



2023

*jana's*  
**CAMPAIGN**™

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

# ANNUAL REPORT



## OUR MISSION

Our mission is to provide quality educational programming that prevents gender and relationship violence. Working through secondary schools, colleges and universities, and community-based organizations and agencies, *Jana's Campaign* delivers specialized prevention strategies and curricula 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 ending gender and relationship violence and be a catalyst for social change. We believe that by working with thousands of other activists from around the world, this social disease can be eradicated in a single generation. Simply, we plan to do our part.

## WORKING WITH 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 educational programs through secondary schools, colleges and universities, and community-based organizations. By building collaborative partnerships with these local entities, we can leverage resources, build on each other's strengths and talents, and exchange organizational capacity that encourage sustainability.

## OUR PREVENTION APPROACH

First and foremost, we believe 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, we utilize evidence-based prevention strategies and practices that illustrate the greatest impact. Our educational programs are designed to raise awareness, reduce risk factors while supporting protective measures, engaging bystanders, promoting healthy and respectful relationships, and encouraging the development of new social norms.

## A LETTER FROM THE EXECUTIVE DIRECTOR

Since the founding of *Jana's Campaign* in 2009, the organization has been on a journey marked by dedication, resilience, and profound impact. As we celebrate 15 years of prevention education in honor of Jana Mackey, it is with great pride that I reflect on the progress we have made together. Our collective efforts have impacted countless lives and communities.

Our primary objective for the upcoming year is to reach a goal of directly impacting a cumulative total of 100,000 K-12 students. Through engaging educational programs, we work to equip younger generations with the knowledge, skills, and empathy necessary to stop the violence before it starts.

Your steadfast support has fueled our efforts, enabling us to expand our reach, deepen our impact, and ultimately save lives. Every dollar contributed, every hour volunteered, and every word of encouragement has been instrumental in advancing our mission. As we look ahead to new opportunities, I am filled with optimism and determination. With your continued support, I am confident we will continue to create a lasting impact.

Thank you for standing beside us, believing in us, and empowering us to make a difference. Together, we are building a brighter, healthier, and safer future for all.

My warmest regards,

*Kaiti Blackburn*

# 2013-2023 IMPACT

92,843



K-12 Students  
Impacted

661



K-12 Schools  
Impacted

3,945



College/University  
Personnel Trained

551



Colleges/Universities  
Impacted

44



States  
Impacted



## 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.

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. Jana was a hero. Jana is missed.

## OUR PEOPLE

### Staff

Kaiti Blackburn, MPS

*Executive Director*

Evelyn Dubey

*Education & Prevention Specialist*

Jennifer Schmidtberger

*Assessment Manager*

Megan Woodfield

*Education & Prevention Specialist*

### Program & Administrative Associates

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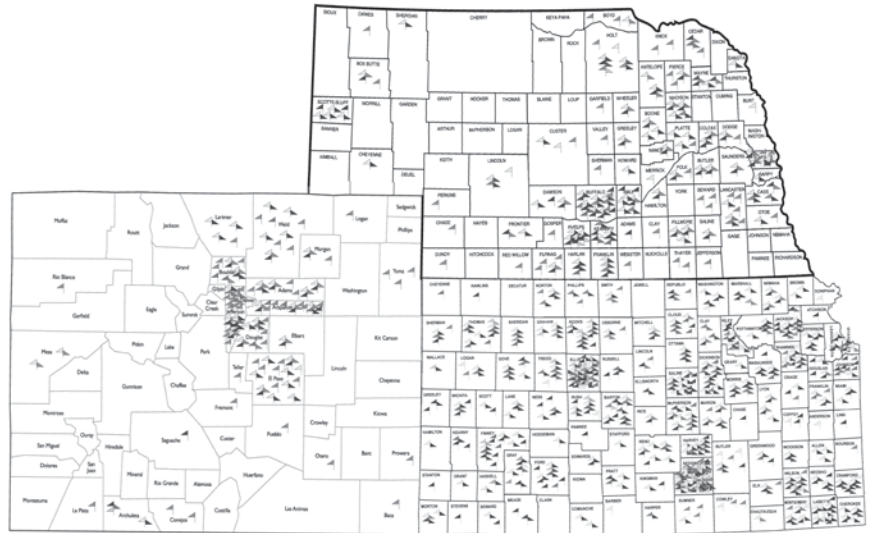
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Jay & Linda Woodfield, Salina, KS

# SECONDARY EDUCATION

Jana's Campaign is 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 raise awareness of the underlying causes by highlighting the 'red flags' of dating relationships. We advocate for schools to implement a comprehensive approach to create transformative change and prevent violence before it starts.

