

EDUCATION *about* and PREVENTION *against*
gender and relationship violence

2015 Annual Report

inspiration

action

impact



jana's
CAMPAIGN

TM

ABOUT US

Jana's Campaign is a national education and violence prevention organization whose single mission is to reduce gender and relationship violence. In honor of the late Jana Mackey and all other victims of gender and relationship violence, Jana's Campaign delivers comprehensive educational programming to prevent domestic and dating violence, sexual violence and stalking.

OUR MISSION

Our mission is to provide quality educational programming that prevents gender and relationship violence. Working with middle and high schools, colleges and universities, and community-based organizations and agencies, Jana's Campaign delivers specialized comprehensive prevention programming that is designed to prevent violence, build healthy relationships and create new social norms.

OUR VISION

Our vision is that Jana's Campaign will play a significant role in ending gender and relationship violence and be a catalyst for social change. We believe that, by working with thousands of other activists around the world, this social disease can be eradicated in a single generation. Simply, we plan to do our part.

OUR PREVENTION APPROACH

First and foremost, Jana's Campaign believes that gender and relationship violence is preventable. The ultimate goal of our programs is to stop violence before it starts. Our efforts include primary, secondary and tertiary prevention approaches. Second, we believe that prevention efforts must address all levels of the social-ecological model. This calls for comprehensive behavioral and attitudinal changes at the individual, relationship, community, and social levels. Finally, Jana's Campaign utilizes evidence-based prevention strategies and practices that illustrate the greatest impact. Our educational programs are designed to raise awareness and reduce risk factors while supporting protective measures, engage bystanders, promote healthy and respectful relationships, and encourage the development of new social norms.



Kelley Parker, Executive Director



A LETTER FROM THE PRESIDENT

IMPACT. 2015 was a year of continued impact and strategic growth for Jana's Campaign. In the following pages, you will see the scope of the impact of our programs. As you read, please consider the number of lives impacted by the work of this organization inspired by the life of an incredible young woman, Jana Mackey.

In October, Jana's Campaign welcomed Kelley Kuhlmann Parker of Colorado as its new Executive Director. Kelley previously held the role of Associate Director with Jana's Campaign and has been dedicated to this organization since the beginning. Kelley is extremely talented and her passion for our mission make her the perfect candidate to take the reins and move Jana's Campaign forward. We are so fortunate to have Kelley leading Jana's Campaign in our efforts to make this a safer world for everyone.

This fall, Jana's Campaign officially launched our new capital campaign, The IMPACT Project. We are very excited about this campaign and the important work that will be done. Without your continued support, we could not do the vital work that we do. On behalf of our board of directors, thank you for everything that you do to support Jana's Campaign. We cannot begin to express how much we value that support and we pledge to do everything we can to change the future and landscape of gender and relationship violence for everyone.

Sincerely,
Heather Reeson Lambert, Ph.D.
Board President

OUR STORY

We believe in the "power of the story." Many great social movements have been driven and motivated by a single story or a series of stories that move people to action. We believe it is our responsibility to share the story of Jana's life and the story of her death to reduce gender and relationship violence. This story is about who Jana was— her beliefs, how she lived her life, her efforts to protect women, and her pursuit of social justice. Her powerful story is also about how she died as a victim of dating violence. We have given Jana's name and face to the global movement of reducing gender and relationship violence. We see her as a symbol of the millions of people worldwide who have and continue to suffer from this social disease.

ABOUT JANA

On July 3, 2008, Jana Mackey lost her life to violence perpetrated by an ex-boyfriend in Lawrence, Kansas. The 25-year-old University of Kansas law student was an advocate for women's rights and had spent years volunteering to aid victims of sexual assault and domestic violence. Jana represented the new generation of American feminists. As a passionate social and women's activist, Jana fought for equality and social justice at every turn.

Described as "honey on steel," Jana Lynne Mackey was the kind of woman that inspired others. She inspired through her words, her song, her actions. Jana was beautiful, intelligent and kind. She was an advocate, a friend, a sister, a daughter. She was magnetic. She was a bright spot in an ordinary day. She was a hero.



