IMPACT BAY AREA

Over 25 years of empowerment and reducing violence

2012 ANNUAL REPORT

FROM THE EXECUTIVE DIRECTOR
LISA SCHEFF

Anyone who has taken an Impact Basics class will tell you they walked out of the class with more confidence, courage, and conviction to live their lives fully. These classes are about so much more than the physical moves, though the techniques are truly powerful and effective and accessible to nearly everyone. At the end of 24 hours, our students don't just know that they can defend themselves, they believe that they are worth defending.

So many of us who have taken an Impact class leave feeling inspired to ensure that the work continues to be available and accessible to everyone regardless of their ability to pay. Putting together a Basics class is an intensive dance of coordinating instructors, assistants, venue, and students. It requires a surprising amount of time, energy, and expense to keep the programs running. I am so grateful to have inherited an organization filled with staff and volunteers who believe in our mission with all their hearts. We are lucky to have alumna like Whitney and Dani, who both took classes in 2012 and have jumped in to play a larger role in the continuing success of Impact Bay Area. You can read their stories on pages 4 and 8.

I had a lot to learn about Impact Bay Area and the work we do when I became the Executive Director in April 2012 (and I still do!). I could never have led the growth that happened in 2012 without the constant, patient, gracious support of the instructors and volunteers who have been with the organization far longer than I have. With their help, 2012 was our best year in many years. We taught more students in more classes, added new instructors and new corporate and nonprofit clients, increased infrastructure and staffing, and received more support from generous donors and foundations, just to touch on some of this year's achievement.

Without a doubt, 2012 contained many successes for Impact Bay Area, but it is the successes of our students that inspire us. Take a moment and share your story if you would like. You can write something for the website, or just send along an email to the office to share with your instructor team. And look for even more classes, more new instructors, and more empowered Impact Bay Area alumni in 2013!

Lisa Scheff
Impact Bay Area
Executive Director

IMPACT FACTS

MISSION

The mission of Impact Bay Area is to reduce violence and make a positive difference in the lives of people of all ages and genders by promoting healing and fostering safe communities through teaching personal safety, full-force self defense, and empowerment.

Through our courses we help people become more confident and safe in the world. We are a registered 501c3 nonprofit organization because we believe that personal safety is a right, not a privilege. Impact Bay Area offers scholarships in every public class we teach.

Impact Bay Area is a member of Impact International, which is an umbrella organization for Impact chapters world-wide. Impact International provides a forum for Impact directors to share new ideas, current research, best practices, and funding opportunities. For a list of other Impact chapters, visit our website at http://www.impactbayarea.org/impact_international.

Impact programs provide students with an opportunity to learn and practice prevention, assessment, verbal boundary setting, and physical self-defense skills in simulated scenarios with a padded attacker. The physical fighting skills learned are skills of last resort, but our students move through the world with the confidence that they can defend themselves, and that confidence means they are less likely to be attacked. Many students report that they have been able to avoid a physical fight by using verbal boundary setting skills learned in an Impact class.

IN 2012

2012 was a huge year for Impact Bay Area! Here are some of our accomplishments…

- We taught valuable self-defense and boundary-setting skills to **over 375 students in 32 public classes**!
- Between our public classes and private classes for schools, organizations, and businesses Impact taught a stunning **1082 students** how to feel safer and stronger in their day-to-day lives.
- Impact gave **$13,475 dollars in scholarships** to nearly **50 students** who could not otherwise afford to take a self-defense class and learn Impact's life-changing skills.
- In addition to providing scholarships to ensure Impact's program is accessible to anyone who needs it, we taught **12 *free* one-hour Introduction to Personal Safety courses** throughout the Bay Area in partnership with Sports Basement.
- Dedicated **volunteers committed over 1,000 hours** to the organization in a number of capacities to help Impact Bay Area grow and succeed!

OUR IMPACT

Hard Facts

- In America, there is a rape every 6 minutes, a robbery every 1.4 minutes, and an aggravated assault every 40.5 seconds (*FBI 2010 Crime Clock*). In California, in 2011, there were 154,944 violent crimes, including 54,292 robberies and 7,663 reported cases of rape (*The Disaster Center*).
- Domestic violence as the leading cause of injury to women between the ages of 15 and 44 in the United States; more than car accidents, muggings, and rapes combined (*FBI Uniform Crime Report)*. Approximately 40% of California women experience physical intimate partner violence in their lifetimes (*The California Women's Health Survey*).
- 1,006,970 women and 370,990 men are stalked annually in the United States. The Fresno State Violence Prevention Project reports that Over half a million women are being stalked right now by a man (*The Stalking Resource Center*).

