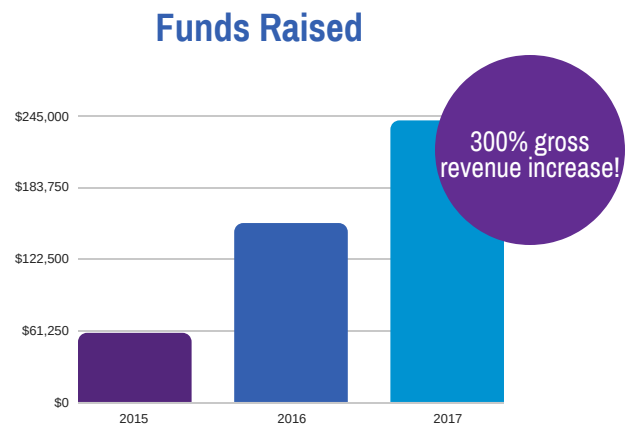
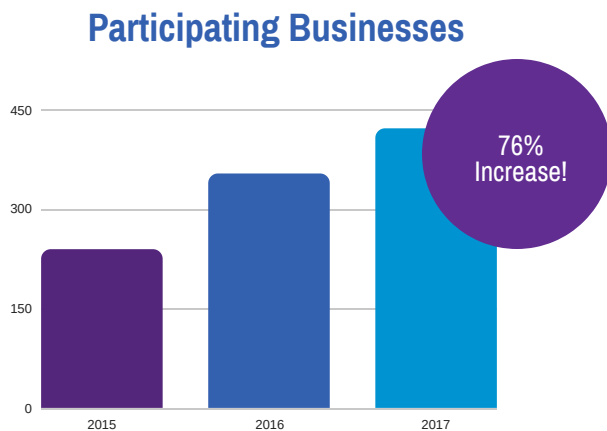


WHAT IS IT?

iCare is a month-long domestic violence awareness and fundraising initiative held each October that focuses on businesses, schools and other organizations in the community.

The idea behind iCare is simple: raise awareness to save more lives, raise funds to support the mission, cut through all the fundraising clutter, engage the community by focusing on the places where people are, and make it easy to participate.

THE RESULTS



HOW WE HELP

We've packaged up all the elements of iCare to make it simple for you to start a movement in your community! We provide:

- A proven, low cost alternative to a new event
- Best practices to ensure your event is successful year one
- The tools and materials you will need
- Instructional webinars to guide you throughout event planning

WHO ARE WE?

Located in Springfield, MO and established in 1976, Harmony House was the first domestic violence shelter in Missouri. Today we have 168 beds and are the largest domestic violence shelter in Missouri. We provide a comprehensive array of services, including 90-day shelter, meals & clothing, case management, on-site counseling, court advocacy, life skills & support groups, childcare and transportation. For those who do not require emergency shelter, we offer an outreach program.

FOR MORE INFORMATION:

Contact: Linda Marshall | 855-399-9755

www.askmewhyicare.com | info@askmewhyicare.com

iCare™

AN AWARENESS AND FUNDRAISING INITIATIVE

DOMESTIC VIOLENCE
CONTINUES TO INCREASE!
WHAT CAN WE DO?



WHAT CAN WE DO WHEN.....

Nobody wants to talk about it!

The community doesn't understand.

We only have a few volunteers to help us.

Donations and grants are drying up.

MORE LIVES SAVED



NEW VOLUNTEERS

NEW DONORS

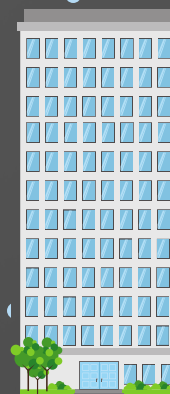


NEW SPEAKING REQUESTS

WHAT IF WE USE BUSINESSES
TO HELP SPREAD THE WORD?

WHAT IF WE DEVELOPED
COMMUNITY AMBASSADORS?

WHAT IF WE KEEP THE
CONVERSATION GOING?



The transformation in our community quite frankly astonished us! Following the first iCare event in 2015, clubs and organizations began requesting speakers for their events, new donors started calling us, volunteers were lining up to serve, and survivors told us how the materials had helped them find us. People began talking about domestic violence in a new way - they were beginning to realize that it isn't just a "family" problem and that it in fact impacts everyone in the community. And team members began telling tales of strangers thanking them for all they did to fight domestic violence in our community. **Understanding had begun.**