



Five decades of trauma recovery

About Us

We're one of the leading domestic abuse recovery organisations in Devon and beyond.

Our journey started as a local federated branch of Women's Aid in 1974. Today, we're a nationally focussed charity reimagining approaches to trauma recovery by investing in therapy, training and research. For five decades, we've been supporting women & girls who experience domestic abuse. We specialise in group therapy underpinned by the Felt trauma approach. Our therapeutic programmes sit alongside our training, research and systems change work.

SAFE Foundation is led by people with lived experience of trauma and a deep understanding of the capability to help people recover from its impact. The voice of survivors is at the centre of work, enabling reflection and shaping our delivery and approach.

Mission and Vision

We're building a world free from the impact of trauma. Our mission is to:

- provide therapy and training to support families and individuals to break the cycle of abuse
- be a leading voice in trauma recovery through cutting edge research and innovation
- drive an ecosystem wide approach across communities and supporting agencies

We believe that it's time for a different conversation about trauma, a paradigm shift in how we deliver trauma recovery. We invite you to join us.



What we do

Therapeutic Programmes

- We support adults and children experiencing domestic abuse and violence. Our community-based therapeutic programmes are delivered through a range of interventions from individual and group counselling and family-focussed programmes.

Training for Professionals

- Bring Felt Trauma Therapy to your organisations. We offer a range of training programmes for professional therapists, counsellors and organisations – for example local government, NHS trusts.

Research Collaborations

Learning is essential if we want to reimagine approaches to trauma recovery. As part of our work, we will:

- publish research papers about our approach and programming
- collaborate with partners to develop innovative toolkits, frameworks and research publications

Influence

We need to change how we deliver services and identify people at risk. As part of our work, we will:

- work with community networks & professional platforms to explore best practice and to better understand gaps in services
- share our learning, research and policy recommendations with partners, commissioners and the government



Brand guidelines



The SAFE Foundation concept is based on an encompassing circle reflecting safety within a strong mark. The capital 'E' is breaking out of the circle suggesting 'breaking the circle of abuse'. A clear, bold, solid mark. Where possible this logo should always be used in colour.

Our logo variations reflect the organisation's work tackling trauma through therapy and training, but also research, policy and collaboration. Three complimentary colours have been used for these accompanying sub-brands of the organisation's work.

Blue represents THERAPY
 Red represents INFLUENCE
 Gold represents RESEARCH



PRIMARY LOGO GREEN
CMYK
 C 94% M 36%
 Y 53% K 34%
RGB
 R 0
 G 92
 B 94
Pantone
 PMS 7721



PRIMARY LOGO GREY
CMYK
 C 0% M 0%
 Y 0% K 50%
RGB
 R 157
 G 157
 B 156
Pantone
 PMS Cool Grey 7



THERAPY LOGO BLUE
CMYK
 C 100% M 65%
 Y 30% K 25%
RGB
 R 0
 G 71
 B 109
Pantone
 PMS 3025



INFLUENCE LOGO RED
CMYK
 C 50% M 100%
 Y 38% K 39%
RGB
 R 107
 G 22
 B 68
Pantone
 PMS 208



RESEARCH LOGO GOLD
CMYK
 C 31% M 32%
 Y 72% K 0%
RGB
 R 191
 G 167
 B 93
Pantone
 PMS 1245

Media enquiries

If you are a writer, editor, or producer and would like to request an interview with Emma Morris MBE for a story, podcast, or research, please email your request with the following information:

- your name
- email address
- the name of your media outlet or organisation
- details about your request
- the deadline



SAFE