Effects of Violence

- Rape, childhood sexual abuse, and domestic violence are among the most common causes of Post Traumatic Stress Disorder (PTSD) in women. The chances that a woman will develop PTSD after being raped are between 50% and 95%. Sexual assault is also closely associated with depression and anxiety disorders (*CALCASA 2008 Research on Rape and Violence)*.
- Participants in a longitudinal study who reported sexual abuse in childhood and early adolescence were almost four times as likely to have inflicted self-harm (in the form of suicide attempts or self-mutilation) and reported significantly higher rates of physical re-victimization than participants with no history of sexual abuse (*CALCASA 2008 Research on Rape and Violence)*.
- Victims of domestic violence are at risk for a wide array of psychological and physical consequences, including: anxiety, chronic depression, chronic pain, dissociative states, drug and alcohol dependence, eating disorders, health problems, poverty, self-neglect, sexual dysfunction, sleep disorders, somatization disorders, strained family relationships, and suicide attempts (*FindCounseling.com).*

Impact and Empowerment

The CALCASA 2008 *Research on Rape and Violence* reported that many of the women indicated taking a safety/self-defense course would have a number of emotional and functional benefits including…

- increased self-confidence and self-esteem (41%)
- feeling safer or less fear (42%)
- learning assertiveness skills (36%)
- becoming less agoraphobic (12%)

Impact helps our students recover from past violence, abuse and trauma. In 2012:

- **59%** of women who took an Impact class had **experienced physical abuse**--**36%** had been **victims of domestic violence.**
- **46%** had been **sexually abused**, with **36%** having experienced **sexual assault or rape**, and **44%** having survived **child abuse**.
- **83% of our students report having been emotionally or verbally abused.**

In addition to teaching students to prevent violence before it happens, Impact focuses on supporting our students who have been victims of violence in transformation and healing. We foster the belief that we are all worth fighting for.

"It was a very emotionally cleansing experience." – *July 2012 On Her Own*
"The class definitely reached into my past and helped lift most of that weight off me." – *June 2012 Basics*
"Impact gave me back the parts of myself I thought I had lost to trauma." – *September 2012 Weapons*

IMPACT STAFF AND BOARD

BOARD OF DIRECTORS

Ruby Reid
Board Chair

Theresa Friend
Volunteer/Alumni Coordinator

Nicole DeVito
Staff/Board Liaison

Angie Lipe
Whitney Miller
Anna Muaswes
Robert Oryall
Bradley Reeves
Lisa Stenmark
Brian Shillinglaw
Members At-Large

IMPACT STAFF

Executive Director
Lisa Scheff

–

Administrative Coordinator
Leyla Eraslan

–

Bookkeeper
Amy Welker

INSTRUCTORS

Annabel Channell-Johnson
Nicole DeVito
Heather G.
Tim Kinney
Rudy Trejo
Kathy Turner
Dan Waters
Jenny Williams
Alonzo Young

In Training
Robert Oryall
Amanda Wagner
Morgan Williams

*Impact Bay Area has open board positions. We are currently seeking a **secretary** and **treasurer** to join our committed group. If you are interested in being involved and supporting Impact, please contact us!*
510.208.0474 – info@impactbayarea.org

VOLUNTEER CLASS ASSISTANTS

Our class assistants volunteer their time to support instructors and give students the best possible experience

Maria Alvarez – Andrea Atkins - Angela Renee Butler – Meenadchi Gunanayagam - Emily Hampshire – Amy Hill - Sarah Kluger Psalm Lewis - Zoe Pressman - Dilrini Ranatunga – Willow Ruth - Monika Skinner - BreeAnn St. Onge- Dani Villalobos Amanda Wagner

FROM IMPACT BOARD MEMBER
WHITNEY MILLER

It took me over a year to work up the courage to sign up for the Impact Basics class. I worried constantly about not having the tools or training to defend myself. I felt vulnerable in my own neighborhood. I walked in fear. At the same time, I was terrified that I might take a class only to discover that I wasn't strong enough, quick enough, or brave enough to defend myself from an attack. Finally, after lots of deliberation, I decided I would take a chance and give it a shot.

