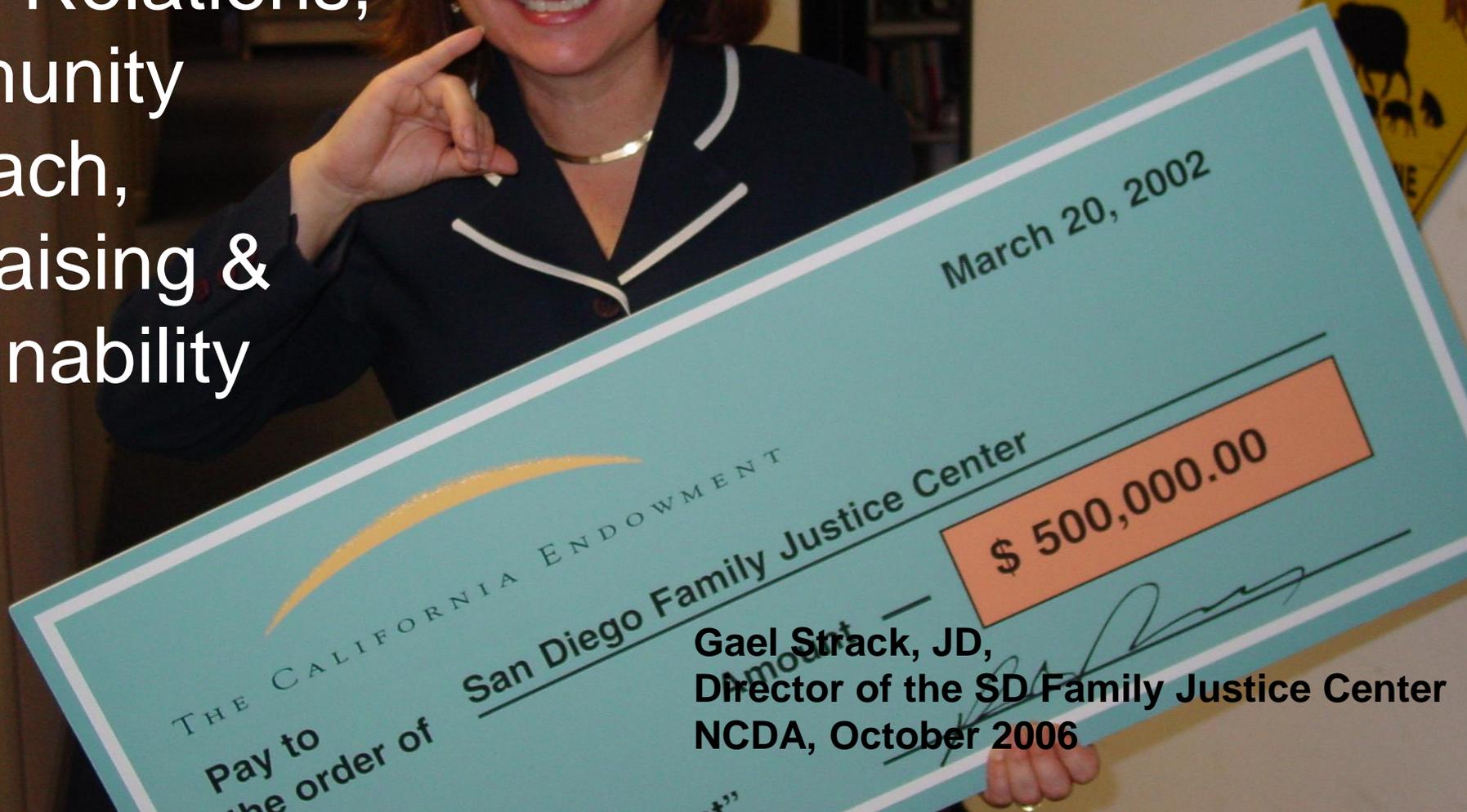


How me the
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Gael Strack, JD,
Director of the SD Family Justice Center
NCDA, October 2006

Overview for Today

- All the Strategies we Used to Make our Dream a Reality
- All the Strategies we Used to Keep our Dream Alive
- Keepers, Do-overs and What were we Thinking

**WE HAD A
BIG DREAM
IN 1989**

Best Day & Worst Day



“A project worthy of the City’s affection”

Fear



Anxiety



Fear & Failure are good motivators

- Take a step back and analyze your strategy
 - What works?
 - What doesn't?
- Our problem:
 - We were trying to do something new and different.
 - Funders couldn't get past our request for rent.
 - We couldn't articulate our vision in writing.
 - Realization: Time to hit the reset button and try a new strategy.

DREAM

BIG

**Start
Small**

Make your sustainability plan come to life.

