

Grant Package

Women Against Revenge Porn

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Executive Summary

The purpose of this grant is to fund a tour of several universities by Women Against Cyberrape as well as to provide the organization with a year's worth of funds in order to run the new non-profit.

Women Against Cyberrape seeks the help of [INSERT FUNDER HERE] in order to fund our new non-profit's mission, goals, and objectives. Specifically, this grant is seeking funds related to a University Tour including travel expenses and promotional materials. This grant also seeks funds to run the new non-profit for the first year of its existence. More information on the budget can be found in the Budget section of this document.

Women Against Cyberrape is a new non-profit founded by Bekah Wells. Women Against Cyberrape supports victims of revenge porn through nude photo removal tips and attorney resources.

Bekah Wells, founder of Women Against Cyberrape, is a survivor. She started her first organization, Women Against Revenge Porn, in November 2012, after her nude photos were shared online by an ex-partner.

Statement of Need

Women Against Cyberrape seeks the help of [INSERT FUNDER HERE] in order to fund our new non-profit's mission, goals, and objectives. Specifically, this grant is seeking funds related to a University Tour including travel expenses, promotional materials. This grant also seeks funds to run the new non-profit for the first year of its existence. More information on the budget can be found in the Budget section of this document.

"Some people claim that revenge porn is free speech, and should not be criminalized. But this is missing the point. Although men can be victims of revenge porn, we cannot ignore the fact that women make up the large majority of victims. That's because revenge porn is not just about intimate images. It's about stripping women of control over their own bodies and forcing them to live as communal property." - Bekah Wells

Revenge pornography is a growing issue in the United States. Simply defined as the nonconsensual sharing of private images, the issue encompasses so much more. It is also called sextortion, nonconsensual pornography, and image-based sexual abuse. We call it cyberrape because of the long-term emotional trauma that survivors face.

Porn itself is not bad; but porn that denigrates others is bad. David Ley defines ethical porn as defined as pornography that:

1. "Is made legally
2. Respects the rights of performers and pays them for their labor
3. Treats both performers and consumers as consenting, thinking individuals" (2016).

Revenge porn does none of these. It is made illegally; 46 states now have laws criminalizing revenge porn, and those that don't still prosecute perpetrators on other grounds. Revenge porn doesn't have "performers;" survivors have been made participants without permission. Third, victims of cyberrape do not consent to the public sharing of their private images.

1 in 25 Americans have been threatened with cyberrape.

"But cyber-rape victims do not have this luxury [of telling their side of the story]. If we speak out about our experiences, it comes at a cost. Every time we speak, our intimate photos are viewed millions of times, they are further disseminated. We live the trauma all over again." - Bekah Wells, founder of Women Against Cyberrape

90% of victims are women.

"I remember a friend alerting me that there were links with my full name posted all over the Internet, calling me a slut and a bad role model. Clicking on the link, it felt like I was being hit in

the chest with a baseball bat. I couldn't catch my breath. It didn't seem real. I felt horrible for this girl, abused and laid bare, unknowing." - Chrissy Chambers, survivor

1 in 10 young women has been threatened with cyberrape.

"Many people do not know of any resources at all and don't seek help. There should be ways to spread the resources so people know that they don't have to stay quiet." - Anonymous survivor

1 in 8 social media users have been targets of revenge pornography. (CCRI 2017)

"It ruins all your relationships. People begin to look at you differently and do not stand by you at hard times. It takes a toll on you physically and mentally." - Anonymous survivor

Cyberrape survivors report significantly worse mental and physical health than non-victims.

"I now have anxiety and depression. I am on medication for it and go to therapy. As I've gotten older those issues have only gotten worse. It causes me to be very self conscious and feel as though constantly everyone is looking at me and my body. It has made me feel like I now need to do everything to look and be perfect." - Anonymous survivor

Over 40 states have legislation regarding revenge porn; but there is no federal law.

"It has been called 'revenge porn,' 'involuntary pornography' and 'nonconsensual pornography.' But using these terms is like calling rape 'involuntary sex.' It simply doesn't reflect the emotional, psychological and physical costs. Revenge porn is cyberrape, and we should call it as such." - Bekah Wells

Project Description

Cyberrape is the sharing of another person's intimate images without that person's consent (McGlynn, 2017). It is also referred to as revenge porn, nonconsensual image sharing, and sextortion. Cyberrape typically starts with an ex-partner, but once uploaded, anyone can share an image on the internet (Minc, 2017). Other perpetrators can include a partner, a friend, or any stranger off the street.

Cyberrape can occur for a number of reasons, but these four are the most common:

1. to blackmail the victim into performing other sex acts
2. to coerce the victim into continuing a relationship
3. to punish the victim for ending a relationship
4. for the perpetrator's own entertainment

Cyberrape primarily spreads through social media, such as Twitter, Snapchat, Facebook, or Instagram; however, there are also websites specifically devoted to trafficking these images.

