

{EVDAY}

BUILDING

THE

MOVEMENT,

BUILDING

THE

CITY

OF JOY

2010 ANNUAL REPORT

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In 2010, V-Day activists brought the message of “Building the Movement, Building the City of Joy” to their college campuses and communities across the globe. Through art and activism, and with undaunted creativity and passion, they continued to bring the stories of women to theaters and coffee shops, classrooms and churches, Facebook pages and Twitter feeds. Activities during V-Season spilled over into a year-long dialogue, raising ever more funds and empowering the most critical, on the ground work to end violence against women and girls. All of us at V-Day thank you for your support as we build the movement together each day, bringing us closer to ending violence.

SUSAN CELIA SWAN, MANAGING DIRECTOR,
AND CECILE LIPWORTH, MANAGING DIRECTOR,
CAMPAIGNS & DEVELOPMENT







MESSAGE FROM EVE

Welcome back. Welcome for the first time. Thank you for caring about women and girls. Thank you for loving your community. Thank you for giving your time and energy and talent and leadership and resources and wild vagina and vagina-friendly selves. Thank you for being brave and stepping up and knowing you can change what is happening and knowing we are all responsible for protecting women and girls, which leads to empowering them. Thank you for knowing that when women are free and safe, life itself is protected, as is our future. Thank you for being on this journey and bringing others with you. Thank you for doing all this in such difficult times across the planet, a time when so many are unemployed and living in poverty, when our precious earth is imperiled. Thank you for not succumbing to cynicism and hopelessness. We know that for over twelve years V-Day has, through people like you, moved into 140 countries, and raised \$75 million dollars for grassroots groups. We know that together we have created a vagina revolution around the world, broken taboos, given girls and women opportunities to find their voice, educated and welcomed men.

In 2010, V-Day donors and activists raised over 1 million dollars for the women of Congo and the City of Joy. Thousands made their voices heard on the V-Wall for Congo and many of them helped purchase essential items for the City of Joy through the registry. Hundreds of Congo teach-ins were done in communities, and performances of *A Memory*, *A Monologue*, *A Rant* and *A Prayer* got lots of men involved in the V-Day movement. V-Activists raised nearly 4 million dollars for grassroots groups working to end violence against women in their communities. They helped shelters stay open and kept hotlines running, and they supported the small but powerful groups in their neighborhoods that work every day to keep women safe.

On over 900 college campuses, in over 500 communities and 5,000 performances, V-Day was alive. Even where there was danger, activists kept going with grace and humor, encouraging women to tell their stories, to release their pain, to find their joy and pleasure. They helped keep open our Safe Houses in Kenya where girls are no longer being cut and are going to school instead. They wrote checks and gave much aid and support to our sisters in Haiti and Pakistan. They educated girls in

places like Sri Lanka, Congo, Kenya, and the U.S. They supported Afghan girls who will grow up to be empowered activists, and who will one day lead their country. They piloted readings of *I Am An Emotional Creature* from Mumbai to Los Angeles, launching V-Girls, the next step of the V-Day movement.


In 2011, the work continues. Let's go further, be more daring. Let's take V-Day to more places - places where women and girls are most invisible and in the greatest need. Let's support those who have lost their jobs and homes and those who are suffering financial abuse as well as physical and sexual abuse. Let's continue to raise funds for those still reeling from the flood in Pakistan. Let's keep our focus on the women of Congo as we are poised to open the City of Joy, a leadership and healing center in Bukavu, Democratic Republic of Congo, on February 4, 2011. Let's keep our eyes and hearts on this victory and see it as the turning point where women of Congo begin to rise up and turn their pain to power. Let's view the City of Joy as a literal place, but also as a concept, a decision, a continuation of the movement to end violence against women and girls. Building the City of Joy means modeling a process of change that is directed by women on the ground, conceived by women on the ground, and fulfilled by women on the ground. It is V-Day to its core. It is community, activism, joy.

This year, let's put on more events and wear our reds and pinks and take to the streets and speak truth to power. Let's dig deeper, and give more.

Your love and support and activism have inspired me and made me better this year as I have made my way from illness to health. For this — for you - I thank you from the bottom of my heart. Let's make this year ahead our most powerful, transformational, outrageous year yet.

I'm ready — there's so much to do...

My love and deepest gratitude,

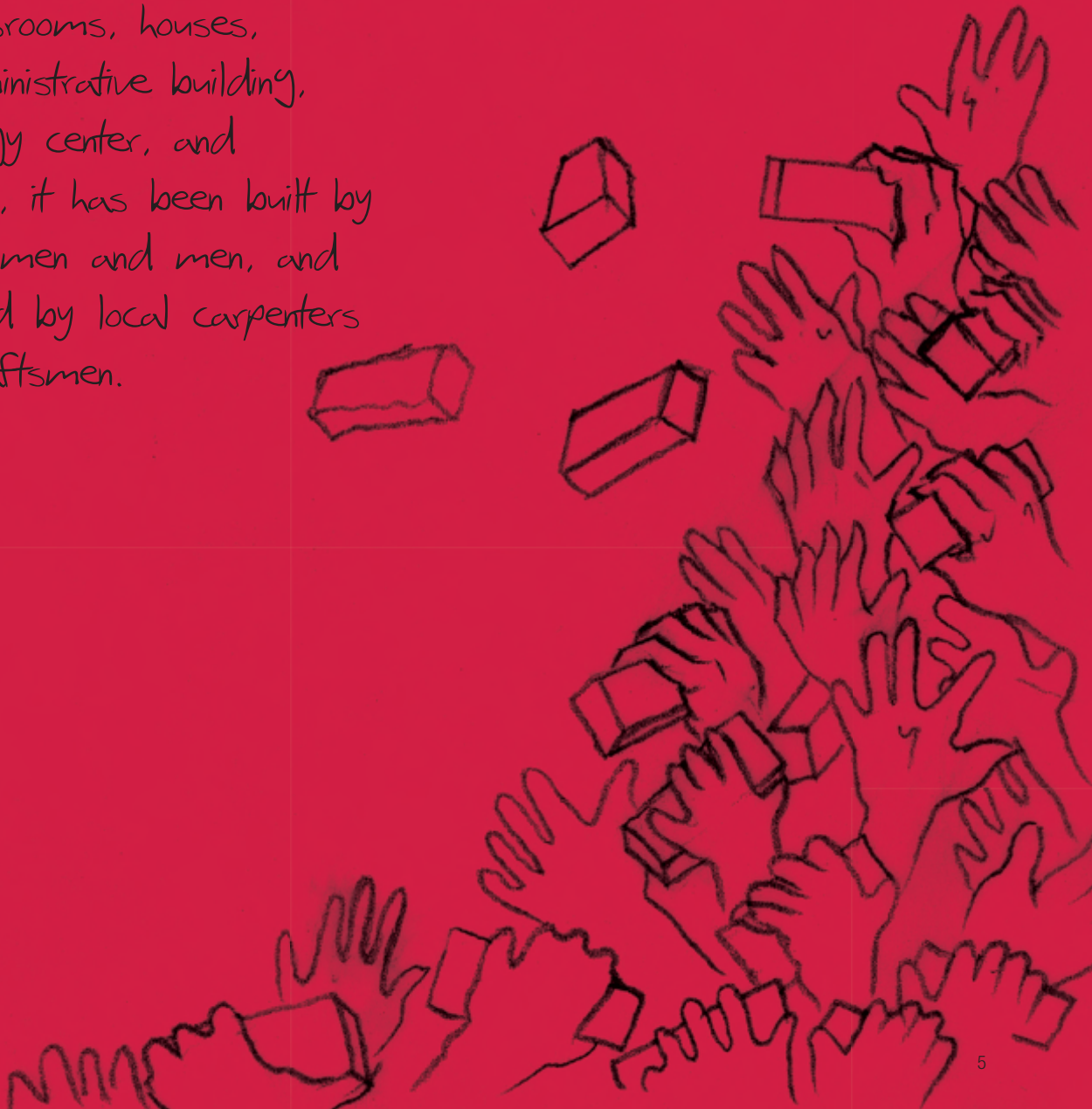


Eve





The City of Joy,
a revolutionary center in
Bukavu, Democratic Republic
of Congo (DRC), will be
a community for survivors of
gender violence. Comprised
of classrooms, houses,
an administrative building,
technology center, and
gardens, it has been built by
local women and men, and
furnished by local carpenters
and craftsmen.





Dedicated to the healing and empowerment of survivors of gender violence, the City of Joy will provide women with a place to heal emotionally from their trauma through therapy, while also providing them with training in an innovative leadership program focused on human rights, activism, economic literacy, storytelling, dance, theater, self-defense, comprehensive sexuality education, and ecology. It will be the creation of a new template and vision where women turn their pain to power.



The City of Joy,
which began construction
in late 2009, will open
its doors to its first
group of 90 women in
January 2011.







While the City of Joy is an actual place, it also represents V-Day's concept of movement building. It is conceived by women on the ground, fulfilled by women on the ground, and directed by women on the ground. It is V-Day to its core. In essence, **building the City of Joy** means everyone working together to provide resources, energy, and support for grassroots women so that they can create their destinies on their own terms. This is the daily work of V-Day activists across our planet.



From playwright/founder Eve Ensler's early workshopping of *The Vagina Monologues*, to the initial laying of its foundation in 1998 with our very first benefit performance, to our continued expansion over the last twelve years, the V-Day movement has been built, activist by activist, on the notion that grassroots women are powerful change-makers who can and must direct the future of their communities.





V-Day belongs to no single person or small group of decision makers, but rather to thousands of V-Day activists across the world. In the same way, the City of Joy will belong to the women of Congo. It will be theirs, restoring their sense of agency over their lives and connecting them to the continuously expanding and evolving global movement that is V-Day.



