



# SIGNATURE PROGRAM:

## DOMESTIC VIOLENCE AWARENESS AND PREVENTION

 Visit [www.GFWC.org/membership/club-manual/](http://www.GFWC.org/membership/club-manual/) for updates and more information.

### GFWC IS A NATIONAL LEADER IN THE FIGHT TO END DOMESTIC VIOLENCE BY RAISING AWARENESS ABOUT THIS SOCIAL ISSUE.



The goal of the GFWC Signature Program: Domestic Violence Awareness and Prevention is to increase awareness of and help prevent the widespread occurrence of domestic abuse in communities across the nation by supporting existing activities, working with various established programs, and initiating educational opportunities for club members and local citizens. GFWC is a powerful voice for those who have no voice.

GFWC members will speak with one voice:

- To develop and influence federal and state legislation that positively affects the lives of domestic violence victims and their families.
- To protect the safety, security, and dignity of older citizens.
- To promote fundraisers which provide a positive and constructive solution to victims of abuse through the *GFWC Success for Survivors Scholarship*.
- To promote projects that support and cultivate work with national and local domestic violence and abuse organizations.
- To support GFWC Signature Program: Domestic Violence Awareness and Prevention Program partners.

The United States Department of Justice defines domestic violence as a pattern of abusive behavior in any relationship that is used by one partner to gain or maintain power and control over another intimate partner. Domestic violence includes physical, sexual, emotional, economic, or psychological actions or threats of actions that influence another person.

- **Physical Abuse:** Hitting, slapping, choking, shoving, grabbing, pinching, biting, hair pulling, etc., are types of physical abuse. This type of abuse also includes denying a partner medical care or forcing alcohol and/or drug use upon him or her.
- **Sexual Abuse:** Coercing or attempting to coerce any sexual contact or behavior without consent. Sexual abuse includes, but is certainly not limited to, marital rape, attacks on sexual parts of the body, forcing sex after physical violence has occurred, or treating one in a sexually demeaning manner.



### 2016-2018 SIGNATURE PROGRAM COMMITTEE

**Cynthia Geis, Chairman**  
(Southern Region)  
1813 Cross Creek Road  
Huntsville, AL 35802  
256-882-0921  
[cynthiageisgfwc@gmail.com](mailto:cynthiageisgfwc@gmail.com)

**Jill Passaretti**  
(Middle Atlantic Region)  
973-670-4328  
[jill.passaretti@gmail.com](mailto:jill.passaretti@gmail.com)

**Teresa Sanford-Shipplett**  
(Great Lakes Region)  
309-462-3909  
[sanford@abingdon.net](mailto:sanford@abingdon.net)

**Bonnie Thom**  
(Mississippi Valley Region)  
701-624-5452  
[bjthom@srt.com](mailto:bjthom@srt.com)

**Debbie Thomas**  
(South Central Region)  
479-651-0810  
[thomasdb@aol.com](mailto:thomasdb@aol.com)

**Joann Wheeler**  
(Western States Region)  
541-279-1441  
[jwii@msn.com](mailto:jwii@msn.com)

**Kathy White**  
(New England Region)  
207-223-5746  
[dawklw@gmail.com](mailto:dawklw@gmail.com)

**Pat Williams**  
(Southeastern Region)  
423-926-5939  
[patwilliamsgfwc@gmail.com](mailto:patwilliamsgfwc@gmail.com)

- **Emotional Abuse:** Undermining an individual’s sense of self-worth and/or self-esteem is abusive. This may include, but is not limited to, constant criticism, diminishing one’s abilities, name-calling, or damaging one’s relationship with his or her children.
- **Economic Abuse:** Is defined as making or attempting to make an individual financially dependent by maintaining total control over financial resources, withholding one’s access to money, or forbidding one’s attendance at school or employment.
- **Psychological Abuse:** Elements of psychological abuse include — but are not limited to — causing fear by intimidation; threatening physical harm to self, partner, children, or partner’s family or friends; destruction of pets and property; and forcing isolation from family, friends, or school and/or work.

