



RED DOT FOUNDATION GLOBAL

Ending violence against women and girls through education & advocacy using
crowdsourced data for citizen action





Hello!

I am ElsaMarie D'Silva the Founder of Red Dot Foundation (Safecity). I always wanted to make a difference, live a meaningful life and inspire others through my actions.

I invite you to click the link below and hear my story and hear about what compelled me to launch Safecity and start Red Dot Foundation.

WATCH NOW

<https://www.youtube.com/watch?v=r3zgIQ9D5MQ>

Gender Based Violence is a Global Pandemic

1 in 3

Source: UN Women

women will suffer
physical or sexual
violence **at least
once** in their lifetime

80%

Source: UN Women

of cases of sexual assault
are not reported to
authorities, which creates
an institutional **data gap**.

In the **United States**

Source: Rudin center for transportation, NYU

43.6% of women have experienced
sexual violence in their lifetime.

1 in 4 girls will be sexually abused
before they turn 18
years old.

\$200 is the amount women in New York
City spend on safer transport every
month

In **India**

Source: Niti Aayog

8.46% of seats in the legislative
assemblies are held by women

0.33 is the ratio of female to male
participation in the labour force

899 is the sex ratio at birth (female to
males)

Sexual violence is an entire spectrum of abuse.
Extreme underreporting makes the problem invisible.
Without taking action, the lack of visible consequences undermines
our ability to protect individuals from experiencing harm.



We make the invisible, **visible**

Safecity

Anonymous, Safe And Accessible

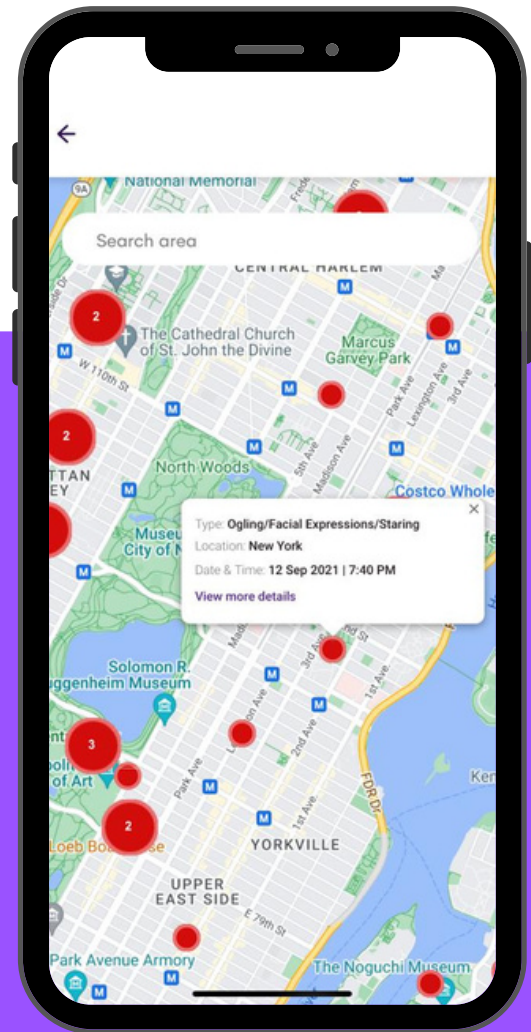
Way of reporting sexual violence with over 50,000 unique reports shared.

Open Data Source

Visualization and analytics that help explain the problem on the local level.