BUILDING
THE
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JOY



2010 BUILDING THE MOVEMENT,
BUILDING THE CITY OF JOY



CONGO CAMPAIGN

The DRC's current twelve-year conflict, fueled by a desire to control the Congo's vast resources and fed by forces linked to the 1994 Rwandan genocide, has created a humanitarian crisis of epic proportions with an estimated six million dead. Since 1996, sexual violence against women and girls in Eastern DRC has been used as a weapon of war to torture, humiliate, and destroy women and girls, families and communities. As many as 500,000 women and girls alive in the DRC today have been raped and sexually tortured.

The DRC is the worst place on the planet to be a woman or girl.

Working with the women activists, leaders, and survivors in the DRC and through UNICEF, V-Day's **STOP RAPING OUR GREATEST RESOURCE: Power To The Women and Girls of the Congo** campaign, initiated in 2007, is raising global awareness about the level of sexual violence in the DRC and advocating for change on local, provincial, national, and international levels through media, high-profile events, and targeted advocacy. The campaign is also providing necessary resources and support for local women to rebuild and transform their lives.



**STOP RAPING OUR
GREATEST RESOURCE
POWER TO
WOMEN
AND GIRLS
OF DEMOCRATIC
REPUBLIC OF CONGO**



**UNTIL THE
VIOLENCE STOPS**



**TURNING
PAIN TO
POWER**

STOP RAPING OUR GREATEST RESOURCE: Power To The Women and Girls of the Congo

V-Day's STOP RAPING OUR GREATEST RESOURCE: Power to the Women and Girls of the Congo campaign has been an incredible success over the past year, galvanizing thousands across Congo. Here are a few milestones:

Widespread print and radio coverage of the campaign in the Congolese media has raised awareness of the scourge of sexual violence experienced daily in Congolese communities, provided survivors of that violence with information about resources available to them legally, and has dealt with cultural violence.

Training activists: Hundreds of activists have been equipped, trained, and informed about the subject of sexual violence and the mechanisms needed to stop these crimes, while assisting survivors and denouncing perpetrators. The trainers themselves have in turn trained hundreds more activists.

Engaging local leaders and authorities and gaining their support has helped to create opportunities for dialogue and action. More than 600 religious and community leaders and tribal chiefs have participated in conversations and gatherings; many were astounded to hear about the magnitude of the problem and the repercussions of sexual violence in their environment.

Performances of *The Vagina Monologues* in Kinshasa, Goma, Bukavu, Kisangani, and Bunia for huge audiences, including political and administrative authorities, and customary chiefs, students and activists, have generated much conversation about sexual violence and women's rights and have enabled taboos to be broken, and the truth to be told in public arenas.

Activists have participated in various in-country marches during the year, wearing V-Day Congo T-shirts and carrying the campaign's poster with them. Among the marches, was one commemorating the 50th anniversary of DRC's independence.





2010 BUILDING THE MOVEMENT, BUILDING THE CITY OF JOY



Deepening engagement - V-Day activists share the story
and supporters become a part of the building of the City of Joy

2010 Spotlight Campaign Focuses on Congo for a 2nd Year!

A hallmark of V-Day's work globally is its annual Spotlight Campaign, through which V-Day highlights a particular group of women who are experiencing unthinkable violence. V-Day does this by channeling worldwide media attention on this area and by raising funds for groups who are addressing the humanitarian crisis being spotlighted. In 2010, for the first time in our history, we kept the same Spotlight Campaign for two years in a row, naming the women and girls of the DRC V-Day's 2010 Spotlight. The Spotlight Campaign was highlighted at thousands of 2010 V-Day benefit events, garnering local media coverage. To date, the campaign has raised over \$536,244 for Women and Girls in the Congo.

Congo Teach-Ins, House Parties & Global Events

V-Day launched the 2010 season with a new Congo House Party tool kit featuring an updated V-Day Teach-In PowerPoint presentation – created by V-Day's in-house team – with a sharper focus on conflict minerals and their connection to sexual violence. V-Day also provided activists with a short film, *Turning Pain to Power*, showcasing the work on the ground and giving our activists and their audiences the chance to hear the stories of violence directly from the women of the DRC. Over the last two years, over 1,300 V-Day activists have held Teach-Ins in all 50 of the United States, and 44 countries from Angola to China, from Cuba to Korea, and from Romania to the United Arab Emirates.

In the UK, an event at Royal Albert Hall in London commemorated the 100th anniversary of the Great Congo Demonstration. Eve joined Congolese activists, Members of Parliament, celebrities, journalists, activists, and multi-faith leaders at this commemorative demonstration.

Throughout February and March, staff and local supporters and activists hosted awareness raising fundraisers and events in Atlanta, New York, Santa Fe, San Francisco, and Washington D.C. In the Congo, V-Day activists marched through the streets of Bukavu to celebrate International Women's Day.



The City Of Joy Gift Registry

In November 2009, V-Day launched The City of Joy Gift Registry, a new and unique opportunity for our activists to participate in the construction of the groundbreaking City of Joy. By purchasing items such as stoves, beds, books, shelves, and desks on the online registry, supporters around the world provided much needed supplies that will make the City of Joy a comfortable, caring, and healthy place for women survivors of sexual violence to learn, lead, and inspire. Throughout the 2010 season, the City of Joy Gift Registry raised over \$42,000, with donations still coming in each day.

V-Wall for Congo: Your Voice, Our Victory

The V-Wall for Congo, a niche social network, launched in 2009, continued to grow this year and now includes over 3,000 members. The unique application allows activists all over the world to send messages of hope, empowerment, change, and victory to the women of the DRC, letting them know that they are not forgotten.

New Congo Website

V-Day launched the new V-Day Congo website, which brings together V-Day resources, action steps, the V-Wall for Congo, and campaign multimedia in one user-friendly location.





V-GIRLS: BUILDING A GLOBAL NETWORK FOR A GIRL REVOLUTION

Eve's newest work, *I Am An Emotional Creature: The Secret Life of Girls Around the World*, debuted in February 2010 to great acclaim. The book is a celebration of the authentic voice inside every girl and an inspiring call to action for girls everywhere to speak up, follow their dreams, and become the women they are meant to be. Inspired by the book, V-Day launched V-Girls to engage young women in V-Day's empowerment philanthropy model, igniting their activism and reminding them of their authentic selves, or *emotional creatures*, that are sometimes shut down or shut up by society. V-Girls is the newest addition to the V-Day movement, seeking to inspire girls to push through barriers and boundaries and to recognize the universal struggles of girls everywhere.

V-Girls.org

Inspired by the ways in which young people communicate and connect, V-Day has launched a new V-Girls website to build and facilitate next generation activism and empowerment philanthropy. The site is exciting and safe – a nurturing virtual community featuring tools and resources for girls to engage, connect, share, amplify their voices, and be their true selves. Members can meet featured girl activists, create Emotional Creature profiles, participate in forums, read and share their creativity by submitting visual art, photography, creative writing, and music.

Academic Curriculum

Youth, parents, and educators can participate in V-Girls, with downloadable material geared for each group. A V-Girls academic curriculum was developed for Theater, Health, Language Arts, and Social Studies classes and includes discussion guides, writing prompts, and art and activism activities for deeper study of the

issues presented in *I Am An Emotional Creature*. A V-Girls activist kit includes similar guides and prompts for youth. Youth and adults can partner together in a unique leadership model through the site to engender honest dialogue about issues that are important to girls, chart their activism, and implement the V-Girls curriculum in public and private schools and youth-based organizations.

Bringing V-Girls to Life in a Series of Pilot Readings of *Emotional Creature*

In November, a reading of *I Am An Emotional Creature* in Mumbai, India kicked off the V-Girls movement, while in the U.S. over fifteen pilot sites in places like New York, California, New Mexico, Louisiana, Arizona, South Dakota, and Montana brought V-Girls to life. Students and teachers at The Archer School for Girls in Los Angeles and Sedona Red Rock High School also used the V-Girls curriculum in classroom study. In their communities and classrooms, these V-Girls explored the book together,

presented readings of selections from *I Am An Emotional Creature*, and raised funds to benefit local organizations empowering girls.

Coinciding with the February launch of her book, Eve attended staged readings in New York City, Los Angeles, and Santa Fe. V-Day Board member Rosario Dawson directed a reading at Donna Karan's Urban Zen Center in New York City, with a cast including V-Girls pilot participants at the Young Women's Leadership School, the Harvey Milk High School at the Hetrick Martin Institute, and the Lower East Side Girls Club. In Los Angeles, youth at The Archer School for Girls presented three nights of passionate performances to their school friends, parents, and families. In Santa Fe, a diverse cast of girls from several area high schools, including international students from United World College, changed the landscape of teen theater in the city with their riveting performances of the piece.

Emotional I Am An
Creat notional
I am an Creature
emotional
Creature
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BOOK CLUB
guide

THE
SECRET LIFE OF
GIRLS AROUND
THE WORLD

EVE
ENSLER

bestselling author of THE VAGINA MONOLOGUES



2010 BUILDING THE MOVEMENT,
BUILDING THE CITY OF JOY



Join the Girl Revolution on the V-Girls Network

"The world is trying to Find a way to undo girls, and we must unite. **V-GIRLS** made me Feel like I was part of a community or a network because I listened to each monologue and I understood, as a human and a girl."

Molly Houlahan, V-Girls NYC Participant and V-Girls.org Featured Girl Activist

"OUR V-GIRLS IS ALSO TAKING THE ISSUES TO OUR HUMANITIES AND PE/HEALTH CLASSES CAMPUS-WIDE WITH THEIR OWN POWER POINT PRESENTATIONS, USING MONOLOGUES AND DISCUSSION GROUPS TO TACKLE THE VERY REAL AND AUTHENTIC ISSUES OF BULLYING, HARASSMENT, ABUSE AND POWER ACROSS THE CURRICULUM. **OUR COMMUNITY WILL SURELY HEAR OUR VOICES!**"

Karyl Goldsmith, V-Girls Sedona Red Rock High School Leader

"Thank you for allowing me to be part of the show. It really empowered me to not be afraid to just be me no matter how ridiculously emotional or over the top that may be! I was never really aware of the troubles that teenagers all over the world are having to face and this show changed that for me and it has encouraged me to actively seek out knowledge of the problems that the women in my own country face and to do as much as I can to help either through theatre or any other means available to me.... I came into this show with an intention to just read a monologue with a bunch of other girls and walking away but now I'm leaving a strong girl eager to see a society that empowers women and values them and feeling like I actually have the POWER to make that change."

