

Tahirih Justice Center's

# Bighearted Campaign

October 1 – December 4, 2020



Join Tahirih for our nine-week, peer-to-peer campaign to raise critical funds for immigrant survivors of gender-based violence



TAHIRIH  
JUSTICE  
CENTER®

Learn more and make a difference at  
[tahirih.org/bighearted](https://tahirih.org/bighearted)

# How to Join

## Thank you for your passion and commitment to support immigrant survivors!

From the pandemic to attacks on asylum, survivors of gender-based violence have been impacted in so many ways this year. But through Tahirih's annual peer-to-peer campaign, we can take steps to ensure justice for immigrant survivors of gender-based violence. Our ambitious but achievable goal is to raise \$235,000 by December 4.

To join this year's Bighearted Campaign, you can:

### 1. Become a Fundraiser

To become a fundraiser, simply visit [tahirih.org/iambighearted](https://tahirih.org/iambighearted) and click the **Become a Fundraiser** button right below our fundraising goal thermometer. It takes just a few minutes to set it up!

### 2. Create a Team

If you are interested in becoming a Campaign Coordinator and creating a fundraising team through your workplace or community group, click the **Become a Fundraiser** button, and select the **Create a Team** option in the pop-up. You will be prompted to name your team (we recommend selecting the name of your workplace or community group, including the location if you have multiple offices/chapters across the country that will be participating), set a fundraising goal, and write a team mission statement.

Now, you are ready to recruit team members and start fundraising!

If you choose to fundraise as an individual, or forget to join or create a team, don't worry! You will still have the option to join or create a team once you have created your personal fundraising page. Simply revisit the campaign homepage, click the **Become a Fundraiser** button and select **Join a Team** or **Create a Team**.

### 3. Have Your Friends, Family, and Colleagues Join Your Team

Your friends, family, and colleagues can join forces with you by selecting the **Join a Team** option after clicking the **Become a Fundraiser** button on the campaign homepage.

Then they will have the option of entering your team name in the search bar, or browsing through the list of created teams. They simply click on the name of the team they wish to join and they will be automatically added to the team.

If you'd like to invite specific people to join your team, you can share the URL to your team page with them so that they can go directly to your team page and join!



# Fundraising Tips & Tricks

## Thank you for being part of Bighearted!

Here are some ideas to help make your fundraising campaign a success:

- 1. Get your fundraiser started!** Visit [tahirih.org/iambighearted](https://tahirih.org/iambighearted) to register as an individual fundraiser, create a fundraising team, or join a team. Use this platform to track your progress, get fundraising tips, update and thank your donors, and see what your fellow fundraisers (and competitors!) are doing.
- 2. Look for matching contribution opportunities.** Ask your workplace to match donations made by you and your colleagues, and reach out to corporate partners and clients for matches.
- 3. Host a Bighearted virtual event.** Events are an excellent opportunity to talk about Tahirih and your personal/professional connection to the organization. In light of COVID-19, there are many creative ways to connect virtually and safely: virtual happy hours, game nights, watch parties, endurance challenges, or cooking classes.
- 4. Organize a donate-to-participate day.** Speak with your employer about hosting a day where colleagues can engage in a fun activity (ex. virtual trivia, bingo, photo contest or whatever works best for your workplace environment) and gather funds for a donation to Bighearted. To maximize your fundraising efforts, set a suggested donation amount.
- 5. Unleash the spirit of competition.** Leverage personal and professional interest groups (ex. extended family, friends, club members) to collectively fundraise and/or compete to see who can raise the most in a day or a week.
- 6. Spread the word.** Link your Bighearted Campaign efforts to other relevant events or special days (like Giving Tuesday on Dec. 1 or even your birthday), post about the campaign on social media, and reach out to your friends, family, and colleagues to get involved.
- 7. Get creative.** Think about community challenges, or even dares, that end with a Bighearted contribution.
- 8. Use the Bighearted Toolkit.** No need to reinvent the wheel – we have downloadable social media images, sample fundraising emails, and more at [tahirih.org/bighearted](https://tahirih.org/bighearted).
- 9. Have fun!**