Cyberrape victims are known to suffer from the following consequences: frayed romantic and social relationships; loss of a job or future employment opportunities; community ostracization; loss of sponsorships, scholarships, or other funding; loss of customers or other business; cyber-stalking; anxiety; depression; low self-esteem; insomnia; physical illness; paranoia; physical harm caused by third parties; murder; and/or suicide (Minc, 2017).

Cyberrape is a growing problem in the United States. Revenge porn websites, which are sites devoted to sharing intimate images of people without their consent, can be created far more easily and quickly than they can be taken down (Hinduja, 2018).

Many people who have not been a victim of cyberrape do not view the issue as a real problem. This project hopes to eliminate that view.

The audience of Women Against Cyberrape is not just women who have been affected by cyberrape. This would be a pointless movement. Instead, Women Against Cyberrape is focusing its efforts on college students, due to their proximity to the various technologies used to perpetrate acts of cyberrape.

The goals of this grant are as follows:

- Raise awareness of cyberrape
- Put a human face on the issue of cyberrape
- Market and advertise Women Against Cyberrape
- Branding of Women Against Cyberrape

Objective 1: Collect donations for Women Against Cyberrape

Method 1: Donations will be collected through promotion of the website WomenAgainstCyberrape.com.

Objective 2: Distribute [AMOUNT] pamphlets to universities across the Southeast

Method 2: Pamphlets will be distributed to college students through a tour of universities across the Southeast.

Objective 3: Perform a website redesign by 2021

Method 3: This grant will fund a professional to redesign WomenAgainstCyberrape.com.

Objective 4: Operate Women Against Cyberrape for a full calendar year.

Method 4: This grant will fund the operations of Women Against Cyberrape for a full calendar year.

Evaluation

The evaluation of the methods will be performed through both qualitative and quantitative measures.

The evaluation will track the use of the hashtag #RevengePornIsCyberrape across Twitter, Instagram, and Facebook. Success is achieved if the use of this hashtag increases.

Women Against Cyberrape will also use the social media interactive functions Facebook Live and Instagram Stories to collect active feedback from users.

Surveys will be distributed at universities around the United States during outreach events. These surveys will ask questions such as if participants were aware of the term “cyberrape” before encountering Women Against Cyberrape as well as their definition of “cyberrape” after encountering Women Against Cyberrape. The survey will also ask participants to rate the information disseminated by Women Against Cyberrape.

Women Against Cyberrape will collect and analyze this information.

Success will be achieved if more people are made aware of the issue of cyberrape.

Sustainability

Women Against Cyberrape will collect donations during its tour of universities. The organization will also sell t-shirts as promotional items and use the revenue in order to continue funding itself. Other promotional materials are reusable items like keychains, can coolers, and magnets, which will raise awareness for the issue, and in turn inspire people to donate to the cause.

Each of the promotional items that will be distributed for free are low-cost to produce and are reusable.

This organization will be able to sell t-shirts because t-shirts are a popular item for college students. T-shirts are cost-effective, practical, and functional promotional items.

T-shirts are commonly used by organizations on campus to promote said organizations. Fraternities and sororities are the most common to do this across campus, but most organizations across college campuses have at least one, if not several, t-shirts for promotional purposes.

This organization will be able to disperse these promotional items because college students strongly enjoy free merchandise. In addition, these promotional materials include items that are commonly used by college students. For example, college students do not go out and purchase can coolers. Instead, they use these items after they are conveniently given to them, free of charge.

These promotional materials can also be used as thank-you gifts for donors.

Budget

Promotional Materials ⁱ		Annual Costs ⁱⁱ		Outreach and Programs ⁱⁱⁱ		Marketing ^{iv}		Functional Expenses ^v	
Bella + Canvas Shirts (500)	5,570.00	Telephone	1,740.00	Public Education and Awareness	15,000.00	Website Redesign	10,000.00	Travel Occupancy, Rent	15,000.00
Black Cotton Tote (1000)	4,310.00	Internet	720.00	Printing and Publications	1,000.00	Advertising	1,500.00	Utilities	_____.
Foldable Can Cooler (1000)	1,080.00	Wix Pro	264.00	Postage and Shipping	200.00	_____	_____.	Maintenance Office Expenses	_____.
Wrist Strap Keychain (1000)	1,270.00	Canva Pro	119.40	Events	_____.	_____	_____.	Equipment Information Technology	_____.
Magnets (1000)	255.00	_____	_____.	_____	_____.	_____	_____.	_____	_____.
_____	_____.	_____	_____.	_____	_____.	_____	_____.	_____	_____.
_____	_____.	_____	_____.	_____	_____.	_____	_____.	_____	_____.
Total	\$ _____.		\$ _____.		\$ _____.		\$ _____.		\$ _____.
Grand Total									\$ _____.

ⁱ Promotional materials will be distributed around college campuses across the United States during Women Against Cyberrape's tour of universities. All promotional materials are branded and printed with one ink color. All quotes for these materials are provided by Custom Ink.

