



Aurora Denim Day Contact Information:
Jeannie Jackson, Annual Giving Coordinator
(877) 460-8730 jeannie.jackson@aurora.org

What is Denim Day?

Denim Day is annually held in honor of a woman who was forcibly raped by her driving instructor. The woman pressed charges, but the case was dismissed because the chief judge decided that, "... because the victim wore very, very tight jeans, she had to help him remove them, and by removing the jeans it was no longer rape, but consensual sex."

Aurora Health Care is a champion for sexual assault victims through the support of Sexual Assault Nurse Examiner (SANE) programs throughout our system, the Sexual Assault Treatment Center of Milwaukee, along with The Healing Center on Milwaukee's south side, where survivors receive free counseling, group therapy and a future filled with hope.

By offering this opportunity to your employees, you will be supporting Aurora's system-wide **Abuse Response Services**. This fund provides resources to Aurora's many sexual assault treatment programs (listed below). Survivors of sexual abuse require a diverse care program, and Aurora is committed to providing these services with compassion and patience.

Sexual Assault Facts

- Every two minutes, someone in the U.S. is sexually assaulted
- 50% of sexual assault and rape victims are under the age of 17 with 15% of victims under the age of 12
- More than 50% of rapes and sexual assaults go unreported
- Only 3% of rapists spend a day in jail

Why should my company participate in Aurora Health Care's Denim Day activities?

1. 100% of donations go directly to support programs
2. There is **no cost to participate** – just your promotion and support at your workplace.
3. A workplace activity is **easy to do** – and, we will provide you with a toolkit which includes all the materials and support you need.
4. **We want to thank you!** All companies who participate will be recognized through Aurora Health Care Foundation's and The Healing Center's social media outlets during the campaign. Additionally, we will thank companies through our website, blog, Inspire newsletter (distributed quarterly to 7,200 individuals state-wide) and in local news publications.

What programs does Denim Day at Aurora Health Care support?

Funds raised will go to Aurora's Abuse Response Fund which supports the following programs serving survivors across the state.

Aurora's S.A.N.E. (Sexual Assault Nurse Examiner) Program

S.A.N.E. is a dedicated group of specially trained nurses who provide forensic evaluations and emotional support 24/7, 365 days a year at Aurora locations in Burlington, Elkhorn, Hartford, Kenosha, Milwaukee, Oshkosh and Sheboygan.

The Sexual Assault Treatment Center (SATC) of Greater Milwaukee

The SATC offers safe and caring survivor-centered forensic investigation and support services to victims of rape, incest, sexual abuse and sexual assault. Specially trained nurses, social workers and advocates provide immediate access to crisis intervention and stabilization services 24/7, 365 days a year.

The Healing Center

A national leader, The Healing Center is the only facility of its kind exclusively committed to serving sexual assault survivors over their life span. Counseling, support groups and individual advocacy are provided to survivors – free of charge – at any point in their recovery and healing process.