



MARY KAY

2012

# Truth

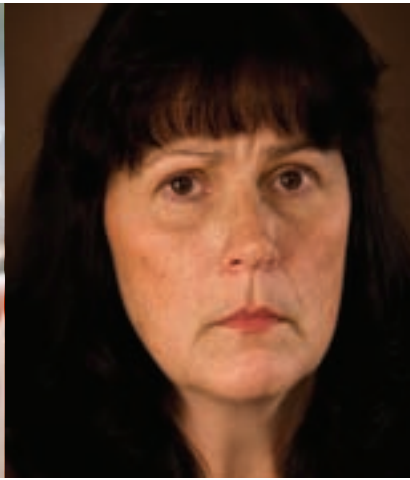
## About Abuse Survey Report



**8** out of **10**

Domestic violence shelters nationwide reported an increase in women seeking help

**In short,  
demand is up,  
while funding,  
services and  
prevention efforts  
are down.**



# DEAR FRIENDS



The nationwide **2012 Mary Kay Truth About Abuse Survey** represents more than staggering numbers — it signifies lives in the balance. On average, three women a day are murdered at the hands of someone who claims to love them. Domestic violence shelters across the country can mean the difference between life and death, yet the economy continues to plague shelters and the women and children they serve.

**Though many sectors and areas of life are recovering from the economic downturn that began four years ago, domestic violence survivors still have a long way to go.**

The *2012 Mary Kay Truth About Abuse Survey* continues to illustrate that the vast majority of shelters across the United States consistently report startling increases in the demand for their services and decreases in funding. **In short, demand is up, while funding, services and prevention programs are down.**

Nearly nine out of 10 domestic violence shelters predict their situations will be the same or worse in the next year. Even still, survivors continue to receive services when they make the difficult decision to reach out for help.

Domestic violence affects millions of individuals every year — whether physical, verbal, emotional or financial abuse. We all know someone who is, was or will be a victim. This crime impacts everyone — our mothers, daughters, sisters, friends, neighbors and colleagues — and we all must be part of the solution, especially during this economically difficult time. **You can do your part by:**

- *Making a contribution to anti-domestic violence organizations and women's shelters.*
- *Volunteering your time.*
- *Speaking out against domestic violence in a public setting or in individual conversations.*
- *Donating household goods or food items to a shelter.*
- *Urging public officials to support legislation that serves survivors and holds perpetrators accountable. One way is to sign the online petition at [enddatingviolence.com](http://enddatingviolence.com) that encourages lawmakers to help end teen dating violence.*

Domestic violence is one of the nation's most insidious, pervasive crimes. No one deserves to be abused. The abuse is never the victim's fault, and survivors are not alone. Resources are available to help.

Thank you for taking the time to read the *2012 Mary Kay Truth About Abuse Survey* findings and trends, considering how you can help and joining us at Mary Kay in this vital community issue that affects us all. Thank you in advance for your concern regarding this wide-reaching issue and your efforts to help prevent and end domestic violence in our country, once and for all!

Best regards,

A handwritten signature in black ink that reads "Anne Crews". The signature is fluid and cursive.

Anne Crews

Mary Kay Inc. Vice President and The Mary Kay Foundation Board Member



If you know someone who is being abused or if you are being abused, call the National Domestic Violence Hotline to learn about local resources. The hotline is open 24 hours a day and seven days a week. It is anonymous and confidential. **1-800-799-7233** or TTY **1-800-787-3224** or [thehotline.org](http://thehotline.org). Note that there is always a computer record of activity and an abuser may know how to access it without a survivor knowing. Learn more technology safety tips at [nnev.org/intemetsafety.html](http://nnev.org/intemetsafety.html).

# EXECUTIVE SUMMARY

The **2012 Mary Kay Truth About Abuse Survey** reveals a vivid story about the staggering national trends of how the economy continues to affect survivors of domestic violence since September 2008, a major turning point in the economy. **For the fourth year in a row, it paints an extremely troubling picture of victims in the United States who continue to be negatively affected by the realities of today's economic uncertainties.**

# 8 out of 10

**Domestic violence shelters nationwide reported an increase in women seeking help**

**Graphic 1**

Shelters reported that **nearly three out of four survivors nationwide stayed with an abusive partner longer** because of financial issues (See *Graphic 4 on pg. 3*). More than half of the shelters indicated that **the abuse has become more violent since the economic downturn.**

Victim advocates from more than 700 domestic violence shelters across the United States participated in the latest nationwide survey and described the experiences of the women and children they serve.

