



GFWC Signature Project: Domestic Violence Awareness and Prevention

2010-2012 GFWC Club Manual

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PROGRAM PRINCIPLES

The aim of the GFWC Signature Project: Domestic Violence Awareness and Prevention, is to increase member understanding about and involvement in programs to decrease domestic violence in communities and across the nation.

Domestic violence, or intimate partner violence is a serious epidemic in the United States that affects individuals in every community, regardless of age, economic status, race, religion, nationality, or educational background. Intimate partner violence is a pattern of coercive behavior that is used by one person to gain power and control over another. It may include the use of physical and sexual violence, verbal and emotional abuse, stalking and economic abuse. Domestic violence results in physical injury, psychological trauma, and sometimes death. The consequences of domestic violence can cross generations and truly last a lifetime.

Consider the following:

- One in every four women will experience domestic violence in her lifetime and 85 percent of domestic violence victims are women.
- One in four teens reports verbal, physical, emotional, or sexual abuse each year and about one in five high school girls has been physically or sexually abused by a dating partner.
- One in nine Americans over the age of 60 have experienced some form of elder abuse. For every one case of elder abuse reported to authorities, at least five more go unreported.
- Each year, women experience about 4.8 million intimate partner related physical assaults and rapes. Men are the victims of about 2.9 million intimate partner related physical assaults.

- Intimate partner violence resulted in 1,510 deaths in 2005. Of these deaths, 78 percent were females.
- The medical care, mental health services, and lost productivity (e.g., time away from work) cost of intimate partner violence was an estimated \$5.8 billion in 1995. Updated to 2003 dollars, that's more than \$8.3 billion.

GFWC will make a positive change in families and communities through the GFWC Signature Project: Domestic Violence Awareness and Prevention concentrating on the areas of partner abuse, child/teen abuse, and elder abuse by leaving a legacy of change in our communities.

PROGRAM GOAL AND OBJECTIVES

The goals for the Signature Project: Domestic Violence Awareness and Prevention program are listed below in order to assist you in measuring project success and positive change in your communities. The listed objectives further outline how we can build projects that support these goals.

Goal 1. To make a positive change in families and communities through a Signature Project on domestic violence awareness.	Objective 1. To increase domestic violence awareness and prevention among GFWC membership via an education and advocacy campaign.
	Objective 2. To impact domestic violence policy.
Goal 2. Increase the positive visibility of GFWC via culturally sensitive domestic violence awareness projects.	Objective 1. To design and implement a multi-faceted Domestic Violence Awareness Signature Project that includes, teen and child, elder and spousal abuse.
	Objective 2. To create and/or strengthen partnerships with three to five national or international domestic violence awareness organizations.
	Objective 3. To design and implement the first phase of a Domestic Violence Awareness Scholarship Program.

CALL TO ACTION

We have outlined ideas to help you and your club in attaining the goals and objective that have been set forth for the GFWC Signature Project: Domestic Violence Awareness and Prevention, including ways to educate yourself, inform others, and create change.

Educate Yourself

- Investigate resources available in your community regarding domestic violence: Is there a shelter for battered women? A hotline? Is there awareness among community leaders and law enforcement? The community in general? Are there educational efforts in local schools, places of worship, community service organizations, and local area businesses?
- What are the statistics regarding domestic violence in your community? Check with your state Domestic Violence Coalition, Social Services, law enforcement, local government, hospitals, and health departments.
- Learn more about intimate partner violence through information provided by GFWC Partners and Resources available through the GFWC Signature Project chairman?
- Determine if there is local shelter for survivors of intimate partner violence; what efforts could they benefit from?

Inform Others

- Educate your club and community members by presenting programs, workshops, and speakers and distribute materials provided by GFWC partner organizations.
- Provide press kits and encourage newspaper articles/write letters to the editor about domestic abuse and teen dating violence.

