

## **Framingham State University Nonprofit Giving Course**

**OUR MISSION:** To foster life-changing nonprofit work by providing financial support to local student-selected organizations focused on creating equal opportunities.

We seek proposals for up to \$10,000 of grant support, and will consider requests for general operating funds. Please provide thoughtful and original responses to the questions below in no more than 6 pages:

- Organization's mission

Love Life Now Foundation, Inc. (LLN) promotes year-round awareness against domestic violence via various initiatives. We also help to bridge the gap between shelters nationwide and the communities they serve and in turn, engage communities to learn more about how they can be part of the solution in ending the epidemic.

- How will your organization utilize the funding and how have you done so in the past?

Funding will be used to support our ongoing quarterly **Homeless Brown Bag & Care Initiative**, as well as our **Get Safe Fund**. To date, the Brown Bag & Care Initiative has been funded by operational funds, private donations (both monetary and relative goods) and grants.

Studies suggest that many women experiencing homelessness are survivors of domestic violence, even if it's not the cause of their homelessness. One study in Massachusetts found that 92 percent of homeless women had experienced severe physical or sexual assault at some point in their lives. In an effort to combat this issue, LLN started brown bagging lunches and passing them out to homeless in the city regardless of gender, since abuse goes across the board. We've since taken this initiative a step further by assembling and passing out care packages filled with toiletries specific to men and women, where both are used as incentives for folks to talk to us about abuse they are facing on the streets. We in turn offer resources to those seeking help and speak to the men about their responsibility in keeping the women safe. Click [HERE](#) to see last quarter's distribution day.

The cost of the Homeless Brown Bag & Care Initiative per year is \$5,080:

60 Lunches (\$420 per quarter)	\$1,680
60 Care Packages (\$600 per quarter)	\$2,400
Strap Bags (\$250 per quarter)	\$1,000

## Get Safe Fund

Many victims have a hard time making a decision to finally leave an abusive relationship, but are faced with becoming homeless, since domestic violence shelters are often full...Massachusetts has a shortage of domestic violence shelter space compared to other states. When a victim is referred to us looking for shelter, who has exhausted resources to find one, we are able to have put them up at a local motel for up to 3 nights. This allows them some extra time to make more calls in search of bed space, take a shower and get some sleep. We aim to keep the Get Safe Fund allotment at \$4,000 per year...one night stay can range from \$80 to \$120.

- Leadership – experience and qualifications

Love Life Now Foundation, Inc. was founded in November 2011 by Lovern Gordon. Lovern worked tirelessly to promote awareness against Domestic Violence as a platform after winning 2 beauty pageants (locally in Boston and nationally in Los Angeles), but did not want to stop there with her advocacy. She is a survivor of abuse from a 2-year relationship and was also a child witness to it since her mother was abused at the hands of her father throughout their marriage. Lovern and her mother were unaware at the time of the tremendous and valuable resources available to victims and survivors that help save lives daily and is the reason she seeks to spread awareness on a daily basis today through the Foundation's work. As a domestic violence survivor, she is passionate about domestic violence prevention, educational outreach initiatives and helping the shelters that do the real work of aiding victims and survivors year-round.

Through the following mediums, Lovern Gordon has successfully spread awareness:

Radio interviews such as Sirius XM with Jenny Hutt, WBUR's 90.9 fm, Touch 106.1fm, Big City's 101.3fm, and the Christian based station - Word it Up Broadcast.

Television interviews via Huffington Post Live, CBS This Morning, Security Brief TV, ABC's Cityline, as well as appearing numerous times on NBC's This Is New England, WHDH's Urban Update, CBS' Centro and local cable access shows BCATV and Avon Cable TV.

She's been awarded Brockton's Woman of the Year Award for the work she's done in the area of Domestic Violence, Investigation Discovery Channel's – Inspire a Difference Award, numerous City of Boston Citations, GBOS' Image Award and South Shore Leadership Conference's Community Advocacy Award.

Numerous newspaper articles have been written that talk about her work in the area of advocacy both in the Brockton Post online and Enterprise Newspaper.

- Vetting process for hiring new employees and volunteers

We are strictly volunteer based and have no paid employees. Those that serve on our Board have volunteered or been part of a sponsor company's team, who then subsequently expressed interest in serving. We have thankfully only had one round of turnover in our almost 8 years of existence with 1 current Board member serving since inception.

- Short-term and long-term goals – include any ongoing support that recipients receive after program completion.

Our long-term goals are as follows:

1. To provide educational and outreach opportunities for victims and survivors of domestic violence, as well as the general public in the New England area.
2. To engage more men in on the conversation of standing up and speaking out against abuse.
3. To aid shelters by creating awareness of their presence and services offered to geographical areas they would not normally reach via our initiatives/events.

Short term we seek to meet the needs of the homeless while helping to educate them about DV resources available to them.

- Partnerships with other organizations and how these partnerships impact your work, if applicable.

-White Ribbon Day Ambassador for Jane Doe, Inc. (The Massachusetts Coalition Against Sexual Assault & Domestic Violence). This partnership allows us to stay abreast on how best we can continue to get the message of male engagement on the issue of awareness.

-Member of Employers Against Domestic Violence

-We continue to aid local domestic violence shelters that benefit from our fundraising efforts – the beneficiaries of our bedding drives and other funding. In the case of RESPOND, their CEO continues to volunteer at our Brown Bag & Care for Homeless outreach.

- Evidence of your organization's success (statistics and personal stories) and what this evidence means.

Since we conduct homeless outreach quarterly, we have learned anecdotally which locations have the best turn out and how we can best communicate our message of help from domestic violence, while giving immediate aid in the form of food and care packages. We have also learned what has worked to get a conversation going and what tactics don't. We always aim to improve, since at the end of the day, that helps more people.

Program literature at during our other community initiatives include a written evaluation. Community participants are encouraged to complete the survey after each initiative, so that we can source measurable outcome on awareness efforts.

- Explain any recent organizational setbacks and why they occurred. Our organization is volunteer run which can always present challenges in itself. We have relied on volunteers that have worked with us since our founding but also bring in new volunteers to help expand our reach.

Funding is always tough for nonprofits. Our annual White Ribbon Night Gala and Heel-A-Thon generate sixty percent of LLN's yearly budget. Twenty percent is raised from local and state grants. The final twenty percent is raised through individual donations and corporate sponsorships. The [LLN Apparel Awareness Line](#) launched January 2019 is expected to supplement our funding.

Please email your proposal by 5pm on Thursday, March 28<sup>th</sup> to [isilver@framingham.edu](mailto:isilver@framingham.edu) as either a Word file or PDF. Attach your organization's 2019 operating budget and 501(c)(3) documentation.