

ENDING VIOLENCE AGAINST WOMEN AND HUMAN TRAFFICKING: A GUIDE TO NEW STRATEGIES

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Introduction



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This year marked the 15-year anniversary of the U.N. Fourth World Conference on Women that took place in Beijing, China. Since 1995, women have made strides globally but many women throughout the world still continue to struggle for safe homes and communities.

In order to create new strategies to end this violence against women, **Vital Voices Global Partnership** and the **Avon Foundation for Women** have joined forces to create **The Global Partnership to End Violence Against Women**. This partnership promotes collaboration between business, government, advocates, the media, and community leaders to address violence against women and human trafficking.

Vital Voices and the Avon Foundation believe that public-private partnerships have the power to transform our world and allow for the development of innovative solutions and the creation of best practices. This manual is part of our commitment to do just that. We see this manual as a tool that can help build skills and also inspire women and men to join the fight to end domestic violence, sexual assault (including rape as a weapon of war), and human trafficking. It brings together materials used in Vital Voices work across the globe.

Vital Voices' mission is to identify, invest in and bring visibility to extraordinary women around the world by unleashing their leadership potential to transform lives and accelerate peace and prosperity in their communities. Founded in 1955, the mission of the Avon Foundation for Women is to improve the lives of women. Using its global reach, Avon philanthropy supports programs of vital importance to women in more than 50 countries. It is the largest supporter of the breast cancer cause, and in 2004 launched Speak Out Against Domestic Violence to help end the cycle of violence through support of awareness, education, prevention and direct service programs.

We want to express our sincere thanks to those who worked on the manual. Stephenie Foster, Senior Advisor to Vital Voices, and Cindy Dyer, Senior Director for Human Rights, were responsible for authoring this manual. Dinah-Kareen Jean provided invaluable research assistance.

We hope you will use this toolkit to form your own partnerships and to join this movement. By working together, we can create a safer world for our mothers, daughters, sisters, and friends.

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AGAINST WOMEN AND
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VITAL VOICES
GLOBAL PARTNERSHIP



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Introduction of Vital Voices, The Avon Foundation and The Global Partnership to End Violence Against Women



Vital Voices Global Partnership (Vital Voices) and the Avon Foundation for Women (Avon Foundation) are proud to announce the creation of **The Global Partnership to End Violence Against Women**, a public private partnership between the Avon Foundation, Vital Voices, and the U.S. State Department. This partnership will begin with a three day summit in Washington, DC on March 9-11, 2010, to highlight the issues as well as innovative solutions to end violence against women and to fight trafficking. The conference will facilitate panel discussions and small working group sessions to enable representatives from a number of countries and sectors to create an action plan for combating violence against women. The partnership will also launch special pilot campaigns to address these issues in India and Argentina.

Vital Voices Global Partnership aims to **expose** violations of women's rights through research and fact-finding field studies; **raise** issues of concern through intensive international public awareness campaigns; **employ** a multi-stakeholder approach to effectively integrate civil society, government and business in a collaborative effort combating violence against women; and **promote** better policies through connecting practitioners and policymakers to ensure the full protection of women's rights. Vital Voices is committed to strong public-private partnerships to work toward women's empowerment and sees the Global Partnership as a prime example of government, business and non-governmental organizations (NGOs) working together. Our international staff and team of over **1,000 partners, pro bono experts and leaders,**

including senior government, corporate and NGO executives, have **trained and mentored more than 7,000 emerging women leaders** from over **127 countries** in Asia, Africa, Eurasia, Latin America and the Middle East since 1997. These women have returned home to train and mentor **more than 200,000 additional women and girls** in their communities.

Since 1955, Avon and the Avon Foundation for Women have worked to improve the lives of women and their families, focusing today on the issues of breast cancer and domestic and gender-based violence. Avon philanthropy has awarded more than \$725 million in over 50 countries for causes of greatest importance to women.





Andrea Jung, Chairman and CEO, Avon Products, Inc. and Avon Global Ambassador Reese Witherspoon announce a new grant of \$1.5 million to launch the Avon Global Center for Women and Justice at Cornell Law School to help secure justice for women and girls worldwide.

The Avon Foundation launched Speak Out Against Domestic Violence in 2004 to accelerate public awareness and discussion of these issues, as well as to support prevention efforts and direct service programs for victims. Avon raises additional funds for these programs through the sale of Empowerment products in more than 50 countries, with 100% of the profits provided to the cause. Equally powerful, Avon engages its vast army of more than 5 million Avon Representatives globally to provide information to the public about the cause and the local resources available to help victims.

With the 2010 Global Partnership to End Violence Against Women with Vital Voices and the State Department, Avon marks the 4th year it has dedicated special support in celebration of International Women's Day for programs that address the issue of violence against women, including the funding of global conferences with partners such as UNIFEM, UNICEF, UNDESA, and the International Association of Women

Judges, as well as with special donations, including \$1.25 million to the UN Trust Fund to End Violence Against Women and \$1.5 million to create the Avon Global Center for Women and Justice at Cornell Law School. The Avon Global Center provides a unique database of case law and best practices on how countries around the world have raised awareness about the many laws that do exist to prevent violence against women and improved the enforcement of those laws.

Using This Toolkit

This toolkit provides you with resources and ideas to help focus your efforts to fight domestic violence, sexual violence and trafficking and to give you a framework for action.

It contains not only specific case studies of women across the globe, but it also provides policy background as well as concrete examples of what you can do to mount a campaign to combat human trafficking, sexual violence or domestic violence.

Understanding the Critical Human Rights Issues of Domestic Violence, Sexual Violence and Trafficking



Domestic Violence:

Domestic violence is best defined as a pattern of abusive behavior that is used to establish power and control over another person with whom an intimate relationship is or has been shared. This abusive behavior can include **physical violence** such as slapping, hitting, kicking and beating; **sexual violence** such as forced intercourse and other forms of sexual coercion; and **emotional or psychological violence** such as intimidation, constant belittling, humiliating, isolating a person from their family and friends, monitoring their movements, and restricting their access to information or assistance.

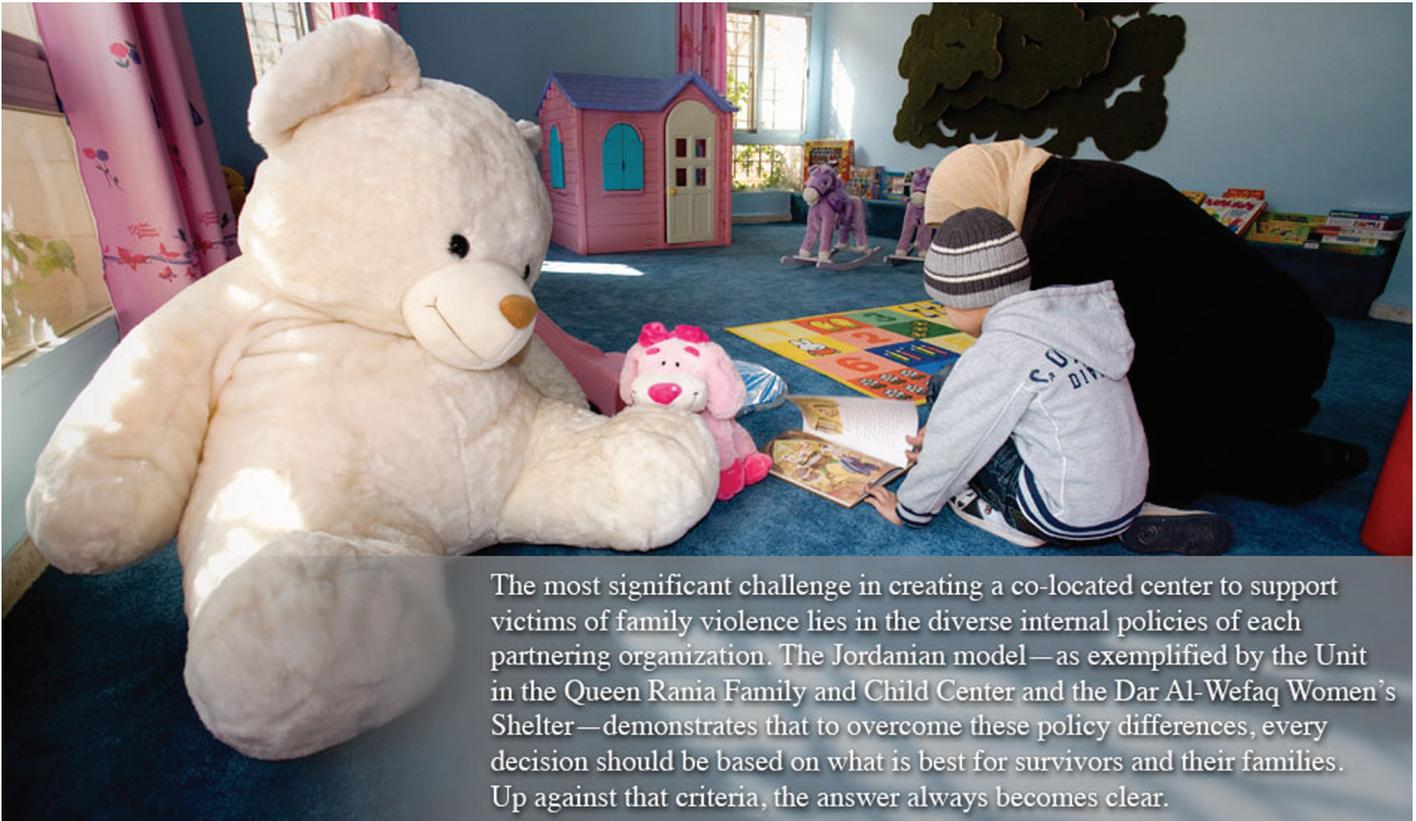
Domestic violence occurs when one person believes that they are entitled to have power and control over another. Many people mistakenly believe that domestic violence perpetrators are violent because they have trouble controlling their anger or are substance (such as alcohol or drug) abusers. These problems may exacerbate violent behavior, but they do not cause it. Similarly, domestic violence is not caused by poverty or a lack of education. Victims of domestic violence who are impoverished and lack education certainly have fewer resources available to assist them in leaving a violent relationship, but poverty and a lack of education does not cause the violence to occur.

The majority of domestic violence perpetrators are male and the majority of domestic violence victims are female; however, domestic violence can be used by a female against a male, and occurs in both heterosexual and homosexual relationships. Rural and urban

DOMESTIC VIOLENCE CASE STUDY 1 MARINA PISKLAKOVA PARKER (RUSSIA)

Against tremendous odds in 1993, Marina Pisklakova-Parker founded the first hotline for victims of domestic violence, which has since grown into Center ANNA, part of a coalition that has provided crisis and counseling services for 100,000 Russian women. For more information, visit http://www.owl.ru/anna/index_eng.htm.





The most significant challenge in creating a co-located center to support victims of family violence lies in the diverse internal policies of each partnering organization. The Jordanian model—as exemplified by the Unit in the Queen Rania Family and Child Center and the Dar Al-Wefaq Women’s Shelter—demonstrates that to overcome these policy differences, every decision should be based on what is best for survivors and their families. Up against that criteria, the answer always becomes clear.

women of all religious, ethnic, socio-economic and educational backgrounds, and of varying ages, physical abilities and lifestyles can be affected by domestic violence. There is not a typical woman who will be battered - the risk factor is being born female.

