

Built for the Work

The Story of Vela



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In the work of supporting survivors of domestic violence, sexual assault, and human trafficking, every decision carries weight, every interaction matters, and every record represents a person.

Vela was created because the systems designed to support this work often didn't understand it.

We are a team of former advocates, program leaders, and professionals with more than 100 years of combined advocacy experience.

We have taken hotline calls. We have documented complex cases. We have prepared grant reports late into the evening. We are familiar with the pressure of compliance. We remember feeling the emotional weight of documentation, the care in maintaining confidentiality, and the concern for the risks survivors face.

Vela was built By Advocates For Advocates, to empower organizations managing survivor data with reliable, secure, and innovative solutions for effective data collection and reporting.

We wanted our technology to reduce demanding work, protect advocate wellbeing, and strengthen the impact of survivor-serving organizations.

That belief is embedded in our name.

What *Vela* Means

The name *Vela* carries deep significance.

It means to hold vigil, a steady presence in the darkness. It is a constellation, a guiding point when direction feels uncertain. In Latin, it means “the sails,” the structure that catches wind and carries a ship safely forward.

Each meaning reflects our commitment.

We strive to stand in unwavering solidarity with every advocate providing life-saving support to survivors. We believe technology should function as a beacon: steady, reliable, and grounding. We believe systems should help organizations navigate complexity with confidence. And we believe that when reporting is accurate, secure, and efficient, safety is strengthened.

Why We Built Vela

Survivor-serving organizations face immense demands:

- Increasing reporting requirements
- Strict confidentiality standards
- Evolving compliance expectations
- Limited staff capacity
- Emotional fatigue and documentation burden

Too often, data systems create additional stress instead of relief. Vela was built to change that. Our platform prioritizes:

- **Data accuracy** to strengthen funding, compliance, and credibility
- **Ease of use** to reduce documentation fatigue
- **Security and confidentiality** to protect survivor trust
- **Reliable reporting tools** that supports leadership visibility

When systems work well, advocates can focus more fully on advocacy. When reporting is clear and consistent, organizations can demonstrate impact, secure funding, and expand services. That is how our technology contributes to safety, well-being, and impact.

The Core Values That Guide Vela

Our mission is sustained by the values that shape how we build, support, and serve.

Compassion

We understand the critical nature of this work. Our tools are designed to reduce overwhelm, simplify documentation, and support advocates in high-pressure environments. Compassion informs our product decisions, our communication, our training, and our support.

Integrity

Data security is not optional.
Confidentiality is not negotiable.

Our commitment to privacy and compliance ensures sensitive information is protected at all times. Integrity guides our infrastructure, policies, and ongoing improvements.

Innovation

Advocacy evolves. Reporting requirements change. We continuously improve Vela to meet the emerging needs of organizations, ensuring our platform remains reliable, modern, and adaptable.

Collaboration

We listen. We partner. We build alongside the field. Our relationships with advocates, programs, and coalitions shape the evolution of our system. We are a partner in your mission.

Gratitude

We deeply respect those who do this work every day. Our appreciation drives our responsiveness, our unlimited support model, and our commitment to timely, informative, and helpful service.

What This Means for the Organizations Vela Serves

When a team of former advocates shapes technology, the difference is tangible. It means:

- Support requests are met with understanding, not scripts.
- Onboarding reflects real-world workflows.

- Reporting tools anticipate compliance pressure.
- Unlimited support isn't an add-on. It is part of our commitment.

Our customer service reflects our experience in the field. We respond promptly, we provide clear guidance, and we stay engaged, because we know what is at stake.

Holding Vigil, Together

At its heart, Vela is about steadiness: steady systems, steady security, and steady support.

When organizations have reliable data collection and reporting tools, they operate with greater confidence, leadership gains visibility, staff experience less friction, funders receive accurate reporting, and survivor information stays protected.

More than just better data, this results in stronger organizations, sustained advocacy, and safer communities.

That is why we are named Vela.

Over the coming weeks, we will explore each of our core values in greater depth and how they shape the system that supports survivor-serving organizations.

If you are evaluating your reporting infrastructure, we would welcome a conversation about how Vela can support your team.

The systems you choose shape the daily experience of your advocates. Their work

is too important for anything less than thoughtful, informed design.

We invite you to schedule a strategic conversation with our team. Let's explore how your systems can better support your advocates and strengthen the communities you serve.

Want to learn new ways to simplify your work or explore features you may not be using yet? Visit veladirect.com or reach out to our team. We're always here to help.



Developed with input from advocates at every stage, Vela by Element 74 is a trauma-informed case management and reporting platform built specifically for domestic violence, sexual assault, and human trafficking organizations.

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