

Tahirih Justice Center's

bighearted
campaign for justice

NOVEMBER 25–DECEMBER 20, 2019

Join Tahirih for our
four-week challenge to raise
critical funds for women
and girls who refuse to be
victims of violence



Learn more and make a difference at
tahirih.org/bighearted

CREATE YOUR TEAM

Thank you for showing us how big your heart is and taking the first step in changing the lives of women and girls fleeing violence.

1. Become a Fundraiser

To become a fundraiser, simply visit tahirih.org/iambighearted and click the **Become a Fundraiser** button right below our fundraising goal thermometer. It takes just a few minutes to register!

2. Create a Team

If you are interested in becoming a Campaign Coordinator and creating a fundraising team through your workplace or community group, after clicking the **Become a Fundraiser** button, select the **Create a Team** option in the pop-up. You will be prompted to name your team (we recommend it be the name of your workplace or community group, including the location if you have multiple offices/chapters across the country that will be participating), set a fundraising goal, and write a team mission statement. You will then be ready to recruit team members and start fundraising!

If you choose to fundraise as an individual, or forget to join or create a team, don't worry! You will still have the option to join or create a team once you have created your personal fundraising page. Simply revisit the Bighearted homepage, click the **Become a Fundraiser** button and select **Join a Team** or **Create a Team**.

3. Have Your Friends, Family, and Colleagues Join Your Team

Your friends, family, and colleagues can join forces with you by selecting the **Join a Team** option after clicking the **Become a Fundraiser** button on the campaign page.

Then they will have the option of entering your team name in the search bar, or browsing through the list of created teams. They simply click on the name of the team they wish to join and voilà, they are a team member.

If you'd like to invite specific people to join your team, you can share your team page URL so that they can go directly to your team page to join!



FUNDRAISING TIPS & TRICKS

Thank you for being part of Tahirih's 2019 Bighearted Campaign! Our ambitious but achievable goal is to raise \$210,000 in support of courageous immigrant women and girls fleeing violence. Here are some ideas to help make your fundraising campaign a success:

- 1. Get started!** Visit tahirih.org/iambighearted to register as an individual fundraiser or create or join a team. Use this fundraising platform to track your progress, get fundraising tips, update and thank your donors, and see what your fellow fundraisers (and competitors!) are doing.
- 2. Look for matching contribution opportunities.** Ask your workplace to match donations made by you and your colleagues, and reach out to corporate partners and clients for matches.
- 3. Host a Bighearted event.** Events are an excellent opportunity to talk about Tahirih and your personal/professional connection to the organization. Ideas include happy hours, tournaments, milestone celebrations, endurance challenges, and auctions.
- 4. Organize a donate-to-participate day.** Speak with your workplace about hosting a day where colleagues can wear something unusual (jeans, sports jerseys, alma mater sweatshirts – whatever works best for your workplace environment) with a donation to Bighearted. To maximize your fundraising efforts, set a suggested donation amount.
- 5. Unleash the spirit of competition.** Leverage personal and professional interest groups (ex. extended family, club members, sports league) to collectively fundraise and/or compete to see who can raise the most in a day or week.
- 6. Get creative.** Think about office or community challenges, or even dares, that end with a Bighearted contribution.
- 7. Use the Bighearted Toolkit.** No need to reinvent the wheel – we have downloadable social media images, sample fundraising emails, and more at tahirih.org/bighearted.
- 8. Spread the word.** Link your Bighearted Campaign efforts to other relevant events or special days (like Giving Tuesday on December 3 and Human Rights Day on December 10), post about the campaign on social media, and reach out to your friends, family, and colleagues to get involved.
- 9. Have fun!**

For more information, contact:

Atlanta: Sophie Leveille, Atlanta Development Associate,
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Baltimore: Nataly Karimi, Baltimore Development Associate,
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Greater DC: Alison Domonoske, Greater DC Development Associate,
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Other Locations: Rahi Patel, Development Strategy and Operations Associate, RahiP@tahirih.org

Quick Tips

- ✓ [Set up your team!](#)
- ✓ Organize workplace 'matches'
- ✓ Host a fun event
- ✓ Share your personal story – why do you support Tahirih?

SAMPLE LANGUAGE

Email

Dear [INSERT NAME],

We think of our nation as a safe and just place, but few people know that, right here, thousands of immigrant women and girls are on a journey most of us cannot fathom — fleeing and seeking protection from gender-based human rights abuses such as domestic violence, female genital mutilation or cutting, forced marriage, honor crimes, rape, torture, and human trafficking.

The Tahirih Justice Center is a lifeline for these courageous survivors, providing free legal services to petition for asylum and holistic social services including emergency shelter, food and clothing, and healthcare. Personally, I support Tahirih because [INSERT A PERSONAL ANECDOTE, i.e. I represented a woman who survived ... everyone deserves justice ... I believe in Tahirih's mission ... currently Tahirih can protect only 1 in 10 women who seek help and we must do better].