Create Change

- Donate prepaid phone cards to shelters.
- Host a Pajama Party, raising funds and collecting pajamas for women and children in local shelters on Make a Difference Day, October 24
- Donate books and teddy bears to your local shelter. Volunteer to tutor victims and their children, if needed.
- Contact local veterinarians, kennels, or animal shelters and arrange for housing for pets while victims are in shelters.
- Donate professional attire to battered women seeking employment; visit www.DressForSuccess.org.
- Assemble First Night Kits, Birthday Bags, Anger Kits, or Bedtime Snack Sacks and donate to your local shelter. Visit www.GFWC.org.
- Encourage local businesses to display purple lights in storefront windows and provide purple ribbons along with local and national domestic violence hotline numbers during October.
- Wear purple, the color designated for domestic violence awareness, during October, National Domestic Violence Awareness month.

IMPORTANT DATES

Plan projects and events around days, weeks, and months of celebration and commemoration in the GFWC Signature Project: Domestic Violence Awareness and Prevention.

January	National Personal Self Defense and National Stalking Awareness Month
February	International Boost Self Esteem Month
February	Teen Dating Violence Awareness and Prevention Month
February 14	Valentine's Day, a day to raise awareness of dating violence
March 8	United Nations Day for Women's Rights and International Peace
March 10	International Woman's Day
March 23-25, 2011	National Youth Violence Prevention Week
March 19-23, 2012	National Youth Violence Prevention Week
April	National Child Abuse Prevention and Sexual Assault Awareness Month
May	Older Americans Month
May	National SAFE KIDS Month
June 15	World Elder Abuse Awareness Day
August 26	Women's Equality Day
September 13 2010	Grandparents Day, a day to raise awareness of elder abuse
September 11, 2011	Grandparents Day, a day to raise awareness of elder abuse
October	Domestic Violence Awareness Month
October 24	Make a Difference Day
November	National PTA Child Safety and Protection Month

COLLABORATIONS

Explore examples of what your fellow GFWC clubs have done around the country to implement projects related to the Signature Project: Domestic Violence Awareness and Prevention issues in their own communities. For more information about any of the following GFWC club projects, please contact GFWC Signature Project Domestic Violence Awareness and Prevention Chairman or GFWC Programs Director at GFWC@GFWC.org.

In the GFWC Signature Project: Domestic Violence Awareness and Prevention Collaborations area, GFWC clubs will:

- Research, plan, and implement projects, programs, and advocacy based on its interests and the needs that the club members believe are important. This is the club members' opportunity to think out of the box and do it their way.

- Report. It is imperative that clubs report the projects they have developed so that as an organization, we can better see where our members' interests lie, and those statistics can be used in working with and recruiting new GFWC Partners, grants, and advocacy opportunities.
- Reporting is also important so that we can highlight and share your club's creativity and interests with our membership so that they can also be inspired to either implement a similar project or use it for inspiration for their own.

If you have a successful project that you would like to share with GFWC and your fellow members, please contact the GFWC Signature Project: Domestic Violence Awareness Chairman or GFWC Programs Director at GFWC@GFWC.org.

GFWC Alabama covered the issue of domestic violence top to bottom by ensuring victims fleeing domestic violence situations had clothes and supplies to transition into their new lives. One club sponsored a project called "Cover Our Bottoms." Since many children coming into shelters must leave their homes in a hurry they often only have the clothes on their back. Over 3,200 pieces of underwear were collected during this project and they were sorted and distributed to places that housed abused women and children. In addition clothing, cell phones, gift cards, household cleaning products, toys, and feminine hygiene products were donated to local shelters and second hand stores which serve to meet the needs of domestic violence survivors.

GFWC Buckeye Woman's Club (Arizona) worked towards a noble goal of opening a domestic violence shelter in their own city. Several members on a committee put together fundraisers in order to accomplish this goal. They helped at a "Casino Night" that raised over \$4,000 for the shelter. They also sponsored a golf tournament at which they sold hot dogs to the golfers. With all their hard work at fundraising they were able to supply furniture for the interview room and the children's playroom. The club members are happy to report that the shelter is up and running and serves Avondale, Goodyear, and their own city Buckeye.

