



**PEACE  
OVER  
VIOLENCE**  
ONE ON ONE, ONE BY ONE

2011/2012  
ANNUAL REPORT

## MISSION

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



Peace Over Violence Metro Headquarters

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# 2011/2012 ANNUAL REPORT

# YEAR IN REVIEW

Following our 40th anniversary as an agency, 2012 brought new achievements, new capabilities, and new and stronger partnerships to support our mission to build healthy relationships, families and communities free from sexual, domestic and interpersonal violence.

The opening of the Children & Youth Center at POV was an important milestone. The center is a key component of our strategy to address trauma from intentional violence across the lifespan of survivors, and was made possible with the significant support of The California Endowment and The Weingart Foundation.

We also established an Advisory Council of specialists to help us expand our child sexual abuse prevention efforts. This focus is supported by the Ms. Foundation for Women and is enhanced by a collaboration with 1in6, which assists men who have had unwanted or abusive sexual experiences in childhood.

Technology fueled new outreach and service delivery capabilities. New strategies in social media and electronic communication added during the year helped increase participation in Denim Day in LA and Denim Day USA 2012 by 200 percent, compared to the prior year. Including our partner event--Denim Day New York City--we set a new record: five million participants. Their voices reached countless others; the message simple but urgent—there is no excuse and never an invitation to rape.

Our new technology-driven communication techniques are facilitating interaction with supporters and speeding collaboration within the agency to better serve clients “one on one, one by one.” We chronicled our journey and our results in a paper entitled “High Touch, High Tech,” which we have shared with other agencies who are also working to end interpersonal violence. We are grateful to the Blue Shield of California Foundation Strong Field Initiative for making this growth possible. Our websites

# LEADERSHIP OVER VIOLENCE

Peace Over Violence Board of Directors President Deborah Klar & Executive Director Patti Giggans

and blog provide additional evidence of our progress.

The Humanitarian Awards marking our 41st anniversary was our most successful event to date. We were again fortunate to have Verizon as our lead sponsor. One of the highlights that night was the presentation of the Peace Over Violence Advocacy Award to Kirby Dick and Amy Ziering for their Academy Award-nominated documentary *The Invisible War*. This film has triggered actions to address the epidemic of rape and sexual assault in the U.S. military. Those serving in the armed forces come from our communities and will return to them, so this effort is vitally important to our neighborhoods and our nation, as well as to those whose lives have been directly impacted.

2012 was a year of growth and accomplishment for Peace Over Violence. The year ahead promises continued progress as we pursue the overarching directions of the

five-year strategic plan we adopted recently: *growth, sustainability, leadership, communication and evaluation.*

Peace Over Violence, now more than 40 years old, is still evolving. We listen, counsel, support, guide and work to heal survivors of violence, and seek to empower, educate and advocate so that all members of our community can take a stand and lead by living lives free from violence. Visit [peaceoverviolence.org](http://peaceoverviolence.org). Join us.



Patricia Giggans  
Executive Director



Deborah Klar  
President, Board of Directors

# STATEMENT OF FINANCIAL POSITION/EXPENSES

## ASSETS

### Current Assets

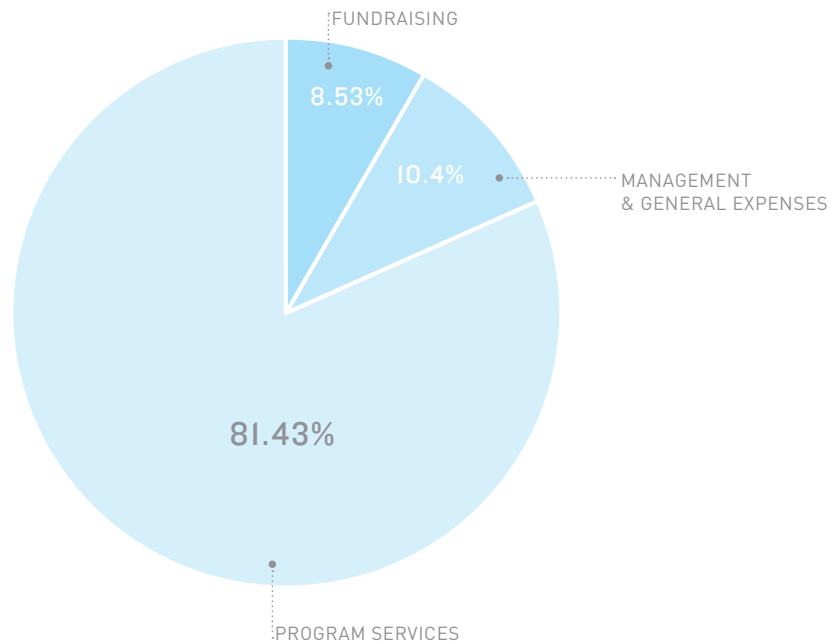
Cash	\$632,080
Grants receivable	\$559,388
Prepaid expenses	\$50,270
<b>Total current assets</b>	<b>\$1,241,738</b>
Deposits	\$30,377
Equipment - net	\$12,169
<b>Total assets</b>	<b>\$1,284,284</b>