Tendai Masangomai, V-Girls Santa Fe Participant



2010 BUILDING THE MOVEMENT,
BUILDING THE CITY OF JOY



V-MEN: BRINGING MEN DEEPER INTO THE MOVEMENT

Out of 25 men participating in a V-Men workshop, only three did NOT know a woman who had been abused or molested.

Men have always been part of the V-Day movement, supporting their college friends, wives, sisters, mothers, and grandmothers as they performed in *The Vagina Monologues*. But in 2010, V-Day launched V-Men, a new program founded on the belief that bringing the voices of men and boys into the worldwide movement will facilitate a dramatic shift in the movement to eradicate violence on the planet.

With the aid of a V-Men presentation, developed by men, participants on college campuses and in communities hosted 125 workshops that created safe spaces for men to talk openly to one another and explore the issue of violence against women and girls from a male perspective, addressing the root causes of the violence and the ways men can help end it.

V-Men workshops took place in Canada, England, India, Pakistan, Jamaica, Costa Rica, Ghana, Japan, Kenya, Philippines, Uruguay, Zambia, and the U.S.

The feedback gleaned from the workshops will lead to the development of a V-Men theatrical piece with a companion public education campaign (PSA's) and academic curriculum scheduled to debut in 2011.* [see V-Men 2011 section](#)

V-Men has been guided by Creative Advisor Mark Matousek, Development Advisor Michael Balaoing, and Outreach Advisor Jimmie Briggs.

I'VE NEVER THOUGHT ABOUT THESE
THINGS BEFORE — I FEEL LIKE IT'S
GOING TO CHANGE MY RELATIONSHIP
WITH MY WIFE.

Medical student, Rutgers University, New Jersey, U.S.

I GOT INVOLVED OUT OF SHEER RAGE
AT THE NUMBER OF WOMEN I KNOW WHO
WERE RAPED. V-MEN IS GIVING ME A
VEHICLE NOT TO FEEL SO POWERLESS.

Workshop Leader, Eastern Illinois University, Illinois, U.S.





V-DAY EUROPE

Since 1999, with the first V-Day performance of *The Vagina Monologues* at the Old Vic Theatre in London, V-Day activists have spread the message across Europe to Albania, Austria, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, France, Finland, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Lithuania, Luxembourg, Macedonia, Malta, Monaco, Netherlands, Norway, Poland, Romania, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, and the United Kingdom.

In 2001, activist Karin Heisecke won V-Day's Stop Rape Contest and implemented her award-winning awareness-raising campaign, printing information and contact details of help services for survivors, and the slogan "*Vergewaltigung kommt nicht in die Tüte (Rape: No Way!)*" on bakery bags in the city of Saarbrücken, Germany. The campaign gained momentum, and since 2001 there have been 80 bread bag campaigns involving thousands of bakeries, pastry shops, butchers, market stalls, grocery stores, and book shops, distributing more than 11 million paper bags across Germany and beyond.

Since then, performances of *The Vagina Monologues* – including 2003's V-Days in Sarajevo, Zagreb, and Mostar, the 2005 powerful multi-lingual, pan-European performance at the Flagey in Brussels, and the Parliamentary-cast production in London in 2004, as well as countless powerful V-Days, from Reykjavik in Iceland to Montpellier in the South of France, and from Utrecht in The Netherlands to Sofia in Bulgaria, have continued to raise V-Day's profile and engage many more V-Day activists across Europe.

As V-Day has gained momentum in Europe, activists from Western and Eastern Europe have met one another at summits and workshops, including the 2002 World Summit in Rome, the 2005 Summit and Workshop in Brussels, and the 2009 Vagina Warrior Workshop in London, exploring the possibilities of working together to build a European network focused on ending violence against women and girls.

To respond to our rapid growth in Europe, V-Day's core team was expanded to include Karin Heisecke, the German activist behind the bakery bag campaign, to coordinate V-Day's work in Europe as our European Director. While overseeing the benefit performances and supporting European V-Day activists in three languages, Karin has also represented V-Day at key events and conferences. She continues to coordinate special events to raise awareness about V-Day's spotlight issue and advance V-Day's work within the political arena and amongst grassroots women's groups. With a staff member dedicated to V-Day activities in Europe, we are aiming to increase our outreach in Europe with V-energy and spirit, and to engage ever more people in V-Day's model of empowerment philanthropy.



**Gewalt
kommt nicht
in die Tüte!**



Jede 7. Frau
wird mindestens
einmal in ihrem Leben
vergewaltigt.
In drei von vier Fällen
leben die Täter
im Haushalt.



GEWALT

...kommt
nicht
in die Tüte



"In der Ehe gibt's mal Krach"
"Wahrscheinlich hat sie ihn"
"Ihm ist doch nur die Hand ausgefallen"

**Gewalt
gegen Frauen
NICH
in die Tüte!**
Wir sind dabei
Bäckereien in Leverkusen

**Gewalt an
Kindern und Jungen
kommt nicht in die
Tüte!!!**

GEWALT?!

...kommt
nicht
in die Tüte!

Hilfe ist möglich
erhalten Unterstützung
einfach anrufen!

zur Kampagne in der Tagespresse

Jede 7. Frau
erleidet mindestens
einmal in ihrem Leben
sexuelle Gewalt!

In drei von vier Fällen
lebt der Täter in der eigenen Wohnung.

**Ver
gewaltigung
kommt nicht in
die Tüte!!!**

**Schaut
hin!**

**Gewalt
kommt
nicht in
die Tüte!**

Gegen Gewalt gegen Frauen

**Rat und
Hilfe
ad und
Rost
n- und Mäd
Beratungst
für beraten
lädchen mit
kostenlos**



**80% der Frauen, die
Opfer einer
Vergewaltigung
wurden,
kannten den Täter.**

**Nur 10-15% aller
Vergewaltigungen
werden angezeigt**

**Vergewaltigung
kommt nicht in
die Tüte!!!**



**Jede 5. Frau
wird einmal
in ihrem Leben
Opfer einer
Vergewaltigung,
einige auch
mehrmals.**

**Vergewaltigung
kommt nicht in
die Tüte!!!**



**Jede 7. Frau
wird mindestens
einmal in ihrem Leben
vergewaltigt.**

**In drei von vier Fällen
leben die Täter im
gleichen Haushalt.**

**Vergewaltigung
kommt nicht in die
Tüte!!!**

BLUE PRINT

The truth is shocking.

ACCORDING TO THE UNITED NATIONS, ONE OF EVERY THREE WOMEN ON THE PLANET WILL BE PHYSICALLY OR SEXUALLY ABUSED IN HER LIFETIME.

ALTHOUGH SOURCES OF VIOLENCE MAY SEEM DIVERSE, WOMEN'S RESPONSES SOUND TRAGICALLY SIMILAR. BESIDES THE PAIN AND STRENGTH YOU WILL HEAR IN THEIR SURVIVAL STORIES, THE THEMES THAT RESOUND ACROSS CULTURES AND GEOGRAPHIES ARE OF THE INDIFFERENCE OF AUTHORITIES, THE FAMILIAL INSTINCT OF DENIAL, AND THE LACK OF PUBLIC OUTRAGE ABOUT THE VIOLENCE THAT MILLIONS OF WOMEN EXPERIENCE EVERY DAY.

V-DAY WAS BORNE OF THE BELIEF THAT UNTIL THESE THEMES ARE ADDRESSED, THESE VIOLATIONS NAMED AND TAKEN UP BY WHOLE COMMUNITIES AS AN UNACCEPTABLE DESECRATION OF HUMAN DIGNITY, THE VIOLENCE WILL CONTINUE.



WHO WE ARE

V-Day is a global movement of grassroots activists dedicated to generating broader attention and funds to stop violence against women and girls, including rape, battery, incest, Female Genital Mutilation (FGM), and sex slavery.

WHY V-DAY STARTED

In 1994, *The Vagina Monologues* broke ground. Written by playwright and activist Eve Ensler, the play offered to the world a piece of art like nothing it had seen before. Based on dozens of interviews Ensler conducted with women, the play addressed women's sexuality and the social stigma surrounding rape and abuse, creating a new conversation about and with women everywhere. *The Vagina Monologues* ran Off-Broadway for five years in New York and then toured the United States. After every performance, Ensler found women waiting to share their own stories of survival, leading her to see that *The Vagina Monologues* could be more than a moving work of art about violence; she saw that the performances could move people to act to end violence.

On Valentine's Day, 1998, Eve, with a group of women in New York City, established V-Day. Set up as a 501(c)(3) and originally

staffed by volunteers, the organization's seed money came from a star-studded, sold out benefit performance at the Hammerstein Ballroom in New York, raising \$250,000 in a single evening.

V-Day's mission is simple. It demands that violence against women and girls must end.

Once a year, in February, March, and April, Eve lets groups around the world produce a performance of the play, as well as other works created by V-Day, and use the proceeds for local individual projects and programs that work to end violence against women and girls. What began in 1998 as one night in New York City today includes over 5,400 annual V-Day events.

Performance is just the beginning. V-Day stages large-scale benefits and produces innovative gatherings, films, and campaigns to educate and change social attitudes towards violence against women.

