Celebrating Solutions Award
Nomination Form

Legal name of organization: The Global Center for Women & Justice at Vanguard University

Year established: 2002

Program nominated for award (if different): Stop the Violence Campaign

Year established: In 2005, partnership, strategy and filming of Sin by Silence began. In June 2008, we launched the Stop the Violence Campaign and debut of Sin by Silence.

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Brief description of organization:

The Global Center for Women & Justice creates an environment for education, advocacy and collaboration. In partnership with the Sin by Silence Stop the Violence Campaign, we have collectively become a voice for those with no voice, breaking through walls of oppression and fear, attacking ignorance and apathy.
Geographical area served: Started local, grew nationally and now global
Is the organization tax-exempt under IRS 501 (c) (3) guidelines or a public agency/unit of government? Yes

Please check up to five descriptors that best apply to the program you are nominating:

- Shelter-based  __ Prison-based
- Counseling  __ Stalking
- Heath care setting  __ Coalition/collaboration
X Dating violence  __ Transitional housing
- School/youth violence  X Technology/Internet service
- Underserved population  __ Employment/training program
- Faith-based  __ Victim relocation
- Elder abuse  __ Hotline service
- Legal aid/assistance  X Public awareness/education
- University setting  __ Batterer treatment

As one of the goals of the Mary Byron Project is to disseminate information about cutting-edge programs and best practices, we wish to post exemplary Celebrating Solutions Award nominations on our website (www.marybyronproject.org). Those posted will include the organization’s website address, telephone number, and e-mail address. If you have concerns about this request, please address them to information@marybyronproject.org, prior to submitting a nomination.

By my signature on this letter, I grant the Mary Byron Project permission to use the contents of my nomination for the Celebrating Solutions Award in the manner and for the purposes set above. I further affirm that I am fully authorized to grant such permission to the Mary Byron Project.

__________________________________________
Signature:

Date: 11/15/11
1. Describe the mission of your organization in five sentences or less.

The Global Center for Women & Justice is devoted to the belief that healing is possible for the brokenness of humanity. Through the collaboration of special projects, like the Stop the Violence Campaign, partnerships are created that contribute to the restoration of women who have been impacted by violence at home and in society. The resulting goal has been to help in creating a communication vehicle that sparks awareness about the silent tragedy of domestic violence. Through the power of film and strategy, we have been able to empower domestic violence agencies to connect with their communities and inspire individuals to take everyday actions to improve the quality of their own lives, families and neighborhoods.

2. Describe the most innovative aspects of the program you are submitting for consideration.

The Stop the Violence Campaign was developed around the award-winning documentary Sin by Silence. This film provides a unique look behind prison walls to reveal a new perspective on the tragedies of domestic violence. By following five women's abusive experiences that led to their incarceration, the film evokes the emotional reality of violent relationships and provides a pressing warning for our communities. These women take viewers on their journey from victim to survivors in hopes to provide a preventative road-map towards change, while shattering the misconceptions that continue to make domestic violence the leading cause of injury for women in the United States.¹

While developing and implementing and facilitating the film’s outreach campaign, the objective to engage a younger generation to take on relationship violence as “their issue” became a priority. Females between the ages of 16-24 are at the highest risk of experiencing intimate partner violence.² Nearly 80% of teens, experiencing violent relationships, continue to date their abusive partners.³ It is critical to reach our youth while they are developing relationship boundaries that influence potentially life-long abusive relationship patterns.

During our 2009 Stop the Violence community tour, we scheduled "Red Flag" themed events that took Sin by Silence to college age audiences with record success. Thousands of red flags were passed out to students and community members that encouraged an interactive discussion. After screening the film, audience members

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2. U.S. Department of Justice, Office of Justice Programs, Bureau of Justice Statistics, March 1998

3. City of New York, Teen Relationship Abuse Fact Sheet, March 1998
wrote their own personal warning signs on their red flag as a reminder of their relationship boundaries. These university events were, by far, our most successful - nearly 40% of total tour attendance. As the Sociology Chairperson at Pacific Lutheran University stated, "Sin by Silence is a film that should be shown on every college campus. In less than an hour students learn about the signs of abuse, the long-term consequences of abuse and that there is hope for a world free of abuse. By the end of the event, students realize this is an issue that matters to them."

College students recognize the need to do something about relationship violence, and believe in their ability to bring their passion for positive change to life by taking action. Hollie House, a University of Tennessee at Chattanooga student explains, "I think domestic violence on our campus is a real issue that no one talks about. Sin by Silence gave people the chance to no longer be quiet and made the event a very freeing and beautiful evening. Nearly 50 students signed up to volunteer to work with the local shelter we had in attendance. I cannot thank you enough for the opportunity to spread this message to the people on my campus, as well as have the opportunity to expand my role as a leader on campus."

*Sin by Silence* and The Global Center for Women & Justice creates the perfect combination to bring advocacy to college campuses across the country by helping be the bridge for empowering students to become passionate foot soldiers in this vital cause. We have experienced the immediate results of this collaboration with an influx of volunteers providing dramatic relief for overburdened advocates with too little time or monetary resources. Now, with our new online advocacy platforms, we continue creating opportunities to take the Stop the Violence Campaign to entirely new levels.

The *Build Your Own Campaign* platform, at www.SinBySilence.com/University, provides a free step-by-step model of prepared resources for educators and students. Through a social interface, users are inspired to create their own event on their campus with video, guides and research-driven resources. This strategy easily connects the elements needed to stimulate dialogue surrounding the steps to host an event; provide new insight and engage campus communities for positive change. University students, who have never participated in a campaign associated with a critical social issue, can confidently and professionally facilitate change on their own campus and in their own communities.

Beyond empowering college students to take action, we are also passionate about empowering educators to take action in their classrooms. After events, we saw the need for even more materials to help continue vital conversations inspired by the film. So, we created a digital library at SinBySilence.com/Educational that provides professional, quality content surrounding the issues of abuse to be utilized in classrooms and workshops. Educators, as well as domestic violence advocates, can find different types of resources, all created with the high quality content from the film, to continue to make a difference in education. From discussion videos and handouts, to
PowerPoint presentations and learning management system courses, we are paving the way for innovative and up-to-date resources to be utilized to further educate beyond the textbook about the issues of domestic violence. After all, *Sin by Silence* is more than just a movie...it's a learning experience.

**3. Describe your program’s implementation. What barriers did your organization have to overcome? How did you marshal the necessary resources for implementation?**

The timing of the release of *Sin By Silence* was at a crucial moment in history as the economic downturn was just beginning. Throughout the United States, domestic violence programs have been facing a crisis of funding that is creating a dangerous ripple effect for years to come. Yet, there is still an opportunity to shine a light for justice. As a result, our team knew we stood at a unique time and opportunity to help energize specific areas of the domestic violence movement to reach new levels of effectiveness and be revitalized for continued effective advocacy.

