

Our 2010 Annual Report

In our 3rd year



This was the year we refined the PLF. We have settled into exactly how we plan to fight child abuse through education, awareness, and prevention; by putting all the final touches on our programs and establishing ourselves as a driving force for the cause. Despite great adversity and a crippled economy, we have survived our third year. We have established that we are here to stay, and are now being recognized for it.

So what did we do in 2010?

Overhauled the War On Abuse Volunteer Program

This program consists of volunteers running social networking, and other web sites for the PLF's awareness and education aspect of our mission. When social networking first started, there were sites popping up all over the place and we made sure to have a foothold in all of them. As time went on, some sites like Facebook.com flourished, while others did not. We also felt that the network of volunteers was getting too large and difficult to manage. The overhaul was initiated by evaluating each site's performance over a one year period, then determining which ones were making a difference and reaching people, and which ones were no longer effective. We determine a site's effectiveness by the contact count increasing or decreasing and the amount of traffic each site had received. We closed eight sites. We also let go of a few volunteers that were no longer active enough in the cause for our standards. Fortunately, we were able to pick up some promising new volunteers that are ambitious and doing great work for the cause. Currently the PLF has twenty active and effective volunteers. We also opened two new blog accounts! Blogs and bloggers are a very important part of the online community and we are excited have two of our top volunteers running blog sites. At the end of 2010, our presence on the top social networking sites had become more popular than ever. In addition, we revised the Volunteer Handbook into its current, final, form. As technology and the cyber world progresses, we will update the handbook again in the future. To learn more about this program, please see the link [HERE!](#)

Male Abuse Awareness Week, Dec 1-8 2010 Evaluation

This is the Prevention aspect of our mission, by getting male victims help before they go down destructive life paths that may include continuing the cycle of abuse.

Help4guys.org, our web site launched in 2009, has become the premiere portal for male abuse victims who seek help and support for all types of abuse. In November we revised and updated the help4guys.org web site.

Stats; Since the site was published in Dec. 2009, it has received- 259,531 hits During this year's campaign alone and its November promotional period, our site received 68,405 hits (November of 2010- 35,470 hits/December Of 2010- 32,935 hits).

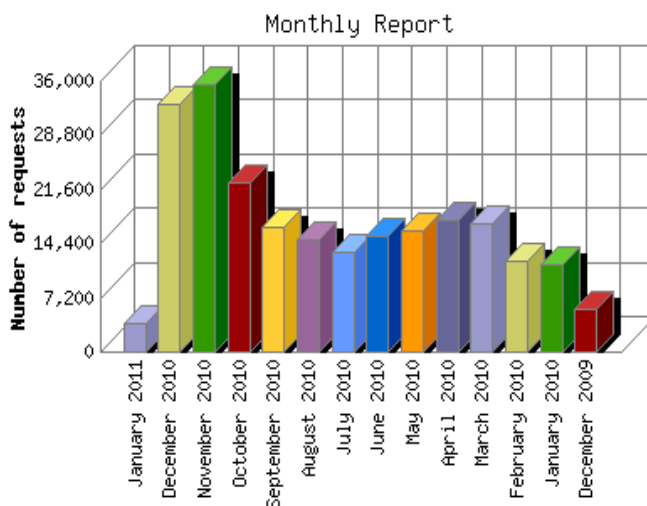
Web Site Report For help4guys.org

January 7, 2010

Monthly Report

The Monthly Report identifies activity for each month in the report time frame. Remember that each page hit result in several server requests as the images for each page are loaded.

Note: Depending on the report time frame, the first and last months may not represent a complete month's worth of data, resulting in lower hits.



From what the advocates at the PLF has observed, the concept and cause of Male Abuse Awareness is starting to catch on in the main stream media. Its popularity with everyday people is on the rise as well. All of us at the PLF are amazed at how many more new YouTube videos and services throughout cyberspace, supporting this aspect of the cause, have popped up in the last year.