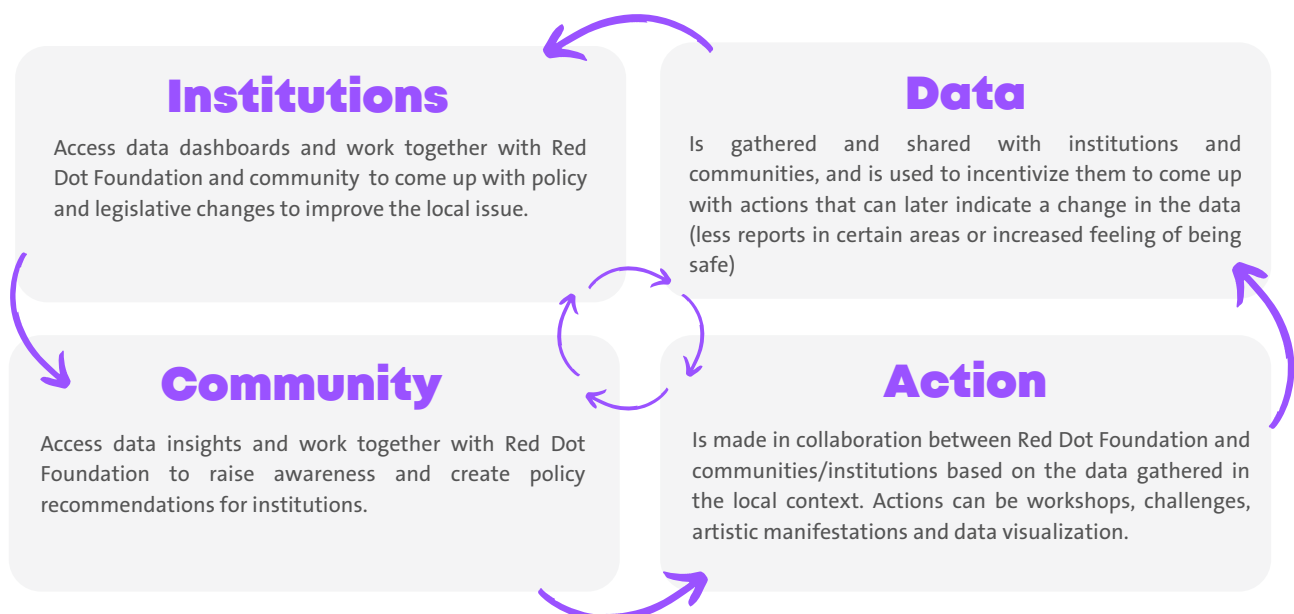
Multilateral Action

Increases individual and community engagement and institutional accountability.



WATCH A DEMO

We Transform Data Into **Action**



"ElsaMarie's efforts are mobilising thousands of young people around the world to break the silence and end gender-based violence"

UN SECRETARY GENERAL ANTONIO GUTERRES

9th Global Forum of the Alliance of Civilisations in Fez, Morocco

Meet **Shalini**

1 The Problem

Shalini, a young girl from India, faced a daunting journey to school via a crowded transport where she and her friends were subjected to harassment by boys. Catcalling and inappropriate behavior outside the school further added to their distress, resulting in Shalini and her friends stopping their education, fearing for their safety.

2 Safecity

When Shalini and her friends connected with Safecity, they realized that their experiences were not isolated incidents. Empowered by data-driven insights, they decided to take a stand against harassment. Together with Safecity, they painted a powerful mural with watchful eyes and the message "we are watching you" to challenge the perpetrators.

3 Impact

The mural served as a visual deterrent, and Safecity's advocacy efforts led to the introduction of girls-only caravans, providing a safer transport alternative. Empowered by these changes, Shalini and her friends found the courage to return to school, reclaiming their right to education and public spaces.



Meet **Manoj**

1 The Problem

Manoj and his friends in Delhi engaged in harassing behavior outside a poorly maintained public bathroom, distressing women who used the facility. Their actions perpetuated an unsafe environment, leading to multiple reports of harassment in the area.

2 Safecity

Safecity identified the problematic location and engaged Manoj and his friends. Through data-driven evidence, they showed the impact of their actions on women's lives, leading to a transformative realization for Manoj.

3 Impact

Manoj underwent a change of heart and became a Safety Champion, advocating against GBV and promoting safer behavior among young men. His transformation exemplifies the potential for education and awareness to foster positive change and reduce harassment in public spaces.



Kenya

Empowering through Awareness

Partner Polycom Girls

1

The Problem

In the densely populated slum of Kibera, Kenya, the streets were rife with harassment, creating a hostile environment for women and girls. The lack of open discussions and education perpetuated this harmful behavior leading to low self esteem and girls dropping out of school.