- Leadership
- Strategic Planning
- Foundation, Funding Team
- Grant Writing & In-kind donations
- Be creative – develop products or hold a conference
- Power of We – Learn and collaborate with others
- Public Awareness
- Volunteer Power
- Listen to Victims & Constantly evaluate your program
- Plan & Invest in the Future

Used Strategic Planning Process



We put together a Financial Team

- Experts in DV
- Grant specialists
- Fund raisers
- Finance/business experts
- Donors
- Corporate Giving



Strategies

- Clear vision
- Buy In
- Business Plan
- Public awareness & media strategy
- Donor Development & Recognition
- Start a Foundation
- Our Secret Weapon – the power of we

Create a Shared Vision

- **A future:**
 - **Where All the needs of victims are met**
 - **where children are protected**
 - **where violence fades,**
 - **Where batterers are held accountable**
 - **where economic justice increases,**
 - **where families heal and thrive,**
 - **where hope is realized, and**
 - **where we ALL work together...**

Create a Vision for your Center



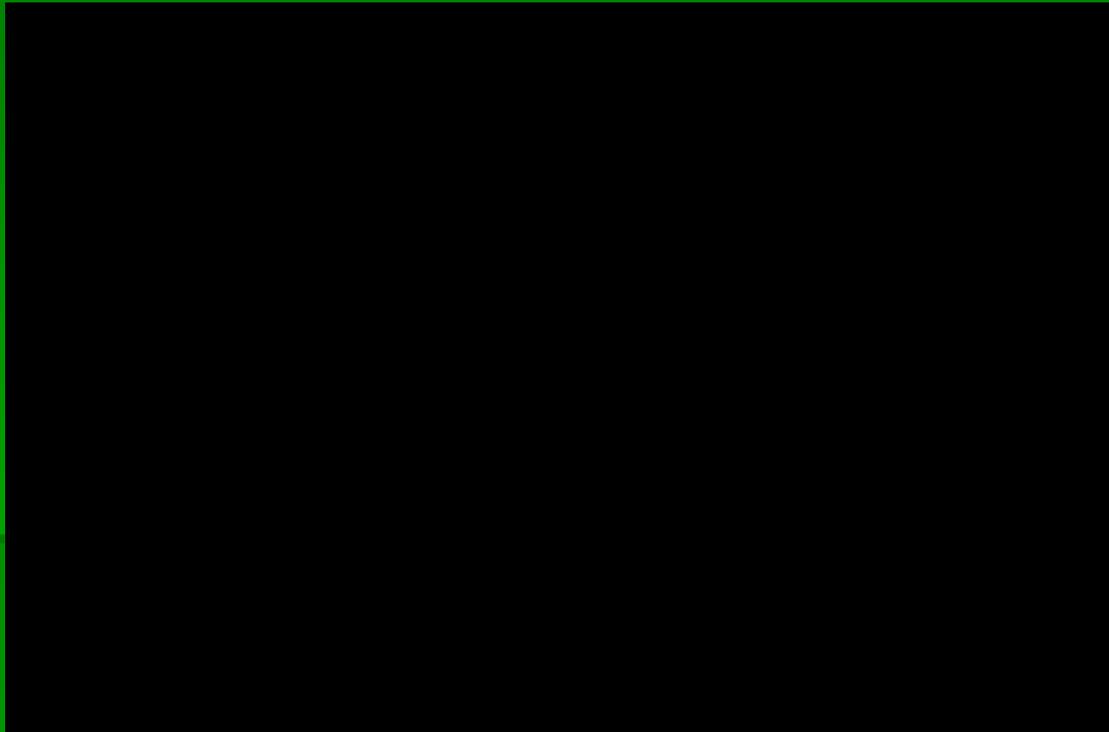
Vision

Help Others See Your Vision



Help Others See It

- Video



Getting Buy In

- Identify all the key players
- Make a long list
- Meet with them as a group and individually
 - On site partners
 - Off site partners
 - Community Advisors
 - Community leaders
 - Elected Officials



Getting Buy In

- Ask for input
- Ask for a letter of support
- Ask for board endorsements
- Hold focus groups
- Seek internal and external buy in
- Put a PPT together



Hold a Community – Informational Forum

- Everywhere
- Have Invite will Travel
- Share Information
- Ask for feedback
- Ask for Ideas
- Ask them for help
- FJC Folder
 - 1 page summary
 - Copies of news clippings
 - Endorsements
 - Brochure
 - Your Business Plan
 - PPT

Business Plan

- What is the problem?
- What are the resources?
- What is needed?
- What is the solution?
- What will it cost?
- What are the benefits to the new solution?

