



January 26, 2018

Dear Restaurant Owner/Manager,

April is National Sexual Assault Awareness Month. For the past 21 years, local businesses, restaurants and individuals have come together to raise awareness and much needed financial support to help survivors of sexual assault.

I am writing to ask you to help these brave survivors by **participating in the 22<sup>nd</sup> Annual Dine Out for Safety**. This unique community-wide experience benefits the **Southern Arizona Center Against Sexual Assault (SACASA)**, a program of CODAC Health, Recovery & Wellness. And, it also benefits your business!

During *Dine Out For Safety*, more than 20 local restaurants donate a portion of the proceeds from select meals to support survivors of sexual violence. Community volunteers host at the participating restaurants, sharing information about survivor services and selling raffle tickets to patrons.

As a participating restaurant, you will commit to:

- Donating a portion of the proceeds from select meals sold on Wednesday, April 18, 2018 to support survivors of sexual violence. You can choose to donate from your breakfast, lunch, dinner or sales from the entire day. 20% is the customary percentage donated.
- Sharing *Dine Out For Safety* marketing materials (a poster and check-stuffers) to encourage patrons to come to your restaurant during *Dine Out For Safety*.
- Donating a \$50 gift certificate to your restaurant to be used in the Raffle.
- Allowing volunteer "hosts" to assist your restaurant staff during *Dine Out For Safety*. Hosts greet patrons at their tables, thank them for dining out and let them know that this restaurant is generously donating a portion of their meal's proceeds to SACASA. Hosts encourage patrons to have that extra appetizer or desert. They also gently sell raffle tickets.

#### **HOW DINE OUT FOR SAFETY BENEFITS YOUR BUSINESS**

This truly is a community event and it is great publicity for your business! Participating restaurants are frequently highlighted in a multi-media marketing campaign that demonstrates your commitment to making Southern Arizona a safer place for everyone.

Here are just a few examples of publicity donated and earned in 2017.

- Television commercials (PSAs) ran on local KOLD and FOX channels and Web outlets, as well as on COMCAST Cable channels for more than two weeks leading up to the event.



- Radio commercials (PSAs) were broadcast on **MIXfm 94.9, 106.3 THE GROOVE, 104.1FM KQTH, and ESPN Radio 1490AM/104.9FM** (all channels of Scripps) for two weeks leading up to the event. Event organizers also participated in various radio interviews. All radio interviews highlighted participating restaurants and key sponsors.
- **Tucson Lifestyle** magazine featured Dine Out For Safety in its April issue.
- **Local chefs and Dine Out For Safety organizers were interviewed on local television programs.** During the segment key sponsors were recognized and participating restaurants were named.
- Dine Out For Safety was advertised on 25 bus shelter displays throughout Tucson, donated by AdVision.
- Save the Date postcards were mailed to more than 5,000 businesses and households. All participating restaurants were listed.
- Participating restaurants were included (with links to the restaurant's Web site) on [www.DineOutForSafety.org](http://www.DineOutForSafety.org). Restaurants were also mentioned in Facebook and Twitter posts.

The 2018 *Dine Out for Safety* is scheduled for Wednesday April 18, 2018. **We hope that you will make a difference this year and support sexual assault survivors being a participating restaurant.**

I have enclosed the Restaurant Agreement Form! You may email it to me at [khall@codac.org](mailto:khall@codac.org) or mail it to the address below. Please note that in order for your restaurant to be included in all of the event's promotional opportunities, we need your Restaurant Agreement Form no later than March 1, 2018.

Please feel free to contact me if you would like to learn more about SACASA or the event. I can be reached at (520) 202-1746 or at [khall@codac.org](mailto:khall@codac.org). You can also learn more by going to [www.DineOutForSafety.org](http://www.DineOutForSafety.org). Thank you in advance for your time and consideration. I look forward to hearing from you.

Sincerely,

Kristine Welter Hall  
Sr. VP for Marketing, Fundraising & Planning



## WHY IT'S IMPORTANT TO SUPPORT SEXUAL ASSAULT SURVIVORS

### Did you know?

- 1 in 4 women and 1 out of 6 men are sexually abused in their lifetime (Department of Justice)
- In 8 out of 10 rape cases, the victim knows the attacker (Department of Justice)
- Nearly 6 out of 10 sexual assaults occur in the victim's home or the home of a friend, relative or neighbor (Department of Justice)
- Among developmentally disabled adults, up to 83% of females and 32% of males are victims of sexual violence (Disabled Women's Network)
- 1 in 3 girls and 1 in 7 boys will be sexually assaulted by the time they reach 18 years old (Department of Justice)
- More than 90% of child sexual abuse victims know their attacker ("Sexual Assault of Young Children As Reported to Law Enforcement" by Howard Snyder)

Did you know that the **Southern Arizona Center Against Assault (SACASA)** is a vital community resource that provides education and support for individuals and families impacted by sexual trauma? **SACASA** has been providing these life-changing services for more than 30 years to communities in Southern Arizona. And **SACASA** is the largest provider of sexual assault services in the state of Arizona and is the only one of its kind in the state that provides the full continuum of sexual assault services

Together, you and other caring people like you can ensure these services continue.

Thank you for participating in *Dine Out For Safety*. For more information, visit [www.SACASA.org](http://www.SACASA.org).



### Restaurant Agreement Form

This Letter of Intent is entered into between Southern Arizona Center Against Sexual Assault (SACASA) – a division of CODAC – and the 2018 *Dine Out for Safety* Restaurant Partner (“Restaurant”) as identified below.

**2018 *Dine Out for Safety* Restaurant Name** *(as it should appear on Dine Out for Safety promotional materials)*

Name \_\_\_\_\_

Address of Restaurant \_\_\_\_\_

**Restaurant Designated Contact** *(Please print full name)*

Name \_\_\_\_\_ Title \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

**Dine Out for Safety 2018 Restaurant Commitments.** As a Dine Out for Safety 2018 Restaurant, Restaurant agrees to do the following:

- Donate to SACASA a \_\_\_\_\_% of all sales, up to 20% *(including delivery, take-out and alcohol)* from sales on Wednesday, April 18, 2018. Please check which meals are eligible for the *Dine Out* donation to SACASA:  
                   Breakfast\_\_\_\_  Lunch\_\_\_\_  Dinner\_\_\_\_  ALL \_\_\_\_
- Donate a \$50 Restaurant gift card/certificate to be used in the *Dine Out For Safety* Raffle.
- Provide SACASA with graphic representations of the Restaurant name and/or logo to be used in Dine Out for Safety promotional materials.
- To assure inclusion in *Dine Out for Safety* promotional materials, return Restaurant Registration Form to SACASA, **no later than March 1, 2018.**

**Dine Out for Safety 2018 Restaurant Benefits:**

- Restaurant’s name and/or logo on promotional materials printed for the event, such as save the date cards, check stuffers, posters and flyers, and table toppers.
- Restaurant’s name in radio announcements, television PSAs, email and Facebook blasts.
- Restaurant’s name and/or logo on the SACASA/Dine Out for Safety website with a link to the Restaurant’s website if applicable.
- Restaurant recognition in the newsletter after event.

**Restaurant, as listed above, agrees to donate \_\_\_\_\_% of sales *(including delivery, take-out and alcohol)* for sales made on April 18, 2018.**

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please **mail** or **email** your completed form to:  
Kristine Welter Hall | CODAC | 1650 E. Ft. Lowell Rd, Ste 202 Tucson, AZ 85719 | khall@codac.org