

# The P. Luna Foundation 2008 Annual Report

## **This has been a year to build the new Organization from the ground up.**

In 2008, the P. Luna Foundation, or PLF, obtained and secured our 501[c]3 Non-Profit status. We made solid plans for our upcoming programs, set up our official web site in its initial form, and started our fundraising activities. We laid the groundwork for completing an official Board of Directors by establishing our Bylaws and making solid decisions on what we are looking for in a board so we can be sure it will be motivated and effective. We ended the year with our First Annual Awareness Campaign and started an enormous promotion and marketing effort online.

## **Introduction:**

We created our mission this year:

***The P. Luna Foundation fights child abuse by creating innovative programs to educate, aid law enforcement, and build awareness about the growing epidemic of child abuse and exploitation.***

We created, tested, and sought guidance for our new mission driven program concepts, and received positive responses for these efforts from professionals in our cause to fight child abuse and from abuse victims and survivors as well. One of these concepts is the “War on Abuse Radio Show”, which ran for six months on Internet radio, and was downloaded thousands of times. We look forward to starting up the program again in the future when the organization is more developed.

## January

Founder and recording artist Petra Luna started working on recording her new CD for the future financial benefit of the new organization.

## February

02/25/2008 – We received our official IRS 501[c]3 Non-Profit Approval Letter.

## March

03/24/2008 – We received our Non-Profit Status Approval Letter from the state of California’s, Franchise Tax Board.

## April

The PLF started receiving donations from individual donors.

We designed receipts and an accounting system for donations received within the guidelines of IRS giving regulations.

Executive Director Barbara Ochoa started taking classes at the Center for Non-Profit Management, a nonprofit organization that holds seminar classes for people who run charitable organizations. Throughout 2008, Ochoa attended many seminars on nonprofits and on how to set up the new P. Luna Foundation. These classes consisted of Grant Writing, Board of Director Development, Volunteer Program Development, Fundraising, Non-Profit Loans, and how to keep the new organization in compliance with state and federal laws and industry standards.

Ochoa started small fundraising activities.

04/14/2008 – The P. Luna Foundation filed its first year’s taxes as an IRS 990 E-Z Postcard.

## May

Ochoa started bi-weekly awareness gathering with local artists, musicians and comedians who donated their time to perform at a Los Angeles area café to raise money for the new organization. During the run of the

show, at the end of each month, the café would make a donation to the foundation.

We ordered our first set of business cards.

Our first Internet broadcasts of the War on Abuse Radio Show via blogtalkradio.com aired. The show ran through September.

We had an official corporate logo designed and donated to the Organization.

## June

We set up a P.O. Box for the Organization.

06/23/2008 – Our organization received an official business license from the city of Los Angeles as a Non-Profit Organization.

Drew up a Volunteer Policy and had it reviewed by a licenced attorney.

Founder Petra Luna, recording artist, signed all performing rights over to the PLF through the American Society of Composers, Authors and Publishers (ASCAP) by setting up a new music publishing company named after the P. Luna Foundation. All future recordings released by the artist “Petra Luna” will now be copyrighted under the new publishing company, and 100% of all royalties she earns personally through ASCAP will now go to the foundation.

## July

07/09/2008 – We received our ‘Dun & Bradstreet Number’.

Started the [www.plunafoundation.org](http://www.plunafoundation.org) web site with Godaddy Hosting and Domains.

We ordered and received our Official Corporate Seal.

We opened a cyber tip email address via our web site to allow the public to report child predator activities to B. Walker, a volunteer and Reserve Deputy Sheriff in the state of Georgia.

We formed a coalition of established Organizations to fight child abuse as a united front.

## August

We copyrighted a petition for a new law to protect children on the Internet called “April’s Law.”

We established a Mission Statement.

A volunteer of the PLF branched out and started a nonprofit sister corporation called the Youth Voice Initiative and applied for the 501-[c]4 status to become a Social Welfare and Political Action Organization, to support April’s Law and other important child safety legislation.

## September

We did extensive research for planning phases of the Foundation’s Primary Program.

Ochoa completed the first draft of Organization’s Primary Program to help adults detect child predators and child abuse.

We established connections with the US Department of Justice and other top Child Safety Organizations in order to obtain assistance in developing our Primary Program.

Ochoa started attending a regular consulting and networking group that holds monthly meetings focused on strategic planning and solutions to Non-Profit challenges in business.

## October

We sent a notification letter to the IRS about our new program plans which are in development.

Ochoa flew to Georgia to hold an annual meeting with the new Staff and Board in order to establish plans for the upcoming year’s goals. We also decided what that the new organization still needs to accomplish in order to become a fully functional Non-Profit Organization.

We established a budget for 2009.

We initiated a plan to achieve a full Board of Directors.