ⁱⁱ Women Against Cyberrape is seeking funds to run various services for a full calendar year. The costs of these items are taken from Higher Internet Speed, Consumer Reports, Wix, and Canva.

ⁱⁱⁱ Women Against Cyberrape seeks to fund outreach and programs to create public awareness of cyberrape. This program cost includes the cost of touring several universities.

^{iv} Women Against Cyberrape is rebranding from Women Against Revenge Pornography. As such, the organization requires several line items to accomplish a design overhaul.

^v Women Against Cyberrape is seeking funding for functional expenses associated with accomplishing its goals. As a new non-profit, Women Against Cyberrape will also require funds to run an office for a full calendar year. The estimated expenses are derived from the 990 forms of comparably-sized organizations with similar missions. These organizations include the Cyber Civil Rights Initiative, Without My Consent, the New Hampshire Coalition Against Domestic and Sexual Violence, and Center Against Abuse and Sexual Assault.

Organization Information

Women Against Cyberrape was founded in November 2019 by Rebekah Wells as a victim advocacy group. Bekah Wells is a cyberrape survivor, and is among the first to file a revenge pornography lawsuit and speak publicly about her experience.

The mission statement of WAC is "Our mission is to heal, empower, and give hope to victims of cyberrape by raising awareness and collaborating with university researchers to study the traumatic psychological effects of cyberrape."

Wells elaborates on the organization, stating,

"It's a labor of love that I created shortly after my private photos were posted on a notorious revenge porn website.

While the issue of revenge porn has been gaining attention from the media and legislators, victims are still blamed for being victims, are continuously dismissed by law enforcement, and are callously exploited by Internet companies who guarantee their photo removal. It's an epidemic that has only begun to be addressed. Safe havens are few and far between. My hope is that one of them is right here."

Hollie Toups is the first survivor of cyberrape to speak publicly about her experiences. Her actions helped to shut down revenge pornography website Texxxan.com, and she and others later launched a class-action lawsuit against the perpetrators, including the website owners, the web-hosting company, and the men who posted the images.

Jeff Davis is a director within Women Against Cyberrape. [\[MORE INFORMATION ABOUT JEFF DAVIS WILL GO HERE.\]](#)

The current activities of Women Against Cyberrape include giving survivors advice on filing a police report, advice on finding an attorney, and tips to submit a Digital Millennium Copyright Act.

Conclusion

Women Against Cyberrape's ultimate goal is to raise awareness of the issue of cyberrape, as well as to provide resources for survivors of revenge pornography. This grant will fund a tour of several universities as well as the activities of Women Against Cyberrape for a full calendar year. This program will be instrumental in raising awareness of the issue of cyberrape.

Resources

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Appendix

Appendix 1

Appendix 2

Appendix 3

Appendix 4

Appendix 5

Appendix 1



Products	Design Lab	About Us	 800-293-4232
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Your All-Inclusive Price

Thanks for saving a quote with Custom Ink. Here it is!

\$26.93 each | \$13,465.00 total

\$10.54 each | \$5,270.00 total

You saved \$8,195.00 (61%) with the Volume Discount.

What's Included:

500 Bella + Canvas Tri-Blend T-shirts in Solid Black Tri-Blend

Screen Printing with 1 Color Front, 0 Color Back

Appendix 2



Products	Design Lab	About Us	 800-293-4232
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Your All-Inclusive Price

Thanks for saving a quote with Custom Ink. Here it is!

~~\$22.76 each | \$22,760.00 total~~

\$4.31 each | \$4,310.00 total

You saved \$18,450.00 (81%) with the Volume Discount.

What's Included:

1000 Lightweight 100% Cotton Totes in Black

Screen Printing with 1 Color Front, 0 Color Back

Appendix 3



Products	Design Lab	About Us	 800-293-4232
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Your All-Inclusive Price

Thanks for saving a quote with Custom Ink. Here it is!

~~\$2.80 each | \$2,800.00 total~~

\$1.08 each | \$1,080.00 total

You saved \$1,720.00 (61%) with the Volume Discount.

Appendix 4



Products	Design Lab	About Us	 800-293-4232
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Your All-Inclusive Price

Thanks for saving a quote with Custom Ink. Here it is!

~~\$2.89 each~~ | ~~\$2,890.00 total~~

\$1.27 each | \$1,270.00 total

You saved \$1,620.00 (56%) with the Volume Discount.

What's Included:

1000 Neoprene Wrist Strap Keychains in Slate

Screen Printing with 1 Color Front, 0 Color Back

Appendix 5



Products	Design Lab	About Us	 800-293-4232
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Your All-Inclusive Price

Thanks for saving a quote with Custom Ink. Here it is!

~~\$1.29 each~~ | ~~\$1,290.00 total~~

\$0.58 each | \$580.00 total

You saved \$710.00 (55%) with the Volume Discount.

What's Included:

1000 Full Color 2 in. Circle Magnets in Black

Printing with 1 Color Front