2

Safecity

Leveraging the data collected on Safecity, Polycom Girls collaborated with the various religious institutions to educate men and boys through respected leaders, GBV education in schools and on community radio, thus encouraging open dialogues about the issue.

3

Impact

Safecity's data-driven approach led to impactful policy changes, reviving sexual offenses act and establishing safeguarding policy in schools. By debunking norms, it created a safe space for reporting sexual harassment and empowered communities ensure safer environments for women and girls.

Philippines

Amplifying Government Support

Partner Bayi Inc.

1

The Problem

In the Philippines, GBV issues demanded more attention. The local government led by the Mayor's office was keen to have more stakeholder engagement and effective programming to prevent and counter the violence.

2

Safecity

Partnering with Bayi Inc, the data collected on Safecity provided a deeper understanding of specific GBV issues within communities. This was instrumental in engaging the government stakeholders and responding in real time to the needs of the community.

3

Impact

Armed with compelling data, Safecity's partnership led to increased government engagement, resulting in the incorporation of Safecity's insights into a governmental ordinance aimed at creating safer cities. This integration marks a significant step towards policy changes and collective action in combating GBV. It has also led to an increase in access to services by the community.

Romania

Empowering Refugee Voices

Partner Sensiblu Foundation.

1

The Problem

Romania, with its proximity to Ukraine, has become a destination for refugees seeking safety. Adapting to a new culture while dealing with gender-based violence poses a significant challenge. Refugees' experiences often remain hidden due to mistrust and cultural barriers.

2

Safecity

Partnering with the Sensiblu Foundation, Safecity empowered refugees to share their stories by using familiar movie narratives as a third-person perspective. Refugees opened up about their experiences, enabling them to understand violence both in Ukraine and Romania. The collected stories are now analyzed collaboratively with the police to drive actionable solutions.

3

Impact

This collaboration with law enforcement helps bridge cultural divides and brings marginalized voices to the forefront. The partnership instigates informed dialogue and actionable measures to create safer spaces for refugees, ultimately contributing to a more inclusive and secure society in Romania.

1

The Problem

GBV is a well-discussed issue in Malaysia, with social media often used as a platform for sharing stories. However, fragmented NGO efforts led to a lack of coordinated action and effective solutions.

2

Safecity

Recognizing the need for cohesive efforts, Safecity partnered with multiple feminist NGOs in Malaysia - Sisterhood Alliance and Engender Consultancy. This coalition created a collective front, pooling data and expertise. The NGOs collaboratively collected data and developed a toolkit for government action on GBV.

3

Impact

Through partnership, Safecity facilitated the synergy of feminist NGOs, enabling the collective to address GBV more comprehensively. The pooled resources and data provide a strong foundation for advocating policy changes. Safecity's approach of fostering collaboration ensures that the combined efforts of these NGOs lead to substantial and sustainable solutions for tackling GBV in Malaysia.

Malaysia

Unifying for Impact

Partner Sisterhood Alliance

1 The Problem

In the small city of São Lourenço, Brazil, a gas station area was known to be dangerous at night, but specifics remained unclear. The lack of information hindered effective solutions to combat the issue.

Brazil

Unveiling Hidden Dangers
Partner Fábrica dos Sonhos

2 Safecity

Partnering with Fábrica dos Sonhos, Safecity introduced a research initiative on safer cities, urging the community to contribute their experiences. Through this engagement, it was revealed that the gas station area was a hotspot for attempted human trafficking and snatching incidents.