GFWC Florida instituted two special projects dedicated to raising awareness and volunteering for domestic violence. The first project transported 115 members to Tallahassee, so they could talk to their representatives and senators about domestic violence and child advocacy concerns. The women wore all purple, which advertised to the public their dedication to ending domestic violence and gave them a chance to start conversations with others about why they were there. The second project was a statewide initiative called "X Out Domestic Violence—Gimme X (ten)." This project gave club members the opportunity to either give 10 hours of community service or \$10 to a local domestic violence shelter. This project encouraged participation from club's statewide and gave a way for all women to be involved in the fight to end domestic violence.

GFWC Montana addressed domestic violence by becoming proactive and aiding communities that do not have resources to combat domestic violence. Smaller clubs around Montana traveled considerable distances to ensure that the rural communities around them had resources to address domestic violence issues. They delivered supplies and support to safety houses and rescue missions. In addition, one club joined other organizations in 2008 to communicate the domestic violence message. One club member is on the board of an area domestic violence task force, which coordinates community resources, program development, and education of service providers and the general public. Each year the Task Force puts on a two-day McGuire Conference on Family Violence with nationally known speakers. The club participated in this conference by facilitating the attendance of their domestic violence chairman plus three elementary school counselors who committed to sharing information with their school staff.

GFWC Rhode Island took time to dedicate a day of service to the important issue of domestic violence. **GFWC Bristol County Women's Club (Rhode Island)** planted and dedicated a memorial garden in tribute to those who have lost their lives to domestic violence. This brought awareness to how serious and dangerous domestic violence threats present for women in domestic violence situations. With help from the community at large and a GFWC grant, the club members were able to plant two butterfly bushes, which symbolize freedom, and to purchase a bench and other flowers. At the dedication of these symbolic plants the president of the GFWC Bristol Women's Club was presented with a resolution from a state senator. The club also went above and beyond and sold 200 domestic violence awareness bracelets at their meetings.

The GFWC Douglas Civic Club (Wyoming) brought domestic violence awareness into its organization by attending The Converse County Coalition Against Family Violence and Sexual assault meetings every month. Several members attend the Coalition meetings and then relay the information to the rest of the club. They not only educate on the dangers of domestic violence, but they also share information on the needs of local shelters so that the rest of the club members can give to this great cause. The club donates money to a local shelter, which serves the needs of victims of domestic violence who are working to better their lives. This money helps provide clothes and household items for women who have to flee their situation quickly and are left with nothing.

PARTNERSHIPS

GFWC Partners are organizations that operate at the national or international level and offer unique and customized services such as project materials, speakers, kits, and/or additional information specifically designed for GFWC clubs to enhance the effectiveness of the GFWC Community Service Programs and Special Projects within their communities. These GFWC Partners are aware of GFWC clubs' specific needs and organizational structure.

These GFWC Partners will assist in monitoring the donations generated by GFWC. To ensure that your donation, whether at the individual, club, district, or state level, is included in the GFWC total, please make sure to:

1. Write on your check that you are a GFWC member or club.
2. Submit your check to the GFWC Partner Contact listed in the *GFWC Club Manual*, even if have local or state representative.
3. Notify GFWC by calling or e-mailing GFWC Programs Director at 202-347-3168 or GFWC@GFWC.org.

If you have any questions regarding donations to GFWC Partners, please contact GFWC Signature Project: Domestic Violence Awareness Chairman or GFWC Programs Director at GFWC@GFWC.org.

Prevent Child Abuse America | www.PreventChildAbuse.org

228 South Wabash Avenue | 10th Floor | Chicago, IL 60604

E: Mailbox@PreventChildAbuse.org | P: 312-663.3520 | F: 312-939.8962

Contact: Barb Shaffer | E: BSShaffer@PreventChildAbuse.org

Since 1972, Prevent Child Abuse America has led the way in building awareness, providing education, and inspiring hope to everyone involved in the effort to prevent the abuse and neglect of our nation's children.

Prevent Child Abuse America is the leading national, not-for profit organization whose sole mission is “to prevent the abuse and neglect of our nation’s children.” Prevention is defined as the abuse or neglect never occurring. The Prevent Child Abuse national office is located in Chicago, Illinois, and its network includes prevention chapters in 45 states and 385 Healthy Families America home visitation sites in 32 states.