## LIABILITIES & NET ASSETS

### Current liabilities

Accrued liabilities	\$120,200
Advances on grants	\$605,979
<b>Total current liabilities</b>	<b>\$726,179</b>
<i>Commitments &amp; Contingencies (Note 4)</i>	
Unrestricted net assets	\$558,105
<b>Total liabilities and net assets</b>	<b>\$1,284,284</b>

**TOTAL EXPENSES:** \$2,950,610



# REVENUE GAINS & SUPPORT/ACTIVITIES

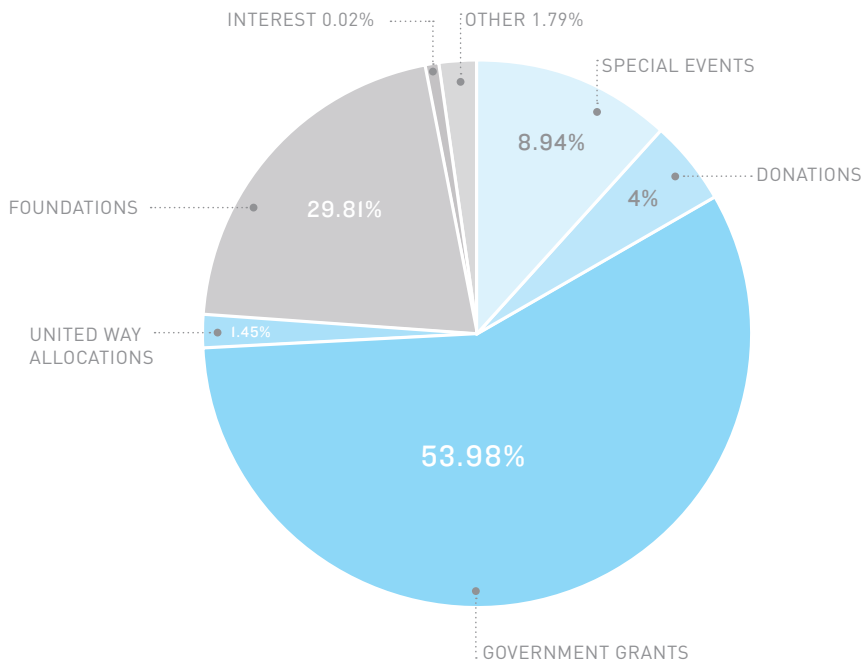
## REVENUES, GAINS & OTHER SUPPORT

Special events	\$263,629
Contributions - general	\$117,964
Government grants, including federal grants of \$1,091,017	\$1,505,971
Allocation from United Way	\$42,756
Foundations	\$878,703
Interest	\$549
Other	\$52,733
<b>Total revenues, gains, and other support</b>	<b>\$2,947,305</b>

## EXPENSES

Program Services	\$2,402,538
Management and general	\$296,265
Fundraising	\$251,807
<b>Total Expenses</b>	<b>\$2,950,610</b>
Change in net assets	(\$3,305)
Beginning unrestricted net assets	\$561,410
Ending unrestricted net assets	\$558,105

**TOTAL ACTIVITIES: \$2,947,305**





# 41st ANNUAL HUMANITARIAN AWARDS

*On Friday, October 26<sup>th</sup>, over 450 community members, celebrities, nonprofit, government and corporate leaders gathered at the Beverly Hills Hotel for Peace Over Violence's 41st Annual Humanitarian Awards Event.*

The evening was a huge, celebratory success honoring The Allstate Foundation, LA City Councilmember Tony Cardenas, *The Invisible War*, 1in6 and AMC's *Mad Men* and Executive Producer & Creator, Matthew Weiner. In addition to our amazing honorees, special guests and presenters in attendance included several members of the cast of *Mad Men*: Elisabeth Moss, January Jones, Christina Hendricks, Christopher Stanley and Rich Sommer, as well as longtime POV supporter Calista Flockhart, filmmakers Amy Ziering and Kirby Dick, Bo Derek, *Homeland*'s Navid Negahban, Ana Alexander, Frances Fisher, Francesca Eastwood, Rebecca Da Costa, Kearran Giovanni and Serinda Swan.