*Sin By Silence* has made tremendous impact in creating awareness about the silent tragedy of domestic violence by engaging and building strategic partnerships in the domestic abuse prevention movement and mobilizing passionate individuals who have interest in getting involved with local resources for continued involvement. Yet, from the beginning we have had the passion and dream to develop a strategy for organizations and individuals to be able to utilizing the film as a tool in their own communities. We knew that we could create a way for people to universally access the film and give them step by step guides and materials to be successful in carrying on the legacy of the message to “stop the violence.” But, in order continue with the momentum created by the film, we would have to kickstart a community outreach campaign on little to no budget.

With dreams and drive, along with grants from The Fledgling Fund, we were able to bring the *Stop the Violence* strategy to life through an initial community tour that helped us build a solid grassroots foundation and travel to 10 states to help guide 40 domestic violence organizations through the process of hosting an event. Every step we were able to collaborate and work with advocates in creating and implementing each event so that our team could be there firsthand to help bring things to an entirely new level.

The successful, grassroots *Stop the Violence Tour* allowed our team to witness the nation’s startling reality firsthand. We have discovered that advocates are left horrifically overburdened; organizations are understaffed and underfunded - all preventing them from tangibly reaching their communities. As a result, we stood at the crossroads to make a tangible difference in implementing a strategy that would help change the future.
The objectives for the next step of our campaign became simple - create avenues for the film to be accessible by all. We created the online structure and downloadable materials on our website at Events.SinBySilence.com to implement the outcomes from our initial outreach campaign and strategically close the gaps where the social infrastructure is lacking. Taking the best practices of what we learned while on the road, to develop a kit that people could access online to then implement in their own communities. Make it simple enough to not be overwhelmed. Make it dynamic enough to engage communities. Make it affordable enough so that any organization could join in the impact.

4. How do you know your program works? Please site two examples. Although anecdotal examples are helpful, at least one example must include quantitative data.

To realize the impact the Stop the Violence campaign, the hard data results from our campaign are critical. We do not want to naively believe we have had an impact, we want to prove it!

To date, our most visible success has been with our world television premiere on Discovery’s Investigation Discovery channel during October 2011. With this debut, we were able to inspire 2.2 million viewers to make a difference by joining the movement. For the next 3 years, during the span that Discovery licensed to air the film, our message to “stop the violence” will be accessible in over 78 million homes. We see this as 78 million opportunities to help save and change lives. As Henry Schlieff, the president of Investigation Discovery states, “We are proud to bring this powerful documentary to television, to share with audiences the harrowing stories of these women behind bars. We hope to extend their message and champion their crusade to stop the cycle of violence.”

The results of our success has been the catalyst for us continuing to find avenues for audiences and organizations to utilize the film and strategy with remarkable engagement.

- Television premiere viewers: 2.2 million
- Press Outreach for Broadcast: 12.7 million
- Film Festivals: 37
- DVD Sales: 4,478
- Website Visitors: 135,693
- Trailer Views: 43,052
- Electronic Newsletter Readers: 16,537
- Facebook Fans: 3,566
- Stop the Violence Ordered Kits: 378
- Events Hosted by University Campuses: 207
Stop the Violence Tour Events: 40
Stop the Violence Tour Attendees: 9,235

Our most inspiring and rewarding success can be ultimately measured through the Stop the Violence events motivating communities to do something. We have able to personally connect opportunities for people ready to serve with organizations needing those services. The result has been a unified force to help make a difference in their own communities and lives. We have helped ignite real change.

Postcards to the Edge - a series of 14,000 postcards of the women featured in the film has had to be printed to meet demand of organizations utilizing the screening kits in their communities. To date, each of the 5 women have received 1000’s of postcards from people all over the country encouraging them to not give up, thanking them for sharing their story, and confiding in them their own personal stories of abuse.

Shelter Art Class – local artist starts a monthly art class for the children of the mothers seeking shelter at the Family Violence Center in Springfield, MO.

Family Portraits – local photographer donates time and supplies to take personal portraits for the families seeking safety at Lydia’s House in St. Louis, MO.

Pro Bono Legal Services – 10 Berkeley Law students sign up with their local Domestic Violence Prevention program to begin providing legal services for the women in the shelter.

Court Watch Group – the discussion at the event in Fort Wayne, IN included a woman’s plea for help through the legal case she was facing trying to protect her kids from her abusive husband. As a result, The Center for Nonviolence started an action group to begin a court watch for the various local cases of violence against women and to keep judges and media accountable.

Welcome Home Hampers – commitment by NewportWomen of Newport Beach, CA for the continued donation of supplies (beauty products, clothing, necessities and gift cards) for incarcerated battered women when they are released from the local women’s prison. To date, 4 women have received these gifts and the NewportWomen have committed even further in helping to furnish each of these women’s apartments once they are able to leave their transitional housing.

Stamp Drive – Girl Scout Troop of Ruidoso, NM starts a community wide donation drive to send mailing supplies and stamps to the women in their state’s prison.

We are excited to continue affecting hearts and minds, while creating real change, so that the devastation caused by domestic violence will begin to decrease. Sin by Silence has come a long way, but there is much more that can be done. Our next phase takes us into legislative action with the Sin by Silence Bill being put into motion in California. With this new legislation being proposed for 2012, we are partnering with Assemblymember Fiona Ma (Chair of the Assembly Select Committee on Domestic Violence) and the California Partnership to End Domestic Violence to help create a new
avenue for the incarcerated battered women of California to be released. We hope to turn this into a model to help motivate the entire nation to pass similar legislation that will help the survivors in their own states find the freedom they deserve. When we act, lives will change, women’s roles will transform, and the next generation will be different.

5. Who are your key partners? What are their roles?

DIRECTOR/PRODUCER: Olivia Klaus has attended Convicted Women Against Abuse meetings, the past ten years, for the creation Sin by Silence and now leads the film’s outreach campaign to reach new levels of activism for the fight against violence towards women. She was recently listed by Pixel Project as one of the top 16 influential leaders in the movement to end violence against women.

PROGRAM COORDINATOR: Sandie Morgan is the Director of the Global Center for Women & Justice at Vanguard University, as well as recently served as Administrator of the Orange County Human Trafficking Task Force in the battle against the modern slave trade. She has been a part of the strategy team for the Sin by Silence and Stop the Violence campaigns since 2005.

6. Could/should your program be replicated in other areas of the country? Why?

The Stop the Violence kits are accessible to anyone online - so whether an organization, campus or individual is located locally, nationally or internationally they can follow the guide to create a successful event. The film is also closed captioned and subtitled in English, Spanish and Italian to help create avenues for even advocacy groups in Milan, Italy, as well as a Domestic Violence Hotline in Seoul, Korea to host their own events.

7. Does your agency have a workplace policy that addresses domestic violence? If so, please include a copy.

The Global Center for Women & Justice does implement a yearly online sexual harassment course for staff and faculty at Vanguard University of Southern California. Yet, there has not been a specific domestic violence workplace policy. Great idea!

