

P. LUNA FOUNDATION'S 2012 ANNUAL REPORT



PROGRAMS

MALE ABUSE AWARENESS

Male Abuse Awareness Week Dec. 1-8, 2012 Report

This was our best year yet with an aggressive online advertising campaign, a red carpet concert event held in Los Angeles California on December 1st, and a record year for donations!

AWARENESS RESULTS;

Interviews; 94.1 FM KPFA Berkeley CA , 90.7 FM KPFC N. Hollywood CA, 99.3 KCLA The Ultimate Underground Show, 106.7 KROQ-FM CBS Sunday Morning Show, TVNZ OneNews New Zealand's Saturday Morning Breakfast Show, LAtalkradio.com's Guy Talk Radio, Current Events with Patrick Cook, The Oracle Speaks and the Community Matters shows on Blogtalkradio.com and the Good Men Project Magazine.

Online Stats; Our Press Release had 26,366 hits and our help4guys.org web site received 214,648 hits from September through December (the campaign's peak months.)

2012 SPONSORS

Runway Magazine

Goodwill of Southern California

Children are our Future

Pizazz by O Planning

Get Legal Magazine

Miss CA Ethnic World Pageant

Good Men Project Magazine

Pro Security Inc

KDAY 93.5 FM Hip Hop Radio

Panera Bread

Good Earth Spa



Right: Miss California Ethnic World 2012, Lizett Magallane with Exec. Dir. B. Ochoa at the 12/1/12 event

On December 1st in Van Nuys California we held a MAAW Big Benefit Concert/Red Carpet Event. Headliners were award winning reggae group Dread Daze with a cameo appearance by Alex Marley and the Sunset Strip's favorite rock band LA Velvet along with other great local acts; Vim Furor, Jill Avilez, The Raiz Brazil Samba Dancers and Denise Cook "The Oracle Speaks." Our Keynote Speaker was Advocate Bill Murray and there was even a special appearance by the Runway Magazine Models taking photos with attendees and donors, Gourmet Food Trucks and a Hip Hop Street Team Appearance by 93.5 FM KDAY L.A. on the outside lot before the show.



Rock Group LA Velvet Headlining the MAAW Concert on 12/1/12 in Van Nuys, California

Other Program Accomplishments:

- We designed double sided business cards and redesigned our brochures.
- We re-worked our entire merchandise store at <http://www.zazzle.com/maleabuseawareness> and created a small catalogue to sell Maa Man Products at our events.
- A new email address media@help4guys.org was created to aid our press relations for Male Abuse Awareness Week and 4 of our volunteers updated the press contact list for 2012.

PLF ONLINE VOLUNTEER PROGRAM

Accomplishments:

- A new volunteer program recruitment project was launched with a very effective recruitment video in January of 2012.
- To date, 7 new volunteers have gone through orientation and are now part of our volunteer staff.
- We introduced "volunteer groups" this year where we put the volunteers into teams to compete with each other and complete some of the organization's much needed tasks. It was a great test

for the experienced volunteers to start weeding out the ineffective ones and to test new ones who are currently working on their first group assignments.

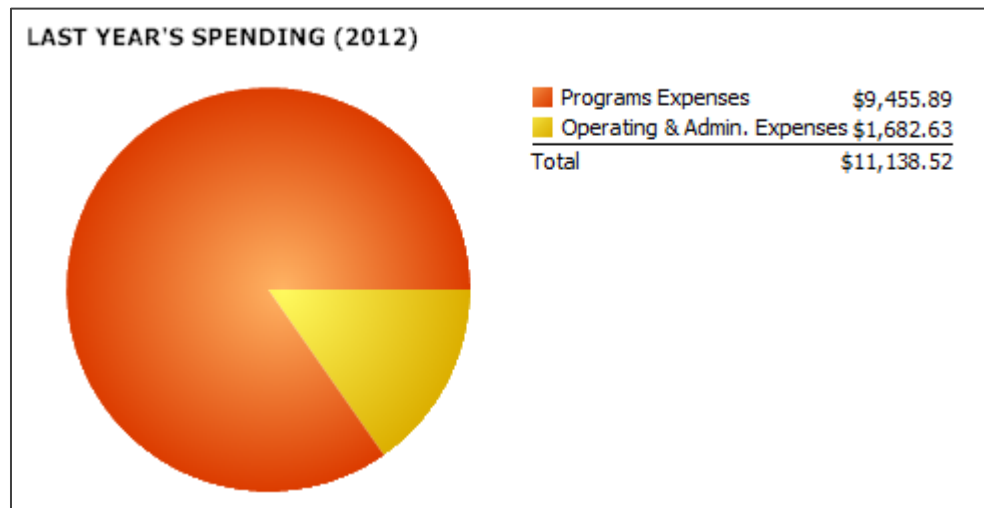
- **Volunteer Staff Policies and Criminal Background Checks;** Upon request at the last annual board meeting, criminal background checks were completed on June 3, 2012 on all experienced P. Luna Foundation volunteer staff members. In the process, we collected all their signed Volunteer Policies, and had all their affiliations double checked. Our volunteer policies are in line with our insurance policy requirements and our legal compliance needs.