No state, no city, no community, and no neighborhood is immune from domestic violence. Perpetrators and victims come from all races, religions, cultures, age groups, genders, sexual orientation, and socioeconomic levels. Domestic violence occurs in both opposite-sex and same-sex relationships and can happen to intimate partners who are married, living together, or dating.

Domestic violence not only affects those who are abused, but also has a substantial effect on family members, friends, co-workers, other witnesses, and the community at large. Children who grow up witnessing domestic violence are among those most seriously affected by this crime. Frequent exposure to violence in the home not only predisposes children to numerous social and physical problems, but also teaches them that violence is a normal way of life, therefore increasing their risk of becoming society’s next generation of victims and abusers.

*(Sources: National Domestic Violence Hotline, National Center for Victims of Crime, WomensLaw.org, National Coalition Against Domestic Violence)*

In addition to intimate partner abuse, the GFWC Signature Program: Domestic Violence Awareness and Prevention also works to combat child abuse, teen dating violence, and elder abuse.

## **GFWC COMMUNITY SERVICE PROJECTS**

GFWC Community Service Projects are projects that members initiate and participate in to serve their communities—they do not include projects that relate to GFWC partners. These projects are specifically related to the Signature Program and may involve other members of the community, other organizations, or the individual club or members.



Direct any questions regarding projects that do not involve GFWC partners to the Signature Program Chairman or GFWC Programs Department at [Programs@GFWC.org](mailto:Programs@GFWC.org).



### **SHELTER ITEMS FOR FESTIVAL OF TREES**

The **GFWC Burnt Hills-Ballston Lake Club** (NY) decorated two trees at the Festival of Trees community program with items needed by two local shelters. A “Warm Up Tree” was decorated with mittens, gloves, hats, scarves and other items for the winter months. The “Look Good, Feel Good Tree” was filled with personal care products.



### **PERSONALIZED JOURNALS FOR SURVIVORS**

Members of the **GFWC Citrus Heights Woman’s Club** (CA) learned about the counseling process for women fleeing from violent environments and the need to have journals for the women to record their thoughts. They purchased plain journals and decorated the covers with embellishments and inspirational sayings.



### **MARDI BRA PARTY**

The **GFWC Central Valley Contemporary Club** (NJ) worked with Distributing Dignity, an organization that gives donations of new bras and personal hygiene products to shelters across New Jersey. The club held a “Mardi Bra” party in October with invitations to other women’s groups in the community. The two founders of Distributing Dignity came to speak at the meeting, which was also open to the public.





### **HAND IN HAND — TOGETHER WE CAN**

During the 2015 GFWC Region Conferences, attendees used their hands as a symbol for the theme: “Hand in Hand – Together We Can” make a difference towards ending domestic violence. Members of the Signature Project Committee had a table with art supplies and asked attendees to use (provided) hand templates as a canvas to write an “I Can” message. Attendees were asked to affirm what they could do in any of these five areas:

1. Legislation: I can speak out
2. Education: I can talk to kids
3. Communication: I can listen
4. Participation: I can create peace
5. Collaboration: I can give hope

No idea or “claim” was too large or too small with attendees posting meaningful messages that touched their hearts. Completed hands were then posted on a display board to be displayed throughout the meeting. Pictures were taken and posted on Facebook and websites.



### **SHOWING AND GLOWING OF PURPLE**

The **GFWC Winterport Woman's Club (ME)** partnered with their county domestic violence agency to create a “Showing and Glowing” of Purple during October. The club distributed purple light bulbs to area businesses. Purple light bulbs were also purchased by community members for display in their homes. A town community sign stating the club’s support for the awareness and prevention of domestic violence was displayed.

