

Mobilizing Voices™: A Call to End Domestic Violence with Verizon Wireless Hopeline® and Yasmin Davidds

FAQ

WHAT IS THE VERIZON WIRELESS HOPELINE® PROGRAM?

HopeLine® is a phone-recycling program exclusive to Verizon Wireless that benefits domestic violence prevention and survivors.

Verizon Wireless collects no-longer-used wireless phones, batteries and accessories at the company's Communications Stores nationwide. The company accepts wireless equipment in any condition from any wireless company. Phones that can be refurbished are sold for reuse and those without value are disposed of in an environmentally sound way. Proceeds from the HopeLine® program are used to provide grants of phones, airtime and cash to local shelters and non-profit organizations to aid survivors and support domestic violence prevention and awareness.

WHAT IS THE VERIZON WIRELESS HOPELINE® AND YASMIN DAVIDDS MOBILIZING VOICES™ CAMPAIGN ABOUT?

MOBILIZING VOICES™ is culturally relevant domestic violence prevention and awareness program focused on inspiring Latino youth to empower themselves and help break the cycle of domestic violence within their community. It was developed by best selling author and empowerment specialist, Yasmin Davidds, with support from Verizon Wireless, a longtime champion of domestic violence prevention and awareness, through its HopeLine® program.

Yasmin Davidds will bring the Verizon Wireless HopeLine® MOBILIZING VOICES™ program to college campuses, to facilitate a dialogue within the Latino community about dating violence, and empower Latino youth to improve and foster healthy relationships in an informal setting and non-threatening manner.

The college tour will begin in October—Domestic Violence Awareness Month. Campuses selected have large Latino student populations and include the University of Southern California, San Jose State University and Arizona State University. Latino student organizations will be encouraged to get involved with the program by participating in events led by Yasmin Davidds and by conducting an on campus used wireless phone collection drive in support of the Verizon Wireless HopeLine® program.

A highlight of the Verizon Wireless HopeLine® MOBILIZING VOICES™ campaign is the *Mobilizing Voices Award*. The campaign will honor four students who have exemplified extraordinary courage in breaking free from domestic violence.

WHAT IS THE MOBILIZING VOICES™ AWARD?

A Verizon Wireless HopeLine® and Yasmin Davidds *Mobilizing Voices Award* will be presented to four college students who have exemplified extraordinary courage in breaking free from domestic violence.

Honorees will share their story of overcoming overwhelming adversity and becoming a survivor living a positive, violence-free life at an awards ceremony at the University of Southern California on October 20, 2008. Each honoree will be recognized with a plaque and congressional proclamation. In addition, a \$5,000 donation will be awarded to a domestic violence shelter in the name of each winner.

Students can submit their applications online at www.mobilizingvoices.com from Monday, August 25, 2008 through Thursday, September 28, 2008.

ELIGIBILITY & CRITERIA

1. Be an individual 18 years or older
2. Must be a current college student
3. Be able to express her experience of domestic violence and demonstrate how she broke free from abuse
4. Be inspirational to others
5. Demonstrate commitment to end domestic violence

All students that submit stories will be considered by a Selection Committee. The committee will select the students who, in their opinion, best exemplify the strength, courage and resolve of the human spirit, needed to regain control of their lives.

The award recipients must be willing and available to:

- Accept their award in person at the 2008 University of Southern California MOBILIZING VOICES™ College Tour Event schedules for October 20, 2008 from 6:00 p.m. to 8:00 p.m. Dates and times of event are subject to change.
- Share their story with Yasmin Davidds via video to show during the awards ceremony
- Participate as a student activist in domestic violence discussion panels held at three college campuses
- Have their story and images used in promotional materials prior to, during and after the event

WHY IS THE MOBILIZING VOICES™ CAMPAIGN FOCUSED ON LATINO YOUTH?

Dating violence is a precursor to domestic violence and early intervention and prevention is the key to breaking the cycle of domestic violence in all communities. Verizon Wireless and Yasmin Davidds recognized the potential to make a difference in the Latino community through the development and launch of a *culturally relevant* and *educational* awareness program that would resonate with Latino youth. Moreover, we understand and know the important roles that families play within Latino youth and for this reason we have invited not only Latino youth, but their families to take part in our on campus events.

HOW IS THIS CAMPAIGN FOCUSED ON DOMESTIC VIOLENCE IN THE LATINO COMMUNITY?

Verizon Wireless and Yasmin Davidds recognized the potential to make a difference in the Latino community through the development and launch of a *culturally relevant* and *educational* awareness program that would resonate with Latinos. MOBILIZING VOICES™ was created and designed with the Latino audience in mind. From the selection of venues, all universities with large Latino populations, to the development of the micro site and campaign materials- each designed for a bilingual audience to facilitate sharing among friends and family. The goal is to build on the strong ties within the Latino community to create a movement where sharing information on domestic violence and the empowerment process helps to create healthy and safe environments.

With support from Verizon Wireless HopeLine®, Yasmin Davidds developed the MOBILIZING VOICES™ campaign to address the problem of domestic violence in the Latino community in a culturally relevant, empowering and respectful manner.

WHAT WILL BE THE FOCUS OF THE DISCUSSIONS AT THE CAMPUS VISITS?

There are three main objectives of the Verizon Wireless HopeLine® and Yasmin Davidds MOBILIZING VOICES™ campus tour:

1. **Raise the Level of Awareness.** Raise awareness about dating violence in Latino communities: its existence, how it precedes domestic violence and its damaging effects on our families and communities.

2. **Create an Attitude Shift.** Generate student community concern about the issue and the resolve to make changes in their life. Get students to think about domestic violence in a new way: It's not acceptable. It's not how we should treat one another. It's not love, it's not respect and it's not healthy.
3. **Take Action.** Motivate student community, including college sororities and fraternities, to do something about it: become familiar with it; help a friend or relative; discuss the issue at home; educate middle school and high school students.

WHERE AND WHEN WILL YASMIN DAVIDDS SPEAK ON CAMPUS?

Yasmin Davidds will speak at three universities with large Latino student populations, as well as at other, smaller venues that have yet to be selected.

The current schedule includes the following appearances:

- University of Southern California on October 20, 2008
- San Jose State University on October 21, 2008
- Arizona State University on October 22, 2008

WITH WHAT OTHER PROJECTS IS HOPELINE® INVOLVED?

Since the October 2001 launch of Verizon Wireless' national recycling program, the company has collected more than 4.5 million phones and awarded nearly \$5 million in cash grants to organizations working to prevent and end domestic violence, including the Family Violence Prevention Fund, the National Coalition Against Domestic Violence and numerous local community interest groups.

HopeLine has also distributed more than 60,000 phones with more than 160 million minutes of free wireless service to be used by victims of domestic violence.

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