Enhancing your Plan

- News Clippings
- Stories from Clients & Partners
- Lean on the FJC Alliance
 - Membership
 - Best Practices & Guiding Principles
 - Technical Assistance
- Highlight your Planning
 - Insurance

Skills Inventory

- What skills do we already have?
- If you don't ask, you don't know.
 - Clerk – florist & an artist
 - Receptionist – graphic specialist

Develop a Community CV

- Your history working on the issue
- Your results
- Your ability to start projects and make them work
- Your reputation
- Your history of receiving grants
- Your expertise

Funding Inventory

- City
- County
- State
- Federal
- Foundations
- Donors
- Bond measures
- Special Events
- Community Groups

Develop a Budget

- Develop a budget
 - Start up costs
 - Move in costs
 - Operations
 - Expansion
 - Marketing
 - Awards & Recognition
 - FOOD
 - Parking

Consider the Funding Needs of your Partners

- Ask the question – what does shared sustained funding mean to us?
- Collaborate on grants
- Offer to write letters of support for each other
- Understand their funding needs
- Assist with grant writing

Develop a PPT for Your FJC

- Sample Basic PPT

Evaluation

- Find out where the money is coming from.
- Find out where the money is NOT coming from – tap into new sources
- Find out what the clients want and say about your program.
- Conduct a mini-study.
-

New Strategy - Implemented

- Created an opportunity for funders to hear, see & feel the vision
- Used the City Attorney & Police Chief
- Filled the room with supporters.
- Let survivors tell the story - no one can argue with a survivor.

It worked!



San
Family Justice Center
families


verizonwireless

Verizon Wireless Grant

April 9, 2002

PAY TO THE
ORDER OF

Family Justice Center

30,000 ^{no}/₁₀₀

Thirty Thousand ^{no}/₁₀₀

DOLLARS

Verizon Wireless

Public Relations



Public Relations

- Develop a clear message
 - Runaround is over in San Diego
 - The Family Justice Center - Where families comes first and professionals come together
 - Helping hurting families
 - Aiming for zero

Public Relations

- Use all tools to tell your story:
 - Survivors
 - Media
 - Op Ed
 - Radio
 - Press Conferences
 - Videos
 - Brochures
 - Art

Develop a Logo



Arts & Culture



The Purple Shirt



Grand Opening, October 10, 2002

After the Grand Opening

Keep Strategic Planning Alive



Optimizing Service Delivery

- Inventory Partner Services
- Roll out of Risk Assessments
- Target Repeat Offenders
- Roll out of DVCS
- On-site Fax Filings
- Launch Forensic Medical Unit
- Launch the INFOLINE
- Evaluate Strategic Planning Process
- Develop Victim Empowerment Program

Stabilizing and Enhancing FJC Infrastructure

- Integrate on-site Community Partners into leadership team
- Develop on-line resource library
- Develop Intake System
- Develop Evaluation Strategy
- Develop Victim Survey
- Identify and Acquire Future Site for Phase II
- Establish links with 5 Architectural Schools
- Create FJC Foundation

Maximizing Community Involvement & Support

- Develop Public Relations Strategy
- Invite newly elected officials
- Launch Volunteer Academy
- Establish Speaker's Bureau
- Develop Promotional Materials
- Develop Media Campaign
- Website Management
- Launch new community teams
- Develop Newsletter
- Invite legal community & public to tour FJC
- Develop legal resources

Held an Annual Gala to Keep Everyone Excited and Involved



Made Fundraising Fun and Visible



Family Justice Center Family Tree



Held Monthly Open Houses, Orientations and Tours



Public Awareness

Rally will target domestic violence

To raise awareness about domestic violence, the Shelter and Support Services, the Shelter of the San Diego Domestic Violence Council will hold its annual Not-To-Be-Forgotten Rally downtown tomorrow.

It will take place from 11 a.m. to 2:30 p.m. at the Civic Center Plaza, 1200 Third Ave.

The rally kicks off with a walk from the Family Justice Center at 707 Broadway. Supporters are asked to gather at the southwest corner of Broadway and Eighth.

At 1:15 p.m., the rally will conclude with a candlelight vigil.

Page A1, Monday, June 25, 2001, San Diego Union-Tribune, 11 FROM THE FRONT PAGE

Couples await word on grants for justice centers

San Diego Family Justice Center and other justice centers are waiting for word on whether they will receive grants from the state to help pay for their operations.

The state Department of Social Services is reviewing applications from 15 justice centers across the state. The centers are seeking grants to help pay for their operations, which include providing legal services, counseling, and other support to victims of domestic violence.

The grants are part of a state-wide effort to improve the services provided by justice centers. The state is looking for centers that have demonstrated a commitment to providing high-quality services to their clients.