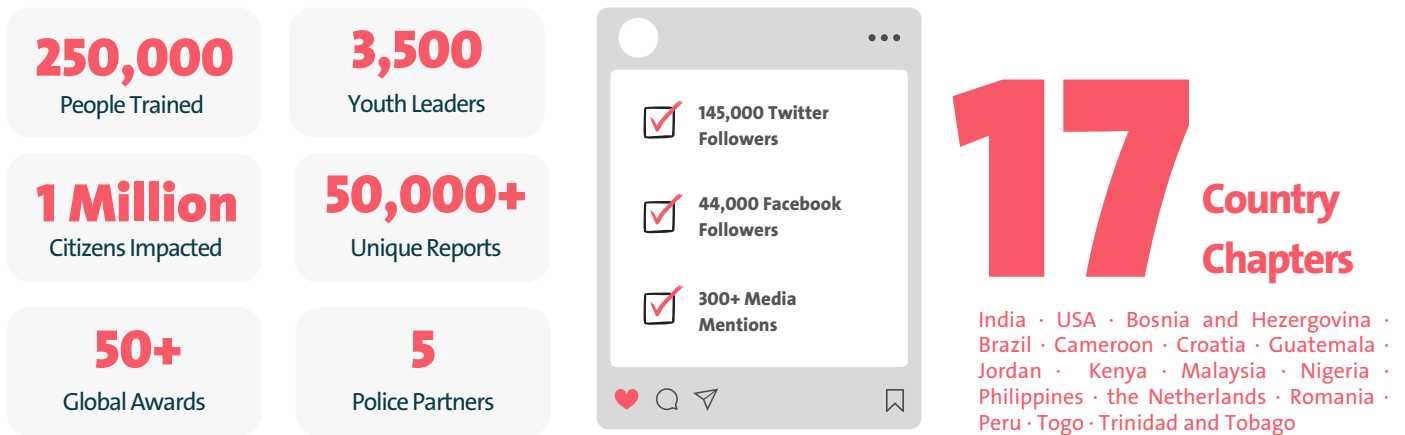
3 Impact

The data-driven insights provided by Safecity's approach transformed vague suspicions into concrete knowledge about the problem. Armed with this information, Fábrica dos Sonhos can now engage authorities with accurate data, advocating for specific actions to address the hidden dangers. This program showcases how Safecity empowers communities to unveil the truth and collaboratively build safer environments.

Safecity's cyclical approach of data collection, community engagement, and collaborative action resulted in **empowering individuals and institutions to create safer private and public environments. These impactful stories exemplify the efficacy of Safecity's methodology in bringing about positive change and fostering safer and inclusive communities.**

Our Impact and Reach

Our unique dataset of over **50,000 personal stories** of sexual violence and have engaged over **1 Million citizens** to take action and be more confident when accessing public spaces.

