

Our 2011 Annual Report

In our 4th year



This was the year the P. Luna Foundation ARRIVED! 2011 was our best year to date. We hosted our first charity event and had a record year for donations, collected seven new Board Members and were able to do more for the cause to fight child abuse than we have since we were founded.

So what did we do in 2011?

Our Primary Program is Male Abuse Awareness Week, every
Dec. 1–8.

We hosted the 4th Annual Male Abuse Awareness Week

December 1-8, 2011 was our best campaign ever!!

Catch the Highlights Below!

See the campaign videos and more links at help4guys.org

November 29, Our Press Release Was Published Online.

As of 12/31/11, the Press Release was published by; Yahoo! News, WTVG-TV Online, WCBS-TV Online, PRWeb Online, PaidContent.org, NewsOK.com (Oklahoman) and NewsGuide.

4,391 Total Media Deliveries (news outlets it was sent to) 52,958 News Feed Impressions (links posted by news organizations, and individuals) 590 Onsite Impressions (how many web sites it was posted on as a headline) 631 Total Reads on the PRWeb.com web site (on that web site alone) 24,900 Google Pickups were recorded (times people linked it or re-posted it online) 110 Total Interactions (printing release, forwarding it, downloading a PDF version, clicking on a link or interacting on an embedded web site)

November 29, Founder Petra Luna is interviewed on WITY~AM Radio in Illinois.

December 1, Our 1st professional email marketing campaign began on Constant Contact.

The email reached 1,926 contacts (with a very high percentage of "opens" for the nonprofit industry).

December 2, The most hits that day were made on our first Facebook Ad for the campaign.

The ad ran approximately 12,582 times per day. (over the 8 day campaign)

December 3, Petra makes newspaper headlines in Illinois for her book and Male Abuse Awareness week.

December 4, The Current Events with Patrick Cook Show featured Bo Budinsky who appeared on the Ophra Winfrey Show last November, "200 Men Who Were Molested Come Forward."

The radio show also featured Petra Luna to talk about Male Abuse Awareness Week.

December 5, The P. Luna Foundation holds their First Annual Educational Event and Fundraiser in San Diego, CA. The event was covered live on the Community Matters show with Bill Murray.

December 6, The web site for Dreamcatchers for Abused Children Promotes the campaign with a feature story. .

December 7, The P. Luna Foundation receives a \$500 donation their Facebook Causes page.

December 8, Our CNN IReport comes out.

More Highlights below....

We developed a memorable mascot character we called "Maa Man" for the campaign, and launched an official merchandise line with t-shirts, computer tablet cases, cel phone cases, buttons, magnets, etc.

This year the P. Luna Foundation proudly presents the

All New "MAA MAN" Character!



Maa Man Merchandise is available all year long in our new online store!

Last but not least and back by popular demand,
The 2011 Male Abuse Awareness Week Video/Slideshow!

You can to see the video on Vimeo or YouTube.

Between November 1 and December 15, 2011,
our help4guys.org web site received
288,169 hits!

THANK YOU EVERYONE

The War On Abuse Volunteer Program

Before we expanded our efforts to get more volunteers, we wanted to optimize the productivity and success of the volunteers we already had. We moved the volunteers into new web sites to get them more interested in the advocacy work they were doing. We opened a new site for the volunteer community on Facebook so that they could start getting to know each other better, and for us to acknowledge our top volunteers and their efforts. We even placed them into teams to inspire healthy competition. In 2011, the volunteers had much better marks on their evaluations and their productivity as a volunteer staff is at an all time high. As far as red tape, we drew up seven new policies so that we would be covered on all fronts. All of the volunteers have signed them and will continue on for the next few years.

To generate new volunteers we added a new listing on serve.gov, via idealist.org. We also opened a New Volunteers page on Facebook.com to let potential volunteers acclimate themselves to what it is we do.

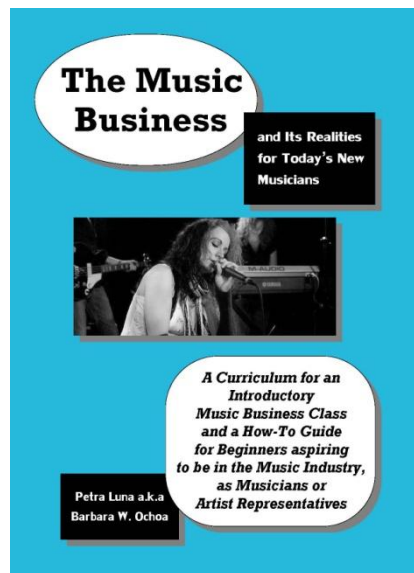
The War On Abuse Movement Internet Network Reference Guide

Our internet hub, the largest in the world for anti-abuse web sites, went from 230 to 268 links and contacts.