Together, Prevent Child Abuse America and GFWC are working on:

- “Adopting” a *Healthy Families America* site to donate clothing and disposables to the homes of new parents.
- Informing policymakers about achieving better healthy development outcomes for children through investments in early childhood services as well as through investments in services and strategies ranging across a child’s lifespan.
- Supporting parental reading to children to improve parent-child interaction and brain development.
- Participating in the Wrigley Start Early Run & Pledge Walk, held each spring in Chicago as a means to raise money to support *Healthy Families America* training and research.
- Promoting education and awareness by teaching others how to articulate the prevention message to get others involved and active.
- Developing strong prevention chapters and GFWC clubs in every state.

Other ways you can help:

- Learn more by visiting www.PreventChildAbuse.org.
- Follow, link with, and promote Prevent Child Abuse America's efforts to change the way we think about prevention through traditional and social media efforts.
- Sign up for public policy and advocacy alerts.
- Raise public awareness of child abuse and neglect prevention through the use of House Parties. www.HousepartyWeekend.org.
- Volunteer at a local state chapter or Healthy Families America site.
- Observe April as Child Abuse Prevention Month by displaying our blue and silver pinwheels to represent the healthy development of our nation's children.

RESOURCES/ADDITIONAL INFORMATION

Additional resources, including a listing of governmental agencies and non-governmental organizations are provided to assist you in researching and creating your projects.

Governmental

Office on Violence Against Women | www.OVW.USDOJ.gov

The Office on Violence Against Women a component of the U.S. Department of Justice, provides national leadership in developing the nation's capacity to reduce violence against women through the implementation of the Violence Against Women Act. Created in 1995, the Office on Violence Against Women administers financial and technical assistance to communities across the country that are developing programs, policies, and practices aimed at ending domestic violence, dating violence, sexual assault, and stalking.

Non-governmental

Cut It Out: Salons Against Domestic Abuse | www.CutItOut.org

Cut it Out is a program of the Salons Against Domestic Abuse Fund dedicated to mobilizing salon professionals and others to fight the epidemic of domestic abuse in communities across the United States. Cut It Out builds awareness of domestic abuse and trains salon professionals to recognize warning signs and safely refer clients to local resources.

- Initiate a Cut It Out program with local hairdressers to educate their clients about domestic violence and where to get help in the community.

Dress for Success Worldwide | www.DressForSuccess.org

Founded in New York City in 1997, Dress for Success is an international not-for-profit organization offering services designed to help promote the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life.

- Donate professional attire to battered women seeking employment; visit www.DressForSuccess.org.

Family Violence Prevention Fund | www.EndAbuse.org

The Family Violence Prevention Fund works to promote leadership within communities to ensure that violence prevention efforts become self-sustaining, and transforming the way health care providers, police, judges, employers and others address violence.

- Distribute Connect, a resource that will help parents engage teens and adolescents in discussions about violence against women.
- Visit www.Coaches-Corner.org for information on Coaching Boys into Men, which contains helpful tips and advice to stop patterns of violence.

National Center on Elder Abuse | www.NCEA.AOA.gov

The National Center on Elder Abuse serves as a national resource center dedicated to the prevention of elder mistreatment. To carry out its mission, the NCEA disseminates elder abuse information to professionals and the public, and provides technical assistance and training to states and to community-based organizations.

National Coalition against Domestic Violence | www.NCADV.org

The Mission of the National Coalition Against Domestic Violence is to organize for collective power by advancing transformative work, thinking and leadership of communities and individuals working to end the violence in our lives.

- Donate used cell phones, enlist a local store as a drop-off point, collect phones, and then mail using prepaid shipping label found at www.NCADV.org.

National Domestic Violence Hotline | www.NDVH.org

The National Domestic Violence Hotline is a nonprofit organization that provides crisis intervention, information, and referral to victims of domestic violence, perpetrators, friends, and families. The Hotline answers a variety of calls and is a resource for domestic violence advocates, government officials, law enforcement agencies, and the general public.

National Network to End Domestic Violence | www.NNEDV.org

The National Network to End Domestic Violence, a social change organization, is dedicated to creating a social, political, and economic environment in which violence against women no longer exists. Assist with or institute job training, career skills, or internet safety programs. Visit www.NNEDV.org for information.