## DOMESTIC VIOLENCE AWARENESS PROJECTS

Domestic Violence Awareness Month evolved from a Day of Unity, observed in October 1981, by the National Coalition Against Domestic Violence. The intent was to mourn those who had died because of domestic violence, celebrate those who had survived, and connect advocates across the nation who were working to end violence against women and their children. The Day of Unity soon became a special week when a range of activities were conducted at the local, state, and national levels. In 1989, the U.S. Congress designated October of that year as National Domestic Violence Awareness Month. Congress has passed subsequent legislation annually.

To promote Domestic Violence Awareness and Prevention Month:

- Print table tents with a reminder that October is Domestic Violence Awareness Month and provide information about services and how to access them. Distribute table tents to area restaurants and hospital cafeterias.
- Provide materials to your local libraries for a display during October.
- Write an article or op-ed piece for your local newspaper or blog. Work with personnel from your local domestic violence shelter to provide additional information.
- Sponsor a Candlelight/Luminary Vigil during Domestic Violence Awareness and Prevention Month (October). Luminaries can be designed by a shelter’s residents. Present each attendee with a purple ribbon upon their arrival. Speakers may include survivors, shelter directors, public officials, and/or police officers. Poetry, messages, and contact information can be printed on a pamphlet that is provided to participants.
- Wear purple—the color of Domestic Violence Awareness Month—during the month of October and use this as a way to tell others why ending domestic violence is important to you.
- Present a proclamation recognizing Domestic Violence Awareness Month to your local, county, or state government.

## PROJECTS WITH DOMESTIC VIOLENCE SHELTERS AND VICTIMS

- Call your local shelter and ask to hold a fundraiser or supplies drive or donate food and/or meals for them.
- During a Holiday Party, Birthday Party, Breakfast with Santa, ask guests to donate coloring books, crayons, books, puzzles, blocks, or stuffed animals for children at a shelter.
- Purchase holiday gifts for your local domestic violence shelter staff. A massage gift certificate, a restaurant gift card, a bath and body gift basket, or anything that embodies a relaxing time for them for all their long and tireless hours. Bake cookies or goodies and take them to your local shelter for the employees, as well as those living in the shelter, for the holidays or the weekend.
- Create a tea basket and donate it to your local shelter. Include tea cups and a tea pot along with various teas, sugar packets or cubes, honey, and cinnamon. Round out the package, such as tea biscuits, biscotti or chocolate. Finally, decorate the inside of the basket with some lace or anything else to make the package prettier. Tuck a note inside saying: "Take some time for yourself today. Relax and remember where there is tea, there's hope."

## STEP UP THE COMFORT PROJECTS

- Assemble and donate *First Night Kits* (pajamas, toiletry items, clothing), Birthday Bags, or Bedtime Snack Sacks.
- Host a "Wear One, Share One" Pajama Party to raise funds and collect pajamas for women and children in local shelters.

## STEP INTO THE FUTURE PROJECTS

As victims begin their road to recovery their needs change. GFWC can donate items that will help them take the necessary steps into their future. Clubs can work with organizations, such as Dress for Success ([www.DressForSuccess.org](http://www.DressForSuccess.org)), and their local shelters to gather information and items that are needed.

## PROJECTS FOR TEEN DATING VIOLENCE AWARENESS

The Centers for Disease Control (CDC) defines teen dating violence as physical, sexual, psychological, or emotional violence within a dating relationship, including stalking. It can occur in person or via social media and may occur between a current or former dating partner. Dating violence is widespread with serious long-term effects. Many teens do not report it because they are afraid to tell friends and family. A 2011 CDC nationwide survey found that 23% of females and 14% of males who ever experienced rape, physical violence, or stalking by an intimate partner, first experienced some form of partner violence between 11 and 17 years of age.