PEOPLE

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John Montgomery, Coaching Boys Into Men Training Associate

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Zhuping Zhai and Xuihua Wan, Jiangsu, China



Pictured from left: Parker, Bainter, Frazer, Brungardt, Farrington, Clark, Dougherty and Templeton

Staff

Kelley Parker, MLS, Executive Director

Christie Brungardt, Ph.D.,
Volunteer- Director of Secondary Education Program

Curt Brungardt, Ph.D.,
Volunteer- Engaging Men and Boys

Sandra Bainter, Office & Financial Manager

Danielle Dougherty, Program Specialist

Jennifer Farrington, Program Specialist

Hannah Frazer, Administrative Assistant

Tiffani Clark, Administrative Intern

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\$1,000 and Above:

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Hays Academy of Hair Design, Hays, KS
KU Women In Law-KU Law School, Lawrence, KS
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Mia Lang, Hays, KS
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 UMC Second Chances, Hill City, KS
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 Kathryn Wallert, Russell, KS
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 Anthony & Rhonda White, Pittsburg, KS
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In-Kind Donations

Ashley Maree Photography, Wilson, KS
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 Curt & Christie Brungardt, Hays, KS
 Kyle & Kristina Claar, Franktown, CO
 Commercial Signs of Hays, Hays, KS
 Brad Dawson, Hays, KS
 Diamond R Jewelry, Hays, KS
 Eagle Communications, Inc., Hays, KS
 Eighth Street Liquor, Hays, KS
 Jennifer Farrington, Hays, KS
 FHSU Foundation, Hays, KS

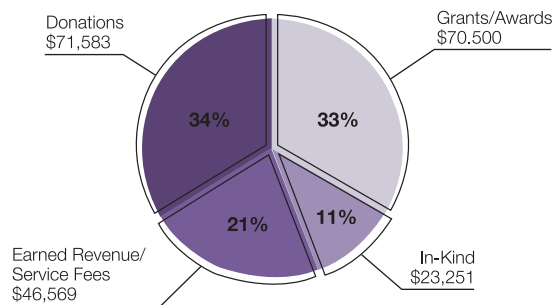
Gella's Diner/LB. Brewing Co, Hays, KS
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 Holiday Inn Wichita East I-35, Wichita, KS
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 Kaiser Liquor, Hays, KS
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 Michelle McCormick, Topeka, KS
 Stan & Joyce Newell, Hays, KS
 Nex-Tech Wireless, Hays, KS
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 Daryn & Kelley Parker, Manitou Springs, CO
 Matt & Nicole Peters, Hays, KS
 Rejuvenations Day and Med Spa, Hays, KS
 Salon Ten O'Seven, Hays, KS
 Don & Sharon Schinstock, Hutchinson, KS

Jason Schneider Auctioneer, Schoenchen, KS
 Vi Simon, North Newton, KS
 Shane & Stacey Smith, Hays, KS
 Soroptimist International of Hays, Hays, KS
 Stephens Chiropractic Services, Hays, KS
 Jacquelyn Stoffel, Gorham, KS
 Mark & Rachele Strawn, Hutchinson, KS
 Alesha Stroh, Hays, KS
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 Western Beverage, Hays, KS
 Brett Whitaker, Hays, KS
 Wichita Symphony Orchestra, Wichita, KS
 Sabrina William, Hays, KS
 Mary Winter, South Hutchinson, KS

FINANCIAL REPORT

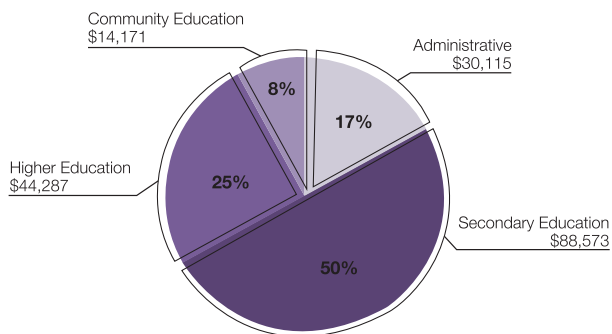
2015 REVENUE

Cash and In-Kind Assets



**At the date of publication, this financial data has not been audited, however, this is a fair and responsible representation of financial statements in accordance with general accounting principles..*

