September 5, 2013

Dear Salon Owners, Managers and Stylists,

Recent events in our city have shown an escalation in violence against women. In addition to random violent acts, 1 in 4 women will be a victim of domestic violence in her lifetime. As you think about your own clientele and the others you may encounter in your daily life, how many of them may be experiencing abuse?

It is for this reason that we are reaching out to you to take part in our "Cut It Out" Program during October. Cut It Out is a national training program developed by Salons Against Domestic Abuse and is offered by the Ohio Attorney General's Office. Our goal is to spread awareness during October for Domestic Violence Awareness Month while also preparing you to identify signs of domestic violence and give your clients a safe space to talk about abuse and receive appropriate information and referrals. Included in this packet is information about how your company can be involved with "Cut It Out", including information about an upcoming FREE training which offers FREE Continuing Education Credits to all stylists who attend.

By participating in the "Cut It Out" Program you will:
- Receive purple ribbons to be dispersed at your salon to be worn during October
- Your company name listed on our website
- Your company name listed in our November e-newsletter which goes out to 3,000 constituents
- Your company name listed in our Break the Cycle Luncheon Tribute Book
- A representative from your company will be invited to attend our annual Domestic Violence Awareness Month kick-off breakfast on October 1st at 8:00am
- Be invited to attend the free training, tentatively scheduled for March 2014

The Domestic Violence & Child Advocacy Center has a 35 year history leading the Greater Cleveland community in responding to victims of domestic violence and child abuse. We are committed to breaking the cycle of abuse via prevention, intervention, and community education. DVCAC is committed to its Mission to empower individuals, educate the community and advocate for justice to end domestic violence and child abuse. For more information about DVCAC please visit our website at www.DVCAC.org.

For more information about the Cut It Out Program or to sign up, please contact Molly Scheetz at 216-229-2420 ext. 228 or mscheetz@dvcac.org. Thank you for partnering with us to help CUT OUT domestic violence from our community!

Sincerely,

Molly Scheetz
Development Marketing Officer
Domestic Violence & Child Advocacy Center
Cut It Out Program

You Can Participate in “Cut It Out” in One (or more!) of the Following Ways:

- Designate a day or month for educating and activating the community. This could include:
  o Have everyone in your company wear purple ribbons and/or purple clothing (purple is the national color of domestic violence) one day during October and explain to clients why
  o Collect donations during the month or during one day and donate the proceeds to DVCAC
  o Hold a used cell phone drive during October and donate them to DVCAC’s cell phone recycling program
  o Hold a collection for new art supplies for our Art Therapy Program (a list of needed items can be provided to you)
  o Hold a baby diaper and baby wipe drive to keep our Shelter stocked

- Encourage your staff to take part in the free Cut It Out Training. This training is tentatively scheduled for March 11, 2014. There will be a morning and afternoon session. FREE CEU’s from the Cosmetology Board are offered to anyone who attends the training.

- Register a team for the upcoming Walk a Mile in Her Shoes event. This event encourages men to step up against domestic violence by walking a mile in women’s high heels. More information can be found on our website at dvcac.org

- Distribute and display DVCAC materials about domestic violence and available services including DVCAC’s HelpLine number

- Donate a Meal that Heals to DVCAC’s Emergency Shelter

- Hold an event to raise money for DVCAC like a chili cook-off, bowl-a-thon, car wash, etc.

- Take advantage of existing fundraising programs like “Dining to Donate” at Applebees, Dairy Queen and others and donate proceeds to DVCAC

- “Like” DVCAC on Facebook or follow us on Twitter and share this messaging with your clients and staff
What is domestic violence?
Domestic violence is a crime punishable by law. Often referred to as battering, relationship abuse, or intimate partner violence, it is a pattern of behavior used to establish power and control over someone through fear and intimidation. It often includes the threat or use of violence, and can include physical, emotional, economic and sexual abuse.

Who are the victims?
Although nearly 95% of abuse victims are female, men can be victims too. Victims of abuse come from all walks of life, all races, all educational backgrounds and all religions. Children in abusive homes are also victims. They witness violence and are often abused themselves. Sadly, the greatest predictor of children becoming a victim or perpetrator of domestic violence later in life is whether or not they grow up in a home where there is domestic violence.

What is the prevalence?
1 in every 4 women will experience domestic violence in her lifetime. In the U.S., intimate partner violence affects more than 12 million people each year. Sadly, domestic violence impacts every community in the world. Here in the U.S., thirty percent of people say they know a woman who has been physically abused by her husband or boyfriend in the past year.

Why does he/she stay?
- FEAR
- Control
- Shame or embarrassment
- Isolation
- Financial concerns
- Feelings of deserving abuse
- History of childhood abuse
- Religious or cultural beliefs

Who are batterers?
Individuals who are perpetrators, like victims, come from all walks of life, races, religions, and backgrounds. They may be professionals, good providers, sober and a respected, upstanding member of your congregation and the community.

What can I do to be helpful if an abusive situation is revealed?
- Listen and believe the victim. Tell them it is not their fault.
- Tell them they are not alone. Give them resources including DVCAC’s 24-Hour HelpLine.
- Let them know that without change, the abuse is not likely to stop and it will probably get worse.
- Seek expert advice. In domestic violence situations, couples counseling is not the solution. The victim needs to be referred to specialized domestic violence services.
- Hold the abuser accountable.
Yes, ____________________________________________

(name of company)

Agrees to be a Cut It Out Partner during the month of October 2013 for Domestic Violence Awareness Month. We believe that domestic violence can be prevented and want to join together to help educate our community about this serious issue by promoting this program.

Contact Name: ________________________________ Title: ________________________________

Company: ____________________________________________________________

(This should be the name as you wish to be listed on materials)

Address:__________________________________________________________________________________

Email: ______________________________________  Phone Number: _______________________________

Approximately how many employees do you have? ________________________________________________

How do you plan to participate in Cut It Out? ___________________________________________________

_________________________________________________________________________________________

_________________________________________________________________________________________

_________________________________________________________________________________________

_________________________________________________________________________________________

_________________________________________________________________________________________

Signature: __________________________________________        Date: _____________________________

Domestic Violence & Child Advocacy Center agrees to:
• Provide ribbons to your company
• Advertise your company as a Cut It Out Partner on the DVCAC website, in the e-newsletter, and in the Luncheon Tribute Book
• Host a representative at the Kick-Off Breakfast on October 1st

In order to be listed on all materials as a Cut It Out Partner, please send this form to DVCAC by September 26th, 2013. For questions, contact Molly Scheetz at 216.229.2420 ext. 228 or by email at mscheetz@dvcac.org.

Thank you for your support!