WHAT WE DO CREATE DIALOGUE AND SHATTER TABOOS AROUND VIOLENCE AGAINST WOMEN AND GIRLS THROUGH THOUSANDS OF EVENTS IN OVER 140 COUNTRIES INSPIRE AND SUPPORT ACTIVISTS WHO ARE WORKING TO CREATE A WORLD WHERE WOMEN AND GIRLS ARE NURTURED AND PROTECTED, THROUGH GRASSROOTS ACTIVISM, PUBLIC EDUCATION ACTIVITIES, AND SUPPORT SERVICES FOR SURVIVORS CREATE NEW OPPORTUNITIES AND RESOURCES FOR WOMEN AND GIRLS

EMPOWERMENT PHILANTHROPY

HOW WE DO IT

Support local activists in producing benefit performances of Eve Ensler's award winning play *The Vagina Monologues* and other creative vehicles, the proceeds of which are invested in local anti-violence activities.

Encourage V-Day performances around the world to Spotlight and raise awareness for especially egregious situations of abuse against women in order to focus global attention on places often forgotten by the mainstream media.

Direct a portion of the proceeds from local V-Day performances around the world to support existing groups and create new local groups that will continue the anti-violence work for years to come.

Partner with artists, companies, government foundations, and other social movements to broaden the human and financial resources dedicated to ending violence against women and girls.

Identify grassroots leaders in the movement to end violence against women and support them politically and financially so they may expand and deepen their leadership capacity and train others to become leaders.

**OUR WORK IS GROUNDED IN FOUR
CORE BELIEFS: ART HAS THE POWER
TO TRANSFORM THINKING AND INSPIRE
PEOPLE TO ACT LASTING SOCIAL
AND CULTURAL CHANGE IS SPREAD
BY ORDINARY PEOPLE DOING EXTRA-
ORDINARY THINGS LOCAL WOMEN BEST
KNOW WHAT THEIR COMMUNITIES
NEED AND CAN BECOME UNSTOPPABLE
LEADERS ONE MUST LOOK AT THE
INTERSECTION OF RACE, CLASS, AND
GENDER TO UNDERSTAND VIOLENCE
AGAINST WOMEN**

V-DAY'S LONG-TERM VISION

V-Day dreams of a world in which women and girls will be free to thrive, rather than merely survive. With your help, we can make it happen.



BEYOND THE BORDERS

In twelve years,
300 million people
have experienced
V-Day events in over
140 countries

{{AB}}

AFGHANISTAN
ALBANIA
ANGOLA
ANGUILLA
ANTARCTICA
ANTIGUA AND
BARBUDA
ARGENTINA
ARUBA
AUSTRALIA
AUSTRIA
BAHAMAS
BANGLADESH
BARBADOS
BELGIUM
BELIZE
BERMUDA
BOSNIA AND
HERZEGOVINA
BOTSWANA
BRAZIL
BULGARIA
BURKINA FASO

{{CDEF}}

CAMBODIA
CAMEROON
CANADA
CHINA
THE DEMOCRATIC
REPUBLIC OF CONGO
COSTA RICA
CROATIA
CYPRUS
CZECH REPUBLIC
DENMARK
DOMINICAN REPUBLIC
EAST TIMOR
ECUADOR
EGYPT
EL SALVADOR
ENGLAND
ETHIOPIA
FIJI
FINLAND
FRANCE

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SURINAME

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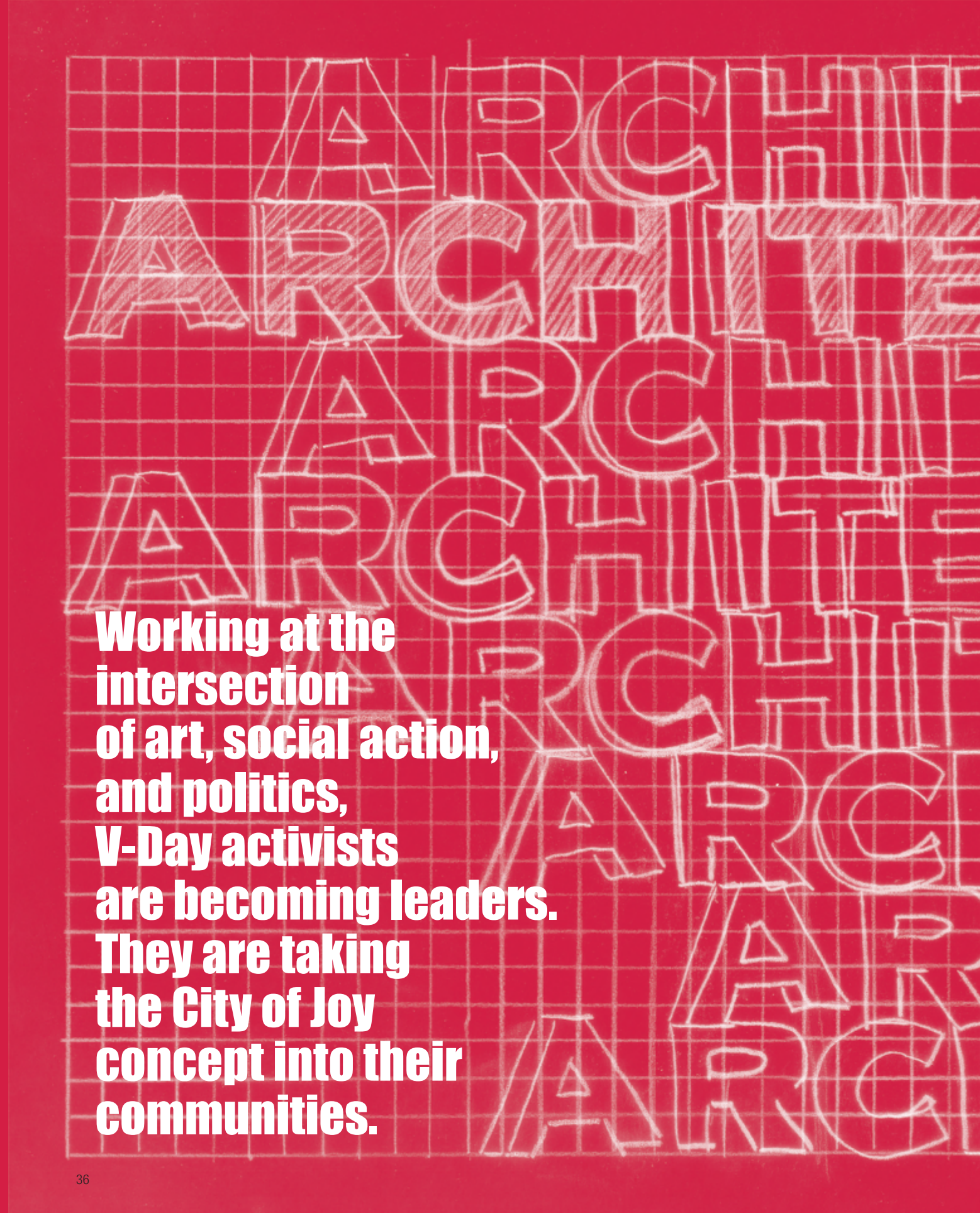
ZAMBIA

ZIMBABWE

Domestic violence and sexual assault were taboo topics for public discussion in our community. Our performance of *The Vagina Monologues* has profoundly changed that, allowing the dialogue necessary to address the roots of violence.

The money raised for our work was invaluable, but the greater benefit is the social awareness of the impact of violence on all of us. So many members of our community were moved. As beneficiaries, we now have fertile ground in which to sow the seeds of compassion and anti-violence and increase activism.

FORKS ABUSE PROGRAM,
FORKS WA U.S.



**Working at the
intersection
of art, social action,
and politics,
V-Day activists
are becoming leaders.
They are taking
the City of Joy
concept into their
communities.**



**ART +
ACTIVISM
IN ACTION**



COLLEGE AND COMMUNITY CAMPAIGNS 2010

Over the past twelve years, V-Day's grassroots activists have proven that when offered the creative tools to end violence against women they will eagerly embrace the opportunity. Through V-Day's College and Community Campaigns, thousands of motivated women and men across the globe have hosted V-Day benefit events, using *The Vagina Monologues* and other artistic pieces to raise money for local organizations working to end violence against women and girls, as well as heightening awareness in their communities about the global epidemic of gender-based violence.

Many took advantage of our five returning options. *The Vagina Monologues* remains V-Day's most chosen creative vehicle to bring the message forward, being performed thousands of times around the world each year. The anthology piece, *A Memory, A Monologue, A Rant and A Prayer*, which offers stories from the perspective of women and men, gained momentum, with many directors taking advantage of the opportunity to include men in their cast. There were many benefit productions of our newest theatrical offering, *Any One of Us: Words from Prison*, which reveals the connection between women in prison and the violence that often brings them there. Most activists who took on this performance screened the complementing documentary *What I Want My Words To Do To You*, a PBS film based on Eve's writing group at Bedford Hills Correctional Facility in New York. Many groups screened *V-Day: Until The Violence Stops*, the 2002 documentary depicting the origins of the V-Day movement.

Additionally, V-Day introduced two new educational options for organizers. The V-Men workshop was introduced, and over 125 schools and communities participated, with many schools reporting that V-Men will become an ongoing part of their curriculum in response to strong feedback from male attendees. As part of our 2010 annual Spotlight Campaign, a newly designed Congo Teach-In was used by hundreds of activists to educate their communities about the conflict in the DRC and the toll being taken on the bodies of women and girls. Both offerings were made available via a downloadable multimedia file enabling activists to easily make a vibrant presentation no matter where they are.

This year, LUNA, a long time V-Day College & Community Campaign Sponsor, continued their annual support and provided 150,000 free LUNA bars to our activists for their audiences.

Growth

Since its inception in 1999, participation in V-Day's College & Community Campaigns has continued to expand and deepen. In 2010, over 5,400 V-Day benefit events took place in 1,400 locations, including all 50 U.S. states and 55 countries – reflecting an increase of 200 locations from the previous year. The proceeds generated have also grown: college and community activists raise an annual average of \$4 million for local groups such as domestic violence shelters and rape crises centers.