### For more information, contact:

**Atlanta:** Sophie Leveille, Atlanta Development Associate, [SophieL@tahirih.org](mailto:SophieL@tahirih.org)

**Baltimore:** Rahi Patel, Development Strategy and Operations Associate, [RahiP@tahirih.org](mailto:RahiP@tahirih.org)

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## Quick Tips

- ✓ Set up your fundraiser on [tahirih.org/iambighearted!](https://tahirih.org/iambighearted!)
- ✓ Ask your workplace if they can match donations
- ✓ Host a fun event
- ✓ Share your personal story – why do you support Tahirih?

# Sample Language

## Email

Dear [INSERT NAME],

This year has been unprecedented in so many ways, especially for immigrant survivors of gender-based violence. The practical, financial, and health impacts of the COVID-19 pandemic have affected all of us, but immigrants and survivors of gender-based violence are disproportionately impacted. Across the country, immigrant survivors are carrying the burden of this pandemic while serving as health care workers, caretakers, housekeepers, and cleaning staff. Some of them are doing so while facing domestic violence, deportation, homelessness and more. All while the pandemic rages on and puts immigrant communities at the highest risk, the administration's policies have intensified to an unprecedented level, revealing themselves to be undeniably xenophobic, racist, and anti-immigrant.

Throughout this year's rapidly changing landscape, the Tahirih Justice Center has remained nimble and creative in responding to the added challenges immigrant survivors face. Tahirih's legal and social services staff are working with clients to land financial assistance and gain access to basic needs, like health care, affordable housing, and educational resources, all while helping them secure the justice they need in the courts. Personally, I support Tahirih because [INSERT A PERSONAL ANECDOTE, i.e. I represented a woman who survived ... everyone deserves justice ... I believe in Tahirih's mission, etc.].

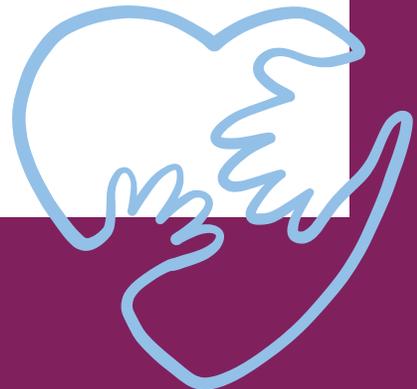
This fall, I'm participating in Tahirih's Bighearted Campaign, a peer-to-peer challenge to raise critical funds for immigrant survivors of gender-based violence. I'd love your support to help me meet my goal of [INSERT YOUR PERSONAL FUNDRAISING GOAL].

Your contribution, regardless of the amount, will make an impact for survivors on their journey to justice:

- \$50 buys a bus pass for a survivor to attend court hearings
- \$100 ensures a doctor's visit for a survivor
- \$250 covers three hours of translation services to provide immigrant survivors with legal options in their native language
- \$500 secures emergency housing for an immigrant survivor and their child fleeing violence

Please consider donating today at [tahirih.org/iambighearted](https://tahirih.org/iambighearted). Every person deserves to live a life free from violence. No one should experience it because of their gender and when they do, they have a right to seek safety. Together, I know we can make a difference!

Thank you,  
[INSERT YOUR NAME]



# Sample Language cont.

## Facebook

This fall, I'm joining the Tahirih Justice Center's Bighearted Campaign to raise critical funds for immigrant survivors of gender-based violence.

The global pandemic, as well as racist and xenophobic policies from the administration, has created unprecedented challenges for immigrant survivors seeking safety in the United States. Join me to ensure that Tahirih has the resources to continue to fight for safety and justice on behalf of survivors! Click here to offer your support: [INSERT LINK TO FUNDRAISING PAGE]

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## Instagram

This fall, I'm joining the Tahirih Justice Center's Bighearted Campaign to raise critical funds for immigrant survivors of gender-based violence.