We created a complete outline for a new program called “Male Abuse Awareness Week.” We researched how to execute and evaluate an awareness campaign. We also designed a plan to set up a new and innovative web site to attract young male abuse victims and encourage them to seek the much needed

services they require, to recover from the effects of all forms of child abuse.

## November

Ochoa started working with a volunteer on a weekly basis to build a database by compiling a lifetime of contacts.

We started weekly staff meetings via a conference calling system.

Ochoa started classes at the American Radio Network to learn how to run a professional radio show with commercials, interviews, and sponsors.

We completed plans for this year's Male Abuse Awareness Week campaign.

## December

We launched our first Annual Male Abuse Awareness Week from December 1-8. Why this type of campaign?

*Because, "Law enforcement statistics have proven the connection between child abuse and destructive behaviors in adult males. We are not saying all men, but there are endless cases, and overwhelming evidence, that when males do not address the effects of their earlier abuse, they go on to lives of violent crimes, suicide, drug addiction, and a cycle of re-offending by physically sexually victimizing others. Most serial killers have histories of child abuse and neglect. We apologize, but these are the facts. Men do comprise the majority of individuals who physically and sexually abuse others." Founder Petra Luna.*

In December we started the Awareness week by launching a YouTube Video to describe our intentions for the Awareness Week to the general public. We also comprised a list of organizations that specifically cater to the special needs of male victims. We did this in hopes that more males would take advantage of these services and seek the help they need by easily having access to this information.

Our first aim was to advertise and promote great organizations that service men and boys for sexual, physical, and psychological abuse as well as neglect and the witnessing abuse.

Our research has shown that the Number One cause for males not seeking help is because other males will judge them, or think of them as weak. Society still thinks that men who show weaknesses are cowards. A perfect example of how general services don't work for men is when males would rather not report or seek help for abuse then let anyone find out about their past or current abuse. If an organization has services that do not provide the particular confidentiality that males need, they simply will not participate because they are worried what others will find out. Males have special and specific needs.

With this message, our second aim was to encourage more abuse victim service providers to provide special confidential services for male victims. We did this by an aggressive promotional campaign to bring attention to this particular issue, and how this problem is preventing male abuse victims from seeking the help they desperately need.

Our third aim was to get more people involved in the awareness campaign by a large Internet blitz that consisted of not only of a YouTube video and professionally designed images, but also by having encouraging messages online by producing a video slide show of beautiful women who, through photos and individual quotes, tried to send the message to men and boys that women would not judge them and do not think badly of men who show weaknesses if they want to seek help for abuse. The slide show succeeded in bringing more men forward to volunteer and support the campaign.

For the program, we started a page on Myspace.com for our devoted volunteers who are committed to the Awareness Week and will promote the campaign annually. During the week, we also posted Internet blogs and bulletin messages about Male Abuse Stories and received numerous thank you messages.

**A RESPONSE TO A BLOG FOR MALES: \*\***

***"My father does this to all of my family I think everyone of them matches up with the dirt bag. Thank***

***you now I have proof my family and I are being abused if this is what other people think is abuse I'm always depressed when he gets home and I just wish he would go away."***

On 12/03/2008 in Los Angeles, Ochoa held a special comedy night gathering hosted by a locally known male comedian who is an advocate for abuse victims himself.

12/26/2008 \* Bylaws for a Board of Directors drawn up by the organization's new Non-Profit attorney.

We are designing a Primary Program that will aid in the prevention of future child sexual abuse by giving people tools to help detect abuse and abusers. We completed a first draft of this Primary Program and sent it to Professional Family Therapist, Lori Barnes for review.

We started to collect names for our first donor list.

The War on Abuse Movement Internet Network that started in 2006 has grown to over 100 web sites and pages, roughly half of which were run by our volunteer staff. After the holidays, Ochoa started updating and converting the War on Abuse Internet Network into a marketing and awareness tool for the PLF. She also started a successful volunteer program within the Network by now letting advocates and abuse survivors work on and in various Internet web sites and pages for the Network. Many of our volunteers admit that donating their time to the cause to fight child abuse makes them feel like they are making a difference in bringing awareness to the enormous problem of child abuse and exploitation. Our latest count shows that worldwide nearly 100,000 people currently follow the Movement.

## **Conclusion:**

The Goals this first year were to make the new Organization a Legitimate Nonprofit to which people will feel comfortable contributing. To let the world know we are here, build a donor community, and maintain our startup efforts. Most expenses were for core operating, education, research, promotion and fundraising activities. In 2008, income was received by no one within the organization as most expenses were absorbed by the Staff and Volunteers. We kept our heads above water and kept on task. Realistically, that is all any startup organization can do in their first year.

The P. Luna Foundation is bringing awareness to the problem of Child Abuse and Exploitation through our enormous Internet network. We are using our voices to bring people to terms with the cause. We are incredibly successful at creating thousands of more advocates for this cause every year and we are developing an awareness campaign for males that is catching on and gaining momentum as an important aspect of our cause to fight child abuse.