Ten percent of each event's proceeds are channeled to V-Day's Spotlight Campaign. In this way, activists in every setting from universities to private homes, coffee shops to classrooms, unite to support a common cause, raising more than \$500,000 over the last two years for V-Day's work in the Congo.





Feedback from activists and organizers reveal the impact of V-Day's college and community campaigns in their communities and beyond – they are truly architects of change:

Keeping vital services alive

Our V-Day performance will keep the doors open this year for our program, helping us to continue providing these vital services to victims of sexual assault. The YWCA is the only organization providing these services on Kauai. Kauai, HI U.S.

Creating new anti-violence centers

We raised \$2700 to build a safe house for women in Nicaragua. All of the hard work will be worthwhile when we get to meet our beneficiary who will be staying here in May and present her with our check. Our V-Day in Boston is stretching all the way to San Juan Del Sur, Nicaragua!

Simmons College, Boston, MA U.S.

Changing opinions

WE HAD MANY PEOPLE COMING UP TO US AFTER THE SHOW INFORMING US IT WAS NOT AT ALL WHAT THEY HAD EXPECTED. THEY THEN REALIZED THAT FEMINISTS ARE NORMAL HUMAN BEINGS AND THEY LOOKED FORWARD TO SEEING US IN THE FUTURE AND WERE HAPPY WE WERE ON CAMPUS. WE HAD QUITE A FEW MEN ASKING TO COME TO OUR MEETINGS BECAUSE THEY WANTED TO GET MORE INVOLVED. Northern Arizona University, Flagstaff, AZ U.S.

Empowering women

I had never heard of *The Vagina Monologues* before, I performed in them against the wishes of my verbally abusive partner of 6 years and found the strength to leave him (with my one-year-old daughter) and make it on my own. I found out later he was a convicted domestic abuser. I credit my involvement with V-Day for the strength I found to make him leave that night and never allow him near myself, my daughter or my house again. Field, British Columbia Canada

The performance of *The Vagina Monologues* has allowed for the dialogue necessary to address the roots of violence. Yes, we are a financial beneficiary of the performance, and that truly is so needed and valuable, but the greater benefit is the social awareness of the community as to the impact of violence on all of us. So many members of our community were moved. As beneficiaries, we know have fertile ground in which to sow the seeds of compassion and anti-violence and increase activism. Forks Abuse Program, Forks WA U.S.

Engaging men

With the goal of attracting men to the show, we decided to ask our local Sheriff to do a short piece on the impact of domestic violence on Law Enforcement. He agreed and he and I collaborated on a 5-minute speech he delivered in uniform. It was incredibly powerful. Having the Sheriff participating created tremendous interest in the media.

Coer d'Alene, ID U.S.

Affecting new legislation

THE IMPACT OF V-DAY WAS HUGE IN THIS COUNTRY. AN ABORTION LAW WAS IN A DISCUSSION AND TWO OF THE LEGISLATIVE SUPPORTERS ARE ACTRESSES FROM OUR PLAY. Maldonado, Uruguay

Promoting dialogue in local media

One month after our event, on the front page of the Winston-Salem Journal, there was a huge article about Jamie Koufman, MD, one of our transsexual actresses. The article told the story of her transition as a successful physician at our local medical center... She was the talk of the town. Not all of it was good, but people read the articles in their entirety and discussed it. I was so surprised at the positive comments I heard from all kinds of people. It gave me hope. Winston-Salem, NC U.S.

Supporting the Congo

V-Day has brought awareness of the plight of the women in the Democratic Republic of the Congo to our school. Before, many of us affiliated with organizing *The Vagina Monologues* performance had not understood the terror that the women of the DRC experience. This year's V-Day made us aware and now we will never forget.

McMaster University, Hamilton, Ontario, Canada



Campus Accountability Project

This year, V-Day and SAFER launched the Campus Accountability Project – a trailblazing effort with a long-term goal of improving and unifying College Sexual Assault Policies. Recognizing that current policies differ greatly, the Campus Accountability Project is centered around a new College Sexual Assault Policy Database that will enable students to analyze their school's policies and input them into this central database. Started by Columbia University students in 2000, and inspired by V-Day on the campus, Students Active for Ending Rape (SAFER) is the only organization that fights sexual violence and rape culture by empowering student-led campaigns to reform college sexual assault policies.

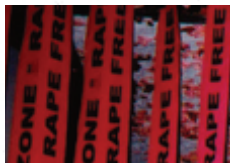
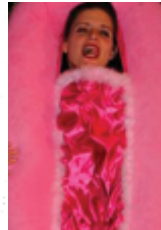
Over the next three years, with V-Day's help, SAFER will enlist college activists to research and report on the sexual assault policies at their schools, publishing a set of best practices against which schools can gauge how they measure up. Ultimately, V-Day and SAFER will continue to support student groups as they press for change, and push to integrate the 'College Sexual Assault Policies Database' into existing college ranking systems so that information about sexual assault policies is available to prospective students and their families.

Vagina Warrior Workshop

The Vagina Warrior Workshop (VWW) is an annual workshop where activists come together with Eve and V-staff for an opportunity to ask questions and get vital in-person support for their events. During the 2010 V-Season, we brought the VWW online for the first time. 100 activists attended in person and over 400 attended virtually from locations far and wide, including Australia, Austria, Belgium, Canada, Czech Republic, England, France, Georgia, Ghana, Grenada, Guatemala, Italy, Kenya, Kosovo, Mexico, Northern Ireland, Nepal, Norway, Poland, South Korea, Taiwan, Thailand, and throughout the U.S. The virtual audience was able to send in questions that the V-team answered live during the event. Overall, the workshop was a resounding success, extending our reach beyond the in-person attendees, and even further as the event was archived and is available online.

V-SPOT

For the 2010 season, we redesigned the V-Spot, our online home for V-Day organizers, to better manage the increasingly complex task of producing V-Day events. Ten years ago, being a V-Day organizer meant creating benefit performances of *The Vagina Monologues*. In 2010, V-Day organizers produced up to 7 events in one year with varying requirements and levels of participation, including documentary screenings, "teach-ins" to raise awareness about violence in the Congo, and V-Men workshops. The new V-Spot allows organizers to register and manage multiple events with ease, offers a dynamic event checklist to guide an event from conception to completion, and enables more connection between organizers through our "nearby events" map. As part of the V-Spot re-design, we improved our public map of events to connect new activists and display the prolific and influential scope of V-Day events around the world.





IMPACT

Media

In 2010, V-Day received over one billion impressions in a wide range of outlets, including *The New York Times*, *U.S. News & World Report*, *Newsweek*, *The Times of London*, *Huffington Post*, *The Guardian*, *Washington Post*, *Los Angeles Times*, *CNN*, *BBC*, *Democracy Now*, *Glamour* and many more.



Social Networking

Building Our Networks Online, Building the Movement

As V-Day's programs and communications continue to expand, our online presence is increasing, reflecting the depth of the V-Day movement. V-Day's 2010 online growth included an emphasis on social media. By cultivating supporters for V-Day and V-Day-related profiles on Facebook and Twitter, and our own niche networks for V-Girls and the Congo campaign, V-Day was able to reach millions of activists with news and action steps. This speedy and dynamic interchange with activists – many of who are new to V-Day – generated immediate results, from greater participation in campaigns, to an increased attendance at events.

Honors

Eve was honored and participated in debates at Cinema Verite events in Paris and Geneva. Eve also spoke and accepted the 2010 Woman Who Dared award at The National Council of Jewish Women in Washington, DC.

Speaking & Special Events

Eve was a featured speaker for Professor Kimberle Crenshaw's Intersectionality class at Columbia University Law School.

The Cosmopolitan Club in NYC hosted Eve for a standing room only conversation with Facebook COO/V-Day Board member Sheryl Sandberg.

Eve gave the keynote speech at The Family Violence Prevention Conference in New Orleans, addressing the health care system's response to the issue of violence against women.

NYC activist and professional group of women known as “Women of Congo” held their annual event benefiting City of Joy and V-Day’s Congo campaign, featuring *The New York Times* East Africa Bureau Chief Jeffrey Gettleman, guest host and V-Day supporter Whoopi Goldberg, and Eve.

California First Lady Maria Shriver invited Eve to speak at The Women’s Conference in Long Beach, CA, hailed as the largest women’s conference in the world, with over 25,000 attendees.

Eve and V-Day Managing Director Susan Celia Swan attended the first TEDIndia conference, held in Mysore, India. Eve gave a TED Talk entitled “The Girl Cell.” The speech went immediately viral and fostered much dialogue on and offline. While in India, local activists/theater producers Mahabanoo Mody Kotwal and Kaizaad Kotwal hosted two readings of *I Am An Emotional Creature* to sold out audiences in Bangalore and Mumbai, raising funds for local anti-violence groups. Eve and Susan met with numerous local NGO’s and media.

Eve was invited and spoke at The European Parliament in Strasbourg, France, and held numerous meetings while there with V-Day Europe Director Karin Heisecke.

For V-Season in February, V-Day staged a series of fundraisers and speaking engagements featuring *I Am An Emotional Creature*. In NYC, a cast of 26 teen girls, directed by V-Day Board member/Actor Rosario Dawson, performed readings from the work. Also in NYC, Eve spoke at the 92 Street Y and at The Cosmopolitan Club for a Q&A with UN Foundation Executive Director of Women and Population Tamara Kreinin. In Los Angeles, teen girls gave readings at V-Day’s annual Hollywood luncheon, hosted by Eve, California’s First Lady Maria Shriver, Gabourey Sidibe, Charlize Theron, and V-Board members Carole Black, Rosario Dawson, Jane Fonda, Pat Mitchell, Susan Celia Swan, and Kerry Washington. While there, the teen girls also performed at the TED2010 conference in Long Beach, CA, and Eve spoke to over 6,000 students at a sold out V-Day benefit performance of *The Vagina Monologues* at University of California, Irvine. In Santa Fe, V-Day’s Managing Director of Campaigns & Development Cecile Lipworth produced a sold out, 800 seat benefit reading of *I Am An Emotional Creature* at the Lensic Theater and held a brunch to raise awareness of the Congo campaign. Eve spoke at the Upiah Zen Center. In the San Francisco Bay area, Eve was hosted at The Commonwealth Club “In Conversation With Author Daniel Handler” speaking about *I Am An Emotional Creature*. While in town, Eve spoke at Google and at a sold out KPFA event at the Martin Luther King Middle School in Berkeley, and attended house party fundraisers at the homes of V-Day Board Member Amy Rao and longtime V-Day supporter Susie Tompkins Buell. Eve wrapped the February tour with an appearance in Washington, DC at Busboys and Poets.