The problem of domestic violence is severe and widespread. In fact, the most common form of violence experienced by women globally is physical violence inflicted by an intimate partner. On average, at least one in three women is beaten, coerced into sex or otherwise abused by an intimate partner in the course of her lifetime. Women, from their teens to their early forties, are more likely to be victims of rape or domestic violence than to suffer from cancer, motor accidents, war, and malaria. Global surveys have also found that between 40%-70% of female homicide victims are killed by current or former husbands or intimate partners.

DOMESTIC VIOLENCE CASE STUDY 2 PANMELA CASTRO-ANARKIA (BRAZIL)

Panmela Castro-Anarkia is a multi-media artist from Brazil who uses graffiti and street art to promote social change and awareness. Panmela Castro realizes her vision with *Grafitheiras Pela Lei Maria da Penha*, a project that links graffiti and urban culture to combating violence against women. Through this project, the female artists carried out a campaign to educate disadvantaged women about the recently passed Maria da Penha Law on Domestic and Family Violence against Women, a law named after a woman who was so severely beaten by her husband that she was paralyzed for life. To further this project, Panmela ventured into the slums of Rio de Janeiro to create murals that promote awareness about the existence of the Maria da Penha Law and to educate women about their rights under the new legislation. Panmela uses her art to extend a lifeline to victims or witnesses who were previously too afraid to speak up but are now informed of their rights. For more information, visit <http://www.anarkiaboladona.com/>.

Besides its detrimental effect on an individual woman’s physical state and emotional psyche, domestic violence also harms the witnessing children and the community at large. Children who grow up witnessing domestic violence are at a higher risk for experiencing a whole range of emotional and behavioral problems including anxiety, depression,





poor school performance, low self esteem, disobedience, nightmares and physical health complaints. These symptoms can worsen in adolescence with some teens acting out or exhibiting risk-taking behaviors such as drug and alcohol use, running away, sexual promiscuity and criminal behavior.

In addition to harming the immediate family members, domestic violence has serious consequences for the community as well as the nation. Domestic violence places an enormous economic burden on societies in terms of lost productivity and increased use of social services. In the United States, for example, intimate partner violence leads to an annual loss of productivity totaling \$1.8 billion while \$4.1 billion is spent on medical or health care services.

Many strides have been made to combat and prevent domestic violence through government initiatives working in tandem with NGOs. Community and government collaboration are vital to combating the prevalent culture of impunity regarding violence against women. No sector of society working alone can end domestic violence, but when businesses, NGOs and government agencies work together, we can create a safer world for our mothers, daughters, sisters, and friends.

Human Trafficking:

In general, the United Nations defines human trafficking – the modern day practice of slavery -- as the transportation, recruitment, transfer, receipt, or harboring of a person for the purpose of exploitation. Traffickers bring victims under their control by threatening or using force, coercion, abduction, fraud, or deception. The coercion used may be physical or psychological.

HUMAN TRAFFICKING CASE STUDY 1 MU SOCHUA (CAMBODIA)

In 1991, Mu Sochua returned to her native Cambodia after 18 years in exile, and began working to stop human trafficking and worker exploitation. Ms. Mu negotiated two international agreements with neighboring countries to help curtail human trafficking in Southeast Asia and launched a campaign to bring NGOs, law enforcement officials and rural women into a national dialogue and education program to help protect women and girls victimized by trafficking and boost prevention efforts nationwide. She was co-nominated in 2005 for the Nobel Peace Prize for her work against sex trafficking of women in Cambodia and neighboring Thailand.

The international definition further indicates that the types of exploitation include the exploitation of the prostitution of others or other forms of sexual exploitation, forced labor or services, slavery or practices similar to slavery, servitude and removal of organs. Traffickers often target victims who are socially or economically vulnerable, with many factors contributing to heighten this vulnerability, including family violence, gender discrimination, and marginalization of groups in society.

Smuggling and trafficking are often mistakenly interchanged. Though the two have some similarities, there are several prominent differences. While smuggling occurs when there is facilitation of an illegal border crossing, trafficking can occur within or across national borders. Smugglers make a profit off of those they smuggle, but once across the border, that relationship ceases to exist, and they no longer profit from the migrant, while traffickers continually exploit their victims over time. It is the end purpose, not the crossing of a border, initial consent or the nature of the relationship, which is the key differentiating characteristic between smuggling and trafficking.

HUMAN TRAFFICKING CASE STUDY 2 SUSANA TRIMARCO (ARGENTINA)

In 2002, Susana Trimarco de Verón's daughter Marita Verón was kidnapped. In her quest to find her daughter, Susana established the María de los Ángeles Foundation. While searching for her daughter, she uncovered a vast network of human trafficking in Argentina. Susana took it upon herself to create a center for the many needs victims face as well as the families of those who have disappeared. The center offers judicial assistance and psychological services to victims as well as awareness campaigns targeting at risk areas. In addition, Susana successfully promoted the need for police officers to be better equipped to combat trafficking. Following her efforts, along with those of other trafficking leaders in Argentina, the Argentine President created a special task force for human trafficking. For more information, visit <http://www.fundacionmariadelosangeles.org/eng/home.htm>.

Human trafficking has developed into a highly profitable business for organized crime that generates an estimated \$30 billion a year around the world.

Trafficking victimizes people of all ages, genders, and races. It can appear in many forms, typically discussed as falling within two main subcategories: labor trafficking and sex trafficking. Forced labor covers a spectrum of activities from agricultural fieldwork to mining to begging. Sometimes the work is a form of debt bondage where the “pay”, if anything, is not enough to satisfy the debt. Sex trafficking also includes a broad range of forms, including exploitation in prostitution, pornography, bride trafficking, and the commercial sexual abuse of children. Under international law, a child (defined as a person less than 18 years of age) is considered a trafficking victim even if no force or coercion is present.

While trafficking affects men, women and children, countless forms of gender-based discrimination increase the risk of women and girls becoming victims of trafficking. Girls and women are often disproportionately affected by poverty, leaving them easier targets for traffickers to recruit using false promises of jobs, educational opportunities, and even marriage. Women overwhelmingly perform the highest percentage of unskilled paid labor, including assembly-line labor, cleaning, cooking and caring work (both in private houses as domestic workers as well as in businesses such as restaurants and hotels) and as entertainers. These jobs are usually the lowest paid, with few to no occupational protection, labor rights or job security. For this reason, women and girls are the most vulnerable population to trafficking.

Trafficking leaves victims with an array of problems including major health issues. Victims of sex trafficking are at a higher risk for contracting HIV/AIDS and many victims suffer serious emotional and psychological trauma. The effects of trafficking do not simply end once a person is rescued, as the stigma associated with being a victim often leads to returned victims becoming outcasts in their own communities, and frequently, within their own families. Victims who return to their homes typically find that the social and economic environment that created vulnerability to trafficking in the first place has not changed.

Over the years there has been a major emphasis on national legislative actions. The Protocol to Prevent, Suppress and Punish Trafficking in Persons, especially Women and Children (also known as the Palermo Protocol), entered into force on December 25, 2003 and had been ratified by 117 countries by October 2009. In 2006 alone, 93 countries prohibited trafficking as a matter of law. Though legislation is growing, the crime itself seems to be increasing. Trafficking is a criminal industry driven by the ability to make large profits and fueled by the low risk of being prosecuted and punished.



Effective implementation measures which hold traffickers accountable, as well as a focus on prevention and providing adequate care and support for victims of trafficking, are necessary in order to make strides in the elimination of human trafficking.

Sexual Violence:

Sexual violence occurs any time a person is forced, coerced, and/or manipulated into any unwanted sexual activity. Sexual violence can take many forms including rape, incest, child sexual assault, ritual abuse, date and acquaintance rape, statutory rape, marital or partner rape, sexual exploitation, sexual contact, sexual harassment, exposure, and voyeurism. Sexual violence can be perpetrated by a stranger, an intimate partner, a family member, a friend, or an acquaintance. Anyone can experience sexual violence but most victims are female and the person responsible for the violence is typically male. Research

SEXUAL VIOLENCE CASE STUDY 1 MUKHTAR MAI (PAKISTAN)

Mukhtar Mai was gang raped by four men and forced to walk home almost naked in retribution for an alleged “honor crime.” Mukhtar and her harrowing story grabbed headlines across the world. Instead of taking the traditional “women’s” route of committing suicide, she brought her rapists to justice, built schools to improve the condition of women, and became an advocate for education in her country. The Mukhtar Mai Women’s Welfare Foundation, founded in 2004, began as one room and has expanded to a school with 500 female students and has led to the creation of another school in South Punjab that educates between 80 to 100 students per year. The foundation also supports the boys’ school in Mirwala as Mukhtar believes that education is the key to change. Along with its schools, the foundation runs a Women’s Resource Center for victims of violence against women as well as a helpline telephone service that includes a mobile transport unit which takes survivors of abuse to hospitals, police stations and other safe sites. For more information, email mukhtarmaimmww@yahoo.com.





by the United Nations Development Fund for Women (UNIFEM) reveals that one in every five women in the world will be a victim of rape during her lifetime.

Forced sex may result in sexual gratification for the perpetrator; however, sexual violence is not motivated by sexual desire. Perpetrators use forced sex for a variety of reasons including as a way to control, humiliate, and harm the person assaulted; as a method of punishment; as a means of obtaining a financial benefit; and as a weapon of war.

SEXUAL VIOLENCE CASE STUDY 2 MARCELINE KONGOLO-BICE (DRC)

After refusing to marry an army commander in the Democratic Republic of Congo (DRC), Marceline Kongolo-Bice, was forced to bear the brutal murder of her father and brother. Upon fleeing her home for fear of her and her mother's safety, Marceline witnessed the mass rapes of women across the DRC as well as its resulting eradication of family unity. Marceline, at eighteen years old, founded SOS Femmes en Dangers (SOS). This non-governmental organization was created as an avenue for rape victims to heal and restore their rightful places as vital members of society. As a result of their mission to empower victims, SOS takes part in a broad range of activities including literacy training and micro-credit programming. For more information, visit www.sosfedrdc.org.

Sexual violence often occurs as an individual act of aggression against a particular person. Perpetrators of this type of sexual violence usually, but certainly not always, know their victim and are often motivated by the need to control, humiliate and harm their victim.

Forced sex may have financial motivations. Early or child marriage is often used by families as a means of securing economic stability but this practice is a form of sexual violence that forces young girls into sexual relations that lead to adverse health effects including a high risk for exposure to HIV/AIDS, early pregnancy and psychological trauma.

Rape is also used to punish a woman when she, or a member of her family, is believed to have transgressed or broken a social or moral code such as promiscuity, adultery, drunkenness, or socializing with a higher caste.

Rape as a weapon of war: Rape of women is often used as a weapon of war, as a form of attack on the enemy. Sexual violence as a tool of war is a method used to destroy the foundation of a community or ethnic group. Since women are often described as the most prized “possession” of a community, their desecration is a dishonor to an entire people not just the woman as an individual. This type of sexual violence has been reported in numerous conflict zones including Afghanistan, Burundi, Chad, Colombia, Côte D’Ivoire, Democratic Republic



of Congo, Liberia, Peru, Rwanda, Sierra Leone, Chechnya/ Russian Federation, Sudan, northern Uganda and the former Yugoslavia. The sheer number of victims is shocking:

- in the 1994 Rwandan genocide between 250,000-500,000 women were raped.
- today in South Kivu, Democratic Republic of Congo, approximately 40 women are raped on a daily basis.