- Encourage local schools and youth programs to train teachers, school counselors, and athletic coaches on how to recognize children and teens who are victims of intimate partner violence. Provide educators with resources and prepare them to intervene in domestic violence, dating violence, and stalking situations.
- Facilitate an information session for parents on teen dating violence at your school.
- Sponsor art classes for local high schools in which students make posters about dating abuse and domestic violence awareness and prevention. Encourage the use of photography, computer graphics, and artwork to



## TEEN DATING VIOLENCE QUICK FACTS

- One in three teenagers report knowing a friend or peer who has been hit, punched, kicked, slapped, choked, or physically hurt by his or her partner.
- Each year approximately one in four adolescents reports verbal, physical, emotional, or sexual abuse.
- About one in 11 teens report being a victim of physical dating abuse each year.
- More than one in four teenage girls in a relationship (26%) report enduring repeated verbal abuse.
- Almost 70% of young women who have been raped knew their rapist either as a boyfriend, friend, or casual acquaintance.
- The majority of teen dating abuse occurs in the home of one of the partners.
- Nearly one in five teenage girls who have been in a relationship said a boyfriend had threatened violence or self-harm if presented with a break-up.
- One in four teens who have been in a serious relationship say their boyfriend or girlfriend has tried to prevent them from spending time with friends or family; the same number have been pressured to only spend time with their partner.



make the posters unique. Work with your local library or community center to post finished artwork for the entire community to view.

- Organize an event for parents and/or your community about healthy relationships and what they should know about teen dating abuse.
- Write an article for your local or school paper about dating abuse and domestic violence.
- Sponsor a door-decorating contest or art contest at your local middle and high school about healthy relationships/dating abuse/ domestic violence and have the winning entry made into a poster to distribute in your community.
- Present a proclamation recognizing Teen Dating Violence Awareness Month in February to your local, county, or state government.

**PROJECTS FOR ELDER ABUSE AWARENESS**

According to the National Center on Elder Abuse, elder abuse refers to intentional or negligent acts by a caregiver or “trusted” individual that causes (or potentially causes) harm to a vulnerable elder. Most common categories of abuse are:

- Neglect
- Physical Abuse
- Sexual Abuse
- Financial Abuse and Exploitation
- Emotional or Psychological Abuse and Neglect (Including Verbal Abuse and Threats)
- Abandonment
- Self-neglect

Throughout the year, there are many holidays and observances that can provide your club with the opportunity to honor older individuals and raise awareness of elder abuse. These observances provide unique opportunities to engage public attention, enlist public support, and generate activity and involvement at a grassroots level:

<p><b>MAY</b>                  Older Americans Month                  Mother’s Day</p> <p><b>JUNE</b>                  World Elder Abuse Awareness Day                  Father’s Day</p> <p><b>SEPTEMBER</b>                  Grandparent’s Day</p>	<p><b>OCTOBER</b>                  Domestic Violence Awareness Month                  National Resident’s Rights Month</p> <p><b>NOVEMBER</b>                  National Family Caregiver’s Month</p> <p><b>APRIL</b>                  National Financial Literacy Month                  National Sexual Violence Awareness Month                  National Crime Victims’ Rights Week</p>
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- Organize a candlelight vigil in recognition of World Elder Abuse Awareness Day (June 15).
- Host a rally on World Elder Abuse Awareness Day and invite seniors, advocates, spokespersons, and government officials to talk about the issues and the ways that citizens can become involved in prevention.
- Distribute elder abuse public awareness materials at a local sporting event, concert, or fair.
- Partner with a local nursing home for a World Elder Abuse Awareness Day barbeque or picnic. Include activities and food for residents and their families, staff, and the community. Ask volunteers to bring food and games to play and coordinate the activities with nursing home staff. Invite the press for added exposure and increased elder abuse awareness.
- Organize a collection of robes, socks, pajamas, sweat pants, and shirts that can be donated to senior citizen centers or nursing homes.
- Hold a community yard sale at a central location such as a senior center or church/synagogue with proceeds going to an elder abuse support group or community outreach efforts to help elderly in crisis.