Though a weak economy does not create abusers or cause domestic violence, factors in an economic downturn can increase the severity and frequency of abuse.

**The truth about abuse is that survivors and their children continue to feel the negative effects of the economy in profound ways.**

## KEY SURVEY FINDINGS AT A GLANCE

- Demand is up. Funding, services and prevention efforts are down.
- 8 out of 10 domestic violence shelters nationwide reported an increase in women seeking help.
- 74% of women stayed with an abuser longer for economic reasons.
- 58% of shelters reported that the abuse is more violent now than before the economic downturn.
- 62% of survivors could not find jobs due to the economy.
- 43% of shelters had to decrease services offered.
- 86% of shelters witnessed children with negative social effects such as bullying or withdrawal.
- 87% of shelters predict their situations will be the same or worse next year.

**Women and their children need to stay in domestic violence shelters for longer durations of time** because of the lack of safe, affordable housing. **The majority of victims cannot find a job** (See *Graphic 5 on pg. 5*), which creates a tremendous barrier to living a financially independent life and escaping a life of abuse.



Women with children are seeking safe refuge in greater numbers. At the same time, of the shelters that have been forced to cut services, nearly half of them had to reduce child care services. The result is that **one in four children** do not receive the services they need — which can lead to long-term negative effects including psychological problems and dangerous behavior such as bullying and substance abuse. Almost all shelters that serve children observed widespread negative behavioral, emotional, social and physical effects (See *Graphic 6 on pg. 5*).



*“Society has come a long way in the past few decades, creating more comprehensive services and ultimately reducing the rates of domestic violence,”* said Sue Else, president of the National Network to End Domestic Violence. *“But clearly, the **Mary Kay Truth About Abuse Survey** shows that much more work needs to be done.”*



**Graphic 3**

**“Domestic violence shelters are doing incredible work under very difficult circumstances. They are truly saving lives every day and struggling to do more with less.”**

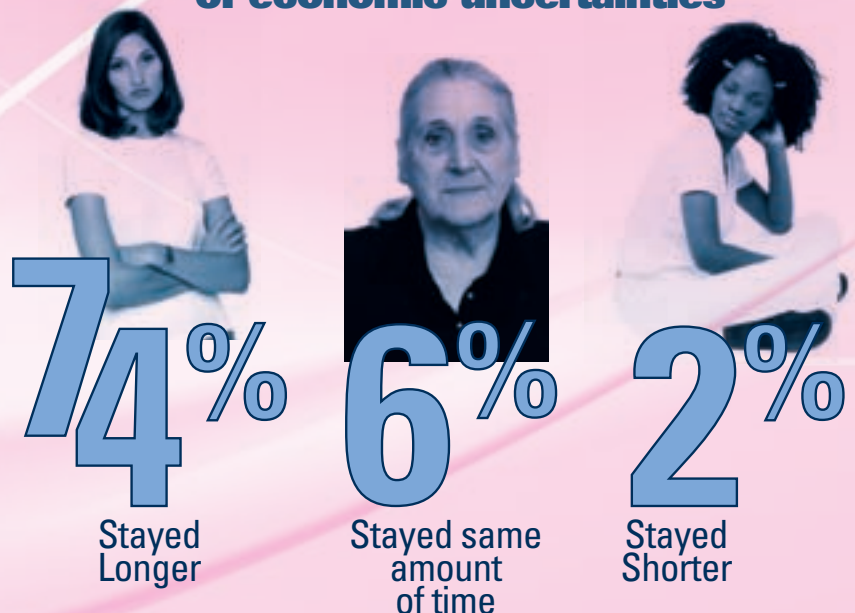
— Marylouise Kelley  
Director, Family Violence Prevention Division,  
U.S. Dept. of Health and Human Services

**Graphic 4**

**Young women (age 12-24) are requesting help in greater numbers too.** Six out of 10 shelters saw an increase in the number of these women and girls searching for safety. **“I had nowhere to go. Until I learned about the shelter, I had to choose between living on the streets or living with violence,”** said a 19-year-old survivor in Missouri.