8. Has the agency and/or nominated program received VAWA funding?

No
2nd Round Information

Semi-Finalist

Campaign

Stop the Violence

Vanguard University

Women & Justice at

The Global Center For
MARY BYRON PROJECT
CELEBRATING SOLUTIONS AWARD

“NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED, CITIZENS CAN CHANGE THE WORLD. INDEED, IT IS THE ONLY THING THAT EVER HAS.”

- MARGARET MEAD

STOP THE VIOLENCE
WHAT ARE THE APPROXIMATE NUMBER OF INDIVIDUALS SERVED ANNUALLY BY THE APPLICANT OR NOMINEE?

The effectiveness of the Stop the Violence campaign has been the catalyst for our team to continue finding avenues for audiences and organizations to utilize the Sin by Silence film and strategy with remarkable engagement. To gauge the number of people served would involve considerable conjecture. With universities, shelters, DV organizations, and individuals continuing to purchase our DVD and materials daily, the ripple effect of impact is quite extensive. From the 20 survivors in a shelter who might be watching the film on Monday, to the 100 students in a Women in Crime classroom who will be watching it on Wednesday along with the supplemental discussion clips and a Powerpoint presentation in their next class, to a mother who will be watching the film and reading our “Warning Signs” handout with her 2 teenage daughters on Friday - the impact is never ending.

To help with tangible numbers, we can document statistics since the launch of our campaign in 2009...

- Television premiere viewers: 2.2 million
- Press Outreach for Broadcast: 12.7 million
- Film Festivals: 43
- DVD Sales: 5,736
- Website Visitors: 148,514
- Trailer Views: 49,012
- Electronic Newsletter Readers: 22,731
- Facebook Fans: 4,328
- Stop the Violence Ordered Kits: 427
- Events Hosted by University Campuses: 258
- Stop the Violence Tour Events: 40
- Stop the Violence Tour Attendees: 9,235

HOW MANY PAID STAFF AND VOLUNTEERS ARE USED TO ADMINISTER THE NOMINATED PROGRAM?

No one on our team is paid to implement the Stop the Violence campaign. The Sin by Silence director, Olivia Klaus, is our main “staff” who continues to implement components of the campaign daily. We have 3 volunteers who work as needed from the Sin by Silence team and a student intern from the Global Center for Women and Justice each semester. The entire group works together to take on roles as needed - from the legislative workload, to social media alerts, web videos, fulfilling kit orders, scheduling events, and inspiring new materials.
Sin by Silence has been a project with an impact that has gone further than we ever anticipated. It began as an all-consuming film project that tackled a huge social issue and gave voice to incarcerated battered women whose story needed to be heard. It soon became obvious that the narrative had stirred something deep inside of countless communities that needed to be surfaced, acknowledged and addressed. At that point, Sin by Silence became more than an powerful end in itself, and our partnership with the Global Center for Women and Justice helped our initial thrust expand into the Stop the Violence campaign with resources broadening our influence in ways we had not previously conceived. Sin by Silence demonstrates that domestic violence is an issue of public safety. Yet, the cumulative effect of the film and the Stop the Violence campaign provides even greater effectiveness as new publics are engaged through the film and discover resources and avenues for advocacy through the campaign. When one is recognized, both components are engaged.

In 2010, The Pixel Project honored Sin by Silence by listing the film as one of the “Top 16 Films on Violence Against Women.” This organization is a leading advocacy group that raises awareness, funds and volunteer power for the cause to end violence against women by using the power of the internet and new technologies. This award from the Pixel Project provided significant, worldwide visibility to promote the message and movement of the Stop the Violence campaign.

In 2011, we were honored by the American Library Association (ALA) with a “Notable Videos for Adults” award. We are thrilled to be listed as one of 15 outstanding programs that make a significant contribution to the world of video recordings. This is a huge honor as the ALA was formed in 1876 and represents a 60,000+ member network of libraries across the country. Through this award, the Sin by Silence film and Stop the Violence materials were promoted throughout the nation to an audience that is most receptive to quality, educational materials.

With only a small percentage of documentaries being chosen by broadcasters, we believe that our 2011 television premiere of Sin by Silence on the Investigation Discovery channel has been one of our biggest accolades. With this debut, we were able to inspire 2.2 million viewers to join the national movement, to respond with strategic action, and help counter the tragic statistics related domestic violence. On the area of the Investigation Discovery website highlighting Sin By Silence, they prominently feature our Stop the Violence resources and linked to all the areas of our website for further steps to take action.

For the next 3 years, during the span that Discovery licensed the film, our message to “stop the violence” will be accessible in over 78 million homes. We see this as 78 million opportunities to help save and change lives. As some of the viewers shared after the broadcast...

- “I cried like a baby thinking about how lucky I am to be out and not having to go to jail...and remembering all the horror inflicted upon me and my daughter.”

- “I watched the show last night since my daughter was recently murdered by her abuser and hoped it would give me some insight as to why she stayed and why he was abusive. The program really helped me understand why she stayed and how brave she was to have made the choice to
leave him. I know understand more what she went through and only wish I was there for her more. Thank you for all you are doing to make others aware of this epidemic on women’s lives, and thank you for helping me heal.”

- “As a volunteer I have gone into classrooms to talk about the red flags. This film triggered my core and let me know this is the path I want to follow. I am so heartbroken that so many lives are ruined in the cycle of violence. This film inspired me to carry on in my work and be part of that change!”

During the premiere broadcast, we did a live Q&A on the Investigation Discovery Facebook page with the director of Sin by Silence, Olivia Klaus. The engagement and comments were incredible as this was a great way to interact with viewers, inspire them, give them behind the scenes stories to help create an even bigger impact. See the discussion stream at www.SinBySilence.com/FBchat

**IF FUNDING WERE NOT AN ISSUE, WHAT (IF ANY) CHANGES OR ADDITIONS WOULD YOU MAKE TO YOUR PROGRAM IN THE FUTURE? WHAT ARE THE LONG TERM GOALS OF YOUR PROGRAM?**

**COLLEGE CAMPUS OUTREACH:**
If funding were not an issue, the possibilities would be endless! A major goal would be to take the Stop the Violence campaign to more college campuses across the country. We could work with each campus to have their students follow the step by step online guide to empower them in hosting their own events. Yet, having the funding would enable Brenda Clubine, who is featured in the film, to attend these screenings to share her story after the film would help take awareness and conversations to an entirely new level. Our vision would be to have the Stop the Violence campaign become a go-to resource to student life offices on campuses who are challenged by increasing institutional and governmental requirements related to on campus safety for students.

**MEDICAL FIELD OUTREACH:**
Health care providers must devote more time and training to provide the resources necessary to treat and assist the victims they come in contact with daily. Those experiencing the effects of violent relationships need treatment for immediate injuries and ongoing care for related health problems. They need to be able to talk to their health care provider about the cause of their injuries without fear of judgment. Most importantly, they need understanding, compassion and support. Education of medical personnel about the nature of both physical and psychological abuse of victims must become normative for all medical personnel, not merely a specialty for some.

