

RightRidesSM

**ANNUAL
REPORT**

2007

The mission of RightRides for Women's Safety is to build safer communities by ending harassment and sexual assault. We accomplish this through community organizing and offering direct service programs, plus fostering greater safety awareness and individual empowerment in our related educational programs.

FROM THE FOUNDERS

Dear Friends and Supporters,

2007 was an action-packed year which saw the incredible expansion of the RightRides program, along with our work forging new partnerships, leading safety workshops, hiring our first staff member and much more.

RightRides nearly doubled the service area in July, growing from 19 to 35 neighborhoods across four New York City boroughs. We're now offering free, late night rides home in the South Bronx, Harlem, plus greater Brooklyn, Queens and Lower Manhattan areas. This is made possible thanks to over 100 driving volunteers and an increase (from 3 to 6) cars from our vehicle sponsor, Zipcar. September saw RightRides reach another major milestone as we drove our 1,000th rider safely home.

We also forged new partnerships with many community-based and civic agencies including Columbia University's Sexual Violence Prevention and Response Program, and also worked with the Office of Manhattan Borough President Scott Stringer for a report on safety in New York City's subway system. We conducted safety meetings and workshops throughout the City and East Coast region.

Our organization even moved into our first permanent office in Downtown Brooklyn in October. We now have a space where volunteers, interns and staff can work side by side to grow our programs and organization.

Looking ahead to 2008, we hope to continue expanding the RightRides program as well as identifying new programs that will encompass increased primary prevention efforts. We are committed to making sure that those most at-risk can receive safe passage home and also the necessary education and resources to keep them safe.

On behalf of our volunteers and Riders, thank you for supporting our work creating safer communities!



ORAIA REID



CONSUELO RUYBAL

A handwritten signature in black ink, appearing to read 'Oraia Reid'.

Oraia Reid
*Executive Director,
Co-founder*

A handwritten signature in black ink, appearing to read 'Consuelo Ruybal'.

Consuelo Ruybal,
*Chair of the Board of Directors,
Co-founder*

“It has been exciting to see how RightRides has grown and the positive way it is contributing to our community. The service is truly a lifesaver and the complete dedication of the volunteers and sponsors is inspiring.”
- T

RightRides

Thanks to over 100 volunteers and an increase in donated cars from our vehicle partner, Zipcar, RightRides expanded the service area from 19 neighborhoods to 35 neighborhoods, across four New York City boroughs on Saturday, July 14th, 2007.

The neighborhoods RightRides now operates in are:

Brooklyn: Bedford-Stuyvesant, Boerum Hill, Bushwick, Carroll Gardens, Clinton Hill, Crown Heights, Downtown Brooklyn, Fort Greene, Gowanus Canal, Greenpoint, Park Slope, Prospect Heights, Red Hook, Sunset Park, Williamsburg, Windsor Terrace

Bronx: Hunts Point, Mott Haven, Port Morris, The Hub

Uptown Manhattan: all of Harlem (areas from 96th Street on the eastside and from 110th Street on the westside, north to West 145th Street)

Downtown Manhattan: all neighborhoods located 23rd Street and south. This includes Battery Park, Chelsea, Chinatown, East Village, Lower East Side, West Village

Queens: Astoria, Long Island City, Ridgewood

With the expansion, RightRides also reached a new milestone in September 2007, driving our 1,000th Rider home safely.



Neighborhood Safety Meetings

In the Neighborhood Safety Meetings (NSM) program, a panel of local leaders in anti-violence and crime prevention is organized to discuss street safety in specific neighborhoods, while offering resources to and addressing the safety concerns of participants. This program is an incredible educational asset to communities and feature engaging question and answer sessions after the panel.

RRWS organized three Neighborhood Safety Meetings in 2007: South Bronx in April, Sunset Park in August and Harlem in November.

We partnered with Bronx Pride and held the South Bronx meeting at their community center. Featured panelists included Health Link Line and Volunteer Coordinator of Bronx Pride, self-defense instructor and domestic violence counselor from Urban Justice. Suzi Mallon, NSM intern from Pace University helped organize this meeting.

We partnered with Brooklyn Community Board 7 and held the Sunset Park meeting at their center. Featured panelists included representatives from the Victim Services Unit of the Brooklyn District Attorney's Office and a Counselor from the Park Slope Safe Homes Project. Eva Ng, NSM intern from Binghamton University, helped organize this meeting.

We partnered with Columbia University's Sexual Violence Prevention and Response Program (SVPRP) to host the Harlem meeting on the Columbia campus in November. Featured panelists included representatives from SVPRP, DayOne and Manhattan's Community Board 10. Diana Jimenez, NSM intern from Sarah Lawrence College, helped organize this meeting.





RELATED SAFETY EFFORTS

Subway Safety

RightRides for Women's Safety joined with the Manhattan Borough President Scott Stringer's office as a community partner to develop and distribute a qualitative subway safety survey. RRWS successfully advocated for the survey to be city-wide, rather than just Manhattan-based and also helped draft key questions. The survey was distributed online from mid-June to mid-July. Executive Director Oraia Reid was asked to speak at the press conference in late-July to announce the findings alongside Mr. Stringer.