The San Diego Family Justice Center is one of the centers that has applied for a grant. The center has been operating since 1989 and has a long history of providing services to victims of domestic violence in San Diego.

The center's executive director, Bonnie Pearson, said she is hopeful that the center will receive a grant. She said that the grant would allow the center to continue to provide the high-quality services that it is known for.

The center's services include providing legal services, counseling, and other support to victims of domestic violence. The center also provides a 24-hour crisis line and a shelter for victims who are in danger.

The center has a long history of providing services to victims of domestic violence in San Diego. It was founded in 1989 and has since become one of the leading justice centers in the state.

The center's services are provided by a team of professionals who are dedicated to helping victims of domestic violence. The team includes attorneys, counselors, and other support staff.

The center's services are provided at its main office in downtown San Diego. The center also has a satellite office in Escondido.

The center's services are provided to victims of domestic violence who are in San Diego County. The center also provides services to victims who are in other parts of the state.

The center's services are provided to victims of domestic violence who are in all stages of the process. The center provides services to victims who are just starting to seek help, as well as to victims who are in the process of leaving their abusers.

The center's services are provided to victims of domestic violence who are in all types of relationships. The center provides services to victims who are in heterosexual relationships, as well as to victims who are in homosexual relationships.

The center's services are provided to victims of domestic violence who are in all types of communities. The center provides services to victims who are in urban communities, as well as to victims who are in rural communities.

The center's services are provided to victims of domestic violence who are in all types of cultures. The center provides services to victims who are of Hispanic descent, as well as to victims who are of other ethnicities.

The center's services are provided to victims of domestic violence who are in all types of ages. The center provides services to victims who are young, as well as to victims who are older.

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DALWORTH DEAL OF THE DAY

Carpet Cleaning \$99.95

2 Rooms

Call 619-267-8433

... because the next best thing is to use a Dalworth Carpet.

The Family Justice Center, Domestic Violence Services Under One Roof



Bonnie Pearson, Executive Secretary, the Family Justice Center, and Meeting Director, Herman Collias

The San Diego Family Justice Center celebrated its third birthday yesterday by unveiling an anti-domestic violence poster campaign featuring San Diego Padres star reliever Trevor Hoffman.

The poster is the first in a series of posters using high-profile supporters of the center.

"This is a perfect opportunity for us to celebrate our teamwork and team up with the greatest 'saver' in San Diego baseball history, Trevor Hoffman, to save more lives," said Gael Strack, director of the center.

The center, at 707 Broadway downtown, houses 25 agencies and handles 600 clients and more than 3,000 calls a month.

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Head Deputy City Attorney Timothy Campen, Child Abuse and Domestic Violence Unit, Criminal Division, City of San Diego

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Park vigil calls attention to domestic violence

helped coordinate the event to honor Phillips and encourage others.

"I think it's really great. I didn't have an outlet to talk about Mom," said Phillips' daughter, Trisha Phillips of Poway.

Participants met for prayer, songs and advice from speakers that people who are in abusive relationships can turn to social service agencies or police for help.

"I don't think they're doing anything through it," said Gael Strack, director of The San Diego Family Justice Center.

James Joseph Cain, 39, has pleaded not guilty in the death of Phillips, his former girlfriend, Phillips, 57, had obtained a temporary restraining order against him, but it never was served. He knew the order existed, however, police have

Poster opposes domestic violence

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\$500,000 grant to go toward family justice center in San Diego

San Diego received a \$500,000 challenge grant from the California Endowment on Wednesday to go toward leasing downtown office space for a family justice center to help victims of domestic violence.

City Attorney Casey Gwinn said his goal is to open the center at 707 Broadway in July. He said \$3 million is needed to lease the space for four years.

To get the grant from the endowment, a nonprofit agency that promotes health care, the city must match the money. Mayor Dick Murphy said he and other City Council members would use federal community development block grant money for the match.

The center would give domestic violence victims a place where police, medical, legal and social service help is available.

The plan calls for deputy city attorneys who handle domestic violence cases, police officers assigned to the violence unit, probation officers, forensic medical experts and other social workers to work in the center.

Ultimately, Gwinn said, the goal is to build a bigger family justice center to include services for victims of child abuse, elder abuse and sexual assault.

San Diego hard, fast

might soon be permanent here

Department status OK'd for family justice office

Action aids victims of domestic violence

San Diego Family Justice Center Unveils Violence Campaign



City 24 tapes at FJC in September



Create Opportunities to get in front of your Council & Committee Meetings

- Public Neighborhood & Safety
- Special Events
- Non-agenda Public Comment
- Always Fill up the Room
- Wear Purple
- Celebrate Annual Anniversary
- Make good use of your site visitors

Council declares January as Stalking Awareness Month



Speakers' Bureau Launched



New Poster Unveiled



Don't be bashful to ask for help!