V-Day Atlanta, Laura Turner Seydel, Pat Mitchell, the Emory Center for Ethics, and the Chelko Foundation hosted an intimate evening Eve at the Paul Chelko Gallery and a benefit concert at the Warren City Club, raising funds and awareness for V-Day’s City of Joy and Congo Campaign.

At the Council for Research on Women’s annual “Making a Difference” gala, Eve presented an award to United States Ambassador for Global Women’s Issues Melanne Vermeer.

For International Women’s Day, Eve and Susan attended a Vital Voices conference in Washington, DC at the U.S. State Department, where Eve presented an honor to Dr. Denis Mukwege of the Panzi Hospital in Bukavu, DRC.



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**Across the globe in some of
the most underserved areas,
V-Day partners with local women to
transform the lives of women and girls.**

ABILITY
UNLESS





V-PEACE SCHOLARSHIPS

V-Day believes in young people. We are a movement that first came to life on college campuses and we have seen how our support can help transform a young person's life and their community. With them in mind, we established the V-Peace Scholarship program, which identifies, supports, and educates young women to be leaders in their communities. The grant has only one provision: that the recipient agrees to give back by working to stop violence against women and girls in her own community.

Scholarships, which range from \$100 to \$5,000, are awarded to individuals who would not otherwise have an opportunity for education and who demonstrate a seeking spirit, a fierce and compassionate nature, and exceptional promise as leaders. Funds are used for secondary schooling, graduate studies, special leadership training, and general expenses such as books, materials, and transportation. V-Peace Scholarships have been given to girls throughout the world, from Kenya to Sri Lanka, providing future leaders of the V-Day movement with a solid foundation on which to build. This program has been made possible by the generous support of Skees Family Foundation.

WHEN I SEND MY SUPPORT AND MY LOVE TO OUR V-PEACE STUDENTS, I FEEL HUMBLLED TO PARTICIPATE IN THEIR COURAGE. THEIR TEACHERS AND MENTORS WORK TIRELESSLY, DAY AFTER DAY, YEAR AFTER YEAR IN REALLY TOUGH PLACES TO OPEN THE PATH OUT OF PAIN FOR OUR STUDENTS. AND WHEN EACH YOUNG PERSON CHOOSES TO RESPOND WITH HARD WORK AND HOPE, QUIET MIRACLES OCCUR IN UNSEEN PLACES AROUND THE WORLD. Suzanne Skees, Skees Family Foundation



V-DAY SAFE HOUSES

Across the globe, in some of the most underserved areas, V-Day partners with local women to transform the lives of girls and women. V-Day Safe Houses are located around the world in Narok, Kenya; Port-au-Prince, Haiti; Pine Ridge and Yankton Sioux Reservation, South Dakota; Cairo, Egypt; Baghdad, Iraq, and Bukavu, DRC. These safe houses have been envisioned and established as community centers where women and girls can develop their innate leadership, be safe, heal, and learn. Despite the political and social contexts in which women live, the safe houses provide a way for women and girls to overcome social barriers that otherwise impair their ability to be safe from violence.

Port-au-Prince and Cap Haitien Following the Earthquake

The V-Day Sorority Safe House in Port-au-Prince was rendered uninhabitable in the devastating earthquake that rocked Haiti this year. The women on the ground are currently deciding how to best use the house to serve those in need moving forward. It is likely that the safe house will be renamed after V-Day activist Myriam Merlet – one of Haiti's most treasured women's rights leaders, who was lost in the earthquake – when it re-opens its doors.

In Cap Haitien, the V-Day/AFASDA (Association Femmes Soleil d'Haiti) Safe House, run by Elvire Eugene, continues to provide support to survivors of violence in the area. As of now, the Safe House is a rental, with Elvire hoping to purchase the property for AFASDA in the coming year.

Kenya Site Visit to Narok and Sakutiek

In August 2009, V-Day staff and Board members visited the Narok Tasaru Ntomonok and Sakutiek safe houses in Kenya. Run by V-Day Kenya Director Agnes Pareyio, both provide shelter, education, and alternative rite of passage ceremonies to over 100 girls fleeing Female Genital Mutilation (FGM). During our time with Agnes and her staff, our team witnessed a moving reconciliation between a rescued girl and her family, and had the opportunity to meet with local residents and stakeholders who attested to the community-wide positive impact of the safe houses, as well as the economic incentives that many families receive for cutting their girls. Agnes' sensitization work with parents and village elders has helped families to see that educating a girl will have far greater economic benefit for the family than cutting her in order to be married off for a bride price.





Pakistan Critical Services in Rawalpindi

This year, V-Day was able to increase its support of Shahnaz Bokhari's Pakistani Women's Association's AASRA safe house, a one-of-a kind facility in Rawalpindi, Pakistan that is serving a critical need for women in crisis. Because of wide community awareness regarding PWA's track record assisting women in need, the inflow of cases has risen, in turn increasing the staff's responsibilities. With much needed funding from V-Day, PWA has been able to hire more staff to manage the workload on a broader scale, increasing the staff's capacity to interface with police stations to get cases registered, travel to villages to collect evidence for cases, advocate for survivors at medical centers, and follow through on the legal aspects of each case.

United States Yankton Sioux Reservation

The V-Day Safe House Transitional Housing has provided housing for women and children transitioning from the shelter to independence. Over the past year, eight families have had a safe place to live as they change their lives rather than return to violent environments. 'Greening' the housing units was a priority, with the community rallying to assist in adding solar panels to the units, which will reduce heating costs. An organic garden was planted, and has provided the Transitional Housing residents and their Cultural Preservation Project with fresh vegetables and an opportunity for families to cultivate the garden and build community through the process.

Democratic Republic of Congo City of Joy Poised to Open its Doors

Construction work on the City of Joy in Bukavu is near completion! The building process has reached this point despite an unusually heavy rainy season, along with a series of delays with the construction crew and material shortages due to the regional conflict in Eastern Congo. Our Congo team has been moving mountains each and every day to actualize our dream, and the City of Joy will soon be a reality! Our inaugural class of women will start and an opening ceremony will take place in Winter 2011. See the Congo section for more information on planned programming for the City of Joy.





VDAY
UNTIL THE VIOLENCE STOPS

Graduation Certificate

Presented to

Alaso Namunyak

For

Successfully **SHUNNING FGM** and Undergoing
Alternative Rite of Passage.

On

14th August 2009

Agnes Njeri

Executive Director
Project Coordinator



HAITI RESCUE FUND

Created in Response to Great Need

On January 12, a magnitude 7.0 earthquake rocked Haiti, causing devastating destruction and flattening Haiti's nerve center, Port-au-Prince. The Haitian government confirmed a death toll of 230,000 people, along with 300,000 injured and 1,000,000 homeless. Tens of thousands of children were orphaned in the quake, leaving a generation of parentless boys and girls to be cared for amongst the chaos. Basic amenities like medical care, food, water, and electricity are hard to come by for countless Haitians and numerous accounts of rape were reported in tent cities.

V-Day responded to the catastrophe immediately by establishing the V-Day Haiti Rescue Fund. V-Activists from around the world dug deep and donated funds which are now being put into action. According to Michele Lebrun Pavana, speaking for Mrs. Marjory Michel, Minister of Feminine Condition, the earthquake has put women at heightened risk for sexual assault, as many have been left to live in the streets with no shelter. Rapes have been widely reported and the situation on the ground is ripe for traffickers. For this reason, V-Day partnered with ShelterBox - an NGO which delivers large plastic containers that hold a ten-person tent and a range of other equipment to victims of disasters - to support the efforts of the Haitian Ministry of Feminine Condition to provide safe shelter for women and their families. We allocated \$40,000 towards ShelterBoxes for women impacted by the earthquake, providing shelter and other essentials for 400 survivors in Haiti.

V-Day also provided AFASDA (Association Femmes Soleil d'Haiti), run by long time V-Day activist Elvire Eugene in Cap Haitien, with a \$20,000 emergency grant to help serve survivors with medicine, food, clothing, and other essentials. AFASDA is meeting a critical need by serving displaced residents of Port-au-Prince.

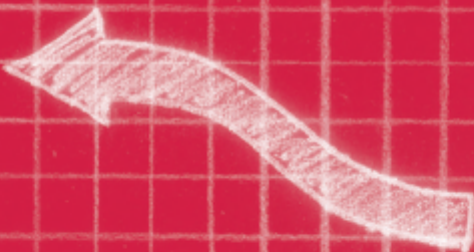
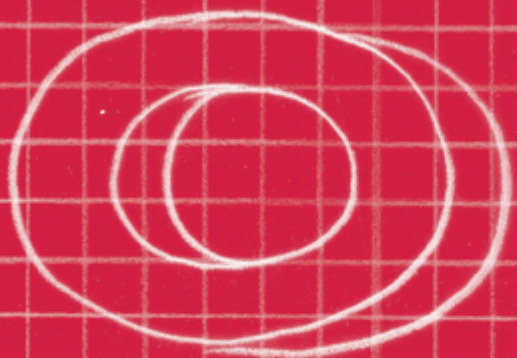


PLANNING

In 2011 the work of ending violence in communities and inspiring bolder transformation across the planet continues.