Oprah Winfrey embraced this cause in November of 2010 with a landmark double episode where 200 sexually abused men came forward. Of the 200 men that showed up, 80% had admitted to contemplating suicide because they were not able to come out about their past abuse and seek help. The taboo of this cause has to end!

Every year since this program started in 2008, we have produced an annual slideshow with beautiful ladies supporting the cause in order to inspire men to get help for past abuse.

Goals Accomplished for Male Abuse Awareness Week, Dec. 1st through 8th, 2010!

- The help4guys.org site has become a sought-out listing for all organizations and individuals who support the cause and provide specialized help and support for male victims and survivors of abuse. In 2010, four nonprofit organizations contact the PLF and asked to be included in our listing which already posted ninety-seven link entries.
- We completed a commercial quality Public Service Announcement or PSA.
- Since the biggest deterrent for men in regards to getting counseling is confidentiality, the PLF, in 2010, partnered with an amazing company called Power Of Mind Online Counseling out of Australia. This company offers an innovative service that provides online private and group counseling to male victims and survivors of abuse through Skype and MSN chat. Our efforts to provide this form of counseling, to any male that wants it, is going to be a significant aspect in further funding the Male Abuse Awareness program.
- On December 5th, 2010, the PLF's founder, Petra Luna, and Lisa from Power Of Mind Online Counseling, were invited to be interviewed on the Internet talk radio show "Current Events with Patrick Cook" The topic of discussion was Male Abuse Awareness Week. Click the player here to hear the interview! Note: A church member of Patrick reported that after hearing the show, a teenage boy in his congregation stepped forward and reported his abuser.
- We started a new and successful Male Abuse Awareness Week Dec 1-8 group on Facebook.com. In one month, from November through December 8th 2010, the new group gained 68 friends who "liked" it and 245 outside people who "liked" it. We also added Facebook "recommend" buttons on all of the help4guys.org web site's pages, in order to further connect to the power of social media.
- Our myspace.com page for Male Abuse Awareness Week gained 34 new friends.
- Amazingly, while 'googling' Male Abuse Awareness Week in late December, we found two mental health organizations and three individual bloggers, whom we did not know, had written blogs about Male Abuse Awareness Week 2010.
- We were contacted by two well-known organizations who reached out to congratulate us on our efforts and offer to help us with the next campaign in 2011.
- Radford University in Virginia contacted the PLF to inquire if we could help them in locating male abuse survivors because they are conducting a study on the "resilience and self-compassion play a role in the lives of adult men who have been physically or sexually abused as children".

The PLF released Part 1 of the two part "At War Collection", which is the 3rd CD released by the artist Petra Luna.

The founder of the PLF is the recording artist Petra Luna. For that reason, 100% of her music copyrights, publishing and proceeds are owned by and donated to the P. Luna Foundation. In December 2010, part 1 of her 2 part CD "The At War Collection" was released on PLF Records via PLF Music Publishing. The goal is to sell those CDS as a venture to raise funds for this charity. Her songs are currently on sale at CDBaby.com, iTunes and everywhere else you buy music on the Internet. Three PLF volunteers are currently working on plans to get more exposure for this music through radio airplay and donation drives. The first CD of the collection also completes our awareness mission by the content and lyrics of Petra Luna's songs. One song deals with human trafficking, another song deals with animal abuse, and the rest of them deal with hope and faith-based issues.

The Eagles Nest Book and Program

This is a long-term project for a new program we are continuing to develop for the PLF in cooperation with the US Department of Justice and other top Child Protection and Child Abuse Service Organizations supporting this effort. The PLF has made some progress on this program in 2010. The book was edited and corrected for grammar by an accomplished author and edited for content by a Licensed Family Therapist. We managed to complete a small portion of the book's second draft, but our research for the book is ongoing. It seems that the tricks of the child exploitation trade are always changing and evolving, especially online.