The findings, issued in a report titled, "Hidden in Plain Sight: Sexual Harassment and Assault in the New York City Subway System," urges the police to collect and publish information on sexual harassment and assault in the subways and issue educational campaigns.

Currently, the police department does not recognize that these crimes are prevalent and they do not capture this kind of crime data. Also, the transit police/MTA does not offer any educational campaigns to inform subway riders about sexual harassment and assault.

Of the 1,780 survey respondents, nearly two-thirds said they had been sexually harassed in the subways, one-tenth said they had been sexually assaulted and more than two-thirds had "felt the threat of sexual assault or harassment". A formal effort is needed to show that sexual harassment and assault in our subway system is indeed a threat and should not continue to be overlooked or ignored by the authorities.

We wish to launch a new program in 2008 to address subway safety, through a coalition effort with other grassroots, civic and community-based groups. We envision collectively creating and distributing quantitative surveys, analyzing the data, identifying how policy can be changed along with creating and launching a series of comprehensive public educational campaigns

“I have always been on the edge of safety due to financial restrictions. THANK YOU for taking the initiative and organizing such a necessary, obvious and kind service.” - L

Safety Advocacy, Community Outreach and Partnerships

RightRides for Women’s Safety participated in many community events and collaborated with partner organizations in 2007. We met with community members, spoke on panels, delivered safety workshops, conducted outreach via informational tables (“tabling”) and distributed materials to further community awareness of our mission and programs, including:

Translating Identities Conference - University of Vermont, March

Executive Director Oraia Reid spoke on the “Embodied Revolution” panel about the importance of creating a safety movement within the transgender community and with trans-allies.

NYC Alliance Against Sexual Assault - SAYSO (Sexual Assault Yearly Speak Out), April

Executive Director Oraia Reid publicly spoke about her experiences as a survivor of assault and finding empowerment in co-founding RightRides for Women’s Safety.

Hetrick-Martin Institute - Harvey Milk High School’s Anti-Violence Week, April

Executive Director Oraia Reid led a safety workshop for LGBTQ teens about the cycle of violence and building healthy relationships.

Girls for Gender Equity - Street Harassment Summit, April

Executive Director Oraia Reid led a Street Harassment workshop for the Summit, co-hosted with representatives from the Street Harassment Coalition.

Girls for Gender Equity - Gender Equality Festival, July

Grand Street Settlement - Youth Day Festival, August

Audre Lorde Project - Living Against Violence/SAFEPARTY, August

RightRides co-sponsored this event, working with the organizers to determine their operational and volunteer needs to reduce the risk of violence in LGBTQ people of color communities.

Freedom on Our Terms Conference - Hunter College, November

Executive Director Oraia Reid was invited to and spoke on the "Women as Community Builders" panel at the Conference.

AWARDS

In June 2007, RightRides was honored by NY1 News as New Yorkers of the Week for believing that it shouldn't be a luxury to get home safely.

"My sister used your service when leaving a bar in Brooklyn. She had planned to take the subway until a bunch of guys started making her uncomfortable. She was SO grateful to get a ride." - A

SUPPORTERS

Corporate Supporters

American Express Foundation Apt 138	Digitas D'mai Spa	McGraw Hill Mudhoney Salon
B. R. Guest Restaurants Buffalo Exchange	Double Platinum FJC	Sam Flax Saul's Restaurant and Bar
Bushwick Country Club Chef Sean Foley	Galerie Lelong Hudson	Tekserve Zipcar
Chelsea Piers Culture Project	Jon Crane of Equinox Julie Heggelke of Delux Salon	

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10,000+

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Linda Portwood	Phillip Olaya	William Pulleyblank
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Board of Directors

CONSUELO RUYBAL - Co-Founder, President of the Board

Vice President, Creative Director of Interaction Design DIGITAS

ORAIA REID - Co-Founder, Executive Director

Executive Director, RightRides for Women's Safety, Inc.

KATE WATTS - Treasurer

Vice President, Associate Director of Project Management, DIGITAS

UMA DESHMUKH - Secretary

Clinical Research Coordinator, MassGeneral Hospital for Children

“I work as an advocate for the rape crisis center in my county, so I deal with the aftermath of sexual assault. RightRides is amazing because its goal is to prevent sexual harassment and assault from ever occurring in the first place! The fact that RightRides exists and so many people are involved gives me hope that we can build a safe environment for everyone.” – V, a RightRides volunteer

Board of Directors, continued

ALAYNA TAGARIELLO - Member

Manager, Media Relations, Swiss Re, Americas Division

BENJAMIN DONSKY - Member

Project Manager, BRV Corp.