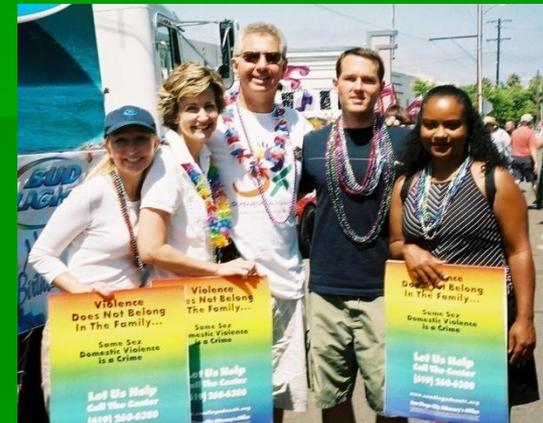
- You can help by:
 - Endorsing the Family Justice Center
 - Donating your time
 - Help us with our wish list
 - Inviting us to your organization
 - Sharing your ideas and giving us feedback
 - Sharing your mailing list
 - Funding space, an item or a project

Make yourself Visible



Make yourself Visible

- Participate in Street Fairs



Website Development



Volunteer Power



Portraits of Courage



Start a Foundation

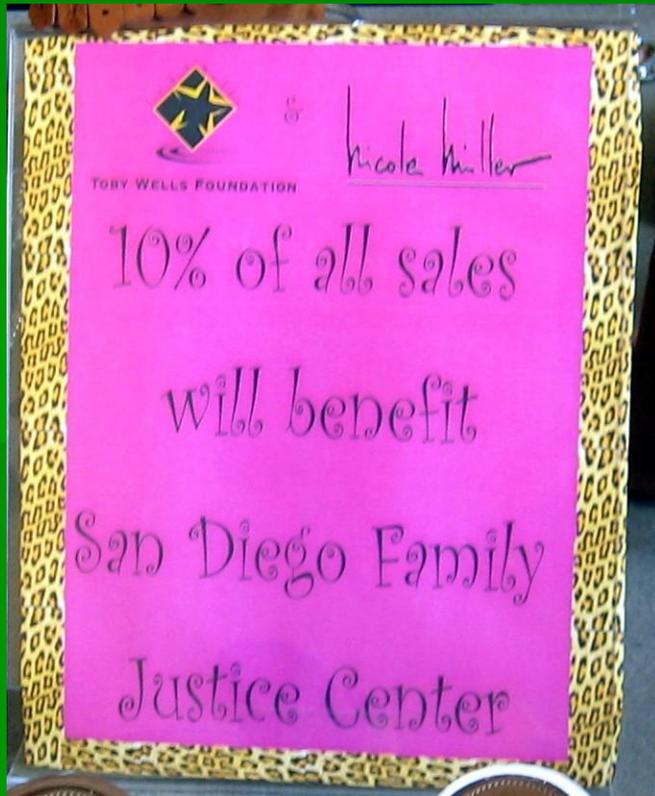
- Consider a Professional Fund Raiser or volunteer fundraising committee
- Board Development
 - People who know people with \$\$ or connections
- Donor Development
- Events:
 - Golf Tournaments
 - Motorcycle Ride
 - Wine & Breezes

Million Dollar Idea



Ask someone to adopt you -

- **Tobby Wells**



- **Padres' Wives**



Hold Monthly Brown bags, Workshops & Conferences

Fifth International Conference on Domestic Violence, Sexual Assault, Child Witness, Cyberstalking & Stalking



Plenary Speakers

Anne Munch, JD, Lundy Bancroft,
Anne O'Dell, Sgt. (Retired), Gael Strack, JD,
Dr. George McClane, Jackie Campbell, Casey Gwinn, JD,
Wendy Murphy, JD, Jackson Katz
The complete agenda can be found at www.stopdv.com