As a means of combating sexual violence against women as a technique of waging war, there have been a number of collaborative proposals introduced by states. In the past decade alone, the International Criminal Court issued the Rome Statute, the first treaty to establish sexual and gender-based violence as a violation of international law, and the U. N. Security Council twice acknowledged the need to combat violence against women.

U. N. Security Council Resolution 1325, adopted on October 13, 2000, represents the first admission by the U. N. Security Council that women are disproportionately affected by conflict and are increasingly targeted by combatants and armed elements. Resolution 1325 makes note of the obligations of U. N. member states to train their national militaries and police, as well as international peacekeeping forces, on how to better protect women and understand their specific needs.

U. N. Security Council Resolution 1820, adopted on June 19, 2009, strengthened the agreements that were adopted as part of U. N. Security Council Resolution 1325. The Security Council noted that women and girls are being victimized by sexual violence as a tactic of war to humiliate, dominate, instill fear in, disperse and/or forcibly relocate civilian members of a community or ethnic group. Resolution 1820 acknowledged that the use of sexual violence as a military tactic is a threat to peace and security, thereby allowing the Security Council to act against the perpetrators of this violence.

While international recognition of the issue is highly important, work must also be done within the affected communities to enable women's voices to be heard and to participate in solving the problem. In 2008, Darfuri women refugees in the Farchana camp made their voices heard. After being forced to flee their homelands because of mass atrocities, the women found that their supposed place of refuge was fraught with the same issues of sexual violence and discrimination that they had just escaped. As a means of voicing their concerns they created the "Farchana Manifesto" as a means to describe their situation and decry the adverse conditions facing women in the camp as well as women around the world. Their statement allowed the women to break their community's silence on the issues facing women and begin a discussion on the necessary actions to resolve their problems.



How Can We Take Action and Create Change?



By being engaged and asking this question, you are starting down the road of building an advocacy campaign. This chapter outlines ways that you can harness your energy and help eradicate sexual violence, domestic violence and human trafficking.

An advocacy campaign is a planned, strategic and sustained effort to advance an agenda. Being clear on what you want to accomplish is critical because an advocacy campaign can focus on helping an individual, providing community services or changing a policy or law.

These goals can overlap. In this context, advocacy for community services, such as shelters and other services, is important, although these services often only reach a small percentage of women and families affected. Policy advocacy, however, can focus on changing the law to address trafficking, sexual violence or domestic violence. Such a policy change can take what might be a patchwork of community services and create a uniform law in the locality or country, so that all victims are subject to the same laws and have access to the same services, regardless of where they live. Policy change reaches many more people than a community project, although it takes longer to advocate for and get signed into law. Most policy advocacy is targeted at governments, but you can also develop an advocacy campaign that is targeted at funders, community organizations, the media to expand awareness of the problem, or the criminal and civil justice systems.

STEP 1

Learn as much as you can about the issues: domestic violence, human trafficking and sexual violence.

While these three issues are often discussed together, and often are intertwined, they are distinct. It is important to take the time to learn the interconnection, as well as the differences, between the issues. Chapter Two in this toolkit provides a good basis for understanding these issues, how they are similar, how they are different, and how they manifest themselves in the lives of women, children and families across the globe.

In the toolkit, we've also given you six examples of women around the world who have confronted these issues, all as advocates and some as victims. As you become more focused on these issues, you will certainly notice more stories in the media about many other women and men who exemplify how these issues present themselves, and we encourage you to keep a file of these types of examples that can then help you in your own advocacy. These stories will help you paint a picture about why you are engaged, and how widespread these issues are across the globe. For example, domestic violence can occur in any region, in any ethnic or religious group or in any social/economic class. These stories will help make that point.

It is important to have a good grounding in the issues in order to be an effective advocate. There will be some people who want to minimize the staggering impact of violence and trafficking, and they will often attempt to undercut advocates and activists by testing your knowledge or framing questions in an attempt to characterize advocates as overstating the depth of the problem. Being prepared and having facts and figures at your fingertips will help you in these types of conversations and debates, whether in person or in the media. This toolkit is a good start. It is also important to distinguish the types of actions that are needed in four different areas:

- the protection of victims,
- the prevention of these crimes and actions,
- the prosecution of those responsible for violence and trafficking, and
- the assistance given to victims and their families.

As you begin to define your campaign and its goals, it is important to understand what resources already exist in your community and how you can add value to those efforts. It is often easier to work at the local and community level to affect change because it is more manageable and closer to home. However, it is also important to place the work into a larger context.

Here are some key questions to ask.

Does reliable and accurate data on sexual violence, domestic violence and trafficking relevant to my locality exist?

Violence and trafficking are often hidden from view, or the impact obscured. As a result, information and data relevant in your locality can be non-existent, scarce, or limited. Reliable information is powerful for several reasons:

- it paints a picture of the scope of the problem.
- it helps to make the case on why new laws are needed, or existing laws strengthened or modified.
- it helps make the case for additional funding for prosecution, prevention, protection and services.

EXAMPLE OF BUSINESS ENGAGEMENT: CADBURY

As a leading confectionery company, Cadbury prides itself on ethical sourcing policies, especially in regards to its cocoa farming. In order to make sure its suppliers meet Cadbury's "Ethical Sourcing Standards," the company has a three level supplier assessment process, including a desk based review where suppliers are reviewed in office, a site-based assessment where Cadbury employees or external assessors review the supplier on the ground, and a verification program that determines the effectiveness of the supplier assessment system. Cadbury also classifies its suppliers into three tiers depending on the level of the country's risk of human rights infractions. Tier 1 suppliers are most high risk so Cadbury representatives meet with these suppliers, review their work and look for methods of improvement. Tier 2 suppliers are asked to review Cadbury's "Human Rights and Ethical Trading Policy" as well as the company's "Ethical Sourcing Standards". Upon review, the supplier must accept the terms and conditions of standards in order to remain a supplier. After the creation of the Harkin-Engel protocol of 2001, which focused on the child labor in cocoa farming, Cadbury became involved in the International Cocoa Initiative. As a result, Cadbury along with International Labor Organization and non-governmental organizations have worked on supporting cocoa-growing communities and creating more ethical labor practices in cocoa farming.

Find out what type of data already exists and where there are gaps. At the macro level (national or regional), it is important to demonstrate the scope (size) of these problems, such as: the number of people affected by violence and trafficking; trends over time; and the economic impact. At the level of service provision, data should reflect how many people need services; who they are (depending on your locality, gender, age, racial/ethnic background, religious background will be important); how many services are actually available; how long people stay in shelters; whether victims must return for further services and, whether these services come as a result of further abuse.

This is a good place to partner with universities or other research based institutions with capacity to conduct surveys and collect data. For example, if there are gaps in information in your community or country, or the information is scarce, this can be a good project for a professor or other researcher who can help create the building blocks of information needed. Even if there is already information on violence or trafficking available, you might want to replicate the study or paper to bolster your case.



Note: You can also use some of this data over time to monitor your progress and evaluate your effectiveness.

Who else is working on violence and/or trafficking?

No one organization or person can solve these problems alone, and sustained and concerted action over time from many different types of organizations and individuals is critical. The key is to figure out how to work together in the most effective and efficient manner. Once you identify other efforts already under way to address these issues, ascertain how to work with those efforts. Look into what these types of organizations and individuals are doing:

- government officials at all levels
- elected officials
- judges
- law enforcement officials
- business leaders
- non governmental groups – both in the policy and service arenas
- funders
- religious organizations
- academics or other researchers.

Understanding where there is a lot of activity, and where there isn't, is important to finding your niche and how you can best contribute. If you are starting a new organization, make sure that your organization has a unique role or niche. There may already be a lot of groups focusing on sexual violence, but no one making the international connection or talking about rape as a tactic of war, or mapping the widespread nature of the problem. If you start a new group, carve out a role for your group so that you are not duplicating work that others are doing.

Are there good laws in place or are legal or legislative changes needed?

Find out if there are laws that need to be enacted (or changed) at the community, state or provincial or national level. Helping victims of domestic violence, trafficking or sexual violence is important. Providing them shelter, protection and tools can be life saving.

But, we also need strong laws to prosecute those who engage in trafficking and violence, prevent trafficking and violence and protect victims. If there aren't strong laws on the books (or any laws), this is an avenue to pursue. As Chapter two in the toolkit outlines, there are international norms for legal frameworks in each of these areas – sexual violence, domestic violence and trafficking – and

advocacy is critical to ensure that every country and every locality has the appropriate laws and that those laws are enforced.

If there are already good laws enacted in your locality, state or region, you should ask yourself two further questions. First, do people know about them? Sometimes laws are enacted, but citizens do not utilize them because they do not know about them.

Second, if there are good laws in place, ask if they are being implemented and enforced properly? Sometimes, laws are enacted, but the members of the criminal and civil legal justice systems who are responsible for implementing and enforcing those laws are not doing so.

Are there enough projects and programs to assist victims of violence or trafficking?

If not, then start one. Victims of violence and trafficking need access to a variety of different services including shelter, legal assistance, employment training and opportunities, counseling and mental health services, and childcare assistance. Our experience, however, is that in many communities there are good existing programs and projects. However, they may be in need of additional assistance in the form of volunteers, donations, services, or funding in order to provide more services or simply serve more victims. If a group or project fits your interest, joining that group or project might be the best approach. However, you might bring a new perspective or sector of the community to this effort. If you find an organization already working on domestic violence, see if the group has involved the business community. Businesspeople bring an economic perspective to the issue, and can often bring a different type of network to this advocacy. This is especially important when the advocacy project involves educating policy makers, such as elected or appointed officials. Whether we like it or not, policy makers often listen to business people in a different way than they listen to service providers, and that can help make the case that violence and trafficking are issues with an economic impact.

For example, it has taken a lot of hard work in the U. S. to engage the business community in these issues, and that work is ongoing. Two good examples of this type of business engagement in the U.S. are:

- the Family Violence Prevention Fund has put together model workplace domestic violence policies and engaged corporate leaders in this effort, www.endabuse.org
- the Salons Against Domestic Abuse Fund has a “Cut it Out” project to engage hair salons in helping their clients who are victims of domestic violence, www.cutitout.org.

Alternatively, if you work with a group of corporate executives of international firms, many of these firms have corporate social responsibility (CSR) policies and programs. Some firms already have policies about their firms’ labor practices across the globe, but many don’t. Work with these executives to advocate within their firms for CSR policies related to trafficking and violence. These can be policies that address not hiring workers who have been trafficked, or policies around identifying domestic violence at the workplace. Multinational companies like Cadbury, Coca-Cola and Gap are examples of firms that serve as models of respected corporate social responsibility programming (see sidebars).

STEP 2 Raise awareness of these issues.

Trafficking and violence have often been hidden from view, discussed in the abstract, or only discussed as happening somewhere else (not where you live), or to another type or class of person. Talking about these issues – although sometimes difficult – and bringing them out into the open can help end these scurrilous practices. Every time we tell the story of those affected by violence and trafficking, we are one step closer to ending these practices.

