2013–2014 ANNUAL REPORT
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## MISSION

*Building healthy relationships, families, and communities free from sexual, domestic, and interpersonal violence.*

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A YEAR IN REVIEW
Not only did GUESS support Denim Day in stores and digital and online philanthropic marketing campaign, a big way, launching the company’s first chain-wide collaborator for Denim Day. GUESS committed to us in trendsetting denim and “sexy” brand made them the perfect to take on this issue, ever. GUESS Inc.’s iconic ad campaigns, education campaign - the first international corporation to partner with us on our sexual violence prevention a reality: a high level denim corporation fully committed of Denim Day, one of our long-time dreams finally became Denim Day in LA & USA campaign. On this the 15th anniversary One of the biggest highlights of this year came with our annual deepening and expansion of POV programs and services.

One of the biggest highlights of this year came with our annual Denim Day in LA & USA campaign. On this the 15th anniversary of Denim Day, one of our long-time dreams finally became a reality: a high level denim corporation fully committed to partner with us on our sexual violence prevention education campaign - the first international corporation to take on this issue, ever. GUESS? Inc.’s iconic ad campaigns, trendsetting denim and “sexy” brand made them the perfect collaborator for Denim Day. GUESS? committed to us in a big way, launching the company’s first chain-wide in-store, digital and online philanthropic marketing campaign. Not only did GUESS? support Denim Day in stores and online, they hosted our Denim Day rally event and press conference at their corporate headquarters in downtown Los Angeles. The PDV-GUESS? partnership turned our voice into a megaphone spreading the message that “there is no excuse or an invitation to rape.” to millions across the country and the globe, turning our grassroots message into a full on international movement.

One of the major programmatic expansions accomplished this year was bringing tools for healing and resiliency to meet the needs of children impacted by domestic and sexual violence. To support this development, our staff participated in an intensive schedule of trainings over the course of the year - including specialized training for our clinical staff as well as all staff and the board. These trainings and more have expanded our agency’s expertise in and delivery of new healing modalities that support children and families’ abilities to understand the neurobiological impact of trauma on the mind and body. Through these new healing modalities, survivors learn how to regulate their nervous system, and how to build skills to support their own empowerment. Peace Over Violence also established a Trauma Stewardship program for staff and volunteers to support their self-care and sustainability in this work. We are in the process of transforming how we offer trauma-healing services to the community and embodying self-care within the organization with staff and volunteers.

Communication and technology also continue to advance agency wide with our plunging into the world of social media to increase visibility of the issues. We are in the process of a complete re-design of our POV and Denim Day websites and have increased our data collection options with an advanced new database system. The new websites will allow for greater ease of use for visitors, more specific content and resource driven materials, and of course to serve as a showcase for our award winning and photo driven brand and campaign. Look for the new sites to launch early 2015!

POV achieved all of this while continuing to provide its core services - including maintaining our 24 hour, around-the-clock emergency services, case management, counseling and legal advocacy for survivors along with prevention services. We fielded over 10,000 hotline calls and reached over 12,000 people with prevention presentations and held the 4th annual Youth Over Violence Leadership Institute! We even expanded our Pasadena/West San Gabriel Valley office which serves the 22 cities in the WSG Valley to accommodate our growing number of legal interns, new CalWORKS program, individual and support group spaces. All of the growth and expansion that we have achieved is mission-driven, guided by our strategic plan and designed to set us on the path to continue reaching our long and short-term goals. We are committed to being as responsive to the community as we have always been; we are committed to maintaining our leadership role on the path to reducing suffering, promoting healing and preventing interpersonal violence. With our well-trained and leaderful staff, engaged board of directors, hundreds of dedicated volunteers, and visionary leadership we believe that Peace Over Violence will continue to thrive and lead. The old paradigm of silence and shame that surrounds sexual and domestic violence is shifting. These issues are coming out of the shadows and are being seen for the social justice and public health issues that they are. Please join us as we collaborate to promote peace over violence and achieve a saner, more just and peaceful society. 
STATEMENT OF FINANCIAL POSITION

ASSETS

Current Assets
- Cash $413,116
- Grants receivable $540,155
- Prepaid expenses $46,293
Total current assets $999,614
- Deposits $30,377
- Equipment - net $10,455
Total assets $1,040,446

LIABILITIES & NET ASSETS

Current liabilities
- Accrued liabilities $111,377
- Advances on grants $237,406
Total current liabilities $348,783

Commitments & Contingencies (Note 4)
- Unrestricted net assets $691,663
Total liabilities and net assets $1,040,446