The Stop the Violence campaign currently has the goal of helping the medical profession tangibly access cutting-edge resources that educate about the tragedy of domestic violence. We want to help knowledge and action become solutions by making available for download our educational components, based on the personal stories of film. As Andrea Welsing, the Director of Collaborative for Alternatives to Violence and Abuse which provides training throughout Southern California hospitals states; “I estimate that over 600 health care workers have participated in the Stop the Violence training programs. We feel it illustrates the cycle of violence and impact of domestic violence in a very poignant and real way. In every presentation, participants are motivated to learn and interact with materials on an entirely new level. It's
exciting to know that these resources will be available for other hospitals throughout the country to provide a new and exciting training model."

LEGISLATIVE OUTREACH:
Over the last 25 years, women have represented the fastest growing sector of America’s prison population. The majority of women behind bars today are survivors of domestic violence — victims of rape, incest, forced prostitution, and other exploitation. In many cases, the abuse they suffered led to their alleged transgressions. Among the most extreme examples are cases in which a battered woman kills her abuser.

In 2002, California became the first state in the US with a law allowing incarcerated victims of domestic violence to petition the courts to reopen their cases if important evidence of domestic violence was overlooked. In 2012, California will also become the first state to take the refinement of current legislation to help incarcerated battered women while also creating parole reform in domestic violence survivors parole hearings. We want to make sure that all victims of domestic violence are the focus of every shelter, organization, and state coalition - in homes, communities, shelters, and even behind prison walls. Our biggest dream is to replicate our legislative action in California to other states across the country. With thousands of victims of domestic violence behind bars across the country, every state should use these models to help their own victims that remain trapped behind prison walls.

IN YOUR APPLICATION YOU MENTION THAT AFTER SIN BY SILENCE WAS SHOWN AT THE UNIVERSITY OF TENNESSEE, NEARLY 50 STUDENTS SIGNED UP TO VOLUNTEER TO WORK WITH A LOCAL SHELTER.
HAVE YOU OBSERVED ANY OTHER “RIPPLE EFFECTS” OF SHOWING IN OTHER COMMUNITIES?

Our most inspiring and rewarding success can be ultimately measured through the Stop the Violence events motivating communities to do something. We have been able to personally connect opportunities for people ready to serve with organizations needing those services. The result has been a unified force to help make a difference in their own communities and lives. Below are some of the results we have witnessed at the events our team has attended. We have helped ignite real change.

- 20 students at California Lutheran University volunteer for a “work day” to help clean up, paint, restore, and help however needed at provide Crossroads - an organization that provides housing, education, support and counseling in a homelike environment for domestic violence survivors who have been incarcerated.
- The Gender and Sexuality Center, at the University of San Francisco, saw a 600% increase above normal, daily visits of young girls seeking help and counseling the day after an event.
• The entire floor of a girl's dormitory at Chapman University College signup to volunteer as their semester activity with a local shelter.
• 10 students from Pacific Lutheran University in Tacoma, WA begin to volunteer at the Crystal Judson Family Justice Center.
• Local artist starts a monthly art class for the children of the mothers seeking shelter at the Family Violence Center in Springfield, MO.
• Local photographer donates time and supplies to take personal portraits for the families seeking safety at Lydia's House in St. Louis, MO.
• 10 UC Berkeley Law students sign up with their local Domestic Violence Prevention program to begin providing legal services for the women in the shelter.
• Newport Women of Newport Beach, CA became a sponsor of their local shelter, The Women's Transitional Living Center. Each week they host a self-help/empowerment group for the survivors in the shelter, have done numerous "home improvement weekends" where an entire church group comes and does repairs, painting, etc., and they continue to donate supplies (beauty products, clothing, necessities and gift cards) as needed when a survivor is ready to leave the shelter.
• At a screening in Cleveland, OH, Laura Cowen took the step to finally share her horrific story of abuse endured for the first time in public. Since then she has been volunteering at the local shelter, became a Red Cross Community Hero of 2010, and even have her story featured on the front page of the LA Times.

EVENT TESTIMONIES:

"People were energized and excited about the possibilities of getting involved in raising awareness about domestic violence. Our community was inspired to take action."
- New Mexico Coalition Against Domestic Violence

"One could not attend this presentation and walk away feeling not profoundly impacted by the message."
- YWCA Lafayette, IN

"It uplifted all present to remember that there are those in our community who need help and understanding. It uplifted the empowerment and the hope of the women who attended, to remind them of how much power there is in solidarity. Even our own staff members were inspired."
- Center for NonViolence / Fort Wayne, IN

"It was one of the best educational presentations on domestic violence we had ever offered. As a result, our organization started a support group in the local women's prison to begin helping our victims behind bars."
- YWCA Director / Topeka, Kansas

"For the first time, I saw that I could face this like these women. I have been in an abusive relationship and finally learned so much about my own silence."
- Audience Member

"My daughter went with me and for the first time we talked about her father and the abuse we both endured. I have never been able to reconnect with her about our past and am so thankful that this event created that opportunity."
- Audience Member
WOULD YOU DESCRIBE THE "RED FLAG" EVENTS IN GREAT DETAIL?

By utilizing the stories featured in *Sin by Silence*, who met their abusive partners in their teenage years, we have been determined to help prevent a young generation of women from following in their footsteps. Helping youth understand the future impact on their present decisions, can help create steps toward making better decisions now for the quality of their future relationships and independence.

As our campaign assessment has show, the Red Flag events have been by far the most successful with nearly 40% greater attendance than an average screening. Each event represents our greatest amount of connections and our greatest amount of engagement in touching the lives of a younger generation. But, how would the impact be continued after the students went back to their dorm rooms? By creating red flags to take home and remind them of the warning signs in potentially abusive relationships!

In the interactive discussion with students after screening the film, students are encouraged to write the warning sign on their red flag to remind them to be aware of their relationship boundaries. To help with a snapshot of an event, below is the breakdown and suggestions included in our Action Kit materials:

EVENT BREAKDOWN:

7:00 - 7:05 - Allow a late start for those still finding their seats, coming in late, etc. As students and community members walk into the screening, hand them a red flag to prepare them for engagement and discussion after the screening.

- On your event DVD included in your kit there is a “Statistic Loop” that provides domestic violence statistics and multiple choice questions for the audience to engage in before the event begins.

7:05 - 7:15 - Have “Event MC” welcome everyone and help set the tone for the night and impact.

- Thank the sponsors and event volunteers.
- Introduce your local domestic violence organization that is partnering on the event.
- Remind the audience that the film is very emotional and, if needed, they can leave and talk to someone there on hand for help. Indicate those in the audience who are available.
- Bring up someone else to help introduce the film and excitement for the night like...
  - University or College President
  - Professor that teaches on the issues surrounding the film
  - Representative from your event community partner at the local organization
8:05 - 8:29 - After the film, there are many possibilities...