These overwhelming U.S. trends are also remarkably similar in each region – Northeast, Midwest, South and West (See *Graphic 8* on pg. 8). Survivors are suffering in every corner of the country. **Nearly nine out of 10 domestic violence shelters predict their situation will be the same or worse in the next year** (See *Graphic 7* on pg. 6). Despite signs of economic recovery, the survey finds that critical needs remain in order to keep battered women and their children safe.

**Percentage of women who stayed with an abuser because of economic uncertainties**



# SURVEY FINDINGS

**While there are encouraging indicators of economic recovery, domestic violence survivors are still feeling the effects of the economic downturn across the country.**

- 78 percent of domestic violence shelters saw an increase in victims requesting help in the past year (See *Graphic 3 on pg. 3*).
- Nearly three-fourths of domestic violence shelters reported that survivors stayed longer in their relationships before seeking safety because of the economy (See *Graphic 4 on pg. 3*).
- 58 percent of shelters said that abuse has become more violent now than before the economic difficulties began.
- Survivors need to stay longer than guidelines allow in 95 percent of shelters surveyed.

**“Over the last four years, the National Domestic Violence Hotline has received nearly 10,000 more calls for help from survivors of domestic violence and their loved ones. The most requested service from callers is a referral to a shelter in their local community. Unfortunately, the economy has had a devastating impact on local domestic violence shelters. Many have had to reduce their capacity, reduce services and, in some instances, have closed their doors.”**

— Katie Ray-Jones,  
President, National Domestic Violence Hotline

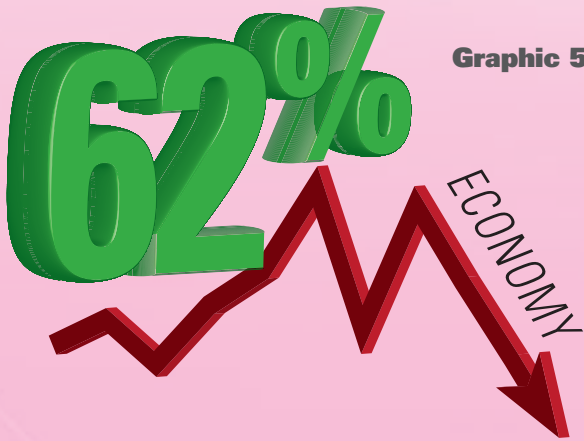


Kalyn Risker is a survivor of horrific domestic abuse in Detroit. She was beaten so severely that her eye socket required reconstructive surgery. With little money and only a part-time job, she and her four-year-old daughter escaped and began to rebuild their lives. She earned her bachelor's degree and began working full time as a human resources professional.

Understanding firsthand the importance of financial independence for victims of domestic violence, she went on to found Sisters Acquiring Financial Empowerment (SAFE), which helps battered women regain their financial footing through training and education. “My experience as a survivor of domestic violence and as a human resources executive led to the idea for SAFE. Although I show no readily visible signs of scarring, I use my personal victory over circumstances to help inspire others into action,” she said.

**Though the economy does not cause domestic violence, financial strain can increase the severity and frequency of abuse.**

- According to shelters, women said that factors in their abuse included financial issues (70 percent), job loss (45 percent), loss of a home or vehicle (36 percent), stress (59 percent), substance abuse (74 percent) and relationship challenges (64 percent).



**Graphic 5**

- 62 percent of the survivors could not find a job due to the economic downturn.
- The vast majority of victims will try to secure a job (60 percent) or seek governmental or other financial assistance (80 percent) in the year following their shelter stay.

“Across our state, shelters and domestic violence programs have restructured to absorb federal and state funding cuts, and in some cases, shelters have been forced to lay off staff. As in other states, the philanthropic giving that shelters were able to use to fill in gaps has all but disappeared.”

— Karen Tronsgard-Scott,  
Executive Director,  
Vermont Network Against Domestic and Sexual Violence

**Domestic violence is affecting children and young women in staggering numbers.**

- 62 percent of shelters saw an increase in young women (age 12-24) seeking safety.