Here are some ideas to continue this dialogue:

Sponsor a showing of *Seven*, or another thought provoking performance or film, with a panel discussion immediately afterwards.

Plays and films can be remarkably powerful and moving. For this reason, they are the perfect vehicle to launch an advocacy campaign and forum for discussion about the issues of violence against women and human trafficking.

The extraordinary documentary play, *Seven*, is based on the lives of seven courageous women who are part of the Vital Voices Global Partnership network. This play tells the women’s heart-wrenching stories of triumphing over physical and mental abuse, oppression, adversity, and threats to their lives, families

If you decide to showcase *Seven*, you can purchase the rights for a nominal fee, approximately \$75.

For English language professional stock, repertory and amateur stage rights in the United States, Canada and Puerto Rico, please contact:

Dramatists Play Service, Inc.
440 Park Avenue South
New York, NY 10016
phone: 212-683-8960
fax: 212-213-1539
Email: postmaster@dramatists.com
Web site: www.dramatists.com

For non-English language productions, please contact:

Tonda Marton
The Marton Agency, Inc.
One Union Square, Suite 815
New York, NY 10003-3303
Phone: 212-255-1908
Fax: 212-691-9061
Email: info@martonagency.com

For all other rights or general questions, please contact:

Robert A. Freedman
Robert A. Freedman Dramatic Agency Inc.
1501 Broadway, Suite 2310
New York, NY 10036
Phone: 212-840-5760
Fax: 212-840-5776
Email: rfreedmanagent@aol.com
Please put "Re: SEVEN" in the subject line when contact via email

and livelihoods. Three of the seven stories highlight domestic violence, trafficking and sexual violence. In Chapter Two, we identified three more examples. But these are only six stories of many. **For more information and a detailed description of the subjects and issues raised by *Seven*, see Appendix One.**

Seven may not work for you and your group for any number of reasons, but the same principles apply. The transformative power of theater and film can be harnessed to inspire renewed energy and momentum in the war on violence against women. ***There are lots of good films to anchor a panel discussion. We've included a list in Appendix Two.***

Use the panel to attract additional attention and to focus the discussion on the issues and concerns in your particular community. Panelists could include:

- one of the women portrayed in *Seven* or the film or play you are using ;
- one or more of the actresses portraying a characters in *Seven* or the film or play you are using;
- someone local with a story of facing and fighting violence and/or trafficking;
- a representative from a local organization providing services to victims of violence;
- a community leader or local politician;
- a member of law enforcement,
- a judge.

Think about which of these types of panelists would be the most relevant or interesting given your audience and your advocacy goal. For example, if you are pressing very hard to pass a good law strengthening penalties for trafficking, you might want an advocate to talk about why such a law is important, as well as a supportive politician to talk about her/his efforts and how people in the audience can help with this effort. This will also continue to build a relationship with this elected official, and highlight her/his work.

Tip: Limit the panel to three or four panelists so that it isn't too long and so that it captures the audience's attention.

As we all know, good media coverage is critical. Asking a local newscaster or newspaper editor to moderate the panel discussion can help to develop and/or deepen relationships with the media. Not only can this person increase your event's profile, it can also increase the likelihood that your event will receive good press coverage. Also, as we will discuss below, use new media such as Facebook and Twitter to spread the word.

Schedule the showing of *Seven* or another play or movie in conjunction with an important date.

There are internationally recognized dates that can provide a good hook for the performance and panel. There is often a lot of media coverage of the relevant issues around these dates and scheduling your event then can become part of a larger story.

Using one of these dates can give reporters a hook for writing about the issues in general, and also can give them an opportunity to seek out a local angle for a story that they are already writing or producing. A woman or man can make the story personal and more locally relevant for a reporter.

As part of this Global Partnership to End Violence Against Women, *Seven* will be performed in 2010 in India and Argentina with the generous support of the Avon Foundation.

Dates to consider to focus your events are listed below. But, don't feel constrained by these dates. There may be a date that is important in your community or region, or to your advocacy project, that is not on this list. Use it. For example, if you are working on a legislative project, you might use the opening of the Parliamentary session, or the date that an important piece of legislation is about to be introduced at the city council level. Use whatever date will best help you meet your goals.

- January 11: Human Trafficking Awareness Day, <http://humantrafficking.change.org/>
- March 8: International Women's Day, <http://www.internationalwomensday.com/>
- March – May: Mother's Day (different dates depending on country)
- April: Sexual Assault Awareness Month, <http://www.nsvrc.org/saam>
- October: Domestic Violence Awareness Month (in the U.S.), <http://dvam.vawnet.org/>
- November 25: International Day Against Violence Against Women, <http://www.un.org/Depts/dhl/violence/>
- November 25 – December 10: 16 Days of Activism Against Gender Violence, see <http://www.cwgl.rutgers.edu/16days/home.html>
- December 1: World AIDS Day, <http://www.worldaidsday.org/>
- December 10: International Human Rights Day, <http://www.un.org/depts/dhl/humanrights/>

Identify and involve high profile supporters to highlight your work.

In addition to a local media personality, identify other high profile men and women to support your cause and to speak out on its behalf. These can be actors, celebrities, high level elected officials. It's often hard work to get them interested in your issue, but if you do get a celebrity or other high profile person involved, their star power can attract awareness, participation and media attention.

For example, Nicole Kidman, the award winning actress, has been a Goodwill Ambassador for the United Nations Development Fund for Women (UNIFEM) since 2006 and has previously served as a UNICEF Ambassador for Australia. In her efforts with UNIFEM, Kidman focuses on the prevalence of violence against women globally. She has become the Spokesperson for the Say NO-UNiTE campaign, which launched in November 2009. The campaign represents an effort by UNIFEM to highlight the actions being taken by community members, local and national governments as well as non-governmental organizations to stand against violence against women.

Involve men.

Men can play an integral role in the work to end violence against women. In fact, a number of organizations focus on including men in prevention and awareness programming. Two such programs are "Men Can Stop Rape" (a U.S. organization, www.mencanstoprape.org) and the Instituto Promundo (a Brazilian organization, www.promundo.org).

One of the most innovative prevention programs in the United States is the Men of Strength (MOST) Club, created by "Men Can Stop Rape". The clubs, which began in the District of Columbia and now exist across the U. S., use a multi-week curriculum to discuss the traditional depictions of masculinity and how these representations relate to violence against women. MOST clubs allow students to discuss their views on masculinity with their peers and understand the importance of gender equality and the prevention of sexual and dating violence. The clubs enable young men to understand that masculinity does not equal violence and that manhood can not and should not be proven by taking part in violent activities.

The Instituto Promundo's "Program H: Working with Young Men's Series" uses multi-media campaigns and educational workshops to promote more gender equitable roles and a reduction of gender-based violence as well as violence on the whole. In order to facilitate discussion of these issues in communities throughout Brazil, Instituto Promundo created a toolkit featuring relevant group activities as well as a DVD focusing on the adverse effects of traditional male roles. The success of Program H has led to its expansion across Asia, Central America and North America.

Casey Gwinn, President and CFO of the Family Justice Center Alliance, shares his story about the creation of the first Family Justice Center in San Diego, California. It started as a big dream, but it took many small steps and more than thirteen years to make it a reality. The lesson: Co-location isn't 'easy,' but offering comprehensive services to survivors is effective in the effort to end family violence.

الخدمات لصحايا العنف الأسري:
ورشة تدريب إقليمية



Raise Funds – Use the funds for your organization’s work and/or you can donate a portion of the proceeds to a local organization providing protection and/or services to victims of domestic violence, sexual violence, or trafficking.

In addition to raising awareness, this is also a good opportunity to raise funds, either to support your organization’s work directly, or to support the work of others.

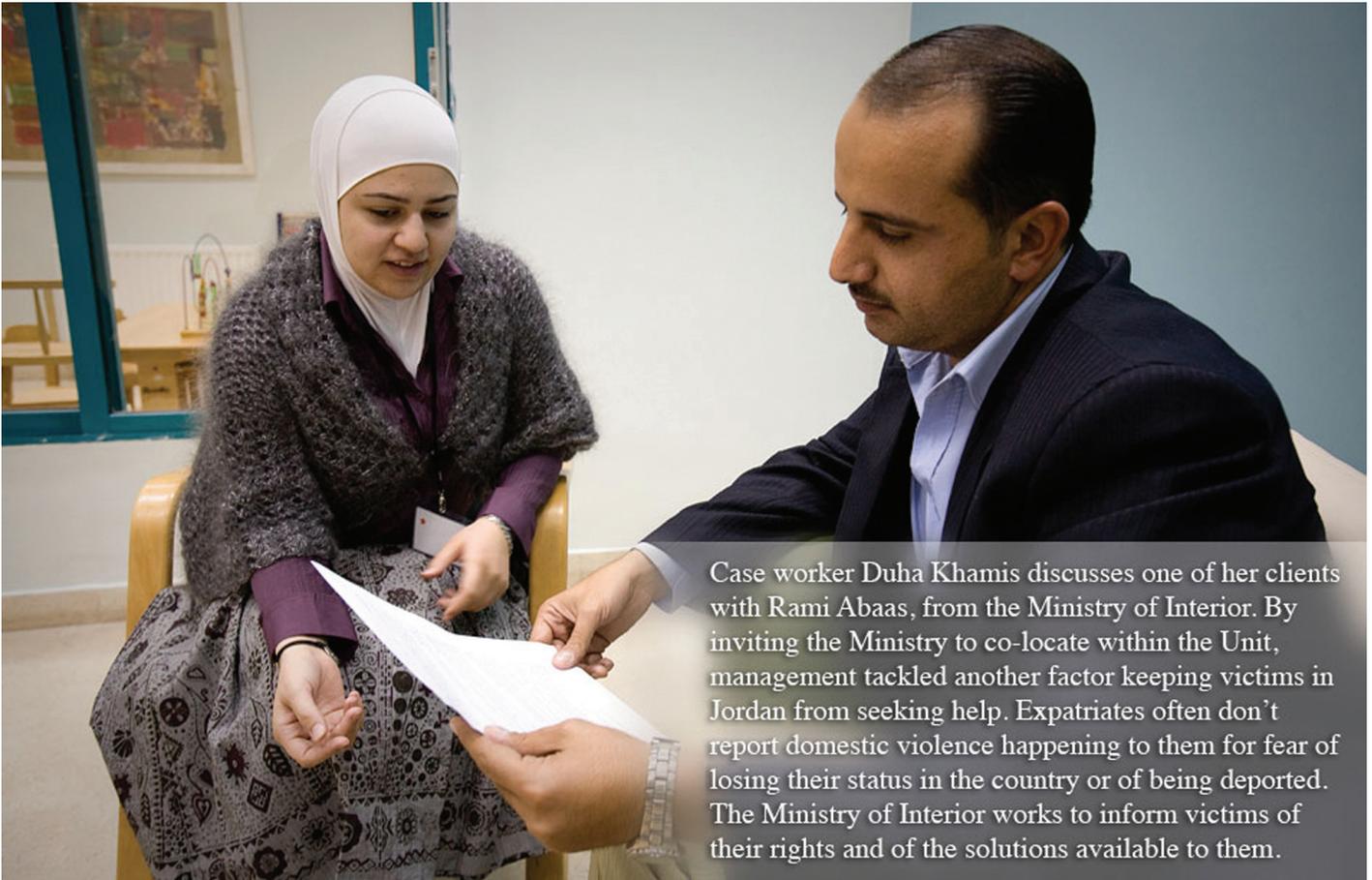
There are many excellent service organizations, most often working with very limited resources. Donating a portion of the proceeds can help their work. Connecting with a well known and well respected community service provider underscores your commitment to those who have been working in the trenches for years.