The global pandemic, as well as racist and xenophobic policies from the administration, has created unprecedented challenges for immigrant survivors seeking safety in the United States. Join me to ensure that Tahirih has the resources to continue to fight for safety and justice on behalf of survivors! Click the link in my bio to donate today!

#IamBigHearted #TeamTahirih

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## Twitter

I'm participating in @tahirihjustice's Bighearted Campaign to raise critical funds for immigrant survivors of gender-based violence. Join me to ensure that survivors get the resources they need to seek safety and justice. [INSERT LINK TO FUNDRAISING PAGE] #IamBighearted #TeamTahirih



# Get to Know Tahirih

## Who We Are

The Tahirih Justice Center is a national, nonprofit organization that serves immigrant survivors of gender-based violence seeking safety and justice.

Our interdisciplinary model for protection combines free legal services and social services case management, with bridge-building policy advocacy, and research-based training and education. Our programs efficiently and effectively leverage donated professional services from a vast network of attorneys, medical professionals, and other experts to serve as many immigrant survivors as possible.

Every person deserves to live a life free from violence. No one should experience violence because of their gender and when they do, they have a right to seek safety. We amplify the experiences of survivors in communities, courts, and Congress to create a world where all people share equal rights and live with dignity and safety.

## What We Do

### Direct Services

We provide survivors of violence with free legal services to achieve the immigration status they are entitled to under U.S. law, along with vital social services to rebuild their lives, including emergency shelter, food and clothing, and healthcare.

### Policy Advocacy

We engage in nonpartisan, public policy advocacy by elevating the voices of immigrant survivors in communities, courts, and Congress to transform laws and policies to foster systemic, lasting change.

### Training & Education

We enable communities to meet the needs of survivors through outreach programs that provide thousands of frontline professionals — including attorneys, judges, police officers, healthcare staff, and social service providers — with an understanding of unique obstacles that immigrant women and girls face in the wake of violence, giving communities the essential tools they need to help survivors in crisis.



# Get the Facts & Stats

## Worldwide

- Globally, at least 1 in 3 women have experienced physical or sexual violence in their lifetime.<sup>1</sup>
- If present trends continue, 150 million more children will be married before the age of 18 by 2030.<sup>2</sup>
- 200 million women have experienced female genital mutilation or cutting.<sup>3</sup>
- Worldwide, almost 3 in 5 women killed were killed by their partners or family in 2017.<sup>4</sup>
- Over 3,300 transgender individuals are known to have been killed in the last decade in dozens of countries.<sup>5</sup>

## In the United States

- On average, nearly 20 individuals per minute are victims of domestic gender-based violence.<sup>6</sup>
- Since 2007, there have been 56,504 cases reported to the National Human Trafficking Hotline.<sup>7</sup>
- Between 2000 and 2015, well over 200,000 children under the age of 18 were married.<sup>8</sup>
- In 2018, there were 130 cases of anti-transgender fatal violence across more than 30 states and nearly 100 cities nationwide.<sup>9</sup>
- 40% of transgender individuals held in U.S. state and federal detention report being sexually abused.<sup>10</sup>

## Immigrants Are at Greater Risk

- Immigrant women in the U.S. are 2 times more likely to experience domestic violence than the general population.<sup>11</sup>
- 72% of abusive partners fail to give their spouses legal immigration status as a tool of control.<sup>12</sup>
- 78% of agencies said that immigrant survivors of violence have concerns with contacting the police since the enactment of immigration enforcement policies in early 2017.<sup>13</sup>
- LGBTQ people are 97 times more likely to report being sexually abused in immigration detention.<sup>14</sup>

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<sup>1</sup> World Health Organization, "Violence Against Women 2017," who.int.

<sup>2</sup> Girls Not Brides, "About Child Marriage," GirlsNotBrides.org.

<sup>3</sup> World Health Organization, "Female genital mutilation (FGM)," who.int.

<sup>4</sup> United Nations Office on Drugs and Crime, "Global Study on Homicide 2019", unodc.org.