**Graphic 6**

	<b>96%</b>	<b>95%</b>	<b>86%</b>	<b>78%</b>
	Of shelters reported observing children experiencing negative emotional effects such as fear, stress or anger	Of shelters noted seeing problematic behavioral effects like acting out or being aggressive	Of shelters witnessed children with negative social effects such as bullying or withdrawal	Of shelters reported observing children with physical consequences like trouble sleeping or eating

**Domestic violence service providers throughout the United States have experienced cuts in funding from all sources.**

- 79 percent received decreased funding from governmental organizations.
- 64 percent had fewer contributions from individual donors.
- 57 percent had less support from foundations.
- 49 percent saw a reduction in corporate funding.

**Nearly half of shelters have been forced to reduce their services as a result of funding reductions.**

- 43 percent of shelters had to decrease services offered.  
Of shelters forced to reduce services, victims saw decreases in:

<b>17%</b>	<b>Emergency Shelter</b>
<b>40%</b>	<b>Transitional Housing</b>
<b>40%</b>	<b>Individualized support or advocacy with outside organizations, such as law enforcement, health care providers, courts or schools</b>
<b>47%</b>	<b>Child Care</b>
<b>34%</b>	<b>Legal Representation</b>
<b>52%</b>	<b>Transportation</b>
<b>31%</b>	<b>Therapy or Counseling</b>
<b>15%</b>	<b>Translation Services</b>
<b>35%</b>	<b>Job Training/Employment Assistance</b>

- **Decreases in shelter services have had a negative impact on survivors and shelter staff.**
  - 92 percent of shelters had to end or scale back specific programs and services.
  - Nearly 40 percent were forced to cancel some education and prevention efforts.
  - Nearly half (48 percent) had to cut staff salaries or work hours.
  - Sixty-three percent were forced to eliminate staff positions.



**87%**

**Of Domestic Violence Shelters Predict Their Situations Will Be the Same or Worse Next Year**

**Graphic 7**

“Even though the demand is up and funding is down, there is still hope for survivors. Given the appropriate funding and resources, local domestic violence programs have the ability to provide effective, lifesaving services to survivors and their children every day.”

—Anne Menard,  
Director, National  
Resource Center on Domestic Violence



**Domestic violence survivors are receiving potentially lifesaving assistance despite shelters having been forced to reduce services.**

- The overwhelming majority (90 percent) of shelters never considered closing because of financial hardship.
- Doing more with less, 17 percent of shelters increased the number of services provided.
- 57 percent increased or maintained prevention and education efforts in their communities.
- 41 percent offered the same services.

“We are seeing an increase in the severity of abuse, despair at finding work, and longer stays at the shelter.”

— Survivor Advocate



At her grown daughter's urging, Linda Schmidt left her abusive husband for the last time and moved into the Women's Crisis Center in Maysville, Kentucky in 2009.

She had no car, no job, and her financial standing was destroyed, a casualty of the economic abuse she endured at the hands of her abuser. Linda focused on turning her life around, and by March 2010, she was working full-time at the Eastern Kentucky Power Plant and saving in the Kentucky Domestic Violence Association's Car Individual Development Account program. Linda purchased a 2002 Chevy Monte Carlo.