2





PLANNING



Our meeting strengthened the capacity of the attendees to promote the human rights of women, through a thematic analysis of the violence and public awareness of it. Our aim is to develop a project with national impact addressing the real needs of Haitian women.

Elvire Eugène, Founder, AFASDA and Project Coordinator, V-Day Haiti



V-DAY 2011

Spotlight on Haiti

V-Day's 2011 Spotlight Campaign will be on the women and girls of Haiti, with a particular focus on the issue of sexual violence, which is being reported at levels higher than before the January 2010 earthquake. Even prior to the quake, reports stated that one in two Haitian women reported being raped.

Having worked in Haiti since 2003, V-Day will build on our past experience by supporting and promoting the work of women activists on the ground as Haiti tackles rebuilding post-earthquake. All funds raised through the Spotlight will be used to support a revolutionary national campaign in Haiti spearheaded by a coalition of women activists – led by longtime V-Day activist Elvire Eugene – that will address sexual violence through art, advocacy, safe shelter, and legal services.

Opening Ceremony for the City of Joy

Over the summer 2010, our Congo-based team, led by Christine Schuler-Deschryver, focused on finishing construction of City of Joy, hiring staff, finalizing the program plan, and identifying the first group of women to begin the program in fall 2010.

Our first delegation of visitors will attend an opening ceremony for the City of Joy in February 2011. The celebration will include women on the ground – including local women's leaders and NGOs; key stakeholders from the local, provincial, and national government; high profile philanthropists and long-term V-Day supporters, along with members of our esteemed V-Board. Major media outlets will be in attendance, announcing the opening of the City of Joy and the beginning of what we believe will be a powerful movement for Congolese women, and a touch point from which they will steer Eastern Congo's destiny towards peace.

Swimming Upstream

In 2008, *Swimming Upstream*, a new theatrical production, premiered at V-Day's 10th anniversary celebration at the New Orleans Superdome. A powerful and uplifting piece of theater, it was written by 16 New Orleans women after Hurricanes Katrina and Rita, in a process facilitated by Eve Ensler and Ashé Cultural Arts Center's Carol Bebel. *Swimming Upstream* tells the raw and soulful stories of women who lived through the hurricanes with grace, rage, humor, and great resiliency.

Having enjoyed a sold-out 2008 run in Atlanta, along with additional New Orleans performances, the show came to the historic Apollo Theater in Harlem in September 2010. With casts featuring writers of the play, native New Orleans performers, and celebrity guest stars, including Anna Deavere Smith, Phylicia Rashad, Shirley Knight, Jasmine Guy, LaChanze, and Kerry Washington, the show amplified seldom-heard voices from the ground, sharing the frustration and hopes that New Orleanians felt during one of the most tragic moments in United States history. The piece illuminates the intersectionality of the larger American experience – posing important questions about how race, class, and gender are intertwined, and how they determine the way Americans experience their own society.

In 2011, V-Day and Ashé Cultural Arts Center will take *Swimming Upstream* across the U.S. to New Orleans Diaspora cities (Baton Rouge, Houston, Dallas, Mobile) as well as other communities where the message of the work will resonate, deepening our belief that theater is an intangible and powerful force for social change.



The “V” Event, Making the Connections Between New Orleans, Haiti, and Congo

V-Day will produce a 2011 event in NYC, bringing together voices of activism, song, and poetry from New Orleans, Haiti, and Congo to look at the connections between the regions, gather artists and experts together, and share stories and visions for change. Our work in these three places has shown that their history of colonialism, slavery, and racism must be addressed when exploring the issue of gender-based violence. The humiliation and degradation of these mechanisms has created a legacy of inter-generational trauma, fueled the exploitation of the land and environment, and engendered poverty by creating barriers to economic growth. As we continue to support activists who are formulating the innovative solutions to end gender-based violence, V-Day will look at the shared histories, stories, and current realities of New Orleans, Haiti, and Congo. A clear lack of commitment from the global community continues to slow work being done to end gender-based violence. V-Day knows that decision-making power must return to the communities most impacted, so that decisions are not made FOR them, but BY them. Moving forward, V-Day believes that women must be at the center of such processes in order to break these cycles of violence, poverty, and racism.

V-Girls

V-Day has invited Emotional Creatures of all ages to start their own V-Girls Book Clubs in their communities. Equipped with a V-Day designed guide, V-Girl activists will be able to lead their own Book Clubs, analyze each monologue in the book, and use art and activism to raise awareness about violence and other issues affecting women and girls in their communities. Like all V-Day's programs and campaigns, V-Girls is rooted in our empowerment philanthropy model, and through the V-Girls Book Clubs, aims to engage youth in the model by encouraging them to focus on V-Day's Safe Houses in Kenya for teen girls fleeing Female Genital Mutilation (FGM). One of the monologues in the book, *Five Cows And A Calf*, tells the story of one such girl, and the academic curriculum and book guide provide enhanced educational and discussion tools to understand the issue illuminated by the story. Funds raised by V-Girls Book Clubs will help support girls who have left their families to escape FGM and early marriage.

V-Men

In 2011, V-Men workshops will take place on college campuses and communities worldwide. At the same time, V-Day will work to develop a creative vehicle conceived and written by men, for men. The work aims to bring the real yet hidden stories of men into a dialogue around ending violence against women and girls. This theatrical work will be based on the feedback, stories, and interviews that resulted from the V-Men workshops. Once complete, it will be offered to V-Day activists as part of their college or community campaign programming.

Along with the theatrical piece, V-Men will continue its outreach to men across race, age, class, geography, religion, orientation, and ability, to develop an accompanying curriculum that will reflect the challenges, growth, and healing men go through in their life as they work to end violence against women and girls. A V-Men website will begin to evolve, highlighting our existing V-Men column and using viral tools to expand the dialogue.



**V-Day is a virtual organization,
housed in people's hearts
and minds rather than in one
physical location.**

**V-Day staff is located in
Atlanta, Berlin, Bukavu, Chicago,
New York, Paris, Providence,
San Francisco, and Santa Fe.**

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V-Day's Board of Directors is a group of extraordinary women who provide vision, leadership, and wisdom to help guide and support V-Day in its work.



Board Of Directors

Eve Ensler

President

Pat Mitchell

Secretary (President and CEO The Paley Center for Media)

Melody Hobson

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Cari Ross

(Partner, ID PR)

Sheryl Sandberg

(COO, Facebook)

Susan Celia Swan

(Managing Director, V-Day)

Kerry Washington

(Actor)

Our small staff of twelve work from home offices around the world to directly engage V-Day's network of dedicated activists (millions strong and growing) as the movement spans across the globe. Incorporated as a 501(c)(3) in the state of California, V-Day's organizational philosophy is low overhead with maximum results, such that we give away 86 cents of every dollar raised. Together with the funds generated by our activist network, V-Day raises \$5 million annually, which is given directly to local anti-violence work, along with \$2 million for V-Day programs and services. A V-Board and a small group of longtime volunteers provide critical assistance and their many talents to V-Day's efforts. Eve Ensler, V-Day's founder and artistic director, is a volunteer and has never received payment from V-Day for her work.

V-Day values empowerment through leadership. Staff members receive ongoing opportunities to "take the lead," managing and overseeing all aspects of a project, event or program and liaising with the staff and outside partners.

This year, our newly formed V-Counsel provided sage leadership and support for our ongoing activities. The V-Counsel includes Chair David Stone and members Michael Balaoing and Beth Karpfinger.



Staff

Eve Ensler

Founder and Artistic Director – unpaid

Susan Celia Swan

Managing Director

Kate Fisher

Communications and Campaigns Manager

Karin Heisecke

V-Day Europe Director

Cecile Lipworth

Managing Director – Campaigns and Development

Tony Montenieri

Operations Director

Nikki Noto

V-Girls Campaign Manager

Shael Norris

Community and College Campaign Director

Purva Panday

Programs and Development Director

Christine Schuler Deschryver

V-Day Congo and City of Joy Director

Amy Squires

Online Director

Laura Waleryszak

Campaigns Associate

Accounting handled by

Brian Walsh, in New York

V-Day is honored to be supported by three Regional V-Day Directors who engage activists and extend the reach of the movement:

Rada Boric Balkans;

Agnes Pareyio Kenya; and

Marie-Cecile Renaud France.

Our The Vagina Monologues performance has been, without a doubt or exaggeration, a miracle fundraiser for us. Never in the history of the centre have we had such a successful means of raising funds.

Sexual Assault Survivors' Centre, Sarnia, Ontario Canada

**Tens of thousands of
talented volunteers dedicated
their time to spreading the
movement each and every day.**

**Thanks to them, the V-Day
movement has spread across
the planet, with kindness,
energy and creativity.**

V-Day's College and Community Campaigns raised an additional \$4 million dollars in 2010 that V-Activists donated directly to anti-violence groups in their communities.



FINANCIAL STATEMENT

for the fiscal year ending June 2010

EXPENSES

Programs

Community & College Campaign *	\$ 298,217
Communications	\$ 360,302
Website/V-Spot	\$ 229,834
V-Girls	\$ 246,313
V-Day Europe	\$ 71,963
Total Programs	\$ 1,206,629

Grants

Safe Houses, Vagina Warrior Scholarships and Other	\$ 489,063
City of Joy/Congo Campaign **	\$ 2,029,351
Total Grants *	\$ 2,518,414
Total Programs & Grants	\$ 3,725,043

Staff & Administration

Development	\$ 206,480
Finance and Infrastructure	\$ 173,400
Total Staff & Administration	\$ 379,880
Total Expenses	\$ 4,104,923

INCOME

Foundations	\$ 2,046,773
Individual Donors & Corporate Sponsors	\$ 1,509,720
Donated Goods & Services	\$ 240,900
V-Day Campaign Spotlight Contributions	\$ 298,469
Merchandise	\$ 9,061
Total Income	\$ 4,104,923

* V-Day's College and Community Campaigns raised an additional \$4 million dollars in 2010 that V-Activists donated directly to anti-violence groups in their communities.

