



ANNUAL REPORT

2020



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

ABOUT JANA'S CAMPAIGN

OUR MISSION

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

ABOUT JANA

On July 3, 2008, Jana Lynne 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 spent years volunteering to aid victims of sexual assault and domestic violence. 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, and her actions. In March 2008, Jana attended a Women's Leadership Conference, where she was asked to prioritize her top personal values. Jana identified her most important value as "equality for all persons," and her second most important as "the courage to stand up for her own beliefs." Jana 'walked' her values. With these values, coupled with her years of activism and political experience, Jana believed a law degree was the next step in her journey to become the most effective advocate possible for women and other underrepresented groups.

Jana was beautiful, intelligent and kind. She was an advocate, a friend, a sister, a daughter. She was magnetic. She was a bright spot on an ordinary day. Jana was a hero. Jana is missed.



WORKING THROUGH ALLIES

Our direct work with students and citizens is made possible by partnering with and through allies.

Our prevention model is based on delivering our prevention education programs through secondary schools, colleges and universities, and community-based organizations.

By building strong and collaborative partnerships with these local entities, we can better leverage resources, build on each other's strengths and talents, and exchange organizational capacity that encourages sustainability.

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A NOTE FROM THE EXECUTIVE DIRECTOR

'Twenty-Twenty' is a phrase that refers to visual clarity and coincidentally was a year of tremendous opportunities and challenges – a year where we were able to truly see our world for what it accurately is, perhaps for the first time. While we all faced the pandemic, we came together as an organization, a community, state, country, a world and found our humanity a beautiful thing. We rose to face the challenges, supported each other, and celebrated the good.

This past year was a time of exciting growth at *Jana's Campaign*; expanding our violence prevention programs to reach students and citizens in a virtual world, developing new partnerships, and reducing the prevalence of gender and relationship violence in middle and high schools, on college campuses, and in communities across the nation.

2020 provided us with an opportunity to dive deep into our vision of a violence-free world. While the virus ran rapid across the United States, and the world, we were reminded of the escalated violence that takes place within homes, with or without a virus. Often, when we are made aware of the magnitude of a problem, we are discouraged and led to believe that we are helpless in making real change. At *Jana's Campaign*, we view this situation differently. We recast this larger social problem of gender-based violence as series of manageable issues—each with identifiable opportunities and solutions. While our direct work with students and citizens may have been affected by the coronavirus, our plans to tackle gender and relationship, step by step, were only solidified for the coming years.

I personally would like to thank each of you for your support during one of our most challenging years. Thank you for sticking with us and believing in our work. We could not do this important, life-saving work without you.

Warmest regards,

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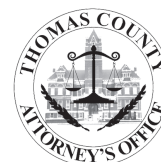
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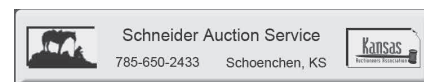
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IMPACT OF COVID-19

As of March 2020, COVID-19 had an immediate and profound impact on *Jana's Campaign*, our partners, and those who receive our violence prevention programs. The team at *Jana's Campaign* promptly worked to pivot our programs to a virtual space. It was this timely and necessary response that allowed for a continued impact. Our standing commitment to reduce, and ultimately prevent, gender-based violence held true, even during the most difficult times.

It is important to know that while reports of the coronavirus continued to escalate throughout 2020, so did the number of phone calls made to domestic and sexual violence hotlines. The shadow pandemic of gender-based violence illustrated the continued importance of *Jana's Campaign's* violence prevention education programs.

Despite the limitations of COVID-19, *Jana's Campaign* was provided with an opportunity to rise up and create incremental changes and improvements to our prevention programs and services. However, entire educational systems made the appropriate decisions to put the safety and health of the students, faculty, and staff first. Schools began to shut down or moved to remote/hybrid learning, and we were unable to impact the number of students we reach in a typical year. As schools begin to re-open this fall, we are eager to grow our impact as we book our calendar for the future!

THIS YEAR'S WORK

SECONDARY EDUCATION

We are dedicated to helping middle and high schools and youth organizations reduce gender and relationship violence by promoting healthy relationship behaviors to ultimately create a culture of strong respect among adolescents. We utilize prevention programs, including curricular and co-curricular activities, to make teen dating violence less likely to occur. Working directly with middle and high schools, we offer tailor-made, multilevel educational prevention programs to meet the unique and specific needs of each school.

We believe a comprehensive and coordinated approach is best to create change and to stop the violence before it starts. Our kindergarten through twelfth-grade programs include leadership development skills and strategies. We believe this linkage with leadership is what creates empowered youth who will stand up for their peers who are bullied or harassed.



20 School Assemblies/Classroom Presentations
13 Virtual Presentations



7 In-Person Gender Specific Presentations



12 In-Person Bystander Intervention Trainings



11 Mini-Grant Service Projects
1 Statewide Mini-Grant Project in Washington State



1 Virtual Safe Dates Curriculum Training



37 Middle and High Schools



3920 Middle & High School Students Directly Impacted



Wichita Public Schools
Student Leader Bystander Intervention Training
Pre-COVID



Cimarron High School - Man2Man Gender-Specific Presentation



Royal Valley High School - General Assembly
Pre-COVID

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 the training and resources they need to improve their prevention and response efforts to sexual violence, relationship violence, and stalking on campus.

