

SEEK and SERVE

**Identifying and engaging
underserved populations**

**Promising Practices in Domestic
Violence Services Conference**



Personal Narratives

1. Did you consciously decide that you wanted to work in this field? When and why?
2. What is your most significant memory of working with a client?
3. Can you think of a time when you have benefited from the services of a non-profit or charitable organization? Did you appreciate this contact? Were there challenges?

Big 8 Social Identifiers

1. Ability (physical and mental)
2. Age
3. Ethnicity
4. Gender
5. Race
6. Religion
7. Sexual Orientation
8. Socio-economic Status (Class)

Other Social Identifiers

- Appearance and Body Image
- Family Origin and Family Structure
- Geographic/ Regional Background
- Language
- Learning Style/Behavior
- Academic/Social Achievement
- Beliefs (political, social, religious)

Demographic Trends in Virginia

- Residents of color account for three of every four new Virginia residents.
- One in every 10 residents was born in another country.
 - 40 percent is from Asia
 - 36 percent is from Latin America
- The majority of the under 18 population were people of color in 22 localities in 2000, rising to 32 localities in 2010

Who?

- On the left side:
 - **Think of your community. Write down the groups that you know are present in your community. Be exhaustive.**
- On the right side:
 - **Think of your common clients. Write down the identity groups that they belong to.**
 - **Circle the groups on the left side that are not also listed on the right side.**

Contact Us

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