



January 6, 2020

Dear Restaurant Owner/Manager,

April is National Sexual Assault Awareness Month. For the past 23 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 24th Annual Dine Out for Safety on Wednesday, April 15, 2020.** 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*, local restaurants donate a portion of the proceeds from select meals to support survivors of sexual violence. Community members volunteer at 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 15, 2020 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 volunteers to assist your restaurant staff during *Dine Out For Safety*. Volunteers 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. Volunteers 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 2019.

- Television commercials (PSAs) ran on Cox and COMCAST Cable channels for more than two weeks leading up to the event.



- Radio commercials (PSAs) were broadcast on on **MIXfm 94.9, 96.1 KLPX, KFMA 102.1, and ESPN Radio 1490AM/104.9FM** 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.
- **Local restaurant/bar owners, chefs and Dine Out For Safety organizers were interviewed on local television programs.** During the segments 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. Restaurants were also mentioned in Facebook and Twitter posts.

The 2020 *Dine Out for Safety* is scheduled for Wednesday April 15, 2020. **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 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 February 27, 2020.

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. You can also learn more by going to 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.



Restaurant Agreement Form

This Letter of Intent is entered into between Southern Arizona Center Against Sexual Assault (SACASA) – a division of CODAC – and the 2020 *Dine Out for Safety* Restaurant Partner (“Restaurant”) as identified below.

2020 *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 2020 Restaurant Commitments. As a *Dine Out for Safety* 2020 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 15, 2020. 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 February 27, 2020.**

Dine Out for Safety 2020 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, and social media posts.
- 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 Email blasts sent prior to and following the event.

Restaurant, as listed above, agrees to donate _____% of sales (including delivery, take-out and alcohol) for sales made on April 15, 2020.

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