

BUSINESS PLAN

DIRECT SUPPORT FOR GIRLS VICTIMS OF SEXUAL VIOLENCE IN VERACRUZ

PROJECT NO. 74574



Goal of the project

Set up a free, online platform to help girls and teen girls who have experienced sexual violence, along with their families. Experts in health, legal, and mental health support will provide guidance and ongoing help. This easy-to-access tool aims to restore their rights to health, safety, and justice.

Who does it help?

Girls and teen girls who have faced sexual violence, plus their families.

Project proposal

Over its 15 years, Equifonía has provided guidance and full support to women and girls affected by sexual violence. This has made us a key resource in Veracruz. It's a big achievement, but it also brings new challenges as more cases come to light and demand grows. We need better tools and a wider reach to handle them.

At the same time, technology has made it easier for more people to access online help, advice, and support services. This cuts down on delays and distances. While government agencies should handle these cases fully and quickly, they often fall short on specialized care.

Building on our experience, Equifonía wants to take the next step: launch an always-on virtual platform for guidance and full support for girls and teen girls affected by sexual violence. It will offer ongoing help in high-risk areas of Veracruz and connect people outside the state to resources. We're confident this will raise awareness of clear, timely information on issues like child pregnancy. It will also link us directly with those needing fast, caring, expert help.

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Scope for phase 1

- Create a protocol for our phone support process.
- Training workshops for first-response staff.
- Launch a dedicated website for round-the-clock support, with graphics, videos, and other materials to guide and help girls and teen girls affected by sexual violence.
- Add a live chat feature for direct family support.
- Plan and run promotion campaigns for the platform.
- Acquire communication tools for handling and tracking cases.
- Hire mental health and legal experts to guide and fully support girls and teen girls affected by sexual violence.
- Set up a health support fund for cases needing specialized medical advice.
- Create a quick-response fund for urgent cases needing in-person help.
- Annual evaluation processes to improve the virtual platform.

Expenses	Year one	Year two
Support protocol	\$ 2,941.18	\$ -
Graphics and videos for the website	\$ 2,352.94	\$ -
Design and development of website and online chat	\$ 2,529.41	\$ -
Promotion and communication	\$ 4,588.24	\$ 4,705.88
Infrastructure	\$ 2,074.94	\$ 2,074.94
First contact staff-2 half-time roles	\$ 3,529.41	\$ 3,529.41
Specialists- 2 half-time roles: Psychologist (1), Lawyer (1)	\$ 6,352.94	\$ 6,352.94
Fund for specialized medical care and emergency response	\$ 3,823.53	\$ 7,647.06
Annual evaluation	\$ -	\$ 1,176.47
Total	\$ 28,192.59	\$ 25,486.71