This year, we changed up the event by holding our silent auction, reception and red carpet festivities all downstairs outside the ballroom and in the garden, and a special musical performance during cocktail hour by *Entre Mujeres* all added to the overall community building vibe leading into the main event. Kicked off by an amazing performance by youth from POV's *Engaging Men Project* and followed by meaningful and touching award presentations and acceptance remarks, including an interactive audience-fueled pitch led by POV's Executive Director Patti Giggans, the event generated over \$300,000 in support for POV's crisis intervention services for survivors of domestic and sexual violence and violence prevention programming.





HONOREES:

Public Service Award

**TONY CARDENAS**

*Los Angeles City Councilmember*

Verizon Wireless Hopeline® Corporate Award

**THE ALLSTATE FOUNDATION**

*Phil Telgenhoff, Field Vice President,  
Allstate Insurance Company*

Advocacy Award

**THE INVISIBLE WAR**

*Filmmakers Kirby Dick & Amy Ziering*

Media Award

**AMC's MAD MEN**

*Creator and Executive Producer, Matthew Weiner*

Innovation Award

**1in6**

*Steve LePore, Executive Director, 1in6*



Peace Over Violence Executive Director Patti Giggans, 41<sup>st</sup> Annual Humanitarian Awards

**SPONSORS:**

**Presenting Sponsor**

Verizon

**Champion**

Calista Flockhart & Harrison Ford

**Visionary**

Allstate  
Marilyn Ziering

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DV Marketing





LA City Councilmember Tony Cardenas & Serinda Swan



*Mad Men* Creator and Executive Producer Matthew Weiner & *Mad Men* cast members



Frances Fisher & daughter Francesca Eastwood



Engaging Men Project Performance

**SAVE THE DATE:**

POV's 42nd Annual Humanitarian Awards  
is Friday, October 25, 2013!

# DENIM DAY IN LA & USA

*In the most extensive and successful Denim Day to date, millions across the country and around the world participated in the thirteenth annual Denim Day in LA & USA, our sexual violence prevention and education campaign.*

For the first time ever, Denim Day participation reached ALL fifty states and the District of Columbia, and continued to spread internationally with participation in 117 additional countries!

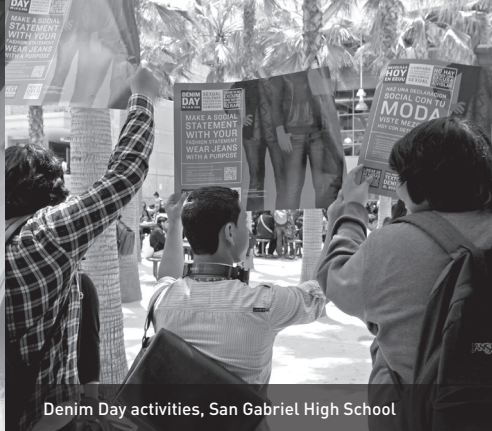
On April 25<sup>th</sup> in Los Angeles, Peace Over Violence hosted Mayor Villaraigosa, LAPD Chief Charlie Beck and LAUSD Superintendent John Deasy for a press conference at our Metro office, then headed over to City Hall to present to the LA City Council. The rest of the day was spent attending student-led Denim Day events all over the city, and then we ended the night with a private screening of the Sundance Award-winning and Academy Award nominated

documentary *The Invisible War*. The filmmakers, Kirby Dick and Amy Ziering also attended (in their jeans!) to answer questions about the film and their experiences working with military survivors of sexual assault.

This year we doubled our participation and national impact. Over 5 million (compared to 2.6 million in 2011) people from over 1,000 businesses, organizations and schools participated in the Denim Day in LA & USA campaign. Participation this year increased due in large part to our collaboration with our East Coast partners, creating an extensive Denim Day New York City campaign, spanning all five boroughs. Denim Day also saw increased



Denim Day presentation, LA City Council



Denim Day activities, San Gabriel High School



Mayor Antonio Villaraigosa with POV staff



LAPD Chief Charlie Beck, Denim Day Press Conference

support at the governmental level: a federal sponsorship was granted by the Office of Women’s Health and Los Angeles’ own Mayor Antonio Villaraigosa took an active role in the campaign by engaging the US Council of Mayors, Los Angeles City employees, and local law firms and bar associations. Mayor Villaraigosa was also a guest on Ryan Seacrest’s morning radio show the day before Denim Day, where he talked about the campaign and called on listeners to join him in wearing jeans with a purpose that Wednesday. The U.S. Military took

a leadership role this year: Denim Day was observed at Fort Meade, as well as bases as far away as South Korea, and Denim Day tool kits and materials were sent around the globe to various military bases including Germany, Bahrain and Afghanistan.

