STOP Violence Against Women Act. In the past several

years, the core federal funding has been negatively impacted by policy and budget changes, putting AMHC's Sexual Assault Services at risk of significant curtailment or discontinuation altogether.

Developmental Growth and Success

In 2004, AMHC staff and a core team of invested volunteers who support this service, engaged the interest and support of 4-Time Champion Busch East NASCAR driver and Maine native, Andy Santerre, who now resides in Charlotte N.C., to lend his time and energy to AMHC to lead the annual snowmobile run event. In addition to the ½ day run, the day offers an afternoon social hour and autograph session and a NASCAR memorabilia auction and dinner. Core sponsors of the event, in addition to AMHC, include County Sports Polaris in Caribou, the Sign Place, JFK Motorsports and Clukey's Auto Supply who are located throughout Aroostook County. Since the first event was hosted in February 2005, participation in the event has grown to more than 140 snowmobiles participating in the Sno-Run and 280 social hour/autograph session, auction and dinner attendees. Sponsorship has also grown from the core group of founding sponsors to include national vendor, Auto Value Parts Stores, Savings Bank of Maine, Cushman's Embroidery, Bush East Scene, TD Bank, Griffith Ford/Lincoln/Mercury, Citadel Communications, Pensotti North America, & S.W. Collins Co.

Auction items garnered through the efforts of Andy Santerre Motorsports (ASM) AMHC staff, and volunteers have included authentic autographed memorabilia from Andy Santerre, NASCAR NEXTEL Cup champions such as Jeff Gordon, Jimmie Johnson, the late Dale Earnhardt, Sr., Dale Earnhardt, Jr., Tony Stewart, etc, etc, and NFL Hall of Famer and 4-Time Super Bowl Champion, Joe Montana and many others.

Media Support

Media coverage of the event is managed by AMHC's marketing department and has grown exponentially in the past 5 years. In the past year alone, in addition to nominal expenditures to support awareness and encourage participation, local radio and TV donated roughly \$2,500 in media time and placement. TV coverage provided by WAGM-TV has the largest market reach in Northern Maine and Aroostook County of any station in the Northeast—reaching more than 150,000 Aroostook County and New Brunswick, Canada residents. Print coverage provided by local newspapers, Aroostook Republican, Star Herald and the regional daily paper, Bangor Daily News, has a circulation of more than a 1/4 million residents in Central, Eastern, and Northern Maine. The Busch East Scene has had feature articles as well as NASCAR support was also significant, with coverage provided by Andy Santerre on his ASM website, on ASM driver Sean Caisse's website, and also on NE racing's website.

Fundraising Results & the Ongoing Need

Each year, as the excitement and participation in the event has grown, funds raised have also grown-but they have not kept pace with expenses. Funds raised in 2005 totaled \$10,000, growing to \$20,000 in 2006, \$22,500 in 2007, \$40,000 in 2008 and \$42,500 in 2009 totaling \$135,000 thus far. Monies raised by the event have helped to provide services to 180 victims in 2009, provided support to law enforcement in 45 events, support the Sexual Assault Nurse Examiners in Aroostook in 4 hospital Emergency Rooms 61 times in 2009, and supported victims in 34 different DHHS interventions. Throughout the year in 2009 the Sexual Assault team offered 8 different professional training's on the prevention of sexual abuse / assault. Our outreach within the community has worked with over 1,114 individuals. Sexual Assault services have provided education on the prevention of sexual assault to 1,549 students in Aroostook County from grade kindergarten to the 12th grade in High School.

Part of our mission is to support services within the community in meeting the needs of victims of sexual assault no matter what age, gender, or circumstance. One of the most successful interventions that AMHC's Sexual Assault service has achieved within the last 5 years is the collaborative agreement that the 4 medical hospitals in Aroostook County will share their Sexual Assault Forensic Examiners - nurses between facilities. Thus, when a victim of sexual assault needs very specific medical intervention as part of the evidence collection process, a SAFE nurse has expertise and is available to attend to the victim. This specialized core group of individuals have access to each hospital facility and they share their expertise across organizations without being held up by policies/procedures that are true barriers to access to service and effective medical care. This arrangement is the only one found in all of Maine and as far as our research has found, the only one within the nation where expert resources are shared between competitive hospitals.

Even though AMHC Sexual Assault Services has had some wonderful success with the event, the need for fundraising and this event is not over. The monies raised, thus far, have only helped to replace some of the existing cuts in funding and pay for some of the expenses that AMHC has traditionally covered from other service operations surplus, avoiding curtailing services. However, expenses still outpace grant and fundraising revenue. Given economic pressures organizationally, AMHC is unable to continue to fund the Sexual Assault Services deficit. If additional monies are not raised to sufficiently cover the deficit, AMHC will be forced to cut expenses by letting staff go, which will cut services to victims. Thus, the need to continue fundraising and growing the Annual Sno-Run event by securing additional corporate sponsors. 100% of all monies raised in this fund-raiser event goes to service of victims of sexual assault with none of it used for administration costs.