- Organize a “Letter to the Editor” writing campaign to raise awareness not only of elder abuse but of the local resources that are available in your community on aging offices, and other organizations. Be sure to include contact information and hotline/helpline phone numbers as well as web addresses for relevant organizations.
- Clothesline Show: Sponsor a t-shirt design contest or activity with a youth group or scout troop. Ask contestants to depict the themes related to elder abuse. Display the shirts on a clothesline at a senior center, health fair, or other World Day event.
- Ask local, county, and state governments to release a proclamation declaring June 15 as Elder Abuse Awareness Day.

## **ADVOCACY**

Domestic violence affects individuals in every community across the United States. It may include the use of physical and sexual violence, verbal and emotional abuse, stalking, and economic abuse. Domestic violence results in physical injury, psychological trauma, and sometimes death. The consequences of domestic violence can cross generations and last a lifetime.

Consider the following:

- Domestic violence is the most common source of injury to women, more common than automobile accidents, muggings, and rape by a stranger combined.
- Domestic violence accounts for 15% of all violent crime.
- Domestic violence is most common among women between the ages of 18-24.
- Every nine seconds in the U.S., a woman is assaulted or beaten.
- 19% of domestic violence involves a weapon. The presence of a gun in a domestic violence situation increases the risk of homicide by 500%.
- Every year, approximately four million older Americans are victims of physical, psychological and/or other forms of abuse and neglect.
- Older adults who require assistance with daily life activities are at increased risk of being emotionally abused or financially exploited.
- Approximately 50% of older adults with dementia are mistreated or abused.
- Boys who witness their mothers’ abuse are more likely to batter their female partners as adults than boys raised in nonviolent homes.
- Studies show that 3-4 million children between the ages of 3-17 are at risk of exposure to domestic violence each year. Children from violent homes have higher risks of alcohol and/or drug abuse, post-traumatic stress disorder, and juvenile delinquency. Witnessing domestic violence is the most significant predictor of juvenile delinquency and adult criminality. It is also the number one reason children run away.
- Domestic violence costs \$8.3 billion in expenses annually, a combination of higher medical costs (\$5.8 billion) and lost productivity (\$2.5 billion).



## **GFWC SUCCESS FOR SURVIVORS SCHOLARSHIP**

As part of the GFWC Signature Program: Domestic Violence Awareness and Prevention, the GFWC Success For Survivors Scholarship was created in 2012 to lend a helping hand to those impacted by intimate partner violence who are pursuing higher education. The scholarship aims to provide survivors with a means to achieve both financial and personal independence. Since its inception in 2012, GFWC has awarded \$50,000 in scholarship funds. GFWC awards scholarships annually each June determined by the amount of donations received.

Make a difference in the lives of domestic violence survivors around the country by supporting the *GFWC Success for Survivors Scholarship*. You may download the donation form from <http://www.gfwc.org/support-gfwc/gfwc-signature-project-fund>.

### FASHION SHOWS

**"Shades of Purple" Fashion Show** with proceeds donated to the Scholarship Fund.

**Wine, Women, and Shoes Fashion Show:** Work with local businesses to feature a wine tasting, gourmet food samples, a shoe fashion show with shoes displayed on silver platters, and a silent auction.

### RAFFLES AND AUCTION BASKETS IDEAS

**Wine Pull Raffle:** Bottles of wine are wrapped so the labels can't be seen and then they are numbered. Sell raffle tickets for \$10 - \$20 and have participants choose from a basket filled with wine corks that have been numbered and win that particular numbered bottle of wine.

#### **Theme basket Ideas:**

Afternoon Nap	Afternoon Tea
Are We There Yet?	Bagel Lovers
Bakers Bundle	Bar Mitzvah
Cake Decorating	Cards for All Occasions
Date Night	First Aid Kit
Healthy Habits	Holidays Survival Kit
Home Office	Kids Cooking
Picnic in the Park	Soup for the Soul
Teenager Survival Kit	Movie Night

**All club, state or individual donations for the GFWC Success for Survivors Scholarship Fund should be sent with the Donation Form Sheet.**



According to studies, a college degree decreases the risk factor for domestic violence, and higher education can help survivors obtain careers with better prospects and futures.