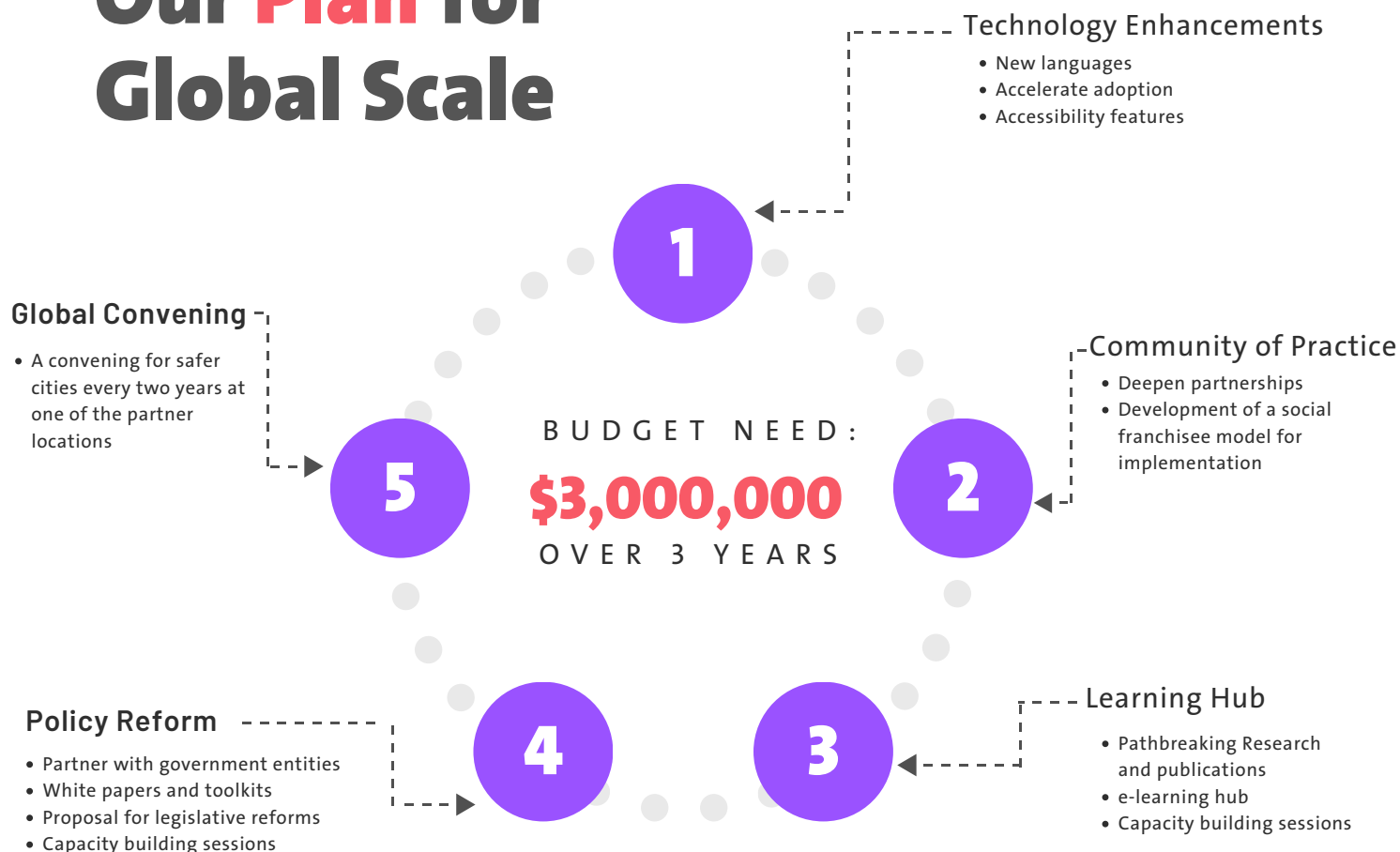


and we are continuing to grow and expand!

Strategy for 2024

1. Fundraise USD 3 million for 2 years
2. Immediate need USD 500,000
3. Build the team - Impact Communications, Project Management, Data Analysis
4. Technology enhancements - AI, inclusive features, interactive data dashboard
5. Community of Practice - Invest in 10 Safecity chapters
6. Movement building - Invest in 100 youth leaders

Our **Plan** for Global Scale



1

Technology Enhancement (USD 100000)

1. New Languages and tech updates
2. Accessibility features (especially for visually impaired)
3. Features that accelerate adoption

2

Human Capital (USD 150000)

Tech, Advocacy and Grassroots implementation

3

Community of Practice (USD 250000)

1. Focus on 10 Safecity chapters around the world and build capacity, support with tech and data and movement building.
2. Invest in developing a community of practice with regular monthly meetings and peer learnings.
3. Provide advocacy support to deepen institutional relationships and accelerate adoption of the Safecity platform and data.

How can **YOU** get involved & Be part of the Movement

1

Donate Generously and help us scale

Your kind donation will help us in the following ways

\$500



Will help us facilitate one child abuse prevention workshop for 25 children.

\$2,000



Will help us facilitate weekly legal aid clinics in a community for a month.

\$5,000



Will help us add a new language.

\$15,000



Will help us train a youth as a Safecity Community Champion, fueling their year-long community advocacy.

\$100,000



Will help one Safecity chapter in a low/middle income country (e.g.: the Philippines or Kenya) for impactful Safecity Programs and government advocacy.

2

Become our Ambassadors and Champions

- Introduce us to corporate employee giving programs.
- Share our work in your networks and on your social media.
- Introduce us to partners like local mayors or family foundations or others who might wish to support our work.

3

Volunteer with us

- Help us communicate our impact.
- Help us get in front of media.
- Introduce us to your community.

Thank You

Red Dot Foundation Global (501c3)

info@reddotfoundation.org

@TheSafecityApp



Support Us!

All of our work is non-profit. We believe that our work through Red Dot Foundation Global can help thousands of people all over the world with our solution. If you want to create a safer world, feel free to donate to our institution.

[Paypal](#)

[Global Giving](#)

[Act Blue](#)

We are grateful to our partners for being part of the movement.