Fiscal Year: July 1, 2013 - June 30, 2014

EXPENSES

Program Services $2,347,712
Management and general $295,004
Fundraising $229,749
Total Expenses $2,872,465

Change in unrestricted net assets $73,000
Beginning unrestricted net assets $618,663
Ending unrestricted net assets $691,663

REVENUES, GAINS & OTHER SUPPORT

Special events $444,306
Contributions - general $131,963
Government grants, including federal grants $1,527,296
Allocation from United Way $2,812
Foundations $734,542
Corporations $79,450
Interest $48
Other $63,518
Total revenues, gains, and other support $2,819,075
FOUNDATION SUPPORT

Annenberg Foundation
Anonymous
Blue Shield Foundation of California
California Community Foundation
Donald W. Collier Charitable Trust II
Green Foundation
Lon V. Smith
Ms. Foundation
Ralph M. Parsons Foundation
Rose Hills Foundation
Sidney Stern Memorial Trust
Sunair Family Foundation
The California Endowment
The California Wellness Foundation
The Friendship Fund
TJX Foundation
Verizon Hopeline Foundation
Weingart Foundation

CORPORATE SUPPORT

Capital Group Companies
Comedy Club, Inc. / Hollywood Improv
GUESS?
Kaiser Permanente
Kate Spade
Keenan & Associates
Mohawk Bend
Signal Brands
So Cal Gas
Union Bank
Verizon

GOVERNMENT SUPPORT

United States Centers for Disease Control and Prevention (CDC) in collaboration with California Partnership to End Domestic Violence (CPEDV)
United States Department of Justice’s Office on Violence Against Women (OVW)
The California Emergency Management Agency (Cal EMA)
The California Department of Public Health (CDPH)
The Administration for Children and Families (ACF, United States Department of Health & Human Services in collaboration with Children’s Hospital Los Angeles)
The Department of Public and Social Services (DPSS) - California Work Opportunity and Responsibility to Kids Program (CalWORKs)
Los Angeles Housing and Community Investment Department, FamilySource Centers (FSC) – in collaboration with Latino Resource Organization, Inc.
The Los Angeles Mayor’s Office of Homeland Security and Public Safety
Los Angeles County Probation Department

MAJOR DONOR SUPPORT

Amber Tarshis
Anabella Vara
Andrea Chao
Anne Bradley
Aron Abe Cassis
Betsy Butler
Calista Flockhart
Carleen Duque
Cathy Friedman & Michael Renov
Corey Madden
Dana Martarella
Deborah Klar
Ed de La Rosa & Elaine Tumonis
Felipe Espanza & Lesa Daniel
Jan Morris
Jehan F. Agrama & Davora Fried
Kay Lemmer Collier
Keziah Robinson
Linda Robinson
Linda Ruffer
Marie Martineau
Mark Kornegay
Mary Lee Wegner
Maurice Marciante
Michelle Santucci
Nadia Engka
Neil Klar
Richard Ledley
Ruby Qualisgray
Safar Ghazal
Susan Neidloss
Susan Sorenson
Tomas Schoenberg
OUR WORK
43RD ANNUAL HUMANITARIAN AWARDS

The 43rd Annual Humanitarian Awards marked the 43rd anniversary of Peace Over Violence with a new venue and a new month but same vision. This celebration of over four decades of collaborative work highlighted inspiring partners and activists in the violence prevention movement.

New Venue, New Month, Same Vision

The 43rd Annual Humanitarian Awards Gala brought together over 400 POV supporters and allies marking and celebrating 43 years of non-stop collective work towards the elimination of domestic and sexual violence.

This year’s gala brought us a new month and a new venue, celebrating in September at the beautiful Langham Huntington Hotel in Pasadena. We highlighted and honored inspiring partners and activists, including Kaiser Permanente, Pasadena Police Chief Phillip L. Sanchez, The Punk Singer: A Film About Kathleen Hanna, and Maya Jupiter & Aloe Blacc.

Mr. Blacc and Ms. Jupiter delighted us with powerful musical performances that featured our POV youth. We also recognized the 25th anniversary of POV’s Deaf, Disabled and Elder Services program, and highlighted the work of Program Director, Peggie Reyna.