Often, service providers don’t have the time or resources to advocate for legal and legislative changes. If you are focused on legislative advocacy, you can help bridge the connection between the service needs and the legislative changes needed. In addition, you may bring new resources to those service organizations. For example, if you have organized a group of lawyers to work on drafting a piece of legislation, some of these lawyers may also be encouraged to represent, without charging a fee, some of the victims and families in court, and/or they could



possibly persuade their law firms to take on the local shelter as a *pro bono* client. Or, you may have a group of academics who want to be involved. They may be able to help document the problem in your community.

Publicize your event as widely as you can. Don’t forget local newspapers and community bulletins. Be creative about where you place posters advertising the event – make sure to include local colleges, nail and hair salons, coffee shops, restaurants and markets.



Case worker Duha Khamis discusses one of her clients with Rami Abaas, from the Ministry of Interior. By inviting the Ministry to co-locate within the Unit, management tackled another factor keeping victims in Jordan from seeking help. Expatriates often don't report domestic violence happening to them for fear of losing their status in the country or of being deported. The Ministry of Interior works to inform victims of their rights and of the solutions available to them.

This can help build a crowd for the event, help build awareness or help an individual woman decide to take her first step to escape an abusive situation. You can often save printing costs and reach a broader audience by utilizing social networking sites and only publicity opportunities. Be creative about where you publicize the play, and make sure you are publicizing it in diverse areas. Don't assume that people of certain ethnic groups or income levels – or men – won't be interested.

STEP 3 Identify a concrete goal.

It is important that you clearly define your goal, and how that goal can address violence and/or trafficking. It is easy to be overwhelmed because the problems seem (and are) so large. Defining your goals clearly makes working on them more manageable and gives you and the people you want to engage a sense that they can make a difference. Working on one thing at a time helps. Small victories matter and build confidence.

Take some time to understand what is already happening in your area around these issues. As you are defining your goal, reach out to those individuals and organizations already working on these issues. They can help you get a good sense of what is needed, and where they can use help. Bringing new energy, resources and people to any advocacy work is important. But it is also important to be mindful of what is already being done and where there are gaps.

What solutions are needed? It is important to translate what you have learned about the scope and depth of the problem into concrete action. This type of research is different than the research you have already done into the problem in your community and who is affected by it. This type of research involves understanding what kind of policy change is needed.

Example: Changing a Law. If there needs to be a law changing the immigration status of those fleeing abusive spouses (see side bar), then your research should be focused on what legislative language is needed and where it would fit in the legal framework of your country. You will also need to research the relevant legislative process (essentially how a bill becomes a law).

Example: Implementing a Law. If your community or country has already enacted good laws, but those laws are not being implemented, then your research should be focused on why this legislation is not being implemented. Is it because no one knows about the legislation?

A country or region may have enacted a law that criminalizes domestic violence, but if victims in the community do not know that domestic violence is illegal, they will never call the police to report the abuse or even understand that they have legal rights. If indeed people don't know about these laws, part of your work can be to educate the community through forums, media campaigns or grassroots efforts. You can use many of the tactics set forth in this toolkit to raise awareness, whether through events, public education campaigns and/or the media. Think about the institutions that are important in the people's lives – whether it is a religious organization, a community organization or a local business catering to women (like a hair salon), and work with those institutions to broaden the reach of your education efforts. This is also a good way to use well known individuals (media personalities, celebrities, local icons) to publicize laws and make sure that people understand protections that already exist.

Alternatively, are the laws not being implemented due to a lack of political will? Sometimes, laws are enacted, but the members of the criminal and civil justice systems who are responsible for implementing and enforcing those laws are not doing so. These officials may not have received the training necessary to enable them to properly enforce the laws. If that is the case, it is important that these officials receive not only training about HOW to enforce legislation regarding violence against women and human trafficking, but they must also receive training about WHY it is important for them to do so. Think about how to work with the criminal justice system to ensure that this type of training occurs and offer to provide resources in the form of experts and victims who can help educate these officials about how enforcing these laws can save lives. This is a good way to engage police, judges and lawyers in your work, and reaching out to these groups is critical.

It is important that policy makers rely on your work and research, both into the issue and into what policy solutions exist. The more specific you can be the better – people who want to help want something concrete to do, and that is especially true if the person is an elected official. As you do your research, you will see what policy needs exist in your community.



EXAMPLE OF BUSINESS ENGAGEMENT: COCA-COLA

Coca-Cola, one of the largest buyers of sugar globally, has taken a leading role in the elimination of child labor in sugarcane harvesting. The company recently worked with the International Labor Organization (ILO) as well as various NGOs to create an action plan to help take steps to address the issue. For example, as a means of sponsorship Coca-Cola creates promotional soccer balls. Since there is a high risk of child labor in the production of these balls, Coca-Cola created a "Soccer Ball Pre-Certification system" that allows for very extensive supplier audit and pre-certification of satisfactory suppliers. Suppliers that have been pre-certified are therefore the only soccer-ball suppliers that the company uses. As a signatory to the United Nations Global Compact, Coca-Cola expects all of its suppliers to follow its "Supplier Guiding Principles".

To get you started, here are some potential ideas for policy advocacy

- **Get your city, province, country to pass a law addressing one or more of these issues.**
- **Get your local council to pass a resolution supporting a law or a treaty.** For example, the US has not ratified the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW). In order to ratify CEDAW, 2/3 of the US Senate, or 67 Senators, must vote to approve CEDAW. Upon taking office, President Obama named CEDAW as one of three treaties—and the only human rights treaty—for top ratification priority. Join a campaign to support a Senate vote to ratify CEDAW. There are over 200 organizations in the US already working on this, and adding your voice is important. See www.womenstreaty.org for more information.

- Currently, legislatures in 11 states and territories and 19 countries, have endorsed U.S. ratification as an example of location action on a global priority.

Source: www.womenstreaty.org

- **Find out if there is legislation already pending that can address some or all of these issues surrounding violence and/or trafficking.** This will in large part depend on what laws are already on the books and what the greatest needs are in your city, region or country. For example, there might be legislation pending that establishes criminal penalties, the ability of victims to bring civil actions, or that clarifies immigration status for those fleeing violence or traffickers.
- **If there already are laws, but they aren't being enforced, then work with legislators who sponsored those laws to advocate for their involvement in enforcement.** This can help make laws that are on the books real.
- **Work with corporate executives to develop and implement corporate social responsibility (CSR) policies for their companies.** As discussed above, many companies have strong CSR policies. But, there are also many opportunities to work with companies and business associations to adopt such principles.

One mechanism to know about is the United Nations Global Compact, which is the world's largest corporate citizenship and sustainability initiative. Since its official launch in July 2000, the initiative has grown to more than 7000 participants, including over 5200 businesses in 130 countries around the world. It is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labor, environment and anti-corruption. See www.unglobalcompact.org

The Compact has 10 principles, which focus in each of the four areas - human rights, labor, environment and anti-corruption. The most relevant for fighting violence and trafficking are:

Human Rights: The first two principles of the UN Global Compact, which are derived from the U.N. Universal Declaration of Human Rights, are:

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: Business should make sure that they are not complicit in human rights abuses.

Labor: The Global Compact's labor principles are derived from the International Labor Organization (ILO) Declaration of Fundamental Principles and Rights At Work (1998):

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labor;
- Principle 5: the effective abolition of child labor; and
- Principle 6: the elimination of discrimination in respect of employment and occupation.

In addition to benefits such as sharing best practices and working collectively to advance sustainable business goals, the Global Compact incorporates a transparency and accountability policy known as the Communication on Progress (COP). The annual posting of a COP is an important demonstration of a participant's commitment to the UN Global Compact and its principles. Participating companies are required to follow this policy, as a commitment to transparency and disclosure is critical to the success of the initiative. Failure to communicate will result in a change in participant status and possible delisting.

Source: www.unglobalcompact.org

Once you have decided on a goal, work with other individuals and organizations to see how you can best put your talents and expertise to use. There are many tactics that you can use, depending on the goals. For example, you can:

- Hold events to raise awareness.
- Draft legislative language
- Meet with relevant decision makers, such as legislators, and ask them to introduce and pass legislation, or support already existing legislation, or fight for more funding for victim services.
- Develop a media campaign, including media interviews, letters to the editor, blogs and other new media.
- Raise money. Find out what already existing services and shelters need. Are they trying to get more funding from the government? From private foundations? Is there a way that you can help them advocate for further funding?
- Organize supporters to work shifts at a domestic violence center.



? What additional funding is needed?

Take what you have learned about the projects and programs in your community and determine where there are gaps in funding. Is money needed to mount a public awareness campaign? Are your shelters or other service providers in need of additional funding in order to provide a broader range of services to victims or simply serve more victims?

Once you have determined the greatest unmet need, you can develop a fundraising plan of action. As you think about how to approach donors, it is important to focus on three questions:

- **What is being raised:** Money is an obvious answer, but not the only one. Donations to your group can come in a number of different forms, including food, supplies, or volunteer time. You should match your requests against your needs and measure both against your budget. For example, if you have 100 boxes of paper for posters, it may not be useful to ask for or accept more paper.
- **Whom are you asking for resources:** Fundraising is collecting names of potential contributors and then identifying why that person would contribute. It is critical to determine how to ask the person and who should ask the

EXAMPLE OF BUSINESS ENGAGEMENT: THE GAP

The Gap's social responsibility programming focuses directly on the supply chain as well as the importance of community investment. The use of child labor to harvest cotton in Uzbekistan prompted Gap to not use mills and vendors who source cotton from Uzbekistan. In its efforts to insure that the prohibition is being maintained, Gap works with a supply chain traceability expert. The need for a means to identify the origin of raw materials has led Gap to create a tracking system that will allow the company, and others like it, to simplify the tracing process.

Gap's work in India has focused on improving the community where its factories are based through helping women. The Gap Inc. Personal Advancement, Career Enhancement program (otherwise known as P.A.C.E.), in coordination with the International Center for Research on Women, enables female garment workers to gain greater levels of education so they can move beyond their current employment positions. The training program is based on two phases that include trainings on such skills as problem-solving, communication and financial literacy. The program's level of success has led to a program expansion to Cambodia.

potential contributor. When thinking about potential contributors, you know what will best work in your community. As a rule of thumb, think about the following types of potential donors and how you might be able to approach them:

- **Individuals:** family, personal friends, close professional colleagues
- **Government** agencies
- **Foundations**
- **Private Companies**
- **Who is talking to each of these individuals or entities:**
Asking for money isn't easy, so you should think about how to best ask. For each of the types of donors listed above, assign a specific amount that you will ask for and assign a person to ask. Organizations often have someone on staff responsible for fundraising but this is an activity where your board of directors is key. Members of your board should be people who are able to help you raise resources, visibility and credibility for your project.

