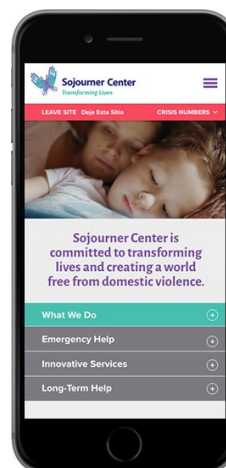
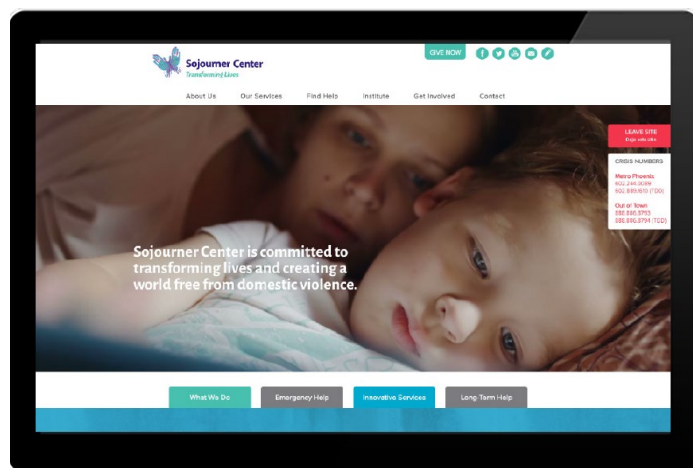


Sojourner Center

Connecting Domestic Violence to Public Health



“Cause Communications took us from a small, local nonprofit to a high-profile national presence in a very crowded space. They exceeded all expectations and helped us emerge as thought leaders in our space.”

*– María E. Garay-Serratos,
Former CEO*



Sojourner Center
Transforming Lives

Opportunity

Sojourner Center, one of the largest domestic violence organizations in the U.S., engaged Cause to help them gain recognition as a national center of excellence and a leader in providing services that go beyond shelter, such as prevention, research, education, advocacy, and field leadership. They also hoped to increase national awareness of the connection between traumatic brain injuries (TBIs) and domestic violence.

Strategy

Cause led Sojourner Center through an agencywide strategic planning and rebranding process, including development of a new visual identity, messaging and positioning, and a comprehensive strategic communications plan. We also co-conceived, planned, and executed a first-of-its-kind

national symposium centered on the impact of TBIs.

Outcomes and Impact

Our efforts expanded Sojourner’s impact and accelerated conversations reframing domestic violence as a public health epidemic and calling attention to TBIs. We secured dozens of news stories for the organization, including an op-ed in the Los Angeles Times and a recurring Huffington Post blog, sparking cross-sector dialogue around deeper, less siloed solutions. In doing so, Cause positioned Sojourner at the forefront of integrating public health, research, and advocacy to serve survivors more effectively. Our work also paved the way for strategic partnerships with universities, foundations, and medical organizations to explore new approaches to treatment and prevention, and to continue driving the field’s evolution.