With the support of our guests, the gala raised over a quarter of a million dollars to support POV’s work.
**HONOREES OVER VIOLENCE**

**PUBLIC SERVICE AWARD**
Phillip Sanchez - Pasadena Chief of Police

**SPECIAL RECOGNITION**
Peggie Reyna

25th anniversary of POV’s Deaf, Disabled & Elder Services Program

**VISION OVER VIOLENCE**

**MEDIA AWARD**
Siri Anderson - The Punk Singer, a Film About Kathleen Hanna

**HEALTH OVER VIOLENCE**

**VERIZON WIRELESS HOPELINE CORPORATE AWARD**
Lisa Eshilian-Oates / Kaiser Permanente

**ARTIVIST OVER VIOLENCE**

**VOICE OVER VIOLENCE AWARD**
Maya Jupiter & Aloe Blacc

**SPONSORS**

**PRESENTING**
Verizon Wireless

**ACTIVIST**
Anonymous
Guess Foundation
Kaiser Permanente

**ADVOCATE**
Artivist Entertainment
Keziah Robinson & Skye Drynan
Klar & Associates
Jehan F. Agrama & Dwora Fried
Nyima Foundation
Supervisor Mark Ridley-Thomas
Union Bank

**SUPPORTERS**
Collier Charitable Trust
Ellens Silkscreening, Inc.
Emran Rashid
Nyima Karlin Segal Feldstein & Bolno (NKSFB)
DENIM DAY IN LA & USA

In 2014, on the 15th anniversary of Denim Day in LA & USA, we had a team of six amazing staff members who gave their time, creativity and energy to raise the campaign from a national level to an international level. Because of this work, we were awarded the prestigious Nonprofit Team of the Year Award given by the Los Angeles Business Journal.

Peace Over Violence celebrated the 15th anniversary of its annual sexual violence prevention education campaign, Denim Day, on April 23, 2014. Kicking the day off with an historic press conference at the headquarters of our first corporate partner and official fashion sponsor, GUESS? Inc., the 2014 campaign was the most impactful and successful to date!

Due to this new partnership and increased outreach, social media, networking and media spots, the campaign engaged over ten million individuals worldwide to wear jeans and commit to educating themselves about sexual violence and to support survivors.

Also this year, POV’s Denim Day Team was nominated for and received the prestigious Nonprofit Team of the Year Award given by the Los Angeles Business Journal. This award was in recognition of our extraordinary accomplishments in education and raising awareness about sexual assault among millions of consumers and participants throughout the U.S.

Denim Day in LA & USA continues to spread to communities across the country and around the world, with our social networks playing a pivotal role in getting the message out to more people, faster. We look forward to building upon this year’s success in 2015 through an enhanced social media strategic plan, strengthening relationships with existing campaign sponsors and endorsers and engaging new business, education and community partners.

SAVE THE DATE:
Denim Day 2016 is Wednesday, April 27th!
2014 REACH & IMPACT

10,000,000 Participants reached

GUESS? Inc. becomes the first corporation to officially sponsor sexual violence prevention education

50 Participation in all 50 states & 111 foreign countries

1,200 Denim Day material orders were shipped to colleges, military bases and community organizations across the U.S.

120,000,000 Media impressions

Audio, Print and Digital PSA placements in Vanity Fair, Marie Claire, Teen Vogue, Spotify, Upworthy, Wall Street Journal & more!

10,000,000 Participants reached

500 Historic Denim Day press conference at GUESS headquarters with over 500 attendees

12,345 #Denimday Tweets

12,345 #Denimday Tweets

14,000 Denim Day photos shared on Instagram

14,000 Denim Day photos shared on Instagram

500 Historic Denim Day press conference at GUESS headquarters with over 500 attendees

140,000,000 Denim Day in LA & USA

Audio, Print and Digital PSA placements in Vanity Fair, Marie Claire, Teen Vogue, Spotify, Upworthy, Wall Street Journal & more!

50 Participation in all 50 states & 111 foreign countries

GUESS? Inc. becomes the first corporation to officially sponsor sexual violence prevention education

120,000,000 Media impressions

120,000,000 Media impressions

#DenimDay

#DenimDay

denimdayinfo.org
OUR WORK

STORY OF TRUST: INTERVENTION

When you ask Nora Mitchell about her work at Peace Over Violence, she'll tell you it’s about supporting individuals in their healing journey. “It comes down to helping people find their power again. Trauma tends to tear down your self-confidence - it leaves you with a sense of powerlessness. My job as a Victim’s Advocate is to support a survivor’s process and to help them find their power again, to help them realize that they are in control and can make their own decisions.” Nora, a 24-year-old college graduate from UCLA, feels committed and passionate about social justice working with diverse, marginalized populations in addressing the intersectionalities of issues of violence against women.

One of the core strengths in POV’s intervention division is creating an environment where trust is possible - survivors learn to trust their advocates - and they can regain trust in a system that has in many cases failed them. POV’s advocates do not just commit to ensure survivors have access to resources and referrals, but they are motivated to helping clients navigate what can be a complicated and isolating legal system.