## Programs Implemented in Kansas, Colorado, and Nebraska



### Program Legend

- School Assemblies
- Classroom Presentations
- Gender-Specific Presentations
- Mini-Grant Service Projects
- Faculty/Staff Trainings
- Bystander Intervention
- Educational Conferences
- SafeDates Curriculum
- Coaching Boys Into Men
- Art Exhibits

**STUDENTS  
IMPACTED BY  
PROGRAMS  
IN 2023**

**527**



Bystander  
Intervention Trainings

**761**



Gender-Specific  
Presentations

**2,388**



Classroom  
Presentations

**2,599**



School  
Assemblies

**7,897**



Total K-12 Students  
Directly Impacted



"Thank you for coming. I haven't ever been in a relationship and I have heard about some bad relationships and I appreciate knowing some of these red flags." - High School Student



"I just wanted to give a HUGE 'thank you' to Curt for coming and presenting to our boys at Clifton-Clyde! He did a great job. I heard a lot of great things from high school boys." - High School Teacher

States Represented at the 2023 Regional Summits



**HEARTLAND** **MIDWEST**  
campus safety summit campus safety summit

## 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, relationship violence, and stalking on campus. *Jana's Campaign* facilitates regional and affordable conferences aimed at training college and university administrators, faculty, staff, and students on the critical issues surrounding the prevention of and response to sexual assault, relationship violence, and stalking. These Summits serve as platforms for national experts and regional practitioners to share insights and best practices, creating a collaborative environment for impactful change.

**160** Total Attendees

**66** Colleges at Summits

**19** Organizations at Summits

**16** States Impacted



**6** College/University Presentations

**273** Students & Faculty Directly Impacted

## COMMUNITY EDUCATION

*Jana's Campaign* is dedicated to offering comprehensive training and educational prevention programs that aim to prevent gender and relationship violence across entire communities. Our initiatives extend beyond education; we actively engage in mobilizing volunteers to assist in creating meaningful change within their communities.



Important live conversations instilling the knowledge, skills, and values necessary to prevent gender and relationship violence. *Jana's Campaign* Prevention Educators host deep dive conversations via Facebook Live to discuss topics related to gender-based violence including societal aspects that contribute to violence, rape culture, the severity of gender-based violence in our communities, teen dating violence, stalking, sexual assault, as well as why gender-biased attitudes and behaviors can be the leading causes of violence.



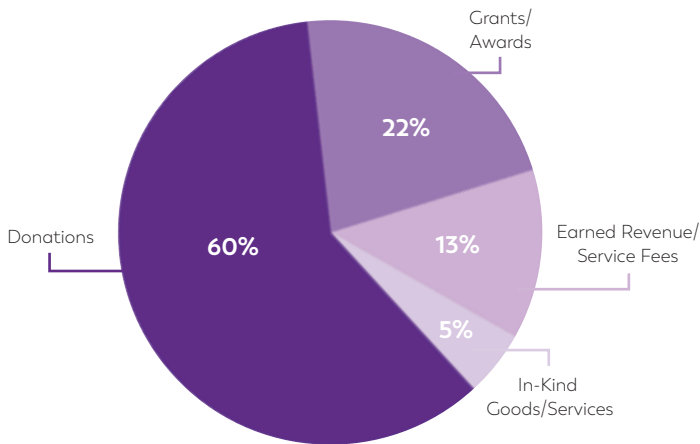
**154**  
Empty Place At The Table Attendees

**2,007**  
Purple Chair Chat Views

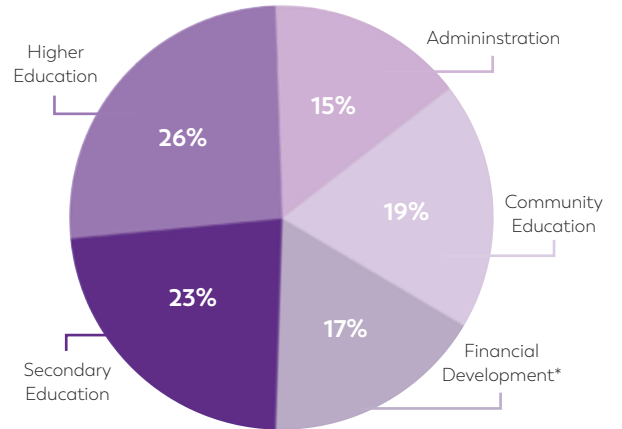
**3,253**  
Citizens Directly Impacted

# FINANCIAL REPORT

2023 REVENUE  
\$245,653.50



2023 EXPENDITURES  
\$237,935.00



\*In 2023, special resources were used to hire a consultant for long-term financial development and planning.

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

Jana's Campaign is thrilled to announce the achievement of our \$1,000,000 goal for the Campaign for Change. Our supporter's commitment to a world free of gender and relationship violence has propelled our organization to this incredible milestone. Because of this support, we're expanding our educational programs in schools, on college campuses, and across communities, planting the seeds for a safer tomorrow. We extend our sincere gratitude for believing in our mission and driving this remarkable achievement. Together, we've laid the foundation for a future where violence has no place.

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