2015 EXPENDITURES



GRANTS & MAJOR SPONSORS



* We have received donations from the highlighted states

PROGRAM FOCUS AREAS

In the summer of 2015, Jana's Campaign board of directors and staff gathered together for a multi-day strategic planning retreat. This intensive planning session resulted in a more narrowly-focused strategic direction for the organization, in alignment with our mission to provide effective prevention education. This narrowed strategic direction is of critical importance to Jana's Campaign as we continue to grow both the scale and scope of our impact. We are excited to focus on three primary programming areas: secondary education, higher education and community education.

SECONDARY EDUCATION

We understand that one of the most effective ways to prevent gender and relationship violence is to help young people understand what constitutes healthy versus unhealthy relationships at the very time that they are beginning to enter into their first relationships. We believe that by empowering young people to engage in healthy and supportive relationships and by creating a culture of strong respect among adolescents we can ultimately reduce the instances of gender and relationship violence. In order to do this, we utilize comprehensive, multi-level prevention programming, including curricular and co-curricular activities.

One of our major secondary education initiatives is the infusion of the **Safe Dates** curriculum into existing middle and high school coursework. **Safe Dates** is an evidence-based, nationally-recognized teen dating abuse curriculum designed for grades 6 to 12. This curriculum is best used in a classroom or student group setting and is designed for both girls and boys. **Safe Dates** addresses healthy and unhealthy relationships from the perspective of victims and also of potential abusers. Jana's Campaign provides this curriculum to teachers, administrators and schools free of charge, in addition to providing the training necessary to effectively implement the curriculum into their existing coursework.

Our \$100 **service project mini-grants** allow students to put knowledge into action as they integrate issues of gender-based violence into teen dating violence prevention service projects. These projects let students realize they have the power to make a difference, and their projects can begin to spark dialogue and create real change in their schools and communities.

Yates Center High School students Haydyn Beerbower and Sydnee Kobel used mini-grant funds from Jana's Campaign to create a documentary on teen dating violence that was shown at a school-wide assembly, complete with a red carpet movie premiere. Yates Center theater, art, web design and Family Career and Community Leaders of America (FCCLA) classes collaborated to put together this event. As a result of this project, Hadyn Beerbower received a gold medal at the state FCCLA competition and went on to win a gold medal at the 2015 National FCCLA Conference in Washington, D.C. We are so proud that his teen dating violence prevention project was recognized and rewarded so highly at the national level.

Coaching Boys Into Men is a national program created by Futures Without Violence that trains athletic coaches to help high school male student athletes build healthy relationships and prevent gender and relationship violence. Coaches lead players through short weekly lessons on topics like insulting language, disrespectful behavior, digital abuse and what it means to 'be a man.' Jana's Campaign provides training for coaches in all men's sports, creating an atmosphere of respect toward relationships.



Christie Brungardt, co-founder of Jana's Campaign, travels to middle and high schools across the state to bring awareness to issues of teen dating violence.

Curt Brungardt, co-founder of Jana's Campaign, hosted Coaching Boys Into Men trainings in Kansas and Oklahoma in 2015.



HIGHER EDUCATION

We believe colleges and universities can and should do more to prevent gender and relationship violence. We work to provide higher education institutions with training opportunities and resources to improve their prevention and response efforts to sexual violence, partner violence and stalking on campus.

The third annual **Heartland Campus Safety Summit** was held at Johnson County Community College in November and brought together hundreds of college and university personnel to learn how to better prevent and respond to gender and relationship violence on their campuses. With attendees from more than 70 institutions of higher education, the Summit educated participants on topics such as peer education and prevention programming, coordinated campus response efforts, and the role athletic departments can play to prevent violence. Based on the success of this regional and affordable conference model, we will be expanding this work to Colorado with the inaugural **Rocky Mountain Campus Safety Summit** in June of 2016.

HEARTLAND

campus safety summit



Andrea Pino and Annie Clark of End Rape on Campus (were keynote speakers at the 2015 summit featured in the Hunting Ground).