Additional accomplishments in 2010

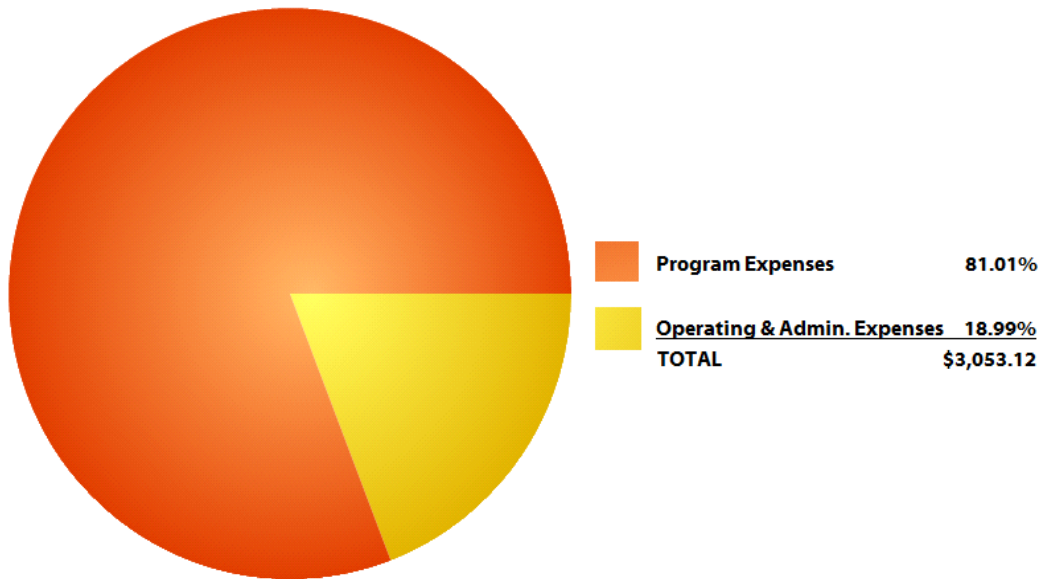
- The web site for the P. Luna Foundation, plunafoundation.org was completely redesigned and

revised.

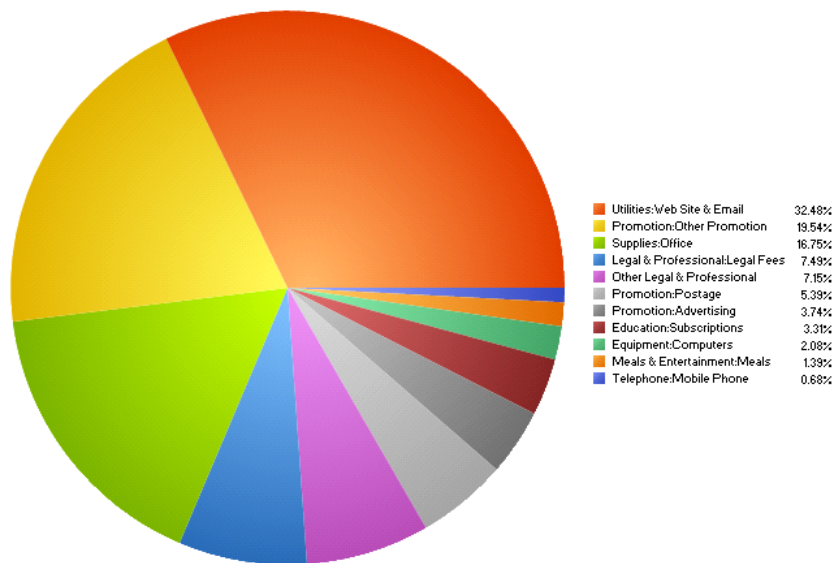
- The web site for the artist Petra Luna, petraluna.com was completely redesigned and revised in order to promote the new CD and raise donations through its sales.
- The sister company of the PLF called the Youth Voice Initiative (YVI), whom the PLF is a fiscal sponsor for and which promotes April's Law, held their first Board of Directors meeting in July of 2010. The compliance of the company was overseen and the company is current with all regulations according to the IRS and the laws of Wisconsin. The company has redesigned and revised their own official web site and has solid plans for the future. To date no donations have been collected on their behalf.
- The artist Petra Luna wrote a book for a Music Business class and aspires to sell the books as a small business to earn donations for the PLF. The book will be published in 2011.

