

THE ZAHRA FOUNDATION



May - 2024

**Domestic and Family
Violence Prevention Month**

Tool kit

Domestic and Family Violence Prevention Month

What does this mean?

Domestic and Family Violence Prevention Month is an annual event held each May to raise community awareness of the social and personal impacts of domestic and family violence and the support available to those affected.

The key aims of the month are to:

- Raise community awareness of domestic and family violence and its impacts;
- Prevent Domestic and Family Violence before it starts
- Promote a clear message of no tolerance of domestic and family violence in our communities;
- Ensure those who are experiencing domestic and family violence know how to access help and support;
- Encourage people who use abuse and/or violence to take responsibility for their abusive behaviour and seek support to change.

Why should my organisation get involved?

Participation demonstrates a commitment to the safety and well-being of your employees, fostering a culture of care and support.

Engaging in DV prevention initiatives not only raises awareness about the issue but also equips staff with the knowledge to recognize and respond to signs of abuse, potentially saving lives.

It positions your organisation as a responsible entity that values social welfare and contributes to the broader societal effort to eradicate domestic violence.

Involvement in such an important cause can enhance your organisation's reputation, attract socially conscious talent, and build a more cohesive, empathetic work environment where everyone feels valued and protected.



Domestic and Family Violence Prevention Month

What is domestic and family violence?

Domestic abuse (and also known as domestic and family violence) can be defined as a pattern of behaviour in any relationship that is used to gain or maintain power and control over a partner. Domestic abuse takes many forms and while not always physical, domestic abuse may result in physical injury or death as the severity and frequency of abuse escalates.

Acts of coercive control, sabotage, exploitation, neglect and financial abuse are all categorised as domestic abuse.

What does it look like?

Domestic abuse includes a range of behaviours such as:

- **Threats and Intimidation** - key elements in domestic violence and are powerful ways to control and make someone feel powerless and afraid.
- **Physical abuse** - *Physical abuse happens when someone deliberately hurts your body or takes away your control of your body. It can also be referred to as physical violence.*
- **Emotional abuse** - *used to deliberately undermine the other person's self-esteem and confidence.*
- **Social abuse** - *used as a way to isolate the other person from their social networks and supports.*
- **Economic abuse** - *results in someone being financially dependent or controlled by the other.*
- **Sexual abuse** - *Involves forcing a partner to take part in a sex act when the partner does not consent.*
- **Cultural and spiritual abuse** - *When someone uses spiritual or religious beliefs to hurt, scare their partner.*
- **Deprivation of liberty** - *dictating what the other person does, who they see, what they wear, even what they read.*



Domestic and Family Violence Prevention Month

Why Support the Zahra Foundation?

The Zahra Foundation's core services assist women who are recovering from the effects of domestic and family violence. Our mission is to create an Australia where every woman impacted by domestic abuse is economically empowered and safe.

The Zahra Foundation offers pathways to education, training, and employment, with specialised financial counsellors and Opportunity Knox grants for women affected by family and domestic violence.

On average, it takes seven attempts for women to leave an abusive relationship, as they fear falling into poverty or homelessness. Unfortunately, this fear is the reality for over 100,000 Australians today, who are homeless or living in poverty due to fleeing domestic abuse.

By providing pathways to economic empowerment and financial independence, The Zahra Foundation ensures that women and their children not only live a life free from violence and abuse but also attain financial stability, avoiding becoming part of this growing number.

The Zahra Foundation actively addresses the issue of gendered violence through innovative programs, advocating for change, and community awareness.

"Survivors of domestic abuse shouldn't have to live in fear - having to choose between an abusive environment or to live in poverty.

14 years ago, when we left our family home we became isolated, we became homeless and we faced poverty. And no woman, no family, no child should be in a position like that."

- Arman Abrahamzadeh, Zahra's Son & Zahra Foundation Founder

Domestic and Family Violence Prevention Month

What can you do?

Host a DV prevention month corporate training session with a subject matter expert from the Zahra Foundation.

We can tailor the content to your organisation and business sector.

Engaging in DV training not only raises awareness about the issue but also equips staff with the knowledge to recognize and respond to signs of abuse, potentially saving lives.

We can provide items below:

- Cobranded slides and information giveaways for attendees
- Information for newsletters & social media to show your commitment to ending family and domestic violence
- Supporting collateral with space to add own logo
- Certificate of completion for attendees
- Invoice

Engage with a subject matter expert from the Zahra Foundation to review company policy and procedures.

We can tailor the content to your organisation.

Show your staff that you are committed to the safety and well-being of employees, fostering a culture of care and support.

We can provide items below:

- Review Domestic Violence leave policy
- Review Domestic Violence leave procedures for application and access
- Review company ESG
- Make recommendations for improvement and compliance



Domestic and Family Violence Prevention Month

What can you do?

Sponsor a Zahra Foundation program

Make a tax deductible donation and sponsor a life changing program.