** Grant includes 2011 & 2012 operating & campaign expenses (\$750,000 per year) for City of Joy, which is ready to be disbursed once programming begins in early 2011. Project underwent temporary delay due to ongoing conflict in Eastern DRC.



THANK YOU

**The support of thousands of
generous donors worldwide makes
V-Day's work possible.**

**We are grateful to the following foundations,
individuals and corporations who
provided extraordinary
leadership gifts to support our work this year.**

Our lives changed since meeting Eve and being introduced to V-Day's movement 10 years ago. We have become strong advocates in helping end violence against women and girls and look at V-Day and its grassroots efforts and methodology as an inspiration. Most recently with V-Day's plight to help Congolese rape-stricken women, our Foundation has been honored to support the creation of the City of Joy as well as being able to fund shipments of medical equipment and supplies to Panzi hospital, therefore fulfilling two of our core missions.

Linda Schejola and Lisa Schejola Akin, Carlo & Micó Schejola Foundation

\$1,000,000+

NoVo Foundation

\$200,000+

Anonymous | Amy Joyce Rao | Stephen Lewis Foundation

\$100,000+

Anonymous | Carlo & Micó Schejola Foundation | Women of Congo

\$50,000+

Carole Black | Charlize Theron Africa Outreach Project | Gruber Family Foundation | Jamel Perkins | Linda Pope | Rockefeller Foundation | Shery Sandberg & David Goldberg | Wallace Global Fund

\$20,000+

AJA Charitable Fund – Andrew Astrachan | Anonymous | Bloomberg Foundation | Lisa Brown & Daniel Handler | Diana DeVegh & The One World Fund | Melody Hobson | Ron & Cheryl Howard | Donna Karan | MCJ Amelior Foundation | Emily Scott Pottruck | Skees Family Foundation | The Turner Foundation | The William H. Donner Foundation | Susie Tompkins Buell

\$10,000+

Bethany Asplundh | Wendy & Titus Brenninkmeijer | Beth Dozoretz | Family Violence Prevention Fund | Jane Fonda | Toni Allen Goutal | Beth Karpfinger | Julie Kavner | Luna | Pamela Michealcheck | Pat Mitchell & Scott Seydel | Julia H. Parish | Lisa Henderson | The Buffin Foundation

\$5,000+

Jehan Agrama | Anonymous |
Kemery Bloom – Lakshmi
Foundation | Louise Henry Bryson
| Peter & Bonni Curran | Donna
Deitch | Jodie Evans | Reid &
Michelle Hoffman | Winnie Holzman
| Gary Janetti | Terry Allen Kramer
| Gina Maya | Tiffany Murray |
Julie Parker Benello | Francine
Pepper | Ferolyn T. Powell | Random
House, Inc. | Jonathan A. Segal |
Tithe One On | Vosges Haut Chocolat
| Jane & Douglas Wolf & The Wolf
Family Fund | Zuckerman Family
Foundation

\$2,500+

Donald & Carole Chaiken Foundation
| Donors to Network For Good
| Employees of Dow Jones &
Company, Inc. | Eileen Fisher |
Fourth Universalist Society in the
City of New York | Full Circle Living
| Stephen & Myrna Greenberg |
Francis Hall Kieschnick | Alexandra
Hedison | Tamara Kreinin | Kathy
LeMay | Lanelle B. Robson
Foundation | Michael Mandel |
Katherine McFate | David Milliken
| Walter Mosley | Nancy Rose
| Andy Shallal | Debra E. Spector |
Michele Steckler & Cathy Grier
| The Archer School For Girls |
University of California, Riverside
| Melanie Walton | Debra Wetherby |
Marsha Williams

\$1,000+

ABC Home & Planet Foundation
| Altman/Kazickas Foundation
| Anonymous | Anthony Armove |
Esther Ann Asch | Michael J.
Balaoing | Wendy Belkin | Barbara C.
Bencinni | Wendy Block | danah boyd
| Meredith Brokaw | Joan Brooks
Baker & Margeaux | Nidhi Bouri
Laura Brown | Dr. Robert & Lucinda
Bunnen | John Carron | Jennifer L.
Childs | Glenn Close | Rosario
Dawson | Penny Dennis | Andrea
Dew Steele | Allison Duncan &
Marianne Duhaterova | Arvella M.
Ensler | Robert Ferran | Fleischaker
Women's Legacy Fund | Lyndsay
Flodrowski | Lisa Freeman | Garcia
Street Books | Carol Gilligan | Nonie
H. Greene | Nafisa & Ali Haji
| Elizabeth L. Halsted | Meryt Harding
| Carter R. Harris | James Heerwagen
| Kenn Holsten & Christine Warren
| Maria Janum | Kahn Family
Foundation | Peggy & Ed Kavounas
Dorka Keehn | Amanda Keidan | Devi
Koya | Michelle Kydd Lee | Diantha
Lebenzon | Elizabeth Lesser |
Lauren L. Lloyd | Gregory Maguire |
Angela Mathes | Jacquelyn Mayfield |
Margaret N. Mermin | Maria Miller
| Shondrika Moss-Bouldin | Amy
Neaderlander | Cynthia Nixon | Jane
& Ron Olson | Allison Osborn | David
Allan & Virginia Pell | Paula A. Perlis |
Penny T. Platnick | Private Education
Endowment Foundation, Inc. |
Gianna Puerini | Lucy F. Reed &
Michael J. Glennon | Tamara Renzo
| Elizabeth Ritchey | Doris Roberts

| Wendy Gordon Rockefeller | Ashley
Salisbury | Schlosstein-Hartley
Family Foundation | Frank Selvaggi
& Bill Shea | Aliza Shapiro | Sharon
Socol Family Foundation | Carolyn
Sicher | Neal Spector | Karen Stainer
| Erin Steele | Lorie Stone | The Arts
Effect LLC | Triskeles Foundation
Peacekeeper Fund | Turner Foundation
Inc | Umass Dartmouth Foundation, Inc.
| Amy & Michael Williams | Ivy Archer
Winters | Anne Blair Wrinkle | J. Alan
Kahn & Susan Kahn & Kahn Family
Foundation Trust

2010 Corporate

ABC Carpet & Home | The Chelko
Foundation | Dramatists Play Service
| The Emory Center for Ethics | Four
Seasons Hotel Los Angeles | Getty/
Wire Image | Google | ID-PR | Amanda
Keidan Jewelry | LUNA | My True Vision
Photography | Ning | Samurai Love
Sake | Shane & Shawn | Solio | Urban
Zen Center at Stephan Weiss Studio |
Vosges Haut-Chocolat | The Warren
City Club | Mindy Weiss

With Very Special Thanks

We also extend our heartfelt thanks
to the following individuals who have
so generously provided their pro
bono legal guidance: Janet Abrams,
Janet Dubrovlny and Nancy Rose.

And to Paula Allen, whose stunning
photojournalism tells the story of
V-Day.



TAKE ACTION,
HELP US BUILD THE MOVEMENT

DONATE

Support us online at vday.org/donate or mail check to:
V-Day, 303 Park Ave South, Suite # 1184,
New York, NY 10010-3657

Make checks payable to V-Day. Your donations
are fully tax-deductible within the U.S.

ENGAGE

Organize a V-Day Event

Every year, V-Day benefit productions take place
in hundreds of locations around the world.

These events are organized by local college students
and community activists – people just like you.

Organize a V-Event. vday.org/organize

Attend a V-Day Event

Find a local V-Day benefit production near you
and help raise money for groups working in your area
to end violence against women and girls.

vday.org/events

Sign up for V-Mail

Get news about actions, opportunities, and
performances. Get the latest messages from Eve.
Get involved, and stay involved.

vday.org/vmail

NETWORK

Join V-Day online, get the latest V-News, meet
activists from all over the world, spread the word!

Follow us on Twitter

[Twitter.com/vdayorg](https://twitter.com/vdayorg)

Find us on Facebook

[Facebook.com/vday](https://facebook.com/vday)

The V-Wall For Congo

Share your messages of hope, empowerment,
change, and solidarity with the women
and girls of the Democratic Republic of Congo.

vday.org/v-wall

V-Girls Network

Share blogs, pictures, video, and take part in
forums and discussions about what it means
to be an Emotional Creature and a V-Girl.

vday.org/v-girlsnetwork

VDAY.ORG





V-DAY IS AN ORGANIZED RESPONSE AGAINST VIOLENCE TOWARD WOMEN V-DAY IS A VISION: WE SEE A WORLD WHERE WOMEN LIVE SAFELY AND FREELY V-DAY IS A DEMAND: RAPE, INCEST, BATTERY, FEMALE GENITAL MUTILATION, AND SEX SLAVERY MUST END NOW V-DAY IS A SPIRIT: WE BELIEVE WOMEN SHOULD SPEND THEIR LIVES CREATING AND THRIVING RATHER THAN SURVIVING OR RECOVERING FROM TERRIBLE ATROCITIES V-DAY IS A CATALYST: BY RAISING MONEY AND CONSCIOUSNESS, IT WILL UNIFY AND STRENGTHEN EXISTING ANTI-VIOLENCE EFFORTS. TRIGGERING FAR-REACHING AWARENESS, IT WILL LAY THE GROUNDWORK FOR NEW EDUCATIONAL, PROTECTIVE AND LEGISLATIVE ENDEAVORS THROUGHOUT THE WORLD V-DAY IS A PROCESS: WE WILL WORK AS LONG AS IT TAKES. WE WILL NOT STOP UNTIL THE VIOLENCE STOPS V-DAY IS A DAY. WE PROCLAIM VALENTINE'S DAY AS V-DAY TO CELEBRATE WOMEN AND END THE VIOLENCE V-DAY IS A FIERCE, WILD, AND UNSTOPPABLE MOVEMENT AND COMMUNITY