## **GFWC PARTNERSHIPS**

GFWC partners are the organizations listed with whom GFWC has established a formal relationship and mutual understanding. Our partners offer unique and customized services: materials, speakers, kits, and/or additional information specifically designed for GFWC clubs. They are aware of GFWC clubs' specific needs, our organizational structure, and have a signed Memorandum of Understanding with GFWC. GFWC partners will assist in monitoring the donations generated by GFWC members.

To ensure that donations to GFWC partner organizations at the individual, club, district, or state level are reflected toward GFWC's collective impact, make sure to write GFWC in the memo line on your donation check.



Direct any questions regarding donations to GFWC partners to Signature Program Chairman or GFWC Programs Department at [Programs@GFWC.org](mailto:Programs@GFWC.org).





**PREVENT CHILD ABUSE AMERICA**

**Contact:** Lindsay Tintera, Director of Marketing  
228 South Wabash Avenue, 10th Floor  
Chicago, IL 60604

**W:** [www.PreventChildAbuse.org](http://www.PreventChildAbuse.org)

**E:** [LTintera@preventchildabuse.org](mailto:LTintera@preventchildabuse.org)

**P:** 312-663-3520 x861

**F:** 312-939-8962

Prevent Child Abuse America is the leading national, not-for-profit organization whose sole mission is “to prevent the abuse and neglect of our nation’s children.” Prevention is defined as the abuse or neglect never occurring in the first place.

Founded in 1972 in Chicago, Prevent Child Abuse America works with its network of chapters in all 50 states and over 660 Healthy Families America direct service sites to promote healthy child development and prevent child abuse before it can occur in the first place. We help more than 85,000 families annually through our Healthy Families America program, put 92 cents of every dollar raised toward programs that help children and families thrive and were named one of Consumer Reports’ “Best Charities for 2015.”

Every day can be a call to action and an opportunity to recognize that we all play a role in children’s lives, healthy child development, and the prevention of child abuse and neglect.

- Learn more about child abuse prevention and become a messenger for this cause
- Lend your voice to bring about change for children in the United States through our Pinwheels for Prevention® campaign and affect the policies that impact children and the communities they live in.
- Volunteer your time and talent to our chapter in your state to help all of us meet our mission to prevent the abuse and neglect of our nation’s children (to find the chapter in your state, visit <http://db.preventchildabuse.org/public/chapters/index.cfm>)

**PINWHEELS FOR PREVENTION®**

Prevent Child Abuse America is implementing Pinwheels for Prevention®, a national campaign introducing the pinwheel as the symbol for child abuse and neglect prevention in the United States. With more than 4.5 million pinwheels distributed since April 2008, we invite GFWC members to help continue this growth.

- Conduct your own pinwheel activities at any time of year, including gathering with neighbors to plant “pinwheel gardens” in your communities to continue raising awareness of child abuse prevention
- Hold fundraisers with local schools, faith-based organizations, or community centers in which pinwheels are sold to benefit the state chapter from which you bought the pinwheels.
- To find the chapter in your state, visit <http://db.preventchildabuse.org/public/chapters/index.cfm>.

The opportunities are endless. Visit [www.PinwheelsForPrevention.org](http://www.PinwheelsForPrevention.org) for more information.



We are continually working to develop partnerships with organizations whose missions and scope of work are germane to GFWC. Look for updates from the Signature Program Committee in *News & Notes*, *GFWC Clubwoman Magazine*, and online at [www.GFWC.org](http://www.GFWC.org).



## **AWARDS**

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Signature Program: Domestic Violence Awareness and Prevention projects and partnership projects, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Signature Program projects. Clubs do not submit entries directly to GFWC.

GFWC Signature Program Fund awards will be determined by donations received at GFWC Headquarters as of December 31 of each year.

GFWC partners will recognize State Federation and clubs for their efforts. Contact the GFWC Programs Department for information.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.