- Lead an open discussion with a time for reflection. Ask people how they felt about the stories they just heard. Let people speak from their hearts and share on an emotional level.
- On your event DVD there are additional videos featuring Brenda Clubine speaking directly to the audience to discuss the warning signs. This provides an incredible opportunity for the audience to connect with Brenda, after just being inspired by her journey in the film, and help bring about a message of advocacy and urgency that they begin the steps to get involved.
- The audience just met some incredible women in the film who didn’t see the “red flags” before it was too late. Ask the audience to interact, hold up their red flags and speak up about the “red flags” in their own lives. Have your team pass out the red markers so that audience members can write their own warning sign on their flag to take home as a reminder of the event and change needed.
- Bring a local survivor who has gone through your partnering organization’s program, to come and share her journey from victim to survivor. With the idea that she could have been in the women of Sin by Silence’s shoes if that local program was not in place.

8:20 - 8:45 - If participating in a panel discussion make sure to include a representative from your local organization, professor, student advocate, survivor, etc. As the participants come up to take part in the discussion, introduce each person with a mini-bio.

Possible Discussion Questions:

1) Explain more about the reality of abuse. It is a lot more than just physical violence.
   * Verbal, emotional, psychological, sexual, financial, etc.

2) The film states that women trying to flee their abusive relationships are at 75% increased risk of being hurt or killed. Explain how it is not that easy for a woman to leave.

3) What do you say or do to help someone in an abusive relationship?
   * “10 Ways to Help a Friend” handout is a great reference

4) The responses to domestic violence has definitely changed since the women of Convicted Women Against Abuse were experiencing violence. Talk about how today, there seems to be an even new struggle, during these economic times with budget cuts, hotline calls and statistics rising.
5) What has been happening in the domestic violence movement in your area? How are local organizations responding?

6) What is currently happening in your state with the domestic violence crisis?
   * Budget cuts?  Statistics rising? Legislation?

7) How can others begin to make a difference and get involved?
   * Here is a great opportunity to bring up your event's volunteer/donation action!

8:45 - 9:00 - Open Q&A for audience with panel discussion participants

9:00... - Close and thank everyone for being part of such a special night. Some people may want to stay after and talk more, receive help, or sign up to get involved in the local organization, so make sure to be receptive and helpful.

Stop the Violence events bring advocacy to college campuses across the country by helping be the bridge for empowering students to become passionate foot soldiers in this vital cause. Our online platform, at www.SinBySilence.com/University, provides free step-by-step resources and guideline for educators, students, organization and faith communities. By placing these resources online, we are creating avenues for the film and movement to be accessible by all. Taking the best practices of what we learned while on our 2009 community tour to develop a kit that they could access online to then implement in their own communities. By also including 4 free Sin by Silence DVDs to sell at the event, with the payment of the $80 public licensing fee, there is no money out of pocket for any organization or campus taking on the initiative to host an event. We are excited to continue changing hearts and minds so that the statistics of domestic violence will begin to decrease and communities will realize that the keys to that success lies in their own hands.

VIEW VIDEOS OF EVENTS ONLINE:

Watch our 2009 tour promo and red flag engagement in action - www.SinBySilence.com/STVvideos

PROFESSOR TESTIMONIALS:

"Over four hundred and fifty, mostly students, packed in to to see Sin by Silence. The moderate roar turned to stunned silence once the video began. No one moved. The mood intensified as the team that brought it all together took their places on the Q&A Panel. The message was clear – our students need to be aware of the violence they will face in their relationships. The impact was made – many students are now volunteering at the local shelter that helped sponsor the event. The following morning there was a field of red flags, planted by students multiplying the message, being a voice, and making a difference. We had an influx of over 600% over our normal visits of young girls seeking help."
Megan Gallagher
University of San Francisco, The Gender and Sexuality Center
San Francisco, CA

"Sin by Silence has inspired my students to take action in our own community to ensure that survivors of domestic violence are not victimized by the criminal justice system. We now require the students in our
department to volunteer every semester with a local domestic violence organization when taking my class.”
Alesha Durfee
Arizona State University, Women's Study Center
Tempe, AZ

“The response was simply amazing. From students who now feel “called” to work in this specific field, to women seeking help, to community members wanting to mobilize. I think the ripples from the event will be felt for some time.”
Donna Washburn
Evangel University, Sociology Department
Springfield, MO

STUDENT TESTIMONIALS:

“I was amazed by how well the screening went, how many people were moved by the film, and how proud I was to be able to spread the message of wrongful and unjust incarceration of battered women. The culture of violence against women on campus has become normalized, and I see it everyday. My own commitment to stopping violence against women was reinvigorated when I watched the film, and some of the stories stay with me constantly. The Stop the Violence toolkit was extremely helpful as I organized the event without any prior knowledge about how to put on a public screening. I felt extremely prepared and well equipped. Thank you so, so much for making such an incredible film, and for making things so easy!”
Emma Schain
Cornell University, Student
Ithaca, NY

“This is by far the best resource that I have seen that touches on this issue. I was able to tie the film to other projects at the school that look at issues such as female empowerment in society and issues of female incarceration.”
Ashley Swan
Purdue University, Student
West Lafayette, IN

“I am very grateful for all that your team is doing to help people like me who want to spread the word. I didn’t know where to begin until I saw all your tips and templates. For me, this even was the first step in bringing awareness to my campus as the entire floor of my dorm is now volunteering at our local shelter.”
Marisa Gonzalez
Chapman University, Student
Orange, CA
As long as there is violence in the home, and women continue to be incarcerated for defending their lives, the message of *Sin by Silence* will be a vital component for change. We do realize that at some point the film will be dated, but we are working hard to extend the reach of our movement into new fields and areas for implementation. With our continued focus on developing educational resources surrounding the film, we hope to extend and maximize the longevity of our message and outreach.

We had a vision to create videos, for the teaching environment, that could further spark and continue discussion brought up after watching the film. By creating more than two hours of additional video content, we were able to include interviews with experts on abusive relationships, law enforcement leaders and leaders in faith-based communities about domestic violence, incarceration and more. In 2009, we released these resources on our educational DVD distributed by Women Make Movies.

* www.wmm.com/filmcatalog/pages/c759.shtml

In 2010, our initiative grew as we developed an online model of prepared resources to inspire advocates, educators, and students to host their own events. By expanding the Events section of our website, we were able to create an interface that inspires students to create their own event on campus with videos, step-by-step guides and research-driven resources. This strategy easily connects the elements needed to stimulate dialogue surrounding the steps to host an event, while also providing new insight and engaging communities for positive change.

* View the Events platform at Events.SinBySilence.com (materials enclosed)
In 2011, after seeing the needs for materials to help educators and advocates after events, we created digital version of our vast resources. From videos and handouts, to PowerPoint presentations and learning management system courses, we are paving the way for innovative and cutting-edge resources to be utilized to further educate beyond the textbook about the issues of domestic violence.

- View resources at www.currix.com/sinbysilence/index.html (and on enclosed disc)
In 2012, we have now expanded these digital resources to specifically be geared towards the medical field and will continue to work with the Collaborative for Alternatives to Violence and Abuse to spread the word to hospitals and nursing schools across the country.

