

P. Luna Foundation 2014 Annual Report



Programs

Male Abuse Awareness Program

The most significant thing the P. Luna Foundation did last year for the Male Abuse Awareness Program was launch the all new Help4Guys.org website!



About the New Site:

- This new website was donated, and the market value of the work on this site is worth over \$10,000. The concept and basic layout was presented to us in the beginning of 2014. With the skeleton site ready by July, we closed the old help4guys.org and the old plunafoundation.com/org sites and opened a BIG new website which condensed the old into the new. This new site is much cleaner and streamlined so male abuse victims and survivors of abuse who are seeking help, can more easily access our updated and enhanced information. For supporters and donors, they can also go to the new site and find all they need to know about the P. Luna Foundation. Now it's all in one place.

Interviews:

- We did only one internet radio show this year with the Stop Child Abuse Now Show hosted by Advocate Bill Murray. This show featured DeWayne Watts, author of "The Boy in The

Wood” and “David’s Mark.” It was a show where the guest really opened up and you could tell he was not comfortable talking about his past but the courage he showed as you listen is very inspiring. You can hear the interview at this link; <http://www.blogtalkradio.com/bill-murray/2014/11/26/stop-child-abuse-now-scan--972>

Online Stats:

- Our Press Release had 1000+ Headline Impressions and 270 total hits, our new help4guys.org web site received 1,487 hits in November and December of 2014, our email blast went out to 2275 contacts and our Facebook ad received 3563 Impressions.

Male Abuse Awareness Week Dec. 1-8, 2014

Our Annual Event:

- Our annual event for Male Abuse Awareness Week Dec 1-8, 2014 was at San Francisco State University and it was the best thing the P. Luna Foundation has done for this cause to date. On December 8, 2014 we set up an information/video booth at the college’s Cesar Chavez Student Center and were amazed to find it packed with kids throughout the day trying to get our cause buttons, t-shirts, cards and information. Most importantly, we got people to really start TALKING about this male abuse with lots of interest and enthusiasm!



PLF’s Virtual Volunteer Program

- We have a new volunteer web site at this link: <http://plfvolunteerhouse.blogspot.com/> Our last volunteer site was on Facebook and most of our new young volunteers coming in are no longer on that site. Now they all can go to our “Volunteer House” site to get the information they need for their virtual volunteer work.

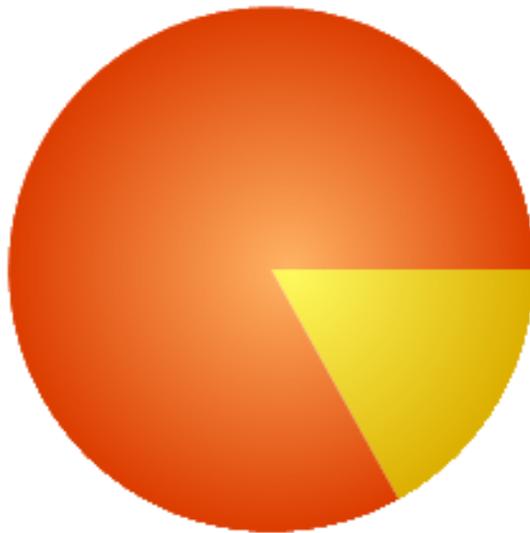
- The Volunteer Program is going strong and the ones we do have stay for many years. Ironically, this year we had an influx of young people doing temp work on our database and new website. Three of these young people used the P. Luna Foundation for a job reference as “extracurricular volunteer work” and all three got hired for their first real job. We are proud to have helped them.
- We shot and posted a new volunteer recruitment video.

Organizational Business

- The nonprofit received a significant donation from a large corporation that wished to remain anonymous, due to the sensitive nature of our cause.
- We contacted many people on our old data base and got them onto our email list.
- PLF Music Publishing of Petra Luna’s music CDs and downloads, and book sales from the Music Business book also increased in 2014 to help bring in more donations.
- The P. Luna Foundation tapped into the power of proceeds from the sales of products online and it started generating new donations in 2014.

A Brief Look at our Financials in 2014

LAST YEAR'S SPENDING (2014)



Programs Expenses	\$1,888.51
Operating & Admin. Expenses	\$377.93
Total	\$2,266.44

'In Kind' donations

4,160 Volunteer Hours Worked, calculated at \$12.00/hr. were valued at:

\$49,920.00

A Message from the Executive Director

2014 started out slow as we waited to launch the new website. Once it was ready, it took a lot of time to transfer all the information from the two old sites to the new one. It was also hard for me to give up control of the content and the image of the PLF to a web marketing and design specialist but I did, because I knew it would be the best thing for the organization. The new site was finished by the beginning of November 2014, just in time to promote Male Abuse Awareness Week Dec. 1-8. We were thrilled to launch the new website and we hope to take it to the next level in 2015.

I attended a Nonprofit Seminar on May 12 hosted by the California Association of Nonprofits and one of the topics was how to seek out grant funding. At the seminar, I approached an influential person in the nonprofit sector (whom I will not name directly) and explained to her what my organization does. When I asked where I should start my own grant writing efforts this year, her answer was quite discouraging. She said that my cause was too controversial and no one she knows would put their name on funding it. She also said I would never get a corporate sponsorship or grant either for that same reason. She concluded by saying my only hope was to approach private foundations that may be brave enough to fund the cause to help abused men. Needless to say, after 8 years of doing this, I was devastated. Regardless, I will never give up on my cause because I am doing this work for God and he will provide somehow. This is not a Christian organization but I am a Christian by faith and I believe if you claim to be anything you shouldn't just talk the talk, you should to walk the walk.

Lastly, as stated in the report above, we set up and ran a booth this year at San Francisco State University for our Male Abuse Awareness Week event and it was amazing. Before we would take our message to the general public and it was a tough sale. People were very standoffish and were not engaging in learning about our cause. That was not the case with college kids. At some points of the day, the booth was so busy that we could hardly keep up with the interest. It's good to know that finally our t-shirts and information are getting out there to people who care about this progressive cause and are brave enough to show interest and even promote it. I plan on holding all of our future public events at colleges and universities. This is where our controversial cause belongs. We also found a student program at SFSU that suggested we come and speak to the students about the cause for MAAW 2015. That whole experience gave me lots of new hope and motivation to continue this important work. ☺ Barbara Ochoa