Nora shares a story from a recent case that involved a woman and her three-year old son who had recently fled from Eastern Europe, escaping an abusive husband. Unfortunately, she was forced to return her son back to his father who then took him back to his home country based on a US Court decision based on The Hague Convention, an international law guiding intercountry custody matters. The client came to POV feeling as she had no political, financial, or social capital to fight to keep her son. “The law, legal system, and judicial powers allowed this woman’s child to be taken away by a violent and dangerous man. So, as a Case Manager, I could not simply refer her back to these same institutions for justice. Instead, my role as Case Manager was to empower her and use my own advocacy knowledge to fight back.”

Nora did extensive research to locate resources for this survivor. After making contact with local organizations, she was able to find a group of attorneys that specialize in cases involving international custody disputes. She worked tirelessly to make sure this case was heard and made sure her client felt supported. The Family Violence Appellate Project is currently reviewing the survivor’s case for appeal and will hopefully reunite the mother with her little boy soon. If this case is won, it will set new precedent for how future Hague Convention cases involving domestic violence will be handled, giving hope to not only this family, but others.

POV INTERVENTION SERVICES HIGHLIGHTS:

- Counselors provided individual counseling to 352 survivors. Case managers provided follow up and case management services to 1443 survivors.
- Peace Over Violence Staff and volunteers answered 10,787 hotline calls.
- Our domestic abuse and sexual assault emergency response teams provided 1,278 survivors with on-site crisis intervention counseling, safety assessments and support with law enforcement in Los Angeles and West San Gabriel Valley, at local hospitals and law enforcement agencies within our service area.
- POV’s legal advocacy project continued to provide free civil legal assistance, such as support with filing restraining orders, divorce, child custody and/or support and immigration relief to 426 survivors.
- Classes and training sessions were provided in English, Spanish and American Sign Language to 3,078 community members, including survivors.
Even before Melodie Kruspodin joined POV’s prevention department as a Youth Project Coordinator in 2011, she already had a long and well established relationship with the organization. From 2003-2007, Melodie was an active member at Monroe High School’s STOP (Students Organizing Together for Peace) Club, organizing fellow students and engaging in violence prevention activities. In 2007, she left Los Angeles to attend college at the University of California, San Diego. Soon after graduating and moving back to LA, Melodie began working at POV as a full time staff member, determined to impact the lives of youth and bringing her own experience full circle.

Melodie now mentors youth through our different programming within Los Angeles, Alhambra and Pasadena School Districts. She shared, “youth want healthy relationships. They want to connect with their peers and adults in healthy and safe ways. In our education system, teaching youth to build healthy relationships is often forgotten. This is where we come in - we teach youth about healthy relationships at their schools and in their communities.”

Melodie recently led the STEP Project, a three year program funded by the Department of Justice’s Office of Violence Against Women, piloted by POV at LAUSD schools. As part of this project, student leaders from Franklin High School’s STOP Club explored different art mediums, creating pieces that would allow them to use art as an effective tool for engagement and activism, especially in their own community. They then collaborated to create, plan, curate and host their very own art exhibit at a local art gallery with the goal to engage their community.

On Saturday, September 17th, the students held their exhibit which they entitled “STOP Art.” Seven different pieces were displayed; the pieces were diverse in not only medium and design, but also in meaning. The works utilized photography, writing, sculpture, printmaking, drawing, and graffiti, while they addressed issues they saw effecting Highland Park such as adultism, gentrification, depression, and voicelessness. Add Picture of Melodie like Nora’s The show included an interactive and collective piece, executed by Omar Ramirez, which asked the audience to voice their concerns and needs for the community. In addition to the students’ own art, the exhibition featured photos from POV’s new Make A Choice Campaign. This youth-created and youth-led campaign focuses on engaging youth and adult allies to make a choice to prevent and end teen dating violence.

The exhibition was well received by the community. Throughout the evening, youth leaders engaged audience members to discuss their pieces and educate them about the work that the STOP Club does on campus. “The youth were able to utilize this evening as a platform to engage in a cross-generational conversation between students and adults on violence prevention. It was empowering to see the youth being recognized and acknowledged by their own community,” Melodie Kruspodin.
THE YEAR IN NUMBERS

357
PARTNERS & ALLIES

12,858
SURVIVORS SERVED

748
WOMEN & GIRLS
TRAINED IN SELF-DEFENSE

43
YEARS
IN EXISTENCE

10,787
CRISIS
CALLS ANSWERED

14,925
PEOPLE REACHED THROUGH
PRESENTATIONS & TRAININGS

30,705
PEOPLE REACHED WITH OUR SERVICES

2,174
YOUTH
REACHED
THROUGH PREVENTION PRESENTATIONS & EDUCATION

15,496
FACEBOOK
FANS

6,578
TWITTER
FOLLOWERS

FACEBOOK
FANS

TWITTER
FOLLOWERS
INSIDE
POV
MANIFESTO

Peace Over Violence is a social service agency dedicated to the elimination of sexual and domestic violence and all forms of interpersonal violence. Dedicated to a world without violence.