National Resource Center on Domestic Violence | www.NRC DV.org

The NRC DV works to improve societal and community responses to domestic violence and, ultimately, prevent its occurrence. They provide a wide range of free, comprehensive, and individualized technical assistance, training, and specialized resource materials and projects designed to enhance current intervention and prevention strategies.

Saving Promise | www.SavingPromiseCampaign.org

The Saving Promise Campaign is a national grassroots movement to put Domestic Violence Awareness on the map by making it a national priority, changing public perception, and heightening awareness.

Violence Against Women Online Resources | www.VAW.UMN.edu

Violence Against Women Online Resources is a collaborative project between the Minnesota Center Against Violence and Abuse, a center within the School of Social Work at the University of Minnesota and the U.S. Department of Justice's Office on Violence Against Women. It is designed to operate as an information dissemination tool to provide resources to the general public, researchers, criminal justice practitioners, advocates, and social service professionals with the latest in research and promising practices regarding issues on violence against women.

AWARDS, CONTESTS, AND GRANTS

GFWC Club Award

A \$50 award is given annually to one club in the nation to recognize creativity in implementing an effective Domestic Violence Awareness Program. The award is based on narrative reports. State GFWC Domestic Violence Awareness Chairmen should forward the winning state entry to the national GFWC Domestic Violence Awareness Chairman by March 15 of each year.

Signature Project: Domestic Violence Awareness and Prevention Fund

The Signature Project: Domestic Violence Awareness and Prevention Fund awards will be presented annually to ten clubs in the nation to recognize fundraising achievements. Award presentations will be made annually at the GFWC Annual International Convention (June 2011, and June 2012).

GFWC State Awards

GFWC awards will be presented annually to one state federation in each membership category to recognize outstanding achievement in the GFWC Domestic Violence Awareness Program. Award presentations are made annually in honor of junior and general membership participation.

Signature Project: Domestic Violence Awareness and Prevention Fund

The Signature Project: Domestic Violence Awareness and Prevention Fund awards will be presented annually to one state federation in each membership category to recognize fundraising achievements. Award presentations will be made at the GFWC Annual International Convention (June 2011, and June 2012).

Contests

Please see the Contests section of the *GFWC Club Manual*.

Grants

There are no grants in this area currently offered through GFWC at this time. Please subscribe to *News & Notes* at www.GFWC.org to receive updated information regarding grants and other member benefits in the Domestic Violence Awareness and Prevention area.

GFWC SUCCESS FOR SURVIVORS SCHOLARSHIP

The General Federation of Women's Clubs is launching a scholarship for survivors of domestic violence or intimate partner abuse. GFWC's goal is to help survivors of domestic violence pursue an education that will provide for financial and personal independence and improved self esteem.

The GFWC Success for Survivors Scholarship will be launched in fall 2010, during a special event at GFWC Headquarters to observe Domestic Violence Awareness Month.

Starting in July 2010, GFWC will begin raising scholarship funds through:

- Direct donations from GFWC members, clubs, and state federations and from other interested individuals
- GFWC-sponsored special programs and projects
- Sales of domestic violence awareness merchandise from the GFWC Marketplace
- GFWC Partner organizations and other funders

In June 2012, GFWC will announce the inaugural recipients of eight scholarships of \$1,000 each, with the expectation that GFWC will be able to increase the number and/or amount of scholarships awarded in subsequent years.

While all criteria have not yet been established, basic criteria for applicants likely will include women who:

- Are United States citizens or legal residents of the United States;
- Are sponsored by a nonprofit, domestic violence service agency willing to provide mentoring support for the student throughout her educational experience;
- Have been accepted officially into a full or part-time course of study at an accredited program at a United States educational or vocational institution;
- Demonstrate a critical need of financial assistance;
- Exhibit strong desire, ability, and determination to complete a vocational training and/or academic program; and
- Have a definite plan to use the desired training to upgrade skills for career advancement, to train for a new career field, or to enter or reenter the job market.

As the GFWC Success for Survivors Scholarship Program develops, information will be made available to all members via www.GFWC.org, *GFWC Clubwoman Magazine*, and *News and Notes*.