In 2013, we hope to present a workshop at the National Conference on Domestic Violence and Health that aims to advance the health care system's response to domestic violence. This conference attracts the nation's leading medical, public health and family violence experts from across the U.S. We will be showcasing our educational resources, digital downloads, and specifically our online course that we created for nursing schools and training educators to utilize as a continuing resources for their students and employees.

To view this online course, visit Medical.SinBySilence.com
Click on the Course "Intimate Partner Violence in the Medical Profession"
Username: marybyron
Password: Celebrating*123

With the Stop the Violence campaign our vision continues to help inspire individuals to truly understand what's at stake — by connecting real stories, about real women, to the tragedy of domestic violence. To achieve this, we will continue our efforts to take the film and resources directly into communities who needed to hear the message and create change by leveraging the passions and power of PEOPLE.
“Sin by Silence offers resources I try to include in every speech, training, or discussion with a policy maker.”
Debby Tucker
Executive Director, National Center on Domestic and Sexual Violence

“Sin by Silence provides cutting-edge videos to help advocates achieve social action.”
Alyce LaViolette
Founder, Alternatives to Violence

HOW LONG DO YOU INTEND TO MAINTAIN THE STOP THE VIOLENCE CAMPAIGN? IF THE CAMPAIGN AND THE PROMOTION OF THE FILM WERE, AT SOME POINT IN THE NEAR FUTURE, TO COME TO AN END, HOW COULD YOU WORK TO HELP FUTURE FILMS REPlicate THE MODEL OF THE STOP THE VIOLENCE CAMPAIGN?

By providing step-by-step actions and materials for educational and non-profit organizations, we can help infuse the domestic violence movement to reach new levels in their community. By creating our Stop the Violence online, action kits we have transformed Sin by Silence into the perfect do-it-yourself tool for individuals and organizations to be stewards of change in their own communities. We have helped create safe places for audience members to share their own personal stories of tragedy. We have helped connect organizations with new advocates who are ready to join the cause and begin working together. We have helped university students take action in the fight against violence on their own campuses. We are helping make a difference!

The most compelling part about what we have built online is that it allows the campaign to live on while being accessible to all. We have put the film, resources, materials, and guide online for anyone to utilize whenever and however they find useful in their DV training, conference, classroom, university or community event.

To help the campaign legacy, we are currently creating a presentation with our funders at The Fledgling Fund. By developing this case study to showcase the work, concept and integration of the Stop the Violence campaign, future filmmakers will be able to integrate in their own work and cause. This opportunity will allow for an in-depth look into the process and ability to supply our online platform as a model for future grant recipients.

We are also currently working with the filmmakers of the upcoming 2013 documentary, Jessica Gonzales vs. The United States of America - the story of a mother who lost her three daughters at the hands of her abusive, estranged husband. We are excited to work as consultants on their outreach campaign as the main subject of the film, Jessica Gonzales, has gone on to become a groundbreaking advocate in her quest to strengthen the legal rights of millions of women who hold restraining orders so that they will not
have to live the same nightmare her family endured. This is an incredible opportunity to also make sure that the Stop the Violence model can work with other films and be adapted to further create impact.

**CAN YOU DESCRIBE THE PROPOSED CALIFORNIA LEGISLATION IN GREAT DETAIL? HOW HAS THE STOP THE VIOLENCE CAMPAIGN CONTRIBUTED TO THE EFFORT TO PASS THE LEGISLATION?**

With the message of *Sin by Silence*, and the work being done at the Global Center for Women and Justice, we knew from the very beginning that we wanted to create enough of an impact to help free incarcerated, battered women. We wanted create more than just a film, but an impact that went straight to the California Capitol to directly help release the women who are featured in the film. In 2012, our dream finally is coming true with The Sin by Silence Bills (AB 593 & AB 1593).

These bills, currently going through the California Senate, will help the incarcerated, battered women that have been trapped for decades behind prison walls. Our first bill, AB 593, seeks to clarify the current legislation to include the domestic violence victims that were unintentionally denied their original writ of habeas corpus due to limited expert testimony evidence. As Brenda Clubine stated, "When I went to trial, I was only 20 years-old and scared out of my mind. How did this ever happen to me? I never meant to take my husband's life. I had piles of evidence of my abuse to show what lead up to that night of the crime. Yet, it was not allowed to be presented to the jury. Even my expert witness was not allowed in the courtroom to testify on my behalf."

It wasn't until 1992 that Intimate Partner Battering and its Effects was allowed as a defense in cases where battered women were charged with crimes relating to their experiences of being abused. For Brenda and many others, this law did not apply retroactively. Yet in 2002, the California Legislature passed SB 799 and Penal Code 1473.5 which allows incarcerated victims of domestic violence, who were convicted of crimes relating to their experiences of being abused, to submit a petition for writ of habeas corpus that includes the evidence that should have been admitted in their original trials.

As a result of the 2002 legislation, nearly 30 women have been released. Yet, there are still a remaining 50 women whose cases have fallen through the cracks towards injustice. These women have had their writs denied because their judge simply did not have an understanding of what was admissible and as a result limited the expert and jury instructions. AB 593 will allow these remaining inmates to re-file for their writs to have the evidence and proper defense elements, that should have been permitted in their original trials, presented to a new judge. This legislation will also eliminated the current 2020 sunset date that inmates have to submit their writs so that advocates have more time to secure pro bono lawyers, as well as ensure the remaining inmates achieve freedom.

AB 1593, our sister bill to AB 593, seeks to provide victims of domestic violence who have suffered Intimate Partner Battering a chance to present their evidence in an effective way during the parole process. For example, after enduring 24 years of an abusive marriage, Glenda Crosley defended herself against her husband was convicted of second degree murder in 1987. "I arrived in prison a broken
woman. I viewed myself as a failure to motherhood, marriage, society and God. I felt defeated by a system that refused to understand the abuse I lived through," Glenda states.

Since 1998, Glenda has been going to yearly parole board hearings. In 2010, Glenda was again denied parole because the Parole Board believed she "lacked insight" into her crime. Even with the piles of abuse documentation that Glenda’s lawyers presented at the hearing, and key witnesses testimonies, the Board refused to take these elements into account. AB 1593 will require that the Parole Board give great weight to any evidence that proves the prisoner experienced the effects of abuse at the time of the crime. This bill will also prohibit the Board from using this evidence as a basis for finding "lack of insight" and denying suitability.

The Sin by Silence Bills are being championed by Assemblywoman Fiona Ma (D-San Francisco and San Mateo Counties) who has been spearheading our legislation. As she states, "After watching the moving film Sin by Silence, I decided that action needed to be taken. I’m committed to helping incarcerated victims of domestic violence seek justice. These bills will ensure survivors behind bars can have a second chance to tell their stories and be judged fairly with all the facts in place."

Through this legislative journey we learned that it was actually through a Stop the Violence event at the University of San Francisco that we were able to connect with Assemblywoman Ma. A student purchased a DVD of the film to take home and share with her mother. That mother was so inspired by the film that she invited her friends over to watch the film. Some of the attendees were members of the California Legislative Women’s Caucus. Those members shared the film with the rest of the Caucus, on which Assemblywoman Ma is also a member, and has since led to the Sin by Silence Bills.