Spending by Category - Last year

1/1/2010 through 12/31/2010



2010 Operating and Administration Expenses Breakdown



'In Kind' donations
4,104 Volunteer Hours Worked, calculated at \$10.00/hr, were valued
at:

\$41,040.00

Message from the Executive Director

In the beginning of the year I became very ill and spent a lot of time at home in Illinois, which was good for the PLF because I had lots of time to work on my computer. The official P. Luna Foundation web site desperately needed a facelift and update. After building the help4guys.org web site in 2009, I felt confident enough with my abilities to rebuild the PLF's main web site. Since the PLF had developed into a recognized charity, I felt the site needed to reflect our new professional image. It took me a few months but I rebuilt the entire web site from the ground up.

Petra Luna's Official web site, petraluna.com not only promotes music but also houses "The War On Abuse Movement Internet Network Reference Guide", which is the portal for all of our volunteer's sites and fellow advocates. Until the summer of 2010, that web site was being managed by outside web site designers who were too expensive for the organization's budget and conveniently unreachable when updates needed to be made. I knew that by the end of the 2010, the new CD was going to be released in order to build awareness to our cause and earn donations for the PLF. So, before the end of the summer came, I rebuilt that web site as well. I was proud to become a web site designer. It only makes sense since this organization is an Internet based company.

While at home in Illinois, I also wrote a book for a college course I was preparing to teach part-time. It was a beginner's guide to the music business for aspiring musicians, songwriters and music promoters. The funding for the class fell through, but I was inspired to finish the book and release it at a later date after seeing an affiliate organization selling cookbooks to raise money for their domestic violence charity. My goal is to publish this book, also, to earn donations for the PLF. It's a great idea.

In the fall of 2010, I returned to California and got my feet back on the ground. I felt very blessed that through all my troubles last year, the PLF volunteers were more loving and helpful than ever. We run on a small budget in terms of finances, but the value of our in-kind donations is still going strong. This is a volunteer run company and no one as of yet, has taken a salary. Along with myself, the 20 volunteers that work with us running websites, doing Internet Technology (IT) work, graphic design, and editing all year long collectively worked 4,104 hours for this foundation. If we had to pay them salaries at \$10.00 per hour, their manpower would be worth \$41,040.00. We are blessed and grateful to have the volunteer staff and volunteer community that we have, working so hard for the PLF.

When I got back to California in September, I only had about two months to prepare for Male Abuse Awareness Week. It was so hard and stressful, but the volunteers and I pulled it together and got the job done. As you can see from this annual report, this was our most successful year to date. I honestly feel that the Male Abuse Awareness Week Campaign is going to be our biggest and most promising program as we move into the future. In 2011, I am going to place many of our eggs into this basket. This program is putting us on the map and I believe it will take this organization to the next level.

Now that 2010 is over and I reflect back on it, I am very proud. We are finally in the position for writing our first grant and attempting our first formal fundraiser. I pray that at least one of those dreams will be realized in 2011. We survived some hard times, and now the only place to go from here is up.

Goals for 2011

- To complete the Guide Star's charity evaluation application so that the PLF can receive the organization's seal of approval in order to become attractive to grants, sponsors and donors.
- To plan a first annual fundraiser to be held during Male Abuse Awareness Week 2011.
- To start designing our first items of merchandise for Male Abuse Awareness Week.
- To complete the 2nd draft of the Eagles Nest book.
- To continue to monitor, evaluate and manage the effectiveness of the WOA volunteer program.
- To attempt to write our first grant proposal.
- To pursue how to sell the music business book being published in order to earn donations for the PLF.

- To promote and sell the new Petra Luna song downloads and CDs in order to earn donations for the PLF.