This Fall, I'm participating in Tahirih's Bighearted Campaign, a four-week challenge to raise critical funds for women and girls who refuse to be victims of violence. I'd love your support to help me meet my goal of [INSERT YOUR PERSONAL FUNDRAISING GOAL]. Your contribution will change everything for a woman or girl who is rebuilding her life in the wake of violence:

- \$50 buys a bus pass for a woman or girl to attend court hearings
- \$100 ensures a doctor's visit for a traumatized woman or girl
- \$250 secures emergency housing for a woman and her child
- \$500 reunites a woman with her children from overseas
- \$5,000 saves the life of a woman or girl by covering the annual cost of her legal & social services

Women and girls have a right to live in safety and with dignity. With your support, I know we can make a difference in the lives of many!

Donate today at tahirih.org/iambighearted.

Thank you,
[INSERT YOUR NAME]

Facebook

This year, I'm participating in the Tahirih Justice Center's Bighearted Campaign to raise critical funds for women and girls fleeing violence.

All around the world, women and girls are facing incredible obstacles to justice, and many are living in fear. Now more than ever, we need to wear our hearts on our sleeves and show how deeply we believe in the right of every woman and girl to live in safety and with dignity.

Won't you join me in showing how big your heart is? You can donate directly to my Bighearted page: [INSERT URL]

Instagram

This year, I'm participating in the Tahirih Justice Center's Bighearted Campaign to raise critical funds for women and girls fleeing violence.

All around the world, women and girls are facing incredible obstacles to justice, and many are living in fear. Now more than ever, we need to wear our hearts on our sleeves and show how deeply we believe in the right of every woman and girl to live in safety and with dignity.

Won't you join me in showing how big your heart is? Click the link in my bio to donate today!

#Bighearted #ForTheGirls
#TeamTahirih

Twitter

I'm participating in @tahirihjustice's Bighearted Campaign to raise critical funds for women and girls fleeing violence. Now more than ever, we need to show how deeply we believe in the right of every woman and girl to live in safety and with dignity. [INSERT URL] #Bighearted



GET TO KNOW TAHIRIH

Who We Are

The Tahirih Justice Center is a national, nonprofit organization that protects courageous immigrant women and girls who refuse to be victims of violence such as rape, domestic violence, female genital mutilation/cutting, forced marriage, and human trafficking.

Our holistic model for protection combines free legal services and social services case management with bridge-building policy advocacy, and research-based training and education. Our programs efficiently and effectively leverage donated professional services from a vast network of attorneys, medical professionals, and other experts to serve as many women and girls as possible.

By elevating the voices of women and girls seeking justice in communities, courts, and Congress, Tahirih's mission is to create a world where women and girls enjoy equality and live in safety and with dignity.

What We Do

Direct Services

We are empowering survivors of violence by providing free legal services that they need to achieve the immigration status they are entitled to under U.S. law, as well as many vital social services that they need to rebuild their lives, including emergency shelter, food and clothing, and healthcare.

Policy Advocacy

We are engaging in non-partisan public policy advocacy by elevating the voices of immigrant women and girls in communities, courts, and Congress to transform laws and policies to foster systemic, lasting change.

Training & Education

We are enabling communities to meet the needs of survivors through outreach programs that provide thousands of frontline professionals — including attorneys, judges, police officers, healthcare staff, and social service providers — with an understanding of unique obstacles that immigrant women and girls face in the wake of violence, giving communities the essential tools they need to help survivors in crisis.



GET THE FACTS & STATS

Worldwide

Overall, 35% of women worldwide have experienced either physical and/or sexual intimate partner violence or non-partner sexual violence.¹

If present trends continue, 142 million girls will be married before the age of 18 by 2020.²

5,000 women and girls are murdered every year for being a perceived dishonor to their families.³

At least 200 million women and girls alive today, living in 30 countries, have undergone female genital mutilation/cutting.⁴

In the United States

Every 3.9 minutes, someone is raped.⁵

Between 2000 and 2015, well over 200,000 children under the age of 18 were married in America.⁶

In 2018, more than 82% of the cases reported to the National Human Trafficking Hotline involved female victims.⁷

Immigrant Women and Girls Are at Greater Risk

Immigrant women are 2x more likely to experience domestic violence than the general population.⁸

72% of abusive partners fail to give their spouses legal immigration status as a tool of control.⁹

78% of agencies said that immigrant survivors of violence have concerns with contacting the police since the enactment of immigration enforcement policies in early 2017.¹⁰

Only 2% of immigrants facing removal from the United States are able to obtain pro bono representation.¹¹

¹World Health Organization; the London School of Hygiene and Tropical Medicine; and the South African Medical Research Council, "Global and regional estimates of violence against women: prevalence and health effects of intimate partner violence and non-partner sexual violence," Who.int, 2013.