With California being the only state to currently have legislation in place that specifically allows incarcerated survivors to petition the court and be resentenced, The Sin by Silence Bills set the precedence for other states to follow suit. As we await our Senate floor and final Governor vote in August, we are determined to continue the uphill battle to break the silence on the issues that matter most.

Learn more about AB 593 & AB 1593 - www.SinBySilenceBill.com

Read more about Assemblywoman Ma’s journey - www.fionama.com/news/articles?id=0356

AB 593 & AB 1593 Videos - legislation.sinbysilence.com/take-action
HAS SIN BY SILENCE BEEN TRANSLATED INTO OTHER LANGUAGES? WHEN SHOWN IN NON-ENGLISH SPEAKING COMMUNITIES AND COUNTRIES, ARE INTERPRETERS USED?

Sin by Silence is closed captioned and subtitled in English, Spanish and Italian to help create avenues for advocacy groups worldwide to engage in our message and impact. These language features have allowed us to work with numerous women’s groups and organizations from places all over the globe. From a domestic violence shelter fundraiser in France, to a women’s prison in Iran, to the Domestic Violence Hotline in Seoul, Korea - our goal is to continue translating the film and materials so even more communities can share the impact.

As an example, we have partnered with the Italy based advocacy organization Diamo Voce a Chi Non Ha Voce (We Give Voice to the Voiceless) to subtitle the film and materials into Italian. Through this partnership there have already been 15 community screenings, a few of which our team was able to be a part of via Skype, as well as events with the Milan police force and prison guard training sessions. In the Milan women’s prison, we have been able to be a part of facilitating Diamo Voce organizing an Italian version of the group Convicted Women Against Abuse for the female inmates of the institution. As director Lily Oliveri states, “The ability to tangibly access Sin by Silence for the Italian community has been life changing. We have screened the film and shared all the translated materials with women’s prison, law enforcement conference and universities. Every time people are left speechless and ashamed that as Italians we continue to do nothing to stop violence against women. My dream is that those days will soon be over.”

The campaign has created such momentum that even Vogue Italia has covered the story www.SinBySilence.com/ItalyVogue

More recently, we worked with Aguas de Sanidad (Water for Health) in Argentina to bring the film to their national women’s conference in Mar Del Plata. We already had the film subtitled in Spanish, and worked to translate all of our materials as well. The first screening attracted 1200 attendees. As conference organizer Renay West stated, “Words can’t describe the impact --- what SILENCE during the film! This event provided us the perfect opportunity to start conversations of progress in our community. Men were weeping. Women were seeking help. Everyone committed to make change in Argentina to help protect victims.” The Argentinian United Nations representative, Susanna Malcorra, also took part in a panel discussion after the film. What an incredible opportunity as she is the presidential consultant to help form laws for the protection and rights of women across the globe.
THE EMOTIONAL IMPACT OF VIEWING THE DOCUMENTARY MAY PROMPT SOME VICTIMS IN THE AUDIENCE TO SEEK ASSISTANCE. ARE EFFORTS MADE TO ENSURE THAT APPROPRIATE SUPPORT SERVICES ARE AVAILABLE FOR INDIVIDUALS WHO ATTEND VIEWINGS?

*Stop the Violence* events are highly emotional, and in all of our materials we encourage organizers to make sure they have experts on hand to help with individuals who are seeking help. As the event begins, we encourage those hosting to make sure audience members know who they can go to if needing to talk to someone. For community events, typically the partnering domestic violence organization has staff members on hand. For campus events, typically a few representatives from the school’s counseling center are on hand.

PLEASE PROVIDE INFORMATION REGARDING ANY NEW ACCOMPLISHMENTS OR SUCCESSES OF THE STOP THE VIOLENCE CAMPAIGN THAT HAVE OCCURRED SINCE THE APPLICATION WAS SUBMITTED.

Since our initial application we continue to work hard on our legislative impact as our legislation have moved through the Assembly and committees to currently await their Senate vote. We are anticipating our team to be back in Sacramento at the end of August to meet with various California State Senators before the floor vote. Assemblywoman Ma is also setting up a personal meeting with Governor Brown, our *Stop the Violence* team, and previously incarcerated survivors.

We continue to work hard to do further outreach and secure events for the *Stop the Violence* team to personally attend and speak at during Domestic Violence Awareness Month in October 2012.
August 7, 2012

Mary Byron Project
10401 Linn Station Road
Louisville, KY 40223

To Whom It May Concern:

The Fledgling Fund invests in projects that combine outstanding film making and outreach campaigns to ignite significant social change. We believe that the empowerment of innovative films, which facilitate strategic outreach and audience engagement, is the most effective usage of funding from The Fledgling Fund. One of our recipients, Sin By Silence has been a most exemplary model of how a film project can catalyze improvement in the lives of vulnerable individuals, their families and communities to help create awareness about the tragedy of domestic violence.

We funded the Stop the Violence community outreach campaign and online initiatives that were connected to the Sin By Silence film project. Very few of our grantees have provided the kind of effective usage of our funding, yet his project was ambitious in the creation of a community events tour and pioneering in its ability to create online platforms that utilized resources for tangible usage. The campaign has gone above and beyond any of our expectations to become an innovative case study in our field as a community outreach model that effectively created change. Through educational materials, community events, and online resources, this campaign ensures absolutely anyone can utilize the film and materials for the greatest impact in their community and work.

As a foundation, we are gratified with the fact that this grant recipient truly is fulfilling their advocacy calling; using this film campaign to initiate a grass-roots movement that is transformative for all who participate and so readily accessible for persons wishing to respond to the challenge of domestic violence more effectively. We are proud to be funders of Sin By Silence and their effective advocacy and outreach demonstrated in the Stop the Violence campaign. They have created invaluable tools that serve publics who, unfortunately, rarely realize that domestic violence is actually a public safety issue that takes communities getting involved to help make a difference.

The Fledgling Fund believes that the Stop the Violence campaign is most deserving of the Mary Byron Project’s “Celebrating Solutions Award.” We believe that our recommendation to you would be corroborated by the scores of survivors, shelters, universities, faith communities and households who have turned away from despair and towards hope because of the significant efforts of the Sin By Silence movement.

Sincerely,

Emily Verellen
Director of Programs and Communications
Emily.Verellen@TheFledglingFund.org
646-306-9081
Date: 7/27/12

To the Mary Byron Foundation members,

Our shelter was at the launch of the community Stop the Violence tour on September 2, 2009. What an incredible opportunity as over 500 students attended the event at Vanguard University in Costa Mesa, CA. After the film, we were able to share about our organization during the panel discussion and connect with new volunteers and supporters with one in particular becoming a vital component towards our future as a shelter.