Advisory Board

STEPHANIE BLACKWOOD - Co-Founder, Account Director, Double Platinum, LLC

PURVA PANDAY - Campaigns and Programs Manager, V-Day

TRACY HOBSON - Executive Director, The Center for Anti-Violence Education

NATHAN BURGESS - Director, Ripp Media

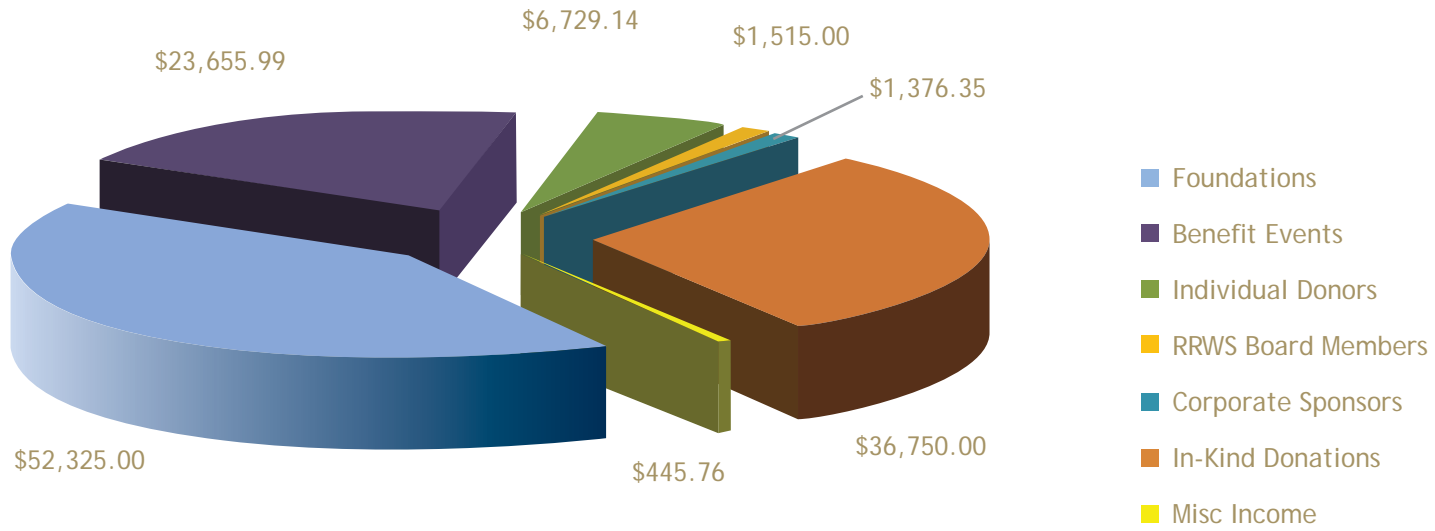
JANET WEINBERG - Senior Managing Director, Development & Legislative Funding, Gay Men's Health Crisis

Staff as of December 31, 2007

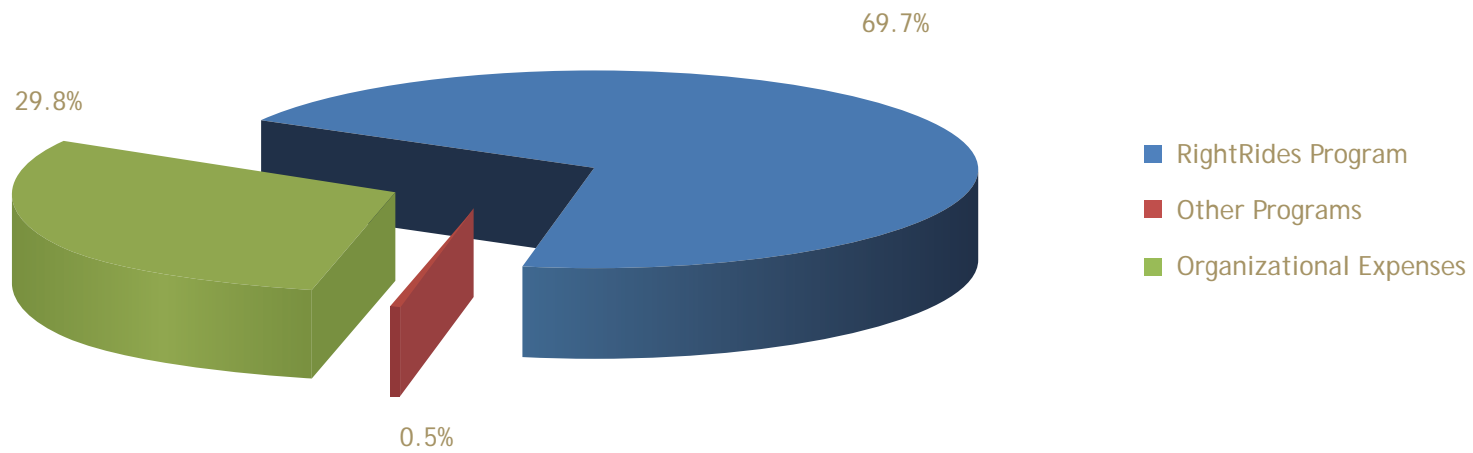
ORAIA REID - Executive Director

ERIN ARMSTRONG - Program Manager

INCOME



EXPENSES



RightRides for Women's Safety

26 Court Street, Suite 505
Brooklyn, NY 11242

EIN 84-1668109

www.RightRides.org

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