Other Important Developments in 2011

We drew up the basic materials required in order to write our first grants; We wrote an Impact Statement, Background Statement, Executive Director's Profile, Funding Needs Statement and a Program Description Sheet. We also drew up seven new polices for our volunteer staff, in order to meet all of our industry and insurance requirements. We even took on the enormous task of laying out an entire Audit Process in order to have our 1st internal audit which we did in June. We received our Guidestar Seal of approval and we now have reviews on Greatnonprofits.org. After three years of preparation, we are finally ready.

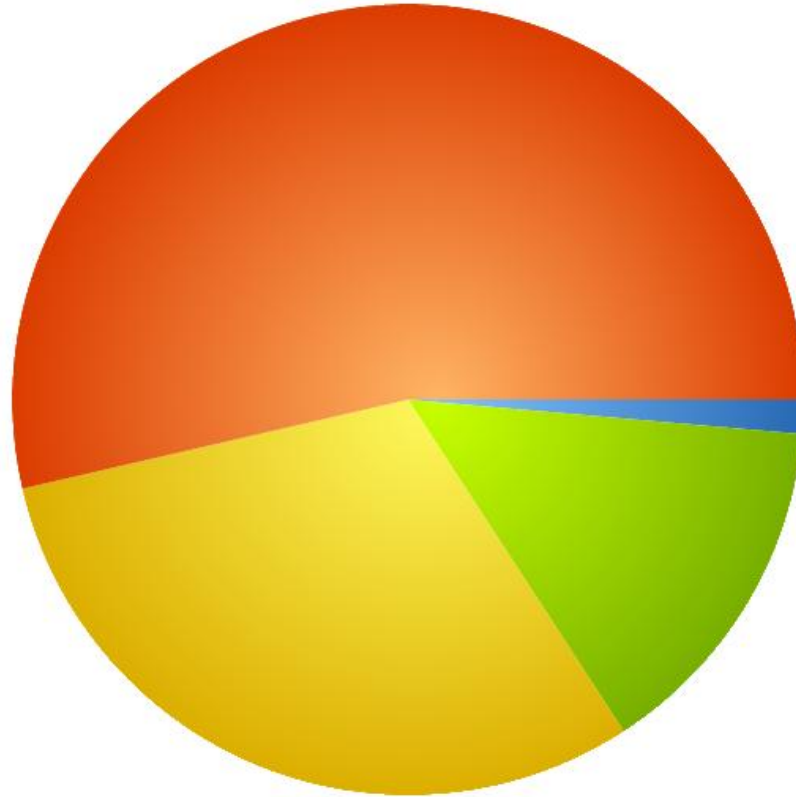
Founder Petra Luna published a book to raise Donations



A Brief Look at our Financials in 2011

Spending by Category - Last year

1/1/2011 through 12/31/2011



Programs Expenses:Annual Male Abuse Awar.	53.73%
Other Programs Expenses	30.44%
Other Operating & Admin. Expenses	14.43%
Operating & Admin. Expenses:Fundraising	1.34%
Total	\$5,000.64

84.17% to Cause Program Expenses

15.83% to Operating Expenses

'In Kind' donations

10,400 Volunteer Hours Worked, calculated at \$12.00/hr,
were valued at:

\$124,800.00

Message from the Executive Director

I don't think I ever worked harder in my life than I did for the PLF in 2011. This year we were destined to take this organization to the next level. This was the first year people took us seriously enough to really start donating.

We FINALLY hosted our first charity event and had enough donations to get all of the professional materials that we have needed for years like brochures, company envelopes, address labels, holiday thank you cards, a huge banner for events, etc. We also got our first line of credit, which we used and paid off before the year's end. Before the end of 2011, we also restocked all of inventory of products we need for the next event in 2012 and paid off the domains, hosting and associated products for the entire year of 2012 for our three web sites. We left it so that in 2012 we would have a head start on all of our operating expenses and materials. We also will not have to spend much money putting together our next event in 2012.

In addition, during the first half of 2011, when the Male Abuse Awareness Week preparations and activities were not in the forefront, I took the time to help my sister organization, the Youth Voice Initiative, re-design their old web site. I also became very involved in the abuses suffered by the peoples within the Arab Spring. When school girls became the object of the Saudi Army's aggression, I had to speak out.

Goals for 2012

- Start our long awaited online therapy program to help troubled young males who were victims of abuse.
- Shoot a recruiting video to get 10 new volunteers.
- Write out 1st grants.
- Hold our 2nd charity event in Los Angeles, CA for the 5th Annual Male Abuse Awareness Week in December.
- Build a new data base with hundreds of contacts collected over time.
- Promote the new Maa Man character and merchandise line.
- Have another record year in donations.
- Release part 2 of Petra Luna's "At War" Collection and do a drive to earn \$1000 in donations from the sales of the CDs and downloads. As well as host a Virtual Record Release Party on Facebook in February to launch the new CD.