

The P. Luna Foundation

2009 Annual Report

In our 2nd year



Summary of Activities for 2009

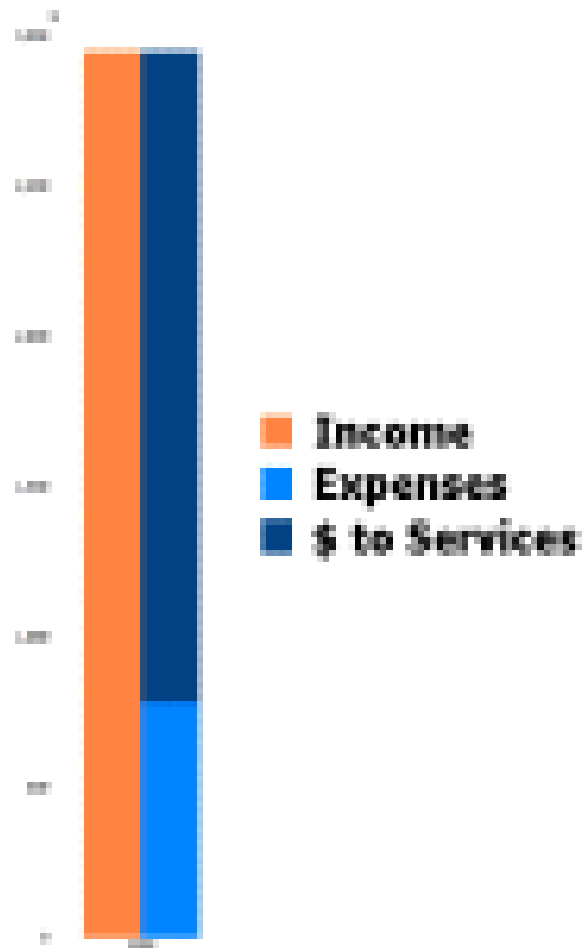
This is the year when the foundation made real and definitive decisions as to what exactly we want to be doing to help fight child abuse and establish how we will serve our cause through education, awareness, and prevention.

The main 'Mission Driven' Goals we have achieved in 2009 are as follows:

1. We established the War On Abuse Volunteer Program along with a complete Handbook and Volunteer Policy. This is a program where abuse victims, survivors, and advocates for the cause run websites, educate the public and collect supporters for our cause through Internet technology and social networking.
2. We completed the first draft of a one hundred and twenty five page book for a huge program we are developing for the PLF in cooperation with the US Department of Justice and other top Child Protection and Child Abuse Service Organizations supporting this effort. We will unveil this program at a later date.
3. Developed and published the new web site help4guys.org, the Official Male Abuse Awareness Website, in honor of the Second Annual Male Abuse Awareness Week in 2009, a program originally established by the PLF in 2008.
4. Our executive Director completed one year of classes at the Center for Nonprofit Management in Los Angeles, California, in order to be educated on how to run a Nonprofit Organization and be in compliance with all Federal and State Regulations for public charities.

Income/Expenses

(2009 Budget Activity)



Message from the Executive Director

Well, this has been one heck of a year. I have done a lot of traveling this year for family and business. Despite my travels, the PLF has come a long way this last year.

I feel like I spent the entire year on the computer planning, working, writing, building web sites and working with volunteers to get their programs established and promoted on volunteer recruiting websites like VolunteerMatch.org. At the year's end, I had to hustle to get the donations and design the new web site to get ready for Male Abuse Awareness Week. There was lots of busy work this year.

By the end of this 2009, I finally felt like we had established real, tangible goals to strive for. I also found it hard to be a new charity. Many people simply do not trust new non-profits. The only way to solve this problem is with time. If we keep going someday we will be established. Right?

We may be running on a small budget with the finances, but the value of our in-kind

donations is at an all time high. This is after all a volunteer run company. The 22 volunteers that work with us running websites, doing Internet Technology (IT) work, graphic design, and editing all year long collectively worked 3,420 hours, for this foundation. If we would have to pay them salaries at \$10.00 per hour, their manpower would be worth \$34,200.00. Time, in many cases is worth more than money. There were also video and other professional services donated that were valued at \$2950.00. No one can say with those contributions that we are not getting donations.

If I had to sum up the year, I would say the most important thing was how successful Male Abuse Awareness Week was. I am very proud of that. You can read the report on this year's campaign at this link [HERE!](#)

Goals for 2010

- 1. Complete the separation of the War On Abuse Volunteer Program from the War On Abuse Movement Internet Network. Before our lists of advocates, victims, survivors, professionals, and organizations along with our volunteers were all part of the War On Abuse Movement's Internet Network. That appeared to be too confusing for most people. We are going to separate these two efforts. There will be a list of everyone called the War On Abuse Movement Internet Network Reference Guide, and a separate list of the sites run by volunteers created here at the PLF.org site. To see the guide click [HERE!](#)**
- 2. In 2008, the PLF started its own music publishing company. Our founder, who is also the "Artist," Petra Luna, has donated all of the money earned from her music to the PLF. This year she will release a new 2-part CD series called "The At War Collection". The foundation hopes to gain a great deal of publicity from these efforts and raise some much needed funds from the sale of her CDs and downloads.**
- 3. Completing the 2nd draft of our book mentioned above will continue the process of developing our last program for the charity.**
- 4. For Male Abuse Awareness Week this year, the goal will be teaching and instilling an AWARENESS concept of male abuse unique to our foundation that emanates from our research. Getting the word out is the main focus of any awareness campaign. We intend to do that through more Internet promotion as well as radio interviews and anything else we can get out hands on. We also want to produce the best Male Abuse Awareness Slideshow ever! The previous slide show was the single most effective way we came up with to attract our program's target population of young males. To see the one we created for 2009, click [HERE!](#)**