ORGANIZATIONAL BUSINESS

Accomplishments:

- Education and mentoring on grant writing and events continued.
- Our first grant sponsorship for Male Abuse Awareness Week 2012 was written to the Bank of America and sent on 5/10/12. Our very first grant was declined.
- We advertised two times on Facebook for various merchandise. Once for the Music Business book in its soft cover format and another time for the ebook format. \$80 worth of books were sold in 2012.
- PLF Records released "Petra Luna's" CD Part 2 on 1/1/12 plus two music videos to sell CDs. At that time a Virtual Record Release Party was launched on Facebook.com. We got two #1 songs on the Indy charts and rave reviews! All rights and sales of Petra Luna music go to the P. Luna Foundation. About \$50 worth of music was sold and donated to the PLF.
- We hired a part-time employee to do data entry to help us build our data base between January and March 2012.
- We started a new official email account for donor appreciation; donorappreciation@plunafoundation.org with 108 donor's contacts and sent out our first donor appreciation email.
- After many weeks of work, we improved our Twitter presence by 40% by watching tutorials, making more connections and deleting those who do not follow us back. We also found countless other organizations that we could reach out to for help with our annual Male Abuse Awareness Campaigns every December.
- We have a new volunteer who is a professional web designer currently re-designing our entire plunafoundation.org web site. It should be completed in 2013.
- The new Board of Directors went through the interview process, a training program, and their first Board of Directors Meeting. We now have a complete Board of Directors.
- An older project called the "Eagles Nest" book started in 2008, is being written again. This book is a complete guide for parents and caregivers so that they will be able to detect child sexual abuse among children and detect who the child predators are in their communities. This is a good plan since the PLF is already in "book selling mode". We know how to handle all the business aspects of publishing a book, since we published the Music Business book last year in 2011. We believe the Eagle's nest is going to be a great book to pursue widespread distribution.

A BRIEF LOOK AT OUR FINANCIALS IN 2012



Within the Industry standard of keeping Operating Expenses below %18 of our total expenses

'In Kind' donations

9,360 Volunteer Hours Worked, calculated at \$12.00/hr. were valued at:

\$112,320.00

GOALS FOR 2013

- To get more politicians involved in our events.
- Continue to nurture relationships and partner with other nonprofits.
- Start to develop a letter type mailer program for donation solicitations.
- Change the mission to reflect the current activities/programs of the organization.
- Do more advertising and attend more community events to network and promote the cause.
- Organize the links on the help4guys.org website so that guys can find services more easily.
- Keep fundraising diversified in anticipation of the percentage of tax deductions changing.
- Homework for the Board; In 3-6 months we will take suggestions on what the Board thinks the 5 to 10 year plan should be.

A MESSAGE FROM THE EXECUTIVE DIRECTOR

This was probably the most difficult year we had, but also the most rewarding. We spent the first part of 2012 recruiting new volunteers and getting rid of the old "dead weight." After we got the rookies up and running, it was all about the Board of Directors. This was the year we had to get that project finished once and for all. With enormous effort and expense, we did manage to get nine members. We had no idea it would be that difficult but we were blessed to get great people who really care about the cause and organization on the Board. In October we had our first annual Board Meeting with the new members.

After that, it was all about Male Abuse Awareness Week Dec.1-8 and the two events we held to get the Los Angeles area informed about our cause and message. The first was a concert event and the second was a private "Old Hollywood" Holiday type party. The support this year was enormous and so many more people have shown that they are now observing the annual campaign. AND after many years of struggling for recognition, we are finally being acknowledged by our peer organization that help abused males! This was a very difficult thing to do since initially they did not think we were serious about the cause. But after 5 years, we believe that they realized the P. Luna Foundation and Male Abuse Awareness Week were not going away and a force to be reckoned with. The most amazing thing that happened this year though was the overwhelming radio support and we received. We will definitely utilize as much of the airways as possible in the years to come.

In closing, I just want to thank everyone for all the hard work and accomplishments in 2012. We invested a lot of time and money into the organization but I feel that it was definitely worth it. Below is a quote by a young man who 'got' what we were saying and was impacted by our annual ladies video. This is why we do what we do.

"Hello Petra. I would like to express my deepest and most sincere gratitude for your work on MAA. I was abused as a child and young adult and I can't find the words to tell you how much your highlighting this problem means to me.

When I watched your videos where you have women my age and younger say that it's OK to ask for help and that you're still a man even if you've been abused, I was overwhelmed by emotions and had to pause several times because I've never seen anything like it before. Those videos meant more to me than years of reading books and reports, because I am still very ashamed about what happened and I often feel like a failed guy.

I mean no offense, but it's difficult for me to believe that a young and beautiful woman like you is willing to invest her time in something so noble like this, and I wish you all the luck in the world."
Sincerely, Richard

IN 2012 THE P. LUNA FOUNDATION JOINED THE ENCINO, CALIFORNIA CHAMBER OF COMMERCE!