Jana's Campaign hosts four Campus Safety Summits each year. Campus Safety Summits are regional and affordable conferences designed to educate college personnel by providing content and programs by national experts and regional practitioners. In addition, *Jana's Campaign* provides direct violence prevention programming to college students and personnel through presentations, activities, and volunteer opportunities.



4 Virtual Regional Campus Safety Summits



71 Colleges & Universities Represented



649 Total Attendees



22 States Impacted



Hundreds of Thousands College Students Indirectly Impacted



2 In-Person Higher Education Presentations

7 Virtual Presentations



1 Title IX Policy Evaluation



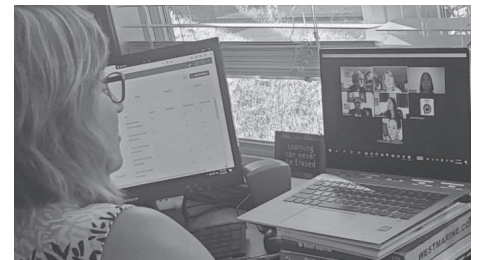
1068 College Students Directly Impacted



Virtual Red Flag Campaign Presentation - Fort Hays State University



Gender-Specific Presentation at Baker University
Pre-COVID



Virtual Missouri State University Public Affairs Conference

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 prevention programs that reduce violence. Our efforts also include mobilizing others to volunteer and make a difference in their communities.



4 In-Person Presentations & Awareness Events

5 Virtual Presentations



Over 500 Community Members Impacted



Co-Founders Christie & Curt Brungardt Present at Fundraiser in Colby, KS
Pre-COVID

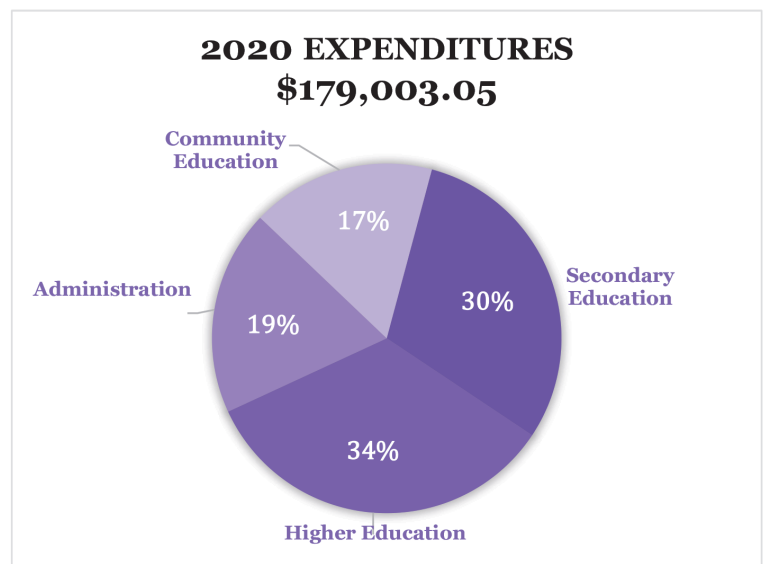
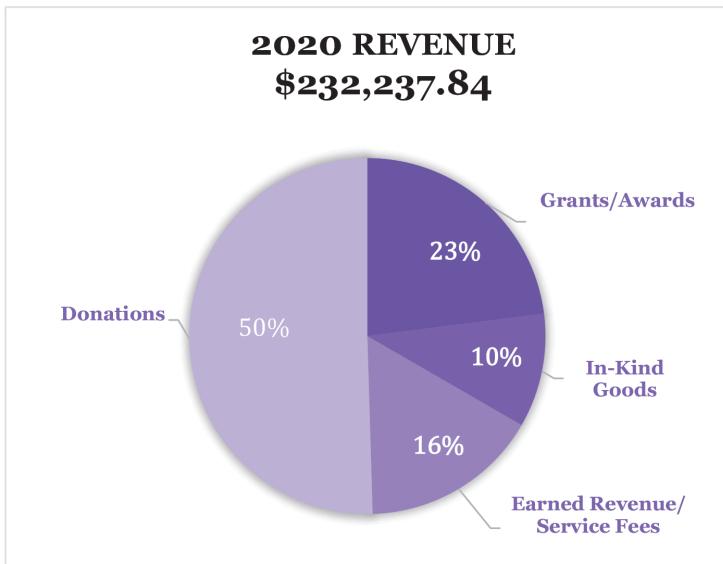


Jana's Campaign Staff at Virtual Empty Place at the Table Fundraising Event



Community Presentation with Wayne Voss State Farm Agent - Hays, KS

FINANCIAL REPORT



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.

Campaign for CHANGE

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

Jana's Campaign is embarking on a national fundraising campaign seeking to raise \$1,000,000 over the next 36 months. These funds will allow us to take our prevention work to the next level. We have proven our prevention model works over the last 12 years and its impact has had lasting effects across the United States. Now it is time for us to take drastic action to make an even bigger impact.

The Campaign for Change is designed to increase the scale and scope of our work. This project will allow us to improve and expand our gender-based violence prevention education programs in elementary, middle, and high schools, colleges, and universities, as well as our work with communities. Through individual, corporate, and foundation donors, and with our earned income, we hope you will help us meet or exceed our goal by May 2023.



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Jana's Campaign is a 501 (c)(3) nonprofit charitable organization and all contributions are tax deductible under section 170 of the Internal Revenue Service.