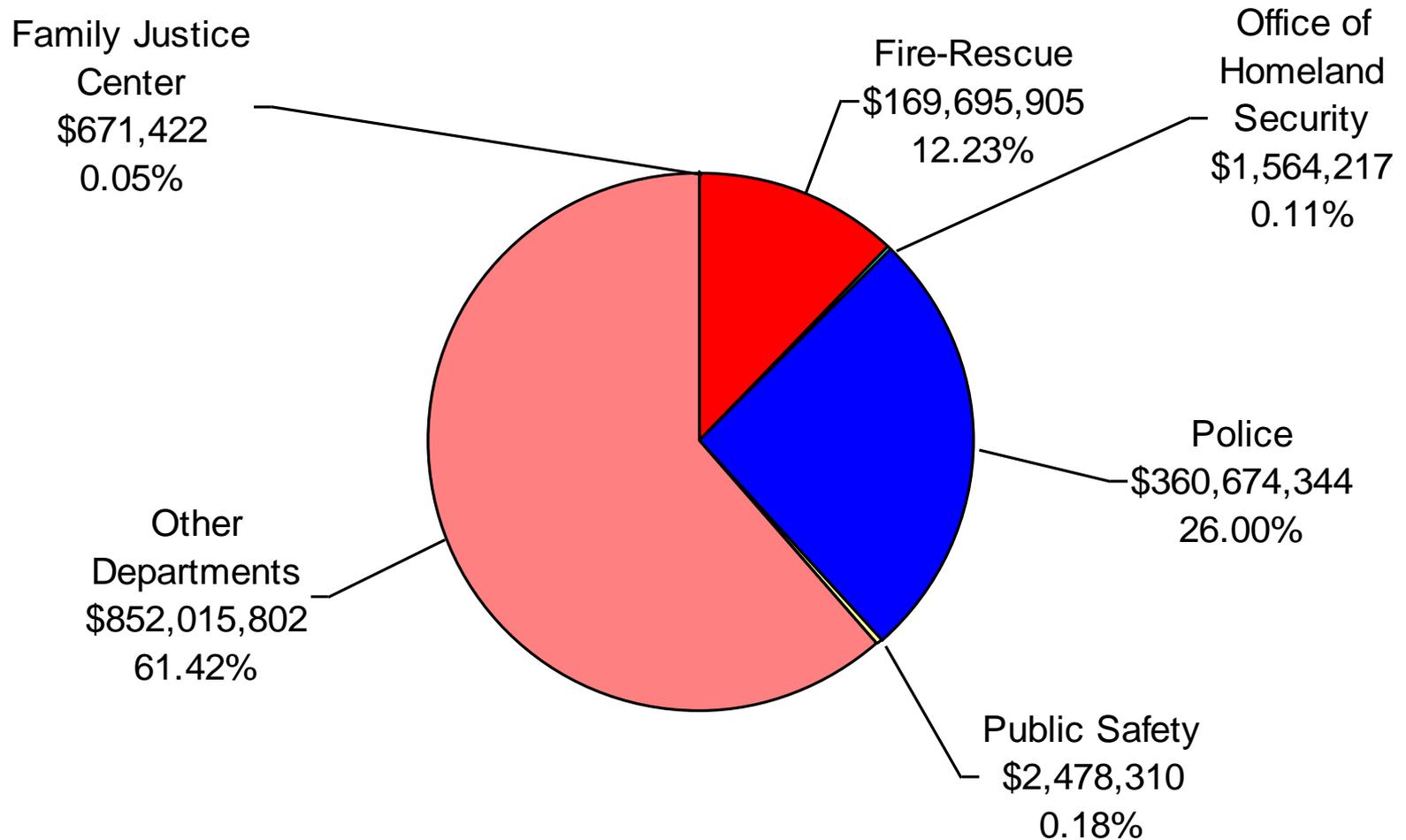
April 20-22, 2005
Holiday Inn On The Bay
San Diego, CA

Sponsored by STOPDV & the San Diego Family Justice Center Foundation

Work Book
ending

Plan for your budget hearings

Only 5 Pennies out of \$100.00



We're efficient and productive

- We're only **FIVE** pennies for every \$100.00



Gael



Bonnie



Anabel



Kimberly



Brenda

- Power of We saves money
 - Homicides
 - Return calls
 - Quality of life
 - Breaking the cycle



Keep Track of your Statistics (10-02 to 10-04)

- 10,000 clients
- 53,000 phone calls
- 8,500 site visitors
- 20,000 SDPD DV police reports
- 6 DV Homicides
 - 7 in 2003
 - 9 in 2002
- 13,500 volunteer hours (\$223,000)

Keep Track of your Awards

- League of City
- Gold Metal
- For Community Enrichment



Keep track of your stories



Conduct Focus

Groups - Regularly

- They will become your allies, your ambassadors, speakers at city hall, recruit, tell other victims, eventually volunteer, etc.