TIPS:

- Make sure to develop a system for tracking promises to donate. Also, keep a list of those you need to call back or visit with more information.
- Timeline: Fundraising plans should be mapped out on a timeline and should be completed before the beginning of your organization's fiscal year.
- Develop a "Case Statement," which is a brief overview that can be used by staff and board members to describe your organization to potential donors. Developing a case statement is useful because it provides common language that can be used in all external communications. A good case statement generally includes: (1) the mission of the organization, (2) what the organization is trying to achieve and how you measure success, (3) as relevant, the programs or services provided, (4) the board members and key staff and (5) the finances of the organization and its status.

Once your organization has put together its fundraising strategy, you can begin identifying potential donors and carrying out your fundraising plan. There are five major steps in executing a fundraising strategy:

Step 1. Identifying donors – you can ask friends and colleagues if they know of potential donors, do research into who is supporting similar causes or has a personal interest in your work. Think about businesses in your region that have a customer base that matches your organization's audience or target market.

In 1994, the U.S. Congress passed the Violence Against Women Act (VAWA). Though the legislation primarily focused on programming for US citizens, it also gave immigrant women who are married to US citizens or legal permanent residents, as well as their children, the right to self-petition for permanent residency if they had been abused by their spouses. During the subsequent re-authorizations of VAWA in both 2000 and 2005, advocates successfully waged a campaign to include stronger provisions protecting the rights of immigrant women who had suffered abuse. As a result of that advocacy, and working with Congressional supporters, VAWA as re-authorized introduced the "T" visa, which provides legal status for up to 5,000 trafficking victims a year, as well as the "U" visa, which provides legal status for victims of domestic violence, or rape as well as other crimes who are willing to provide authorities with information regarding the abuse. These visa categories allow victims to remain in the United States and later apply for legal permanent residency, and give victims the authority to work legally within the United States. The U. S. Department of Homeland Security now has the authority to stop deportation proceedings if the individual is a victim of battery or other mistreatment. In an effort to provide foreign women entering the United States with information regarding their rights, the U.S. government provides pamphlets on family violence to all foreign fiancées and spouses whose partners have petitioned for visas on their behalf.

Step 2. Cultivate/involve donors - Fundraising is about building relationships, so cultivate the donors before you formally ask them for resources. There are several ways to cultivate donors; you can meet individually or in small groups with prospective donors, invite them to events, and/or send them background information on your organization.

Step 3. Request resources from donors - The way in which resources are requested will differ depending on the type of donor you are approaching. Always be specific about what you want and what outcomes you expect their donation to produce. This information can be presented in various ways, again depending on the type of donor you are approaching, including grant applications, letters, calls, events.

Step 4. Follow Up - It is critical to thank donors personally and sincerely and inform them of the progress that has been made at your organization as a result of their donation. Again, the follow up depends on the type of donor, but here are a few common ways



Participants traveled from eleven countries in the Middle East including: Bahrain, Egypt, Jordan, Oman, UAE, Lebanon, Iraq, Palestine, Yemen, Morocco, and Saudi Arabia. In addition to three days of training, all of them visited both the Queen Rania Family and Child Center and the Dar Al-Wafaq Women's Shelter. Together, the centers represent the first examples of co-located services in the Middle East.

to do it: regular reports on a specific program's progress, regular reports on the organization's progress (an annual report is common), invitations to organization programs or events, thank you letters and gifts- photos from events, organization items (pens, t-shirts, notebooks, scarves, books, etc.).

Step 5. Do it all again! - Fundraising is an on-going and continuous process. Organizations should always be going through the four fundraising steps outlined above.

STEP 4 Develop a budget and timeline.

Budget: Developing a budget is crucial and is a highly effective way to track how you are doing on a daily, weekly and monthly basis.

You will need to realistically estimate how much you will spend for what you need to accomplish. The types of things to put in a budget are:

- organizational filing fees
- research costs
- communication costs

- personnel costs
- overhead
 - office rental
 - telephones
 - computers and other office equipment
 - supplies
- outreach activities
 - printed materials
 - ads
 - event costs
 - transportation costs
 - food, water for volunteers.

You may have other expenses depending on your situation. Make sure to think about everything you might need.

After you have developed your budget, take another look at it and see if there is anything that you might be able to get someone to donate (food, paper, etc.) If you can take these items legally, then this will help you cut down on the funds that you actually have to raise.

Timeline: Put everything that needs to be done for the next 12 months on a timeline. This seems like an overwhelming task but you will find out that it is actually a road map that will guide your work. You should:

- assign daily, weekly, monthly goals for getting everything done;
- assign people to each task with defined responsibilities for getting that task completed;
- determine how many staff and volunteers you will need for each task and put down on timeline.

Once you have done this, you will be able to execute your plans, and also be able to monitor and evaluate how you are doing. You can see if you overestimated the number of volunteers you would have, or underestimated the amount of time it takes to get posters back from the printer. Once you know those things you can continually adjust what you need to do every day!

STEP 5 Work in and continue to build coalitions.

After you have decided on a project or a goal, you must think about how to best build partnerships and coalitions to reach your goal. Building coalitions can be challenging. The key thing to remember is that you do not need to be in total agreement on all issues – just in agreement on the one issue you are working to address. In order to build strong partnerships, it

is critical to know who else is working in the area, and to talk with these people and organizations about how you can best be involved. Ask about already existing meetings and events, and how you can participate. Be collaborative and listen. Bring in relevant groups from the very beginning.

You will also need to understand who you need to persuade. You will usually need to persuade more than one person, and your advocacy target audience will depend on the project you pick. If you are trying to change a local law, you will need to persuade the Mayor, members of the city council or tribal leaders. You might also need your neighbors to write letters to the editor, or meet with their legislators. In all of these efforts, you will need to tap into already existing networks, such as community groups, religious groups, student associations or professional networks.

Understanding your advocacy targets as **people with community relationships** is key. Once you have done that you will need to think about each of the individuals and the relationships they have in the community. For example, city council member Foster may be a former teacher, active in her church, from a large prosperous family that owns local businesses. You should then look at who is in your group and the groups in your coalition and ask: Does someone know her? Did someone go to school with her? Does someone go to her church? Is someone a member of her political party? Does someone live in her neighborhood?



You should ask these questions for each advocacy target you have and then literally map out the human resources you have in your coalition that can help you reach each person. Your map will help you develop the next phases or steps in your coalition building process, such as:

- Finding the best contact person for an individual with whom you need to meet.
- Making the introduction to the person and/or its office.
- Scheduling a meeting.
- Sharing the project goals in your meeting.
- Getting a commitment for action, such as sponsoring legislation or holding a hearing.
- Following up to ensure that action is taken.

This will also help you think about **potential coalition partners that are not already involved**. There is strength in numbers of people and organizations working on a project. It is important to think about what sectors of your community will care about the issues of sexual violence, domestic violence and trafficking.

Look for unusual new coalition partners. For example, as discussed earlier, sometimes advocates don't think about involving the business community. However, businesses understand more and more the negative effect that domestic violence has on productivity at the workplace. You may not have ever worked with the business community before but that community can be an influential partner in broadening the reach of your project. If council member Foster is a critical vote, and she owns a business, she will likely be impressed if you bring a representative of the local Chamber of Commerce to a meeting to ask her to support your project.

STEP 6 Prepare yourself to speak about the issues.

Everyone from a policy maker to your neighbor needs to understand what you are trying to accomplish and why/how your project or cause affects their lives. As you prepare yourself to speak about these issues, you will need to develop both a good factual basis for your remarks, as well as a “message.”



Once you have the basic facts available, develop a message to put those facts into a context that makes sense. A message should help answer who you are, how your organization will approach challenges faced and your proposed solutions to community and public issues. Your message should be clear, concise, concrete and convincing. **You must be able to persuasively answer one critical question:** “Why should I care what you are doing?,” or put another way, “How will my life and my family’s life be different (be better) if you are successful?”

It is easy to talk in generalities about what you will do or what issues you support – “I am for women’s rights” or “domestic violence is wrong” – but these types of generalities don’t give others a sense of what you are fighting for or why they should join your cause. Instead of these types of generalities, you should talk about specific, concrete facts about domestic violence, as well as ways to solve the challenges and problems faced by your community. For example, instead of saying “domestic violence is wrong” you could say:

“Women are obviously hurt by domestic violence, but children are also hurt by witnessing domestic violence. Children learn how to deal with conflict and anger by watching the adults in their lives. We need programs that help children in families where domestic violence occurs know how to stay safe and know that help is available. My project is to educate teachers about what to look out for in the classroom and train them to help identify and assist these kids.”

Once you have developed your message, and have your facts at hand, it is important to prepare yourself and other spokespeople for your group to speak in front of groups and to the media.



STEP 7 Working with the media.

Cultivating good relationships with the media is critical. Most people get their information from the media, whether that media is more traditional (radio, television, newspapers) or, so called “new” media (the internet or social networking sites). Depending on where you are, don’t forget about oral traditions or performance as a form of communication.

As advocates, we cannot control the media, and are sometimes wary of the media. However, interacting with the media in a strategic manner can help you deliver your message to exponentially more people than you could reach on your own. You may not always get exactly the story you would have written yourself, but providing reporters with the factual information they need, as well as examples of people who have been affected, can help shape how the stories are written.

Some tips: Always prepare for an interview. This is especially important if you ask someone who was a victim of these practices to speak with the media. Sometimes reporters’ questions can be difficult and embarrassing. Make sure that anyone you put forward to talk with the media is prepared and understands there may be difficult questions asked.

Do a mock interview (or interviews) ahead of time, with a mock reporter asking them the hard questions. This will allow you to see how the person responds to a reporter and handles questions. If the interview will be taped for television, do the mock interview on video and review it. Seeing yourself on camera is often not easy, but it reflects how others see you, and what you need to do to improve your appearance in front on the camera.

You can try to limit the scope of questions asked by the reporter, but that doesn’t always work. At the very least, always have someone accompany the person being interviewed. In many instances, both reporters and press staff who accompany people to interviews tape the interviews. This can help ensure that it is clear what was asked and answered.

Find out if anyone in your coalition or larger network has had experience with the particular reporter or media source. You may be able to find out what type of questions the person tends to ask, what their viewpoint is, and how hard they pursue a story. All of this can be helpful in preparing for the interview and any interactions with that particular reporter.

Finally, make sure you know as much as possible about your interviewee’s story before the interview starts. If there is something negative in the person’s past (e.g. they were arrested, or allegations were made against them), even if those allegations

aren't true, you need to know about them. You may decide the facts are too explosive to allow an interview. More likely, there will be answers to the questions or allegations, and you need to make sure that the interviewee is prepared to refute charges or statements that are not true or don't tell the whole picture.

Note: Become familiar with the protocols and guidelines for interviewing children (See: "A Resource Kit for Journalists", the Children's Media Mentoring Project, <http://www.mediamonitoringafrica.org/images/uploads/childrenmentoring.pdf>).