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.

**SAVE THE DATE:**

Denim Day 2013 is Wednesday, April 24<sup>th</sup>!



# INTERVENTION

## POV INTERVENTION SERVICES HIGHLIGHTS:

- Peace Over Violence staff and volunteers answered 12,503 hotline calls.
- Our domestic abuse and sexual assault emergency response teams provided 1,372 survivors with on-site crisis intervention counseling, safety assessments and support with law enforcement in LAPD Hollenbeck and Northeast Divisions, at local hospitals, and at our offices.
- Counselors provided individual and group support to 423 survivors and case managers provided services to 917 survivors.
- 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 215 survivors.
- Parenting classes were provided in English, Spanish and American Sign Language to 279 parents who have experienced domestic violence.





Financial Literacy workshop at Peace Over Violence

## INTERVENTION SPOTLIGHT: FINANCIAL LITERACY

Financial literacy workshops tailored to meet the needs of domestic violence survivors were provided to 106 participants. For women who have been abused—whether physically, sexually, or emotionally believing that they deserve prosperity, or that they can achieve financial independence, is a tremendous leap of faith. Maintaining power over the purse strings is one of the key forms of control that an abusive partner will exercise, and financial dependence is one of the key reasons that women will stay in a violent relationship. Many battered women lack a clear understanding of how to devise a budget, set financial priorities, make a spending plan, or week out some savings for the future. Financial fundamentals, however, are key to a woman's freedom from abuse, and these basic skills are easy to learn when a caring teacher or mentor is there. At a May 2012 Strong Field conference workshop (The Next Wave: Using Data to Become a High Performing

Organization), the number one need identified by domestic violence service providers for their clients was for financial services.

Over the past two years, Peace Over Violence has been successful in creating a Financial Literacy Project in which Deaf, Disabled, Spanish and English-speaking clients have participated in a nascent program built to respond to client needs regarding financial literacy, financial independence and empowerment. With funding from Fifth and Pacific, formerly the Liz Claiborne Foundation, we were able to expand the program in 2012 to ensure agency wide programming for all of our counseling, case management and parenting clients, as well as extend the service outside the organization to target additional agencies that serve women who have been abused: domestic violence shelters, transitional living programs for women recently released from prison, and mental health community agencies.



# PREVENTION

## PREVENTION SERVICES OVERVIEW:

Prevention programs engaged 7,747 youth throughout the Los Angeles and Alhambra Unified School districts in relationship violence prevention education and youth leadership building activities and 8,710 community members and professionals in understanding and responding to domestic and sexual violence.

Our Denim Day in LA & USA campaign doubled its reach this year, with over 5 million participants in all 50 U.S. States and in 117 countries wearing jeans in a visible protest against sexual violence. POV's annual Youth Over Violence Summer Institute and Internship Program graduated 25 youth leaders who will provide peer education to middle and high school students on teen dating violence, sexual assault and healthy relationships.



Engaging Men Project Performance, Inner City Arts

## PREVENTION SPOTLIGHT: ENGAGING MEN PROJECT

Through a grant from Office of Violence Against Women (OVW) and the Dept. of Justice (DOJ), Peace Over Violence, the Los Angeles Child Guidance Clinic, and Brotherhood Crusade have joined forces to encourage men to stand as leaders and allies in the movement to prevent violence against women and girls. *The Engaging Men Project* is a call to action for the men and youth in the South LA community to be positive role models in this effort.

The *Engaging Men Project* seeks to empower young men to change their norms in order to build healthy relationships, families, and communities. We believe in a positive approach towards engaging men in our community; we believe the men of South LA are one of the greatest resources for inspiring positive personal and community change. The Engaging Men Project has established a core group of young leaders who have

received education and mentoring from partner agencies Brotherhood Crusade, Los Angeles Child Guidance Clinic, and POV and performance art training from the Amazing Grace Conservatory. The *Engaging Men* leaders offer public performances and training workshops to groups of youth and adults interested in building families and neighborhoods free from violence.

# Violence is preventable. If we can learn it, we can unlearn it.

### CHILDREN & YOUTH CENTER AT POV

As part of its long-term vision of bringing healing to trauma across the lifespan, in 2012 Peace Over Violence expanded its downtown Metro headquarters through the establishment of a Children & Youth Center at POV.

The overarching goal of center is to recognize the profound effect of interpersonal violence on the lives of children exposed to domestic violence, sexual assault, or teen dating violence, and to demonstrate the effectiveness of intervention and prevention services to both heal the trauma of these experiences and to build youth leadership to end break the cycle of violence in future generations.