<sup>5</sup> Transgender Europe, "TMM Update Trans Day of Remembrance 2019," transrespect.org.

<sup>6</sup> National Coalition Against Domestic Violence. "National Statistics," nadv.org.

<sup>7</sup> National Human Trafficking Hotline. "Hotline Statistics," humantraffickinghotline.org.

<sup>8</sup> Amico, Chris; Nolan, Dan; and Tsui, Anjali, "Child Marriage in America: By the Numbers." Frontline, pbs.org, July 6, 2017.

<sup>9</sup> Human Right Campaign Foundation, "A National Epidemic: Fatal Anti-Transgender Violence in America 2018," hrc.org.

<sup>10</sup> Ibid.

<sup>11</sup> Aguilar Hass, Giselle; Ammar, Noel; and Orloff, Leslye, "Battered Immigrants and U.S. Citizen Spouses," Legal Momentum, Academia. edu, last modified April 24, 2006.

<sup>12</sup> Aguilar Hass, Giselle; Dutton, Mary Anne; and Orloff, Leslye, "Characteristics of Help-Seeking Behaviors, Resources and Service Needs of Battered Immigrant Latinas: Legal and Policy Implications," Georgetown Journal on Poverty Law & Policy 7 (2000): 2.

<sup>13</sup> Tahirih Justice Center, "2017 Advocate and Legal Service Survey Regarding Immigrant Survivors," Tahirih.org.

<sup>14</sup> Human Right Campaign Foundation, "A National Epidemic: Fatal Anti-Transgender Violence in America 2018," hrc.org.

# Frequently Asked Questions

## When is Tahirih's Bighearted Campaign?

The nine-week fundraising campaign kicks off on Thursday, October 1, 2020 and ends on Friday, December 4, 2020.

## Who can participate in the Bighearted Campaign?

Everyone is invited to participate! The campaign is designed to engage individuals and groups. Bighearted offers the opportunity to donate, encourage friends, family, and colleagues to donate, and recruit others to fundraise for the cause. If you would like to formally involve your company or community group and serve as its Campaign Coordinator, contact Tahirih's Development Team (information below) and set up your own fundraising team!

## What is the role of the Campaign Coordinator?

A Bighearted Campaign Coordinator creates a team for their workplace or community group through Tahirih's peer-to-peer fundraising platform ([tahirih.org/iambighearted](http://tahirih.org/iambighearted)), sets a team goal, and mobilizes friends, family, and colleagues to sign up as fundraisers.

In addition, Coordinators are encouraged to challenge each other and their networks to reach their fundraising goals in a variety of easy, fun, and engaging ways (learn more in Fundraising Tips & Tricks).

*Note: Coordinators who enlist the help of others generally have an easier time reaching the team's fundraising goal, so it is encouraged to recruit some co-coordinators!*

## As a coordinator, what resources are available?

Tahirih wants the Bighearted Campaign to be as easy as possible for our Campaign Coordinators, so the Tahirih Development Team will schedule Coordinator check-ins, send Coordinator emails, and they are available to answer your questions throughout the campaign.

Tahirih will provide each Coordinator with a Bighearted Toolkit, which includes fundraising and outreach tips, facts and statistics, and sample fundraising language to share with your network.

## Is there a fundraising goal?

Yes! The overall goal of this year's Bighearted Campaign is \$235,000. Campaign Coordinators should work with local Tahirih development staff to determine team goals.

## How can I give my friends, family, and colleagues more information?

We highly encourage Bighearted fundraisers to share information about Tahirih and the Bighearted Campaign with friends, family, and colleagues. Sample language can be found at [tahirih.org/bighearted](http://tahirih.org/bighearted) and in this Bighearted Toolkit. In addition, check out [tahirih.org](http://tahirih.org) to learn about Tahirih's mission and the survivors we serve, sign up for our e-news, view our Impact Report, and much more.

# Get In Touch

## For questions and support, please contact:

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