Hear first hand how your organisation and sponsorship is supporting women and their incredible outcomes from the program. Help increase your ESG outcomes

We can provide items below to assist:

- Report on program success stories, outcomes and achievements of participants
- Information for newsletters & social media
- Supporting collateral with space to add own logo to share on social media and newsletters to show your commitment to ending family and domestic violence
- Certificate of Appreciation
- Invoice

Host an DV prevention month fundraiser for the Zahra Foundation.

We can help make your event easy to navigate and fundraise!

We can provide items below to assist:

- Dedicated & cobranded fundraising page with QR code and link
- Information for newsletters & social media
- Supporting collateral with space to add own logo
- Certificate of Appreciation
- Tax deductible receipt for all donations over \$2

These are just some suggestions that you can use - if you have any other ideas that we can support please feel free to reach out to the Zahra Foundation for more information.

Domestic and Family Violence Prevention Month

Social Media assets



1 in 6 women have experienced physical or sexual violence by a current or former partner.

We are committed to addressing family and domestic violence and reducing its impact. That's why, this Domestic Violence Prevention Month, we support the Zahra Foundation.

[add your logo and download via Canva here](#)



This fear is the reality for over 100,000 Australians today.

We support the Zahra Foundation prevent women recovering from domestic violence avoid becoming part of this growing number by providing pathways to employment and financial independence.

[add your logo and download via Canva here](#)



Young women and girls under the age of 25 are twice as likely to experience family and domestic violence.

We support the Zahra Foundation's work to disrupt the cycle of violence, providing comprehensive support, facilitating recovery from domestic and family violence and strategically preventing such incidents reoccurring.

[add your logo and download via Canva here](#)

#zahrafoundation #EndDV #DVprevention24 #Notonemore

Internal Communication Template

Headline:

This May we are supporting the Zahra Foundation and their work empowering women recovering from domestic abuse.

Body:

May is Domestic Violence Prevention Month.

At [Your Organization], we are committed to addressing domestic abuse and reducing its impact. That's why, this May, we are hosting [insert option] in support of the Zahra Foundation or hosted by a subject matter expert from the Zahra Foundation.

The Zahra Foundation focuses on economic empowerment through tailored educational initiatives and financial counseling, offering pathways to education, training, and employment for women impacted by family and domestic violence.

On average, it takes seven attempts for women to leave an abusive relationship, as they fear falling into poverty or homelessness. Unfortunately, this fear is the reality for over 100,000 Australians today. By providing pathways to economic empowerment and financial independence, the Zahra Foundation ensures women avoid becoming part of this growing number.

At [Your Organization], we join Zahra's mission to see a South Australia where all women are economically empowered and safe.

Join us at our [event/fundraiser] where we will have the opportunity to learn, share, and become changemakers in our community together.



EDM and External Communication Template

Headline:

This May we are supporting the Zahra Foundation and their work empowering women recovering from domestic abuse.

Body:

May is Domestic Violence Prevention Month.

At [Your Organization], we are committed to addressing domestic abuse and reducing its impact. That's why, this May, we are hosting [insert option] in support of the Zahra Foundation or hosted by a subject matter expert from the Zahra Foundation.

The Zahra Foundation focuses on economic empowerment through tailored educational initiatives and financial counseling, offering pathways to education, training, and employment for women impacted by family and domestic violence.

On average, it takes seven attempts for women to leave an abusive relationship, as they fear falling into poverty or homelessness. Unfortunately, this fear is the reality for over 100,000 Australians today. By providing pathways to economic empowerment and financial independence, the Zahra Foundation ensures women avoid becoming part of this growing number.

At [Your Organization], we join Zahra's mission to see a South Australia where all women are economically empowered and safe.

Join us at our [event/fundraiser] where we will have the opportunity to learn, share, and become changemakers in our community together.

or

Please consider making a donation to the Zahra Foundation this month so that they can continue their important work assisting the women of SA recovering from domestic abuse.



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Additional information

Want to do more? Here are some easy things you can do.

1. Learn more about the Zahra Foundation and the work they do to support women recovering from domestic abuse - www.zahrafoundation.org.au
2. Share these resources to anyone who may be experiencing domestic abuse or would like more information on how to support someone:
<https://zahrafoundation.org.au/crisis-support>
<https://www.1800respect.org.au>
3. Post your support on your social media pages to raise awareness among your friends, family and supporters along with these hashtags
[#zahrafoundation](#) [#EndDV](#) [#DVprevention24](#) [#Notonemoree](#)
4. Attend a Zahra Foundation event and show your support while connecting with like minded individuals committed to gender equality.
5. Make a tax deductible donation before end of this financial year to ensure that the Zahra Foundation can continue to support women and break the cycle of violence for them and their children

*Supporting the Zahra Foundation and sharing resources on
[Domestic Violence Prevention Month](#)
contributes to shedding light on abuse and supporting change*

Thank you for your support this Domestic Violence Prevention Month

