

**Help us stop
the violence**

Jana's Capital Campaign

Our Kick-Off Fundraising Program

The life of Jana Mackey was about equality, love and justice. *Jana's Campaign, Inc.* was created by her family and friends to help make Jana's values become reality. The purpose of Jana's Capital Campaign is to build a strong, caring and impactful organization. We need important financial capital to match the already rich resources of our talented volunteers. We are seeking financial contributions to our 501C3 charitable non-profit organization. **Our goal for this kick-off campaign is to raise \$100,000.**

About Jana's Campaign

Jana's Campaign to Stop Domestic Violence was created in December 2009 for the purpose of using the story of Jana Mackey's life and death to reduce violence against women. In honor of Jana and other victims, our single mission is to reduce domestic and dating violence. Through public awareness activities, educational programs and advocacy work, *Jana's Campaign* seeks to secure safety and justice for victims of domestic violence. "It is our deep desire to play a significant role in breaking the cycle of domestic violence and to be a catalyst for social change."

Since we began our work, we have partnered with other advocates, victims, educators, the criminal justice system and lawmakers to have a positive impact on this important issue. To date, we have been active in helping to establish certified batterers intervention programs in Kansas; we actively lobbied for the passage of the new domestic violence designation law in Kansas; we have supported new efforts to improve sexual assault response in rural areas; we have developed educational programs like the Women's Leadership Project at Fort Hays State University; we are active in a public awareness campaign with presentations throughout the United States; and through our 1100 Torches campaign, we have recruited hundreds of community volunteers to work in the domestic violence field.

Our Financial Needs

It has become increasingly important that for us to increase our impact, we must expand our organizational capacity. Our goal is to create a modern organization that is small, lean, and flexible, yet has the capability of producing big results. In essence, we are creating an organization that will have the biggest impact with the smallest investment of resources. This organizational structure will seek to maximize activities, look for leverages, operate in the virtual world, and will create partnerships and make connections. However, to create such an organization we need important financial capital to support our five program activities. These activities include:

Public Awareness and Community Action. We believe in the power of speaking out against domestic violence and the importance of recruiting ordinary citizens to this important work.

Education and Intervention Programming. We believe that major educational efforts at all levels are needed to end the cycle of violence against women.

Public Policy Advocacy. We believe that traditional government and other non-profit agencies should improve and expand their efforts to reduce domestic violence.

Campus Action Initiative. We believe that colleges and universities should be mobilized to reduce dating violence.






Men Stopping Violence Against Women. We believe that men and boys should be encouraged to work and be actively engaged in reducing violence against women.

Donated resources will go directly to support these program initiatives, which also includes providing important organizational support staff and related expenses.

About This Fundraising Program

The Jana's Capital Campaign is our first fundraising effort and is designed to provide us with the financial resources needed to advance our program areas. Separate from our annual membership drive, the purpose of this fundraising campaign is to give us a jumpstart in building a solid financial foundation. This campaign seeks initial financial gifts from our current friends and supporters, as well as those new individuals and organizations just now learning about us. This campaign includes five different contribution levels for supportive individuals and corporations.

Contribution Levels:

-  Founding Member/Visionary Club - \$5,000 or more
-  Founding Member - \$1,000 to \$4,999
-  Gold Ribbon Club Member - \$500 - \$999
-  Silver Ribbon Club Member - \$100 - \$499
-  Purple Ribbon Club Member - \$25 - \$99

All donors to Jana's Capital Campaign will be recognized through our annual report. Foundation members will be part of our permanent record and be recognized through our website. All contributions, large and small, are highly appreciated.

Jana's Campaign is a 501C3 non-profit charitable organization and all contributions are tax deductible under section 170 of The Internal Revenue Service.