Jana's Campaign founders Curt and Christie Brungardt served as guest editors of a special issue for the **eJournal of Public Affairs** titled Higher Education's Role in Preventing and Responding to Gender and Relationship Violence. Submissions for this national publication came from experts and practitioners in the field from Kansas, Iowa, Indiana, South Carolina, Oregon, and New Mexico.



Through newly created programs, schools across the country are learning how to better engage men in the work of ending gender and relationship violence. The **Campus Men's Action Network** is an organizational model that encourages college men to develop campus coalitions, and **Man2Man** presentations bring Jana's Campaign representatives to colleges and universities to discuss unhealthy masculinity and how it links to violence.

Jana's Campaign continues to be heavily involved locally at Fort Hays State University (Hays, KS) by serving on the University Commitment to Title IX Advisory Committee as well as partnering with the Women's Leadership Project for campus presentations and prevention initiatives like The Red Flag Campaign.

More than 280 individuals attended this year's Summit, representing 81 colleges, universities and organizations.



COMMUNITY EDUCATION

We believe in the power of speaking-out about the issues of gender and relationship violence. In partnership with community organizations, we work to provide community-wide educational and prevention programs that reduce violence. Our efforts also include mobilizing others to volunteer and make a difference in their communities. We have spoken in community buildings, churches, prisons, and libraries— all to help citizens understand why gender and relationship violence matters to their communities and what they can do to stop it.

This year, staff and board members from Jana's Campaign represented the organization at the **United Nations Commission on the Status of Women** meetings in Washington, DC. Our Special Consultative Status allowed us to participate in international conversations about the impact of gender and relationship violence on women, as well to network with organizations domestically and abroad that are doing work which complements our own. We are grateful to our board members, who generously provided funding for their travel and accommodations.



Curt & Christie Brungardt being recognized by Kansas Attorney General Derek Schmidt for their six years of service as co-chairs of the Kansas Batterer Intervention Program Advisory Board.

THE IMPACT PROJECT

the
IMPACT
project
fundraising campaign

Jana's Campaign is embarking on a national fundraising campaign seeking to raise \$500,000 over the next eighteen months. These funds will allow us to take our work to the next level. Over our six year history, our programming impact has been felt throughout Kansas and across the United States. Now, it's time to do even more. The IMPACT Project fundraising campaign is designed to increase both the scale and scope of our work and to create even greater impact. This project will allow us to improve and expand our gender violence prevention efforts in middle and high schools, colleges and universities, as well as with our community-wide programming activities. Through individual, corporate and foundation donors and with our earned revenue, we seek to raise \$500,000 by July 1, 2017.

Our Funding Priorities

Middle & High Schools: New resources will be used to enhance and expand our teen gender violence prevention program in Kansas and in our neighboring states. Our goal is to reach 20,000 new adolescents with this effort.

Colleges & Universities: New resources will be used to develop, implement and expand programming activities that are designed to prevent and respond to campus gender and relationship violence regionally and nationally. Our goal is to reach an additional 200 colleges and 200,000 new college students.

Community-Wide Education: New resources will be used to broaden our impact through our various community-wide educational programming strategies across Kansas and into surrounding states. Our goal is to reach 50 new communities and 100,000 citizens.



Project Co-Chairs

Together, Mia Lang and Curt Brungardt are chairing the IMPACT Project fundraising campaign. Both Mia and Curt have a deep passion for Jana's Campaign and our efforts to reduce gender and relationship violence.

Mia Lang is a ten-year-old fourth grader at Holy Family Elementary School in Hays, Kansas. Last year for her birthday, she asked her family and friends not to buy her gifts, but rather to donate to Jana's Campaign. Her efforts and passion for the cause raised \$1,100. Since that time, Mia continues to fundraise and volunteer for Jana's Campaign.

Curt Brungardt is the Voss Professor of Leadership Studies at Fort Hays State University in Hays, Kansas and is a co-founder of Jana's Campaign. Over the past five years, Curt has served as president of the Board of Directors before stepping down in August 2015.

We are making a difference. With your help we can do even more. Please support the **IMPACT project and help us reach our goal. All proceeds will directly support our education and violence prevention work.**



KANSAS OFFICE

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