In addition to understanding the reporters you are talking with, it is also important to know who reads or listens to what type of media, and make sure you are using the right type of media needed. Think through the type of media outlets you want to use given your advocacy goals. Policy makers often pay attention and use different media sources than the general public. Having said that, policy makers also often follow general media so that they are aware of what their constituents are hearing and reading. Here are some good general rules:

- Make a list of reporters and media outlets who might be interested in the issues or stories. Find out who has what "beat" – there are often people who focus on crime or business, or focus on stories about a particular region of the country or a certain segment of the population, like women or youth. Get to know them and make sure you have good contact information for them.
- Find out which reporters are "news" reporters, who cover the daily news, and which are reporters able to write longer, more research driven pieces (often called current affairs reporters). You will likely work with both types of reporters, and it is important to understand the differences.
- Introduce yourself and your work. Send an introductory email or make an introductory phone call, describing what you are doing and sending relevant materials. Use this as an opportunity to ask questions about what they need from you, and what their deadlines are for stories (see next bullet). Try to introduce yourself in person.
- Make their work as easy as possible. Learn their rules, including their deadlines, what type of materials are the most useful, etc.
 - Reporters work on deadline and so they need to get stories in before a certain time. News reporters have shorter deadlines than current affairs reporters, and often peg their stories to a hook that relates to something happening in the news that day or week. Talk to reporters and ask them about these rules, as well as unwritten rules.

For example, the best time for press events may be in the morning, so that reporters can attend and have time to write a story. Or, if you want something covered live on the television news, you need to know what times the news programs run, and the criteria used for decisions about what can get carried live.

- Shorter materials are better. Don't send a 500 page report. Write an executive summary.
- In any instance, your materials should be fact driven and substantiated. **If a reporter finds a factual error in your material, he or she will be less likely to ever rely on you as a source again. If you don't know an answer or a fact, try the best you can to find it out, but never, ever, make one up.**
- If you have a web page, use it as a communication tool. Make sure that you have substantiated everything on the web site, and that you keep it current.
- Think about Facebook and Twitter as ways to amplify your message. You can start a Facebook page about your organization or issue, and communicate using this media. **For example**, "That's Not Cool" is a campaign created by the Family Violence Prevention Fund and the U. S. Department of Justice's Office on Violence Against Women in coordination with the Advertising Council. The campaign represents an attempt to curb digital dating abuse by using a multimedia campaign. The campaign's Facebook allows teens to ask questions and discuss issues with the That's Not Cool team as well as other teens. <http://www.facebook.com/pages/Thats-Not-Cool/101674166859?v=wall>.
- If you are having an event, make sure to invite the media to cover the event. Draft a press release and also follow up with calls to the media that you really want to attend.

STEP **8** Monitor your progress and evaluate your effectiveness.

Monitoring progress: The principal aim of monitoring is to measure whether you are progressing according to plan and whether you need to make any changes to your strategy. Developing goals is central to being able to measure progress. For example, if you are working toward your city passing a law increasing penalties for domestic violence, the following could be goals:

- draft legislative language
- find main sponsors of legislation, ensuring that you have representation from every major political party



- get legislation introduced
- hold hearings in relevant committees
- ensure that one of the witnesses testifying at the committee hearing represents your perspective (and/or is from your organization)
- place op-eds in every major newspaper to support passage of the legislation
- obtain favorable vote in committee
- obtain favorable vote in city council
- get legislation signed into law.

You will know what goals you should set depending on your policy making process, and you should develop a list that makes sense to you. Each of these goals has multiple sub-goals, which you also should map. For example: if your goal is to “find main sponsors of legislation, ensuring that you have representation from every major political party,” your sub-goals might be:

- identify potential legislative sponsors
- develop plan for requesting a meeting with the legislator (or her office) and decide who should attend meeting
- if you want a business leader to attend meeting with you, identify key business leader; meet with that person
- prepare attendees for meeting
- prepare materials for meeting
- meet with staff person

- meet with city councilor
- have key supporters of city council member contact member or staff to show support for sponsorship of the legislation
- work to get the media to write a story about the need for legislation in a local paper.

There are many steps along the way and therefore many ways to measure what you have accomplished. Knowing what you need to do, and defining it, will help you ascertain how far you have come toward meeting your overall goal.

Evaluation: Evaluation is often done at the end of a project to ascertain how the project has gone. You should measure not only things like meeting deadlines or obtaining sponsors, but also an evaluation of impact and outcomes. For example, evaluations should look at: whether the initiative had the desired impact; how resources were used; and the sustainability of the efforts.

You can also use the evaluation process to talk with victims, service providers and community members about what their perceptions are of the work and its effectiveness. This type of evaluation not only provides invaluable information, but ensures that these groups and individuals who use the services are part of the process of project design and evaluation.

Information about the Vital Voices Play *Seven*



In 2006, Vital Voices connected seven award-winning female playwrights with seven women from its Global Leadership Network. In the following months, the playwrights collected personal interviews and oral histories from each of these extraordinary women. Inspired by their tales of triumph, the playwrights gave voice to these women's experiences, collaboratively working together to produce the documentary play, *Seven*. These stories are both unique and universal.

Seven Women – Seven Stories - Seven Playwrights

Story One:

Hafsat Abiola, Nigeria



Hafsat Abiola, Nigeria, an advocate for human rights and democracy following the murder of her activist parents, founded the Kudirat Initiative for Democracy, which provides skills-training and leadership opportunities for young women across Nigeria. She now helps build bridges between African and Chinese women, as China increases its engagement in the African continent.

Anna Deavere Smith - Playwright

Anna Deavere Smith is an actor, teacher, playwright and creator of unique one woman plays based on interviews. She has won two Obie Awards, two Tony nominations for *TWILIGHT: LOS ANGELES*, and a MacArthur Fellowship. A Pulitzer Prize finalist for her play: *FIRES IN THE MIRROR*, Ms. Smith is founder and director of the Institute on the Arts and Civic Dialogue at New York University.



Story Two: Farida Azizi, Afghanistan



Farida Azizi became an activist fighting the marginalization of women under Taliban rule in her native country. As a peace activist, Ms. Azizi has worked to promote the human rights of Afghan women through her work within the aid community, and through her advocacy at the international level. While a Program Officer for the Norwegian Church Aid (NCA) Afghanistan Program from 1996-

2000, Ms. Azizi supervised the women's program, implemented by NCA's twenty partner organizations. Her responsibilities included capacity-building programs for Afghan women in the peace-building and rehabilitation of Afghanistan. Because of threats on her life, she has gained asylum and now lives in the United States with her two children and continues to work on women's rights and peace-building in Afghanistan.

Ruth Margraff - Playwright

Ruth Margraff has toured all over the world with her *Cafe Antarsia Ensemble* to festivals and venues throughout the UK, Canada, Russia, Romania, Serbia, Hungary, Czech Rep., Greece, Turkey, Slovenia, Croatia and Egypt. Ruth was delegated to represent the U.S. State Department on a Peaceworks Cultural envoy to Calcutta, India and received a Fulbright new opera award. She is an active member of Theater Without Borders/Brandeis Coexistence International. She is also an Associate Professor of playwriting at the Art Institute of Chicago.

Story Three: Anabella De Leon, Guatemala



Anabella raised herself and her family out of poverty by getting an education. She has been a congresswoman since 1995, and has received death threats because of her fight against corruption and for the rights of the poor, particularly women and indigenous peoples.

Gail Kriegel - Playwright

Gail Kriegel was the Artist-in-Residence at the Tribeca Performing Arts Center from 2005-2006. Her film *FRAGMENTS* won top awards at five film festivals. For her prize-winning play *ON THE HOME FRONT* she received a Rockefeller Foundation Fellowship, One World Arts Grant, NYFA grant, the Ruby Lloyd Apsey Award and was a finalist for the Susan Smith Blackburn Prize.

Story Four:

Marina Pisklakova-Parker, Russia



Marina Pisklakova Parker studied aeronautical engineering in Moscow, and while conducting research at the Russian Academy of Sciences, was startled to discover family violence had reached epidemic proportions. Because of her efforts, Russian officials started tracking domestic abuse and estimate that, in a single year, close to fifteen

thousand women were killed and fifty thousand were hospitalized, while only one-third to one-fifth of all battered women received medical assistance. With no legislation outlawing the abuse, there were no enforcement mechanisms, support groups, or protective agencies for victims. In July 1993, Pisklakova founded a hot line for women in distress, later expanding her work to establish the first women's crisis center in the country Center ANNA. She lobbied for legislation banning abuse, and worked with an openly hostile law enforcement establishment to bring aid to victims and prosecution to criminals. She began a media campaign to expose the violence against women and to educate women about their rights. Center ANNA is now part of a coalition that has provided crisis and counseling services for 100,000 Russian women.

Paula Cizmar - Playwright

Paula Cizmar's plays have been produced off-Broadway, and in regional theatres from Maine to California. She has been selected for the O'Neill National Playwrights Conference and Sundance Theatre Lab and is the recipient of numerous awards including a National Endowment for the Arts playwriting grant and a residency at the Rockefeller Foundation's study center in Bellagio, Italy. Often taking on political and social issues, her many published and produced plays include: *Street Stories*, *The Death of a Miner*, *Candy & Shelley Go to the Desert*, *Bone Dry*, and *Still Life with Parrot & Monkey*. Also a screenwriter, Paula was a staff writer for two seasons on the PBS series "American Family." She teaches playwriting at the University of Southern California.

Story Five:

Mukhtar Mai, Pakistan



Mukhtar Mai was gang raped by four men and forced to walk home almost naked in retribution for an alleged "honor crime." Mukhtar and her harrowing story grabbed headlines across the world. Instead of taking the traditional "women's" route of committing suicide, she brought her rapists to justice, built schools to improve the

condition of women, and became an advocate for education in her country. The Mukhtar Mai Women's Welfare Foundation, founded in 2004, began as one room and has expanded to a school with 500 female students and has led to the creation of another school in South Punjab that educates between 80 to 100 students. The foundation also supports the boys' school in Mirwala as Mukhtar believes that education is the key to change. Along with its schools, the foundation runs a Women's Resource Center for victims of violence against women as well as a helpline telephone service that includes a mobile transport unit which takes survivors of abuse to hospitals, police stations and other safe sites.

Susan Yankowitz - Playwright

Susan Yankowitz is a playwright, novelist and librettist. Her best-known plays include *PHAEDRA IN DELIRIUM*, *TERMINAL*, *1969 TERMINAL* 1996, *A KNIFE IN THE HEART*, and *NIGHT SKY*, which has been performed throughout the U.S. and in translations world-wide. In music-theatre, she is a book writer/lyricist for *TRUE ROMANCES* with Elmer Bernstein, *SLAIN IN THE SPIRIT* with Taj Mahal and *CHÉRI* with Michael Dellaira. Her work has been honored by the NEA, Guggenheim, Rockefeller and NYFA foundations, among others.

Story Six:

Inez McCormack, Northern Ireland



Inez McCormack is an activist for women's and human rights, labor, and social justice and a former President of the Irish Congress of Trade Unions. Inez played a critical role in the 1998 Good Friday Peace Accords and continues to advocate for equal rights and fair labor practices for women and minorities. She now chairs a program,

the Participation and Practice of Rights Project that helps the disadvantaged access resources and services in Ireland, both North and South. In 2008, she received the prestigious Irish Tatler Woman of the Year Award.