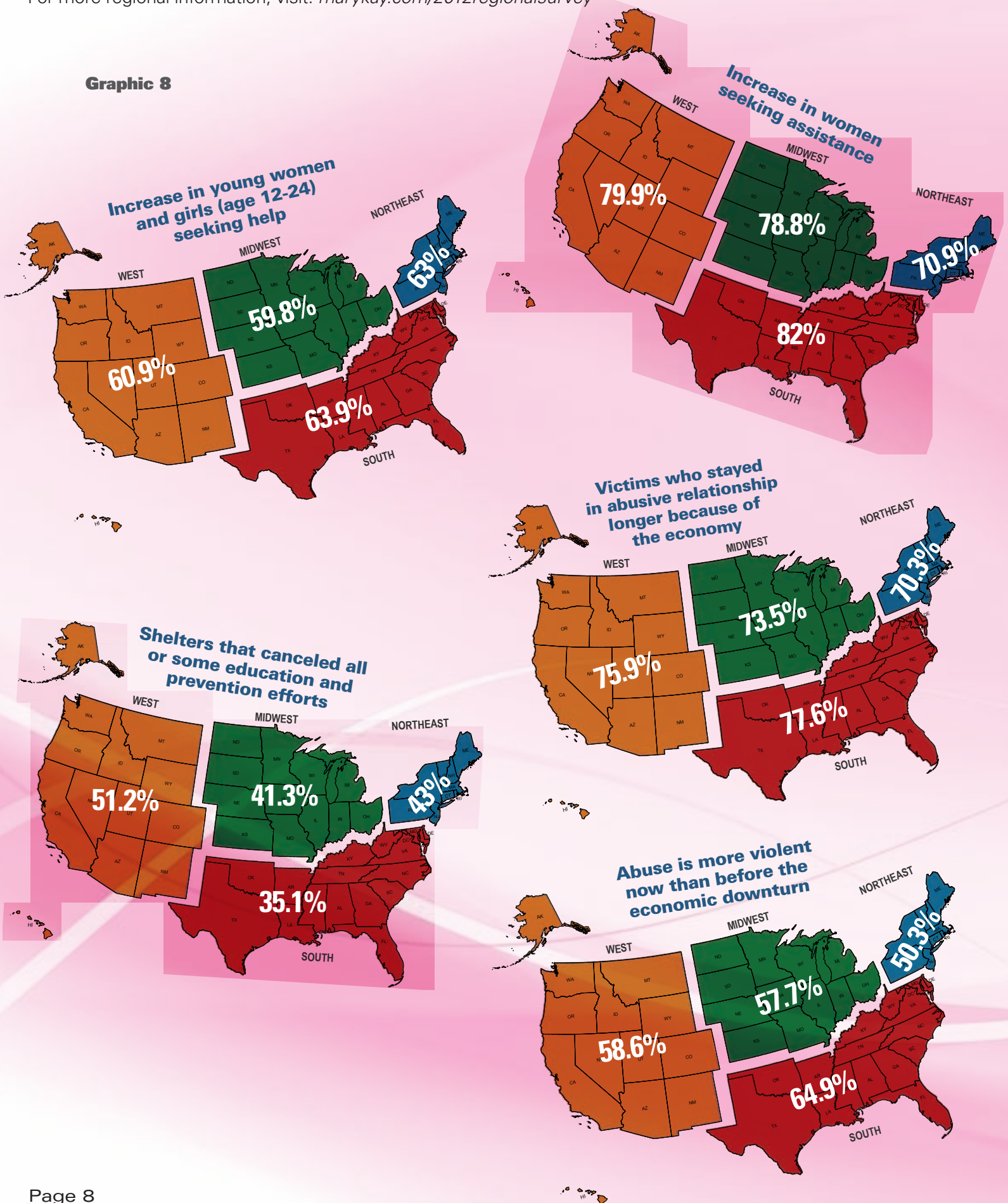
Thanks to the flexibility of having reliable transportation, she was able to move into her own apartment and began looking for opportunities to help other survivors get back on their feet. Linda began her one-year term serving as an AmeriCorps member at the Maysville domestic violence program. Now Linda teaches financial education classes and works one-on-one with survivors. "I am finally living a happy, healthy, and productive life," she said. "I hope other survivors see that they can, too."



