



Martha's Vineyard
Community Services

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February 5, 2015

Dear Community Member,

On behalf of CONNECT to end violence, we would like to thank you if you have signed your name to the Massachusetts White Ribbon Day petitions in the past and invite you to join us again in 2015. The 8th Annual Massachusetts White Ribbon Day, a Men's Initiative Project of Jane Doe, Inc. and open to both men and women, will be observed on March 5, 2015. This is an opportunity for us to come together and challenge societal attitudes and beliefs which continue to enable violence against women in our Island community. We are asking you, as well as many of your influential peers, to sign our public petition which will be published in a major Martha's Vineyard news source during the week of March 5, 2015.

The Massachusetts White Ribbon Day Pledge is: ***"From this day forward, I promise to be part of the solution in ending violence against women."***

Currently, White Ribbon Day is observed in over 47 countries worldwide. To show your solidarity with the Massachusetts White Ribbon Day, we encourage you to participate in this event. For more information about the Massachusetts White Ribbon Day 2015 Campaign, call CONNECT to end violence at: 508-684-8074 or go online at <http://www.janedoe.org/whiteribbonday>.

Thank you for your continued support!

Best Regards,

Jennifer Neary
Program Director
CONNECT to end violence

*** CONNECT will pick up signature sheets on Thurs, Feb. 26th.**



www.mvcommunityservices.com



“ FROM THIS DAY FORWARD, I PROMISE TO BE PART OF THE SOLUTION IN ENDING VIOLENCE AGAINST WOMEN. ”

The Massachusetts White Ribbon Day Campaign mobilizes men and boys throughout the year to:

- Foster a positive image of masculinity and join in a celebration of personal peace and cooperation!
- Change societal attitudes and beliefs that perpetuate and make excuses for violence against women.
- Promote safety and respect in all relationships and situations.
- Build a network of resounding voices that will support and advance JDI initiatives and JDI members

The campaign has three components:

White Ribbon Day

To bring statewide attention to this campaign, JDI designated the first Thursday of each March as Massachusetts WRD. In addition to a JDI sponsored proclamation event at the State House, local activities take place in a coordinated fashion throughout the Commonwealth and other times during the year.

White Ribbon Day Ambassadors

The crux of the WRD Campaign is for men to make both a personal pledge to live by the values of the campaign and a public commitment to invite other men and boys in their lives to join them. By bringing additional visibility to the campaign, Ambassadors help break the silence on these issues and shift the social norm about men's roles in ending violence against women. Ambassadors are listed on the campaign website.

White Ribbon Day Affiliates

JDI member programs as well as businesses, schools, municipalities, congregations, non-profits, and other groups join the campaign as WRD Affiliates. By signing on, they demonstrate their commitment the values of the campaign and commit to hold at least one public event during the year. JDI created a sports toolkit – Young Men For Change – for coaches and athletes to hold WRD events with their teams. JDI provides each WRD Affiliate with materials and technical assistance and recognizes their partnership on the White Ribbon Day campaign website.

Milestones

As of Fall 2014

WRD Ambassadors	594
WRD Affiliates	86
White Ribbons	20,446

3 Story Banner
with WRD Pledge
flying from **State House**
for **3 years in a row**

History

In 2008, Jane Doe Inc. founded the Massachusetts White Ribbon Day Campaign as a primary prevention strategy to help end male violence against women.

The campaign offers a welcoming vehicle for men and boys to take a public stand against violence against women and to promote healthy masculinity as a positive means to support peaceful and healthy communities.

JDI is the first in the nation to organize a statewide campaign as part of the international White Ribbon Campaign that currently exists in over 60 countries.

Our focus is to mobilize men ready to help and ready to become engaged active bystanders.



Jane Doe Inc.
The Massachusetts Coalition Against Sexual Assault and Domestic Violence



JANEDOE.ORG/WHITERIBBONDAY
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Funding for this campaign was made possible (in part) by the Centers for Disease Control and Prevention Cooperative Agreement 1VF1/CE002230-01 (Rape Prevention Education, a VAWA program), through the MA Department of Public Health.