

The Principle of Anonymity

The SA Foundation and SA organizations' public relations policy is based on attraction rather than promotion; maintaining anonymity at the level of press, radio and films.

IT'S STILL NOT ABOUT US!

Many people have asked us about the importance of anonymity within SA groups or communities, or within SA organizations and the SA Foundation. It is sometimes difficult for those outside of SA to understand why anonymity is referred to by us as the greatest single protection of SA as a whole, and why anonymity must be respected to ensure our continued existence and growth. The answer to these questions is multifaceted.

- Firstly, it is fundamental to SA as a whole to protect the dignity of all sexually exploited women and children we serve; by guarding their anonymity, we ensure that each woman and child is given a fair chance to break- away from their old lifestyle, and to begin a new life without fearing any publicity surrounding their past.
- Secondly, because recovery is SA's goal, we will not sell or otherwise publicize the stories of the sexually exploited women and children we serve. We believe that this type of publicity is destructive to the recovery process of each woman and child we serve because their recovery is their personal pain and not ours to share. However, to express their individual journey and recovery process, sexually exploited women are encouraged to write anonymously in SA's Cry of the Streets magazine that is distributed to supporters.
- Thirdly, SA encourages the sexually exploited women and children we serve not to partake in media involvement, because we have found this to be hazardous to their recovery process.
- Fourthly, maintaining anonymity is the surest way to prevent easily inflatable egos and/or misplaced convictions among SA leaders and staff, who may be tempted to believe that violating their anonymity, will help someone. In reality this violation has the potential to serve a destructive purpose - to fulfill their personal desire for recognition or control.

Consequently, maintaining anonymity at the level of press, radio, film, awards or name identifications, SA's principle of anonymity provides the care and safety needed by program participants, SA leaders and staff during their involvement with us.

In addition, SA as a whole respects the requirements that exist at either the provincial, federal or state level governing the collection, use and disclosure of donor's personal information.

Applying the Principle

SA leaders and staff fully identify themselves when signing official letters and on their business cards to allow them to conduct the affairs of their job description within SA organizations or the SA Foundation.

When appearing on radio, TV or film, SA leaders and staff must refrain from showing their faces or revealing their last names. In printed articles, all SA leaders and staff should only be identified by their first name and the initial of their last name. When speaking as SA leaders or staff at non-SA meetings, they are encouraged, whenever possible, to identify themselves in the same manner.

To further respect the SA principle of anonymity, SA leaders and staff must refrain from accepting awards and having their names used for the purpose of identifying buildings. The same principle applies when labeling SA groups, communities and organizations.

The SA principle of anonymity also applies to any past leader or staff person now deceased when identifying buildings, labeling SA groups, communities and organizations.