**Make sure to get copies of
all your Media & Use it**



Honor Our History

Product of the Battered Women's Movement

- 1960-70s – Shelters
- 1970-80s – Changes in the Law
- 1980-90s – Community Responses (Councils or Task Forces)
- 1990-2000 – Systems
 - DV Courts, DV Units (Police, Prosecutors), DVRT, Pro-arrest policies, Training, Evidence Based Prosecution
- 1994 – VAWA – federal legislation

Track, Honor & Share Your History

- Jan 1989 Idea was proposed
- Jan 1997 SDPD and City Attorney's Office joined forces
- Jan 2000 One Place – DV Council's Top Priority
- Feb 2001 SDPD completes Feasibility Study & Site Visits
- Oct 2001 PS&NS Approval to proceed
- Mar 2002 \$500,000 Cal Endowment Grant
- April 2002 Council Approval

Full Support from our California Statewide Coalition

San Diego

Family Justice Center

Where Families Come First



Grand Opening – October 2002



Take Photos – Remind Your Team How Special They Are



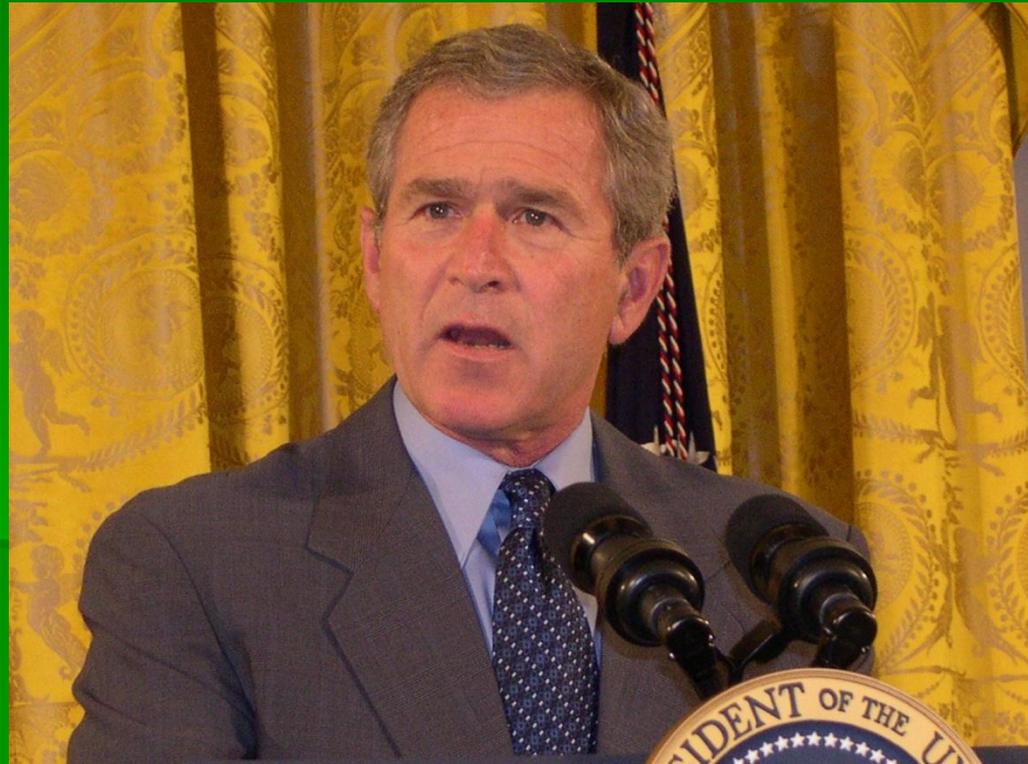
Family Justice Center Grand Opening October 10, 2002