Carol K. Mack - Playwright

Carol K. Mack's plays have been produced off-Broadway and in regional theatres across the U.S. Her newest play, *The Visitor*, received a grant from the Foundation for Jewish Culture. Her awards include the Stanley Drama Award, Julie Harris/Beverly Hills Theatre Guild Award and a Rockefeller Foundation Fellowship. Her plays have been selected for four editions of *The Best American Short Plays*, Applause Books.

Story Seven:

Mu Sochua, Cambodia



Mu Sochua returned to her native Cambodia in 1991 after 18 years in exile, and has worked tirelessly ever since as one of her country's leading advocates for human rights, working to stop human trafficking, domestic violence and worker exploitation. Ms. Mu negotiated two international agreements with neighboring countries to help cur-

tail human trafficking in Southeast Asia. She was co-nominated in 2005 for the Nobel Peace Prize for her work against sex trafficking of women in Cambodia and neighboring Thailand. Due to the rampant corruption that she witnessed in the government, Mu Sochua stepped down from her position in order to run for Parliament as a member of the opposition party. After campaigning door-to-door and visiting 482 villages, Mu Sochua won a seat in Parliament in July, 2008.

Catherine Filloux - Playwright

Catherine Filloux is an award-winning playwright who has been writing about human rights and social justice for the past twenty years. Her plays have been produced in New York and around the world. Ms. Filloux is the author of two music theater pieces, *Where Elephants Weep* produced in Phnom Penh, and *The Floating Box* produced in New York. She has received awards from the O'Neill, Kennedy Center, Omni Center for Peace and New Dramatists.



2008-2009 Performances of *Seven*

- December 2, 2009**, Nieuwe Kerk, The Hague.
December 1, 2009, International Institute for Social Studies (ISS), The Hague.
Fall 2009, Sweden – *Seven* was translated into Swedish by Hedda Sjogren and was performed in 20 communities as a part of Swedish national festival, Home Not Home.
September 30, 2009, River Court, London, U.K.
June 29, 2009, Aspen Ideas Festival, Aspen, Colorado, U.S.
June 1, 2009, Royal Aeronautical Society, London, U.K.
March 26, 2009, Skirball Theater, New York University, New York, NY, U.S.
November 12, 2008, Harman Center for the Arts, Washington DC, U.S.
October 16, 2008, Forum for Women on the Economy and Society, Deauville, France.
October 16, 2008, Association for Foreign Policy at University of Lund, Sweden.
October 7, 2008, FolkTeatern, Gothenburg, Sweden.
November 17, 2008, Elverket/Powerstation, the stage for contemporary plays at Royal Dramatic Theatre, Stockholm, Sweden.
Riksteatern, Hallunda, Stockholm, Sweden.
March 6, 2008, Diane von Furstenberg Studio, New York, NY, U.S.
January 21, 2008, 92nd Street Y's Tisch Center for the Arts, New York, NY, U.S.

The response to *Seven*:

“A powerful documentary play about seven amazing women... SEVEN tells their stories in a simple setting on stage - stories that are interwoven together in a gripping, sad but inspiring tale of women who've overcome tragedy, rape, death threats, illiteracy, extreme poverty, the sex trade and more to rise up, care for others and become leaders in their corner of the world.”
 – Alegre's Corner {November 13, 2008}

“Art and activism shared the stage at the 92nd Street Y's presentation of SEVEN... The result was riveting, explosive, and inspiring drama... From the women who challenged the status quo of the power structure and the interpreters of their words, I felt reaffirmed in the belief that one person could indeed make a difference.”
 – Marcia G. Yerman, Huffington Post {January 29, 2008}

“It was impossible not to be inspired by the widely varying examples of courage that the project corralled.”
 –Washington Post

“[A] coherent testimony of fundamental, frightening and shameful oppression of women all over the world—in the name of traditional economical, political and physical male power... It is an overwhelming experience to hear these women through the actors: brief, unsentimental, universal and personal. One cries. And becomes a little wiser.”
 –Dagens Nyheter (Sweden) {September 16, 2009}

For further information on *Seven*, see: www.sevenplay.org



Films To Use For Events To Raise Awareness



VERY YOUNG GIRLS

Very Young Girls is an expose of human trafficking that follows thirteen and fourteen year old American girls as they are seduced, abused, and sold on New York's streets by pimps, and treated as adult criminals by police. The film follows the barely-adolescent girls in real time, using vérité and intimate interviews with them as they are first lured on to the streets and the dire events which follow. The film also uses startling footage shot by the brazen pimps themselves giving a rare glimpse into how the cycle of street life begins for many women.

The film identifies hope for these girls in the organization GEMS (Girls Education and Mentoring Services), a recovery center founded and run by Rachel Lloyd, herself a survivor of sexual exploitation. She and her staff are heroic and relentless in their mission to help girls sent by the court or found on the street. Given a chance to piece their lives back together, some will edge of two different worlds consistently battling the force that will suck them back into the underground. Very Young Girls' unprecedented access to girls and pimps will change the way law enforcement, the media, and society as a whole look at sexual exploitation, street prostitution and human trafficking that is happening right in our own backyard.

You can obtain the film on Netflix – USA (Online and DVD)

BREAKING THE SILENCE: JOURNEYS OF HOPE

This is a documentary on domestic violence, which premiered in October 2001 on U. S. public broadcasting stations across the country. Mary Kay Inc., together with the Mary Kay Ash Charitable Foundation, underwrote the documentary and has since joined with the American Bar Association (ABA) to support outreach on domestic violence to the legal community. The videotape and facilitator's guide packages are available for \$10.00 each plus handling, and are available in English and Spanish.

You can order by calling 800-285-2221 and ask for product code # 3170320 for the English version, 3170321S for the Spanish/Mexican dialect version, or 3170321CDV for the Spanish/Caribbean dialect version. If you want to order online, see <http://www.abanet.org/publiced/domviol.html>

TRADE

Based on “The Girls Next Door,” a 2004 *New York Times Magazine* article by Peter Landesman, the film features Academy Award-winning actor Kevin Kline as a police officer in Texas who becomes involved with a young Mexican boy who is looking for his 12-year-old sister who has been abducted. The film is “gut-wrenching and alarming and disturbing,” Mr. Kline told reporters. “The film depicts the inner workings, shines a light on the methodology of how these trafficking networks work, not only behind the scenes, but what actually happens in plain sight,” he said. *Trade*, which also tells the story of a young Polish girl who is brought to the United States under false pretences and raped, drugged and put to work, attempts to “put a human face on the problem.”

You can obtain the film on Netflix – USA (Online and DVD)

WATER

“Water” is the profoundly moving and compellingly vibrant story of India’s “widow houses,” where women of all ages are taken to live (even today) apart from society following the deaths of their husbands. The story of WATER begins in 1938 India when an 8 year old girl, who barely even remembers her wedding and has little comprehension of her marriage, has just been widowed. Required by ancient Hindu laws to now leave society, the girl Chuyia is brought to a dilapidated widow house or ashram where, according to custom, her hair will be shorn, her clothes exchanged for white robes and the rest of her life will be spent in renunciation. But the feisty, precocious, disbelieving Chuyia (SARALA) soon turns the house upside down with her rebellious spark. She begins to have a profound effect on the other women who live there, in particular the devout Shakuntula (SEEMA BISWAS) and the beautiful Kalyani (LISA RAY), who has been forced into prostitution by the domineering head widow, Madhumati (MANORMA).

You can obtain the film on Netflix – USA (DVD)

THE DAY MY GOD DIED

“The Day My God Died” is a documentary, narrated by Tim Robbins and co-produced by Winona Ryder, which focuses on the lives of women trafficked from Nepal to India. With a focus on the abduction of girls from their villages, the film explores their journey to Bombay’s brothels known as “the Cages”. Kamthipura, the red-light district of Bombay, is a holding ground for approximately 200,000 trafficking victims. With footage from the lives of actual victims, the documentary puts a human face to the destruction caused by the child sex trafficking. The film also shows the perseverance of those victims who survive including those who use their experience to try and free others in bondage. The work of non-profit organizations working to help trafficked women who have contracted HIV/AIDS often goes unacknowledged but “The Day My God Died” highlights the many needs of women after they are freed from bondage.

You can order the film by emailing Andrew Levine Productions at Levine@xmission.com or by calling 435-655-8319.

TRADING WOMEN

The 2003 film, released after five years of research, follows the journey of the trafficking of girls from Burma, Laos and China to Thailand. Narrated by Angelina Jolie, the documentary traces the history of the sex industry as well as the upsurge in the numbers of trafficked girls being sold into brothels. By exploring the political and economic reasoning behind the increased trafficking of girls and women, “Trading Women” enables viewers to understand that there needs to be a multi-prong approach to combating trafficking.

You can obtain the film online by ordering it through Documentary Educational Resources at <http://www.der.org/films/trading-women.html>.

Toolkit Authors

Stephenie Foster

Stephenie Foster is currently Senior Vice President for Government Affairs at Legacy (formerly the American Legacy Foundation), and serves as a Senior Advisor to Vital Voices. She has over twenty five years experience as an advocate for a wide range of issues relating to women, serving in senior positions on Capitol Hill as well as the executive branch, the non-profit sector, political campaigns and private law practice. Ms. Foster has participated in numerous international programs, designing advocacy and training programs and materials for use in a wide variety of political and geographic environments, including Venezuela, Argentina, Chile, Peru, Haiti, Yemen, Oman, Bahrain, West Bank, Afghanistan, Bangladesh, Morocco, Nigeria, Mali, Cameroon, Ghana, Kenya, Uganda, South Africa, Ukraine and Northern Ireland. She has also trained groups of women who have traveled to the United States for various programs sponsored by Vital Voices Global Partnership and the National Democratic Institute for International Affairs (NDI). Ms. Foster received a J.D. from the University of Pennsylvania, an M.R.P. from Cornell University and a B.A. from the University of California. She is also a Professorial Lecturer at American University in Washington, DC.

Dinah-Kareen Jean

Dinah-Kareen Jean joined Vital Voices in the fall of 2009 and is currently a Consultant with Vital Voices' Human Rights Program. Dinah-Kareen graduated from Tufts University with a B.A. in Political Science and Community Health. Prior to her work at Vital Voices, Dinah-Kareen worked as a Research Assistant at Physicians for Human Rights where she focused on issues facing asylum seekers in the United States. In addition, Dinah-Kareen studied International Health at University College London and interned for Malcolm Wicks, MP in the House of Commons of the British Parliament.

Cindy Dyer

Cindy Dyer joined Vital Voices Global Partnership as Senior Director for Human Rights in January of 2009. Prior to her current position, Cindy Dyer served as the Director of the United States Department of Justice's Office on Violence Against Women. As Director, Ms. Dyer served as the liaison between the Department of Justice and federal, state and international governments on the crimes of domestic violence, sexual assault, dating violence and stalking. Ms. Dyer spent 14 years as a prosecutor in Dallas County, Texas specializing in domestic and sexual violence cases. She was a member of the Public Policy Committee of the Texas Council on Family Violence for 10 years, where she assisted in proposing and drafting legislation to help victims of domestic and sexual violence. Additionally, she was a weekly hotline volunteer for nine years at a shelter for battered women and children. Ms. Dyer graduated from Texas A&M University and Baylor University Law School.

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