²United Nations Population Fund, "Marrying too Young," Unfpa.org, 2012.

³United Nations Population Fund, "State of World Population 2000," Unfpa.org, 2000.

⁴The United Nations Children's Fund, "Female genital mutilation," data.unicef.org, last modified February 2018.

⁵Federal Bureau of Investigation, "2017 Crime Clock Statistics," FBI.gov, last accessed April 11, 2019.

⁶Amico, Chris; Nolan, Dan; and Tsui, Anjali, "Child Marriage in America: By the Number," Frontline.org, July 6, 2017.

⁷National Human Trafficking Hotline, "Hotline Statistics," Humantraffickinghotline.org, last accessed April 11, 2019.

⁸Aguilar Hass, Giselle; Ammar, Noel; and Orloff, Leslye, "Battered Immigrants and U.S. Citizen Spouses," Legal Momentum, Academia.edu, last modified April 24, 2006.

⁹Aguilar Hass, Giselle; Dutton, Mary Anne; and Orloff, Leslye, "Characteristics of Help-Seeking Behaviors, Resources and Service Needs of Battered Immigrant Latinas: Legal and Policy Implications," Georgetown Journal on Poverty Law & Policy, Volume VII, Number 2, Summer 2000.

¹⁰Tahirih Justice Center, "2017 Advocate and Legal Service Survey Regarding Immigrant Survivors," Tahirih.org, last modified May 18, 2017.

¹¹Eagly, Ingrid V. and Shafer, Steven, "A National Study of Access to Counsel in Immigration Court," University of Pennsylvania Law Review, Volume 164, Number 1, December 2015.



FREQUENTLY ASKED QUESTIONS

When is Tahirih's Bighearted Campaign?

The four-week fundraising campaign kicks off on Monday, November 25 and ends on Friday, December 20.

Who can participate in the Bighearted Campaign?

Anyone and everyone in the Tahirih family is invited to participate! Designed to engage individuals and organizations, Bighearted offers the opportunity to donate, encourage friends, family, and colleagues to donate, and recruit others to fundraise for the cause. If you'd like to formally involve your workplace or community group and serve as its Campaign Coordinator, contact Tahirih's Development Team (information below) and set up your own fundraising team!

Is there a fundraising goal?

Yes! The overall goal of this year's Bighearted Campaign is \$210,000. Campaign Coordinators should work with local Tahirih development staff to determine team goals.

What is the role of the Campaign Coordinator?

A Bighearted Campaign Coordinator creates a team for their workplace or community group through Tahirih's peer-to-peer fundraising platform (tahirih.org/iambighearted), sets a team goal, and mobilizes friends, family, and colleagues to sign up as fundraisers.

Coordinators typically spend 1-2 hours per week on Bighearted, are recognized on the Bighearted website, and are highlighted in Tahirih's Spring Pro Bono Newsletter. In addition, Coordinators are encouraged to challenge each other and their networks to reach their fundraising goals in a variety of easy, fun, and engaging ways (learn more in Fundraising Tips & Tricks). *Note: Coordinators who enlist the help of others generally have an easier time reaching the team's fundraising goal, so Coordinators are encouraged to recruit some Co-Coordinators!*

As a coordinator, what resources are available?

Tahirih wants the Bighearted Campaign to be as fun and easy as possible for our Campaign Coordinators, so Tahirih staff will schedule Coordinator check-ins, send Coordinator emails, and be available for questions or support throughout the campaign.

Tahirih will provide each Coordinator with a Bighearted Toolkit, which includes fundraising and outreach tips, a campaign poster, and sample fundraising language to be forwarded on to professional and social networks.

How can I give my friends, family, and colleagues more information?

We highly encourage Bighearted fundraisers to share information about Tahirih and the Bighearted Campaign with friends, family, and colleagues. Information can be found at tahirih.org/bighearted and in the Bighearted Toolkit. In addition, check out Tahirih's website (tahirih.org) to learn about Tahirih's mission and the women we serve, sign up for our newsletter, view our Impact Report, and much more.

Who should be contacted for questions and support?

Atlanta: Sophie Leveille, Atlanta Development Associate, SophieL@tahirih.org

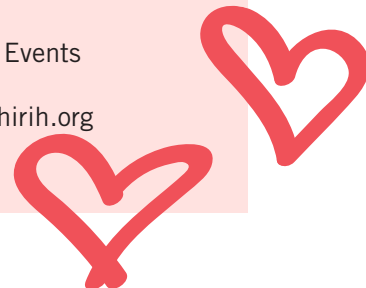
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Learn more and make a difference at
tahirih.org/bighearted