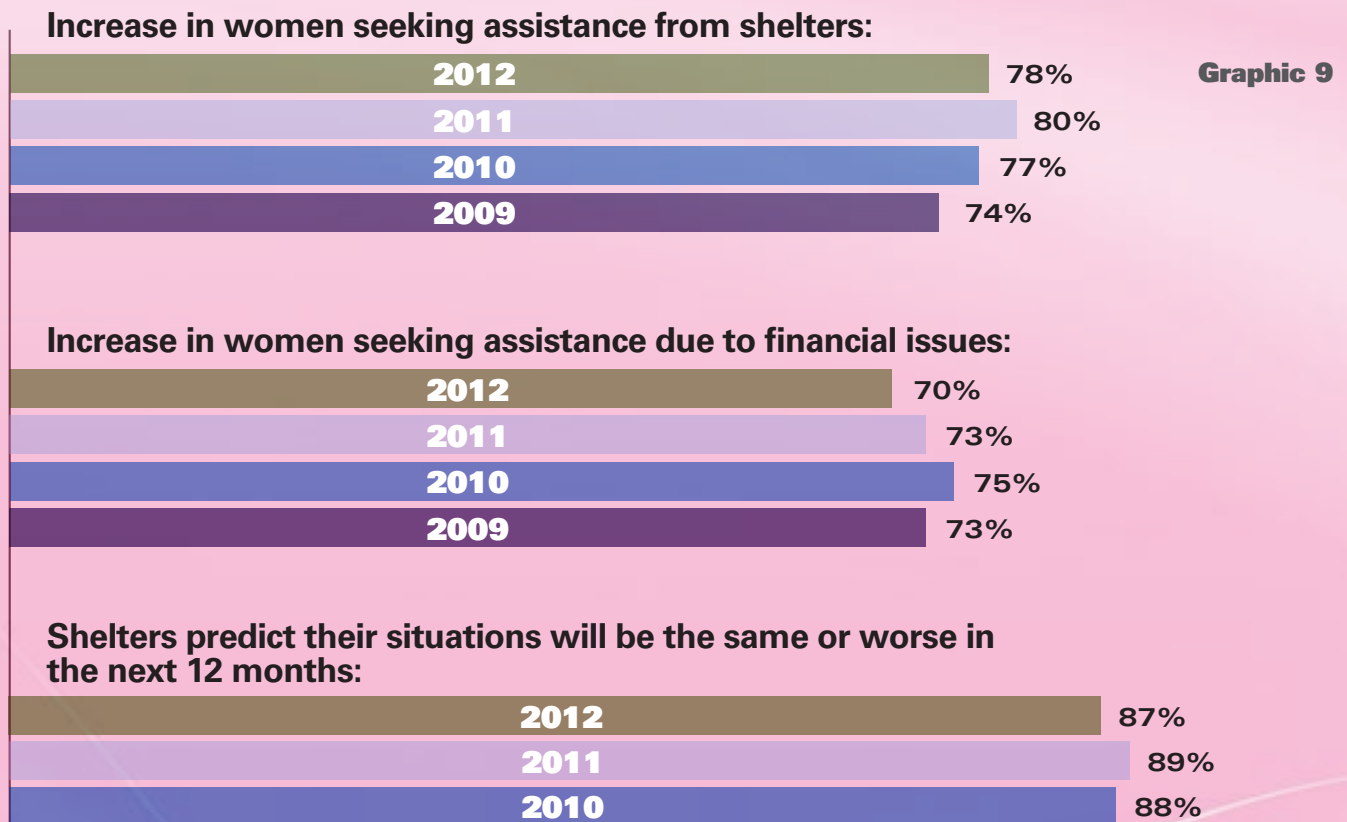
**The results of the survey were roughly the same regardless of a shelter's location - Northeast, Midwest, South or West.**

For more regional information, visit: [marykay.com/2012regionalsurvey](http://marykay.com/2012regionalsurvey)

**Graphic 8**



**Since 2008, survey results have varied only slightly, which indicates that women and children suffering from abuse have been at a greater disadvantage since the start of the economic downturn.**



“Survivors in our state are using the shelters and the face-to-face services at much higher rates and staying longer in shelters. Their needs are more acute; their situations more lethal; and their lives much more complicated. Many victims receive services for longer periods of time as they struggle with job insecurity, community economic conditions, or the inability to find or afford safe housing. These issues, which impact many Kansans, work against victims who may be forced to delay leaving dangerous situations.”

— Joyce Grover, Executive Director,  
Kansas Coalition Against Sexual & Domestic Violence

## METHODOLOGY

The fourth *Mary Kay Truth About Abuse Survey* polled 733 domestic violence shelters across the United States about domestic violence and the economy since Sept. 2008, a major turning point in the U.S. economy.

- 23 percent were from the Northeast
- 26 percent from the Midwest
- 28 percent from the South
- 24 percent from the West

The study was conducted online between February 7-17, 2012.

Mary Kay conducted its first nationwide survey of shelters in 2009.

