

THE RESPECT! CHALLENGE

Dear Community Member,

Bullying, teen dating violence, sexual assault – unfortunately these are pervasive issues that plague all of our schools and communities on a daily basis. But we don't have to accept these problems as "the norm". These are problems with solutions, and we all have a role to play. At Futures Without Violence, we are dedicated to creating opportunities for involvement that make a positive difference and we are thrilled to invite you to join us in a platform for positive change, The RESPECT! Challenge.

In an effort to engage individuals from all walks of life in positive solutions, FUTURES created the RESPECT! Campaign, a national platform to promote the simple but meaningful idea that healthy relationships are rooted in mutual respect, and respect must be taught – through words and actions – from an early age. This philosophy inspired the RESPECT! Challenge, a national "competition" designed to celebrate everyday heroes who have made an extraordinary impact on our lives.

From October 13, 2015 – November 20, 2015 individuals have two ways to participate:

WEEKLY CHALLENGE: Create fun gifs, memes and videos that promote positive, respectful behavior online. Individuals will be invited to enter the challenge via Instagram, Twitter and Vine, using #gifRESPECT. Weekly prizes of \$100 will be provided over the six-week duration of the competition.

REGIONAL/NATIONAL CHALLENGE: Take a video or photograph of you and your friends showing respect to someone and share it at www.therespectchallenge.org.

Twelve Regional Winners will each receive a \$2,500 donation for a school or non-profit of his/her choice, a \$2,500 scholarship, and a \$250 Macy's gift card.

One National Winner will receive a \$5,000 donation for a school or non-profit of his/her choice, a \$5,000 scholarship, a \$500 Macy's gift card and a VIP trip to New York City.

We hope you will consider promoting the RESPECT! Challenge in your school/community program.

In the School of Respect Action Kit you will find all that you need to promote the RESPECT! Challenge as well as some sample materials from our school based programming. For more information on our school-based violence prevention campaigns and programming, please visit FuturesWithoutViolence.org.

If you have any questions regarding any part of the Action Kit or the RESPECT! Challenge, please contact Mindy Iwanaka (415-678-5500/ miwanaka@futureswithoutviolence.org) or your Regional RESPECT! Captain.

We look forward to working with you, and we thank you in advance for your consideration and support in promoting respect in our communities.

Sincerely,



Esta Soler
Founder and President
Futures Without Violence

RESPECT! an initiative of
FUTURES
WITHOUT VIOLENCE


Founding National Partner