Where no child is abused, no wife battered, no friend raped, no community terrorized. A world without threats, without wounds from intentional actions. Where the strong provide for the vulnerable, where the vulnerable become empowered, where families are safe and secure, and girls and boys and women and men have a fair and equal chance at the pursuit of happiness in a tolerant and talented society.

We provide crisis intervention services and violence prevention education. One on one we listen, counsel, support, guide and work to heal survivors of violence. One by one, we teach teens about healthy relationships, train girls in self-defense, instruct boys in conflict resolution, advise on public policy. We organize and we advocate. Not only do we believe, we know that violence is preventable.

BOARD OF DIRECTORS

POV’s Board of Directors includes community and business leaders in various fields. These extraordinary individuals help achieve POV’s mission by contributing essential expertise, guidance, networks and support.

Deborah A. Klar, Esq.  President
Ruby Qualisgray,  Vice President
Michelle Santucci,  Secretary
Keziah Robinson  Treasurer

Deborah A. Klar, Esq.  Board Emeriti
Elaine Tumonis
Rechelle Lindsey
Marie Martinez

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Anthony López
Arciley Lozano
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Blenda Ingram
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Clifton Trotter
Elia Vasquez
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Germán Carvacho Paché
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Heather Mastarton, M.A.
Imilda Talamantes
Joscie Corral
Joshua Beckett
Laura Ripplinger
Lili Herrera
Mai Ma
Melodie Knuspotin
Milana Lukic
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Nora Mitchell
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Quiana D. Bulliox
Rayna Mendez
Rossana Estrada
Sandia Quiroz
Sandy Monroy
Shirley Alvarado del Aguila
Tracy Choy
Veronica Polanco
Yvette Lozano

NATIONAL ADVISORY BOARD

Members of the Advisory Boards are leaders in their fields. The guidance, connections and in-kind donations that they bring to POV help us to operate more efficiently and effectively.

Amanda Diaz
Ali MacLean
Alia Moreno
Alyce Laviolette
Betsy Butler
Billie Weiss
Christine Sarkissian
David Valdez
Deborah Kagan
Elaeine Tumonis, Esq.
Ellen Leddy

Frances Fisher
Frank Blaney
Jahan F. Agrama
Jennifer Whiting
Joan V. Crear
Leah Aldridge
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Linda Prouss
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Calista Flockhart

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Eve Ensler
Kellie Hawkins
Kibi Anderson
Jackson Katz, Ph.D.
Jan Morris

Lesliya Orteff
Malie Zambuto
Steve LePore
Susan B. Sorenson, Ph.D.
Where would we be without our dedicated interns?

We’ve strived to provide a hands-on learning experience that our interns will benefit from whether they are seeking to enhance their educational objectives or broaden their career skills. Interns assist us to serve our clients with both individual and group counseling.

Thank You: Victor Aguilar, Aisha Moody, Monica Casas, Shari Bricklin, Shana Sanchez, Rosalinda Mendez, Patricia Shimmers-Geeth, Diana Hong, Janet Barajas, Monique Coleman, Samantha Avila, Shannon Docherty, Shannon McHenry, Stacy Curiel, Yesenia Nunez, Cartier Owens, Dana Taha, Erika Valle, & Kaitlin Hedge.

Volunteers are the lifeblood of POV.

Volunteers are the lifeblood of our agency and are integrated in all agency programs. Volunteers may work closely with survivors—they staff our 24-hour rape and battering hotline, provide advocacy in responding with law enforcement to domestic violence reports, and accompany rape survivors to forensic exams in hospitals. Volunteers may also provide middle and high school students with violence prevention education and assist with community outreach, events and fundraising efforts. We even have volunteers who pitch in at the office to help administrative staff with office and reception work.

Our services are available in English, Spanish, and American Sign Language.
If you or someone you know is seeking services, needs information and/or would like to speak to a counselor advocate please contact our 24-hour crisis line.

24-hour hotlines
626.793.3385
310.392.8381
213.626.3393

CONTACT
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1015 wilshire boulevard, suite 200
los angeles, california 90017
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213.955.9093 fax
213.785.2684 video
213.785.2749 video

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