At the event, the Newport Women organization at Newport Church made a commitment to become a community partner with of our shelter. Since the 2009 event, this group of women has come every week to our shelter to engage our victims receiving support in self-help groups, discussion, days of pampering, makeovers, as well as donations of beauty products, clothing, necessities and gift cards. This church even went to the extent of doing facility improvements to our entire shelter with painting rooms, new shelving, toys for the kids, etc. None of this would have happened without our being involved in the event. We were a part of the “Stop the Violence” movement. It has not only been a vital connection towards the partnerships for our shelter, but has become a crucial tool in our work with the victims who come through our doors to receive help.

The Sin by Silence team has personally visited our shelter to share the film with the women at our shelter. This was an incredible opportunity for our survivors to directly connect with the film’s director, Olivia Klaus, and Brenda Clubine, who spent 26 years behind bars for defending her life. This opportunity will forever live on with the women there that night as a vital reminder why they must stay away from their abusers. Any one of our victims could have been in the situation as the survivors featured in the film. Mostly all of them repeat the idea of “that could have been me” or “I know now that I made the right decision to leave.” We have continued to share the film and materials with every single victim who comes through our doors.

Sin by Silence and the Stop the Violence movement is much deserving of the Celebrating Solutions Award. It is a tool that not only provides the opportunity to bring awareness about the crisis of domestic violence to new levels, but also provides the opportunity to motivate passionate individuals to get involved to make a real difference.

Sincerely,

Minerva Hidrogo/Executive Director/WTLC

Restoring hope one life at a time.
July 25, 2012

Reference: Mary Byron Project Celebrating Solutions Award

To Whom it May Concern:

It is with great honor that I recommend this award to the "Stop the Violence" campaign, created around the award-winning documentary film, Sin by Silence produced by Olivia Klaus Moro.

Partnering with Sin by Silence has given my organization, The Little Black Dress Society® a much needed tool to take to our communities in an effort to educate our society on abuse. In our organization, we are dedicated to Educating, Empowering, Engaging, and Embracing women of all walks of life in a collective effort to end the abuse of women. Through the power of the Little Black Dress, we inspire women to wear their LBDs (Little Black Dresses) at our events to bring awareness to violence against women. This violence exists in every country of the globe, among all peoples.

I have had the personal opportunity to work with Olivia in developing and strategizing the "home viewing kits" that were distributed and promoted in preparations for the television premiere of Sin by Silence. In these kits, we encouraged groups of women across the country to invite their friends over, ask them to wear their favorite LBD, watch the film together and become catalysts for change. This "Movie Night Action Guide" provided the materials and resources needed for discussion, interaction, and materials to help bring the film and crisis of domestic violence to life.

Because we are a newly developed non-profit working to end the abuse of women and girls, the partnership with the "Stop the Violence" campaign, during such a highly promoted broadcast, gave our organization a vital boost in exposure as we were included on all materials and even the Investigation Discovery website. This will be a ripple effect benefited from for years to come. Also, the donation of Sin by Silence DVDs and materials to our organization also been a huge asset as we continue to host "Empowerment Parties," as well as public screenings with our members in their communities throughout Texas and the nation. Because of the film both men and women are able to begin to understand the signs of abuse and why it is not easy for a woman to leave. Most importantly, they are inspired to join our efforts with The Little Black Dress Society® in helping to end domestic violence.

As long as there is violence against women, we will continue our partnership with Sin by Silence and the "Stop the Violence" campaign! They are much deserving of this award!

Sincerely,

Amanda Graybill, Founder & Executive Director
215 W. Bandera Rd., Ste 114-473
Boerne, TX 78006
210-880-LBDS(5237)
Amanda@LBDSociety.com
www.LBDSociety.com
2011 STOP THE VIOLENCE & SIN BY SILENCE BUDGET

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<td>Web Maintenance</td>
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**TOTAL BUDGET**

- DVDs and Action Kits
- Web Maintenance
- Broadcast
- Misc Supplies and Expenses

PROFIT FROM DVDS & FILM LICENSING $18575
PROFIT FROM BROADCAST SALE $14500
PROFIT $33075
BALANCE -$2620

**DVDS & ACTIONS KITS**

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**SUPPLIES AND MATERIALS**

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## DVDs & Action Kits Total

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## Web Maintenance

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## Broadcast

### Master Program Creation

- Audio Mastering: 3200
- Color Correction: 2200
- Graphics HD Conversion: 1400
- Master Tapes: 750
- **TOTAL TRAVEL**: 7550

### Insurance & Legalities

- E&O Insurance: 3300
- Title Report: 1000
- Letter of Opinion Reports: 1200
- **TOTAL GRASSROOTS SCREENING**: 5500

### Materials

- Promotional postcards: 350
- DVD duplication for promotion: 500
- Broadcast Party Guide w/ Little Black Dress Society: 500
- Design Materials: 750
- **TOTAL MATERIALS**: 2100

### Office Facilities/Overhead

- Telephone/Cell & Office/Fax Phones: 150
- Postage/Messenger/Shipping: 450
- Working Meals: 500
- **TOTAL OFFICE FACILITIES/OVERHEAD**: 1100

### Broadcast Total

**$16250**

## Misc Supplies & Expenses

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<tr>
<td>Working Meals</td>
<td>1200</td>
</tr>
<tr>
<td>Misc Transportation</td>
<td>850</td>
</tr>
<tr>
<td>Gas/Tolls/Parking</td>
<td>1500</td>
</tr>
<tr>
<td>Rental Cars</td>
<td>350</td>
</tr>
<tr>
<td><strong>TOTAL TRAVEL</strong></td>
<td><strong>5200</strong></td>
</tr>
</tbody>
</table>
Internal Revenue Service

Date: December 20, 1999
Vanguard University of Southern California
55 Fair Dr
Costa Mesa, CA 92626-6520

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:
Bob Edwards 31-04014
Customer Service Representative

Telephone Number:
877-829-5500

Fax Number:
513-263-3756

Federal Identification Number:
95-6002998

Dear Sir or Madam:

This letter is in response to your request to change your organization's name. Please verify the entries above are correct, if not please contact the name listed above. This letter also replaces previous affirmation letters with the corrected name.

In October 1971, we issued a letter that recognized your organization as exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information submitted with the application, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(ii). That classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's purposes, character, method of operations, or sources of support have changed, please let us know so we can consider the effect of the change on the organization's exempt status and foundation status.

Revenue Procedure 75-50, published in Cumulative Bulletin 1975-2 on page 587, sets forth guidelines and record keeping requirements for determining whether private schools have racially nondiscriminatory policies as to students. Your organization must comply with this revenue procedure to maintain its tax-exempt status.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of $20 a day, up to a maximum of $10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more paid each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, they are not automatically exempt from other federal excise taxes.
Vanguard University of Southern California  
95-6002998

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application. You are also required to make available for public inspection a copy of your organization’s exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of $20 a day for each day you do not make these documents available for public inspection (up to a maximum of $10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization’s exempt status and foundation status, you should keep it with the organization’s permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization’s exempt status.

Sincerely,

Robert C. Padilla  
Manager, Customer Service