Take Video Clips



Honor the History of the FJC Movement

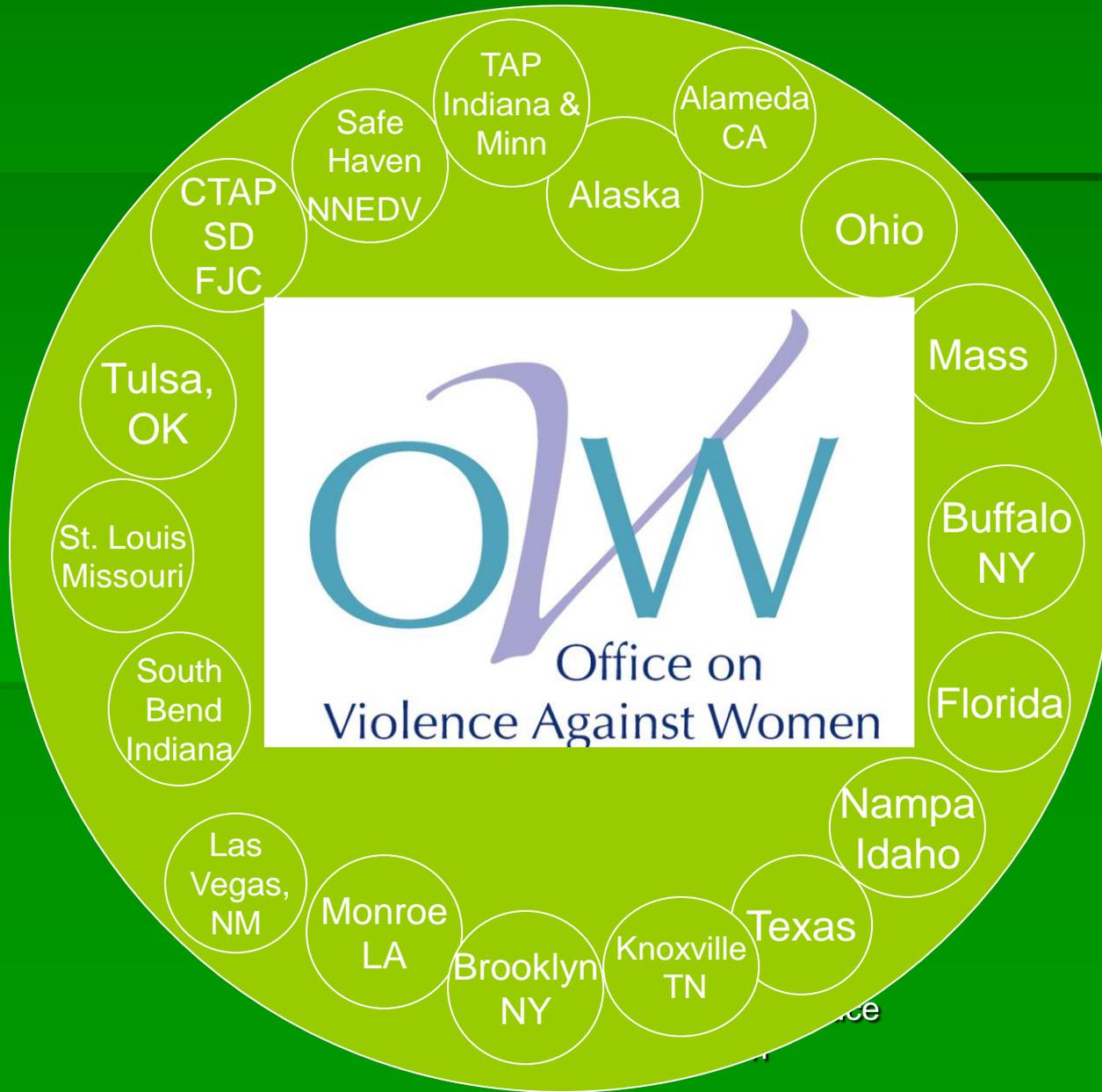
President's FJC Initiative Announced in October 2003



Informational Conference in January 2004



President's FJC Initiative



Core Principles in PFJCI

Required Co-Location Police

Required Co-Location Local DV & SA Programs (Advocates)

Required Co-Location Prosecutor

Partnerships with Probation, Community-Based Organizations, & Military (if applicable)

Comprehensive Legal Services

Central Intake System and On-Site Info Sharing which Protects Victim Confidentiality

On-Site Advocacy for Victims (& counseling as requested)
Advocates Available to Provide Personal Safety Planning

Strongly Encouraged: On-Site Interfaith Chaplaincy Program

Provide Culturally & Linguistically Competent Services

Limited On-Site Forensic Medical Services

On-Site Childcare

Assistance with Transportation on Emergency or as Needed Basis

Volunteer Component which Includes DV Training

Site Location is Identified

Site Location has NEPA Approval

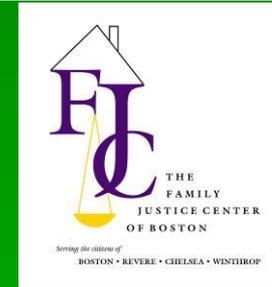
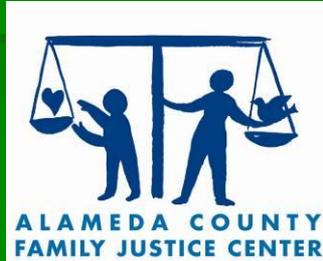
Facility Safety Plan to protect Victims & Staff

Kick Off Conference & The Challenge: 15 sites needed open within 2 years



@ 2004 San Diego Family Justice
Center Foundation

The President's Family Justice Center Initiative



Start now - Regionalization Launched in November 2003



Grand Opening of Second Floor October 2004



**Work on
Sustainability Now
& Every Day**

We became a City Department



Phase II



Other Ideas? Questions?



Special Thanks & Recognition to Our Donors

- California Endowment
- California Wellness
- Mayor & City Council
- Jerome's Furniture
- Verizon Wireless
- Sharp Grossmont Hospital
- Violence Against Women Office
- Waitt Family Foundation



Thank You

- gael@nfjca.org
- Family Justice Center
- 707 Broadway, 925
- San Diego, CA 92101
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