# MARY KAY'S DOMESTIC VIOLENCE AWARENESS

## pink changing lives

Mary Kay Inc. and The Mary Kay Foundation<sup>SM</sup> have continually been leaders in creating and supporting domestic violence awareness and prevention programs. In response to these alarming survey findings, Mary Kay Inc. and The Mary Kay Foundation<sup>SM</sup> have been responding with the following programs in the United States:



You can join Mary Kay in its worldwide efforts to change the lives of women and children around the world through your purchase of limited-edition\* Beauty That Counts<sup>®</sup> Mary Kay<sup>®</sup> NouriShine Plus<sup>™</sup> Lip Gloss. In the United States, from Sept. 16 through Dec. 15, 2012, \$1 will be donated from each sale of Beauty That Counts<sup>®</sup> Mary Kay<sup>®</sup> NouriShine Plus<sup>™</sup> Lip Gloss in "Inspiring" and "Possibilities" shades. As part of this initiative in the United States, Mary Kay Inc. is proud to support The Mary Kay Foundation<sup>SM</sup> in its efforts to end domestic violence. Since 2008, Mary Kay has donated millions of dollars from the worldwide sales of Beauty that Counts<sup>™</sup> products to causes that change the lives of women and children worldwide.

\*Available while supplies last



Since the 1980s, Mary Kay Inc. and members of its independent sales force have been Lobbying for Good. Congress and state legislatures have been lobbied on issues including insurance coverage of mammograms for women, the Violence Against Women Act and most recently, teen dating violence awareness and prevention. Mary Kay and members of the Mary Kay independent sales force have been lobbying state lawmakers in California, Georgia, Texas, Massachusetts, Tennessee and Pennsylvania, as well as members of Congress in Washington, D.C.

# AND PREVENTION PROGRAMS



Mary Kay Inc. and The Mary Kay Foundation<sup>SM</sup> partner with the Arbor Day Foundation to construct Nature Explore Classrooms at domestic violence shelters across the country — the first of their kind to be built at women's shelters. The classrooms are outdoor learning spaces designed to allow the powers of nature to help children learn, play and heal from abuse. By the end of 2012, Mary Kay will have funded 17 classrooms.

One in three teens are victims of physical, sexual, verbal or emotional abuse in a dating relationship. Mary Kay Inc. partnered with nonprofit organization Break the Cycle to sponsor their interactive *Ending Violence DVD*. This preventative education curriculum teaches teens about healthy relationships. Please join Mary Kay and Break the Cycle in the online petition aimed at encouraging lawmakers to help end teen dating violence at [enddatingviolence.com](http://enddatingviolence.com).

## THE MARY KAY FOUNDATION

Through the support of Mary Kay Inc., The Mary Kay Foundation<sup>SM</sup> will have awarded more than \$31 million to domestic violence prevention programs and women's shelters in all 50 states by the end of 2012. The Mary Kay Foundation<sup>SM</sup> annually awards \$3 million in shelter grants to 150 domestic violence shelters nationwide. Each shelter receives a \$20,000 grant to help combat domestic violence, educate local communities and provide much needed shelter and rehabilitation services.



## YOU CAN HELP

We all know someone who is, was or will be a domestic violence survivor. This crime impacts everyone — our mothers, daughters, sisters, friends, neighbors and colleagues — and we all must be part of the solution, especially during this economically difficult time.

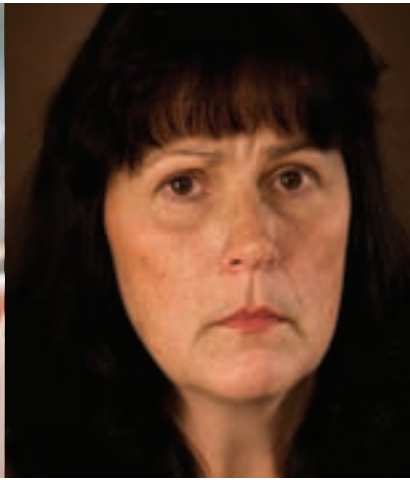
### **You can do your part by:**

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- *Urging public officials to support legislation that serves survivors and holds perpetrators accountable. One way is to sign the online petition at [enddatingviolence.com](http://enddatingviolence.com) that encourages lawmakers to help end teen dating violence.*

**“I lost my job, and felt like I had nowhere to turn. If it weren't for advocates in my community – my angels – I don't know if I would be alive today. They helped me get back on my feet and live free from abuse. They assured me I wasn't alone, and they gave me real hope for a better future.”**

**—Survivor in California**

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