



CASE 2022



Victoria's Friends (VF) is our sponsor for the 2022 Digital Marketing Competition as well as the focus of our case. This year we can help an organization improve its digital profile and ability to serve its community. #SocialMediaForGood

DID YOU KNOW?

54.1% of metro Atlanta's homeless youth experienced human trafficking during their lifetimes?
1 in 4 females are victims of sexual abuse?

89% of victims want to escape but see no other option

Founded in 2000, Victoria's Friends is a 501(c)3 non-profit organization providing assistance to domestic sex trafficking victims and other victims of sexual abuse. Their programs combine therapy, education, life skill counseling, career readiness, and emergency financial assistance to help victims create new beginnings. They are one of only a handful of survivor-led organizations focused on reaching and helping sexual abuse victims restore control over their lives.

VF empowers women to take control of their lives and find hope and a vision for their future. Here are some examples of the help and support VF provides:

- Louise was kicked out of her home at the age 15. After living on the streets for four years, VF helped Louise and her 2-year-old daughter find a safe place to live. VF also helped Louise obtain her GED, driver's license, and a car. She is now working for an e-commerce company. "I am so grateful; my daughter and I now have a beautiful life. I have a career and a future for the first time ever!"
- Regwen was homeless with her 18-month old son when she reached out to VF through the hotline. Regwen had no family to turn to for support and VF helped her find a stable living situation. She is now enrolled in a cybersecurity program and with the help of VF scholarships, she is able to support her family while obtaining her certificate.
- VF helped Shirlonda to find her path out of the Atlanta sex industry and into a successful real estate and life coaching career. "VF came into my life as earth angels. I was in a dark season, and they helped me pull all the pieces together. I could not have done it without them."

By partnering with organizations like Dress for Success Atlanta and Wellspring Living, VF can help women in all aspects whether it is day-to-day expenses, education, career counseling, or therapy. It takes a community to bring hope, and a community is what VF wants to build.





In 2021, they delivered 2050 baskets of love into the community to generate awareness. These baskets include contact information for the VF hotline. They served 452 candidates of which 86% were African America, 6% Asian, 4% Caucasian, and 4% Latino. 85% of candidates were in Metro Atlanta, while 13% were in other Georgia counties and 2% were out of state. They conducted 470 PTSD grief and recovery therapy sessions and 525 group therapy sessions (including online groups and classes). VF awarded 22 scholarships and 18 emergency assistance financial aid support to participants. They conducted community and social gatherings during the year including horseback riding and hiking (full and half-day retreats).



VF has reached a crossroads in their journey where they want to grow to offer more services and help more victims begin a new life. They would like to offer more counseling services including animal therapy. In the future, they want to develop an area with housing, meeting rooms, and community space in the Georgia mountains. They are moving away from focusing on the sex entertainment industry in their messages and transitioning to focusing on victims of sexual abuse and trafficking. To accomplish this change and vision, they need to present a more polished and professional image to enhance their ability to raise additional funds and appeal to a broader donor audience.

VF has three different target audiences for their messages:

- Donors including individuals to sponsor women, individual donations, and corporate sponsorships.
- Victims of sexual abuse and trafficking
- Potential volunteers

You can find out more about VF on their website:

<https://www.victorias-friends.org/>

Instagram: <https://www.instagram.com/vfministry>

Facebook: <https://www.facebook.com/victoriasfriends>





Victoria Teague is the Executive Director and Founder of Victoria's Friends and a survivor of sexual assault and trafficking. She is an Atlanta-based motivational speaker, educator, and counselor with an emphasis on overcoming PTSD.

For the competition, 1 to 2 member teams are to create a new brand identity for Victoria's Friends. You will have 15 minutes to present your suggestions to a panel of judges from Victoria's Friends and local digital marketers.

Key decisions and deliverables include:

- What should the name of the organization be going forward? Do you think it should change or remain Victoria's Friends?
- A new logo
- A style guide indicating fonts and colors associated with your new brand image
- Suggestion(s) for which social platform(s) to focus their efforts.
- Examples of social media content to help them introduce their new brand on the platforms you suggested

First and Second place awards include experiences packages to help you enhance your career and job search. Coaching sessions, image consulting, and headshot packages are some of the unique prizes of the competition. There will also be an outstanding presentation award from both of our judging panels.