Children's programming at the center will serve child (0-13 years) witnesses and victims of domestic and sexual violence, using therapeutic and psycho-social treatment

modalities based on the latest brain research and on the evidence-based successes of children's mental health approaches.

The Center will also be home to Peace Over Violence's Youth Over Violence programming, facilitating a range of afterschool and community-based services. POV's nationally recognized Youth Over Violence program has expanded beyond its school-based structure, and requires a physical space for youth violence prevention programming based on the youth leadership development model, which is an evidence-based practice that has life-long efficacy in the prevention of violence, teen pregnancy and substance abuse. The new Center will be where youth ages 12 to 18 can work together on violence prevention projects including social media, peer education, and outreach.



Peace Over Violence Youth Leaders

The Children & Youth Center at POV is made possible through the generous support of the following donors:

The California Endowment

The Weingart Foundation

Ed De La Rosa & Elaine Tumonis

Sunair Children's Foundation

Union Bank

The Giggans—Ledley Family

AECOM

Congressman Tony Cardenas



## PEACE OVER VIOLENCE PROGRAMS AND SERVICES

To achieve a world without violence Peace Over Violence offers programs and services in five areas: Emergency, Intervention, Prevention, Education and Advocacy.

To get more information about a particular division, program or service, please contact us at 213.955.9090 or visit our website [peaceoverviolence.org](http://peaceoverviolence.org).

## EMERGENCY

**24 Hour Rape & Battering Hotline**  
626.793.3386

W. San Gabriel Valley

310.392.8381

South Los Angeles

213.626.3393

Central Los Angeles

**Stalking Hotline**

877.633.0044

**(SART)**

**Sexual Assault Response Team**

**(DART)**

**Domestic Abuse Response Team**

## INTERVENTION

+ Free Individual Crisis Counseling

+ Support Groups for Survivors of Rape, Sexual Assault, Domestic Violence, Stalking & Incest

+ Specialized Services for Latina, Deaf, Disabled, Elder, LGBTQ & Teens

## BEST OF 2012

- Held incredibly successful and Humanitarian Awards Event
- Produced the local, national and international campaign Denim Day in LA & USA, for the thirteenth year, including a screening of The Invisible War
- Launched Engaging Men, a theater project aimed at empowering young men in violence prevention
- Institutionalized financial literacy education program
- Held first staff holiday drive for clients
- Held Office of Women's Health sponsored teen dating violence summit
- Increased in participation in domestic violence groups and annual events, like Dia De Los Muertos
- Creation of RPE (Rape Prevention Education) primary prevention plan
- Added a prevention seat on the Board of Directors
- Organized and produced a successful Days of Dialogue focused on ending child sexual abuse
- Opened the Children & Youth Center at Peace Over Violence
- Organized and produced a successful Youth Over Violence Summer Institute, graduating 19 youth
- Increased volunteer recruitment, retention and cross program training
- Saw an increase of men accessing services
- Completed the Right Response Collaborative



## PREVENTION

- + Be Strong
- + High Risk Youth Services
- + In Touch With Teens
- + Kid's Self Defense and Safety
- + My Strength
- + Personal Security Awareness Training
- + Start Strong LA
- + Students Together Organizing Peace (STOP)
- + Self Defense Workshops
- + Women's Self Defense & Safety

## EDUCATION

- + Community Education & Organizing
- + Cultural Diversity Training
- + In Touch With Teens Curriculum
- + Legal Clinics
- + Multi-language Publications
- + Parenting for Healthy Relationships
- + Violence Prevention Specialist Training
- + Voices Over Violence

## ADVOCACY

- + Consultation for Film, TV, Radio & Print Media
- + Denim Day in LA & USA
- + Hospital & Court Accompaniment
- + Legal Advocacy Project

- Authored two white papers: Stories of Strength and High Touch, High Tech
- Created a parent/community liaison full time staff position
- Collaborated on multimedia art project 3 Weeks In January
- Implemented regular yoga classes for staff and volunteers
- Created department specific core values
- Held first youth open mic night
- Maintained successful fundraising year round

# 2012

# BOARD OF DIRECTORS

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## BOARD OF DIRECTORS

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**PEACE  
OVER  
VIOLENCE**

EMERGENCY

INTERVENTION

PREVENTION

EDUCATION

ADVOCACY

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[twitter.com/PeaceOvrViolnce](https://twitter.com/PeaceOvrViolnce)  
[youtube.com/peaceoverviolence](https://youtube.com/peaceoverviolence)

If you or someone know is seeking services, needs information and/or will 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