The Impact Basics class changed my life. That may sound cliché, but it's true. The supportive environment the Impact instructors fostered gave me a safe space in which to free my inner fighter. With every hour, every move, every fight, I learned that I *was* strong enough. I *was* quick enough. I *was* brave enough. I now walk with confidence - if it comes down to it, I will have the skills to defend myself. It's a liberating, empowering feeling.

I decided to join Impact's board in the fall of 2012 because I wanted to share this confidence with others who walk in fear. I can't wait to support Impact's mission in 2013 and beyond.
You are worth fighting for!

Whitney Miller
Impact Bay Area, Board Member

SUPPORTERS

Our supporters make Impact Bay Area possible. Whether giving a monetary or in-kind donation, or volunteering their time and energy, our community says Yes! to Impact's mission to reduce violence and create positive change. What else do our supporters say yes to?

EMPOWERMENT!

Gifts of $500 or More

Andrea Atkins - Doris Cheng – Dorothy Fernandez & Lisa Stenmark - Theresa Friend & Lisa Scheff – Mike Gallagher
Angela Lipe - Laura Mazzola –Whitney Miller - Julia Pastor - Norma Pawley – Leonard Scheff - Sue Scheff
David Spellmeyer - Darrell Steinberg - Orit Tashman - Patricia Tsao – Eric Joseph Uhrhane
Carolyn Wales - Margaret Wales

TRANSFORMATION!

Gifts of $250 or More

Laura Arendal de Zacarias - Patty Bover - Kim Burson – Maggie Butterfield-Brown - Alice Dutton– Corky Ferris
Lucy Gigli - Moira Kavanaugh - Diana Keena - Anna Lazzarini & Mark Wagner - Brian Shillinglaw - Ariane Smith
Kimberly Snyder - Alyce Wallace - Dave & Kate Yrueta

CONFIDENCE!

Gifts of $100 or More

Mary & Phil Albert– Pattie Bell – Steve Bell – Elizabeth Cara - Amy Cheung - Ruby Reid
Safiya Delaney - Suzanne DeVito - Susan Feichtmeir - Carla & Michael Foster – Jim Gibson - Meenadchi Gunanayagam
Stephanie Calhoun Jemmings - Jenifer Johnson - David & Patrice Kleinberg - Nicole Kurth – Terilynn Langsev
Maria Lonergan – Lisa Madden - Roberta Martin - Karen & Michael Morioka - Shannon Okada
Barbara Piotter – Brenda Puckett – Kris Richey –Joshua Schiller - Marsha Spanswick – Kate Stoia – Maya Sullivan
Kathy Turner– Kris Vesowate – Valerie Wagenfeld –Martha White – Lisa Yap – Corwin & Bobbi Zechar

COURAGE!

2012 Gifts

Caitlin Adair – Jonathan Arnowit – Naomi Bancroft - Shaunin Baoerjiin – Shannon Bayley - Navita Bhoir – Alison Boncha
Jennifer Bostrom – Amy Buchen – Michelle Bueler –Jordan Bryant
Baykal Cakici - Melissa Cappetti - Ashley Carrick - Priyanka Chaurasia – Andrew Chen – Jennifer Chiavetta
V.J. & D.R. Cohn - Lisa Corsetti - Crystal Dahlen – Mike Danilov – Michel Di Capua – Charlotte Evans – Leena Elomar
Xiaobo Fan - Annamarie Francisco – Mark Fisher – James Gibson –Danielle Gilbert - Carmen Gomez-Revilla
Shruti Gorappa - Catherine Green – Mary Guilbert - Shrey Gupta – John & Lauralie Haikin - Jennifer Haroon – Eve He
Eiji Hirai – Mary Hollendoner – Deborah Hoover – Heather Hurford - Amber Ibarra
Olga Irzak – Ursula Johnson - Roman Kamyk – Amit Kapoor – Julia Karr – Taeeun Kim – Winifred King - Elena Kon
Ben Kram – Belinda Langer – Sara LaVigna - Julie Liegl – Kevin Lim – Melanie Lucas-Conwell – Corey Mahoney
Craig Marotzke – Clinton Martin - Susan McCauley – Molly McCourt –Ian McCullough -Megan McDonald
James Melendez – Sharon Meyers – Lindsay Miller – Ramey Miller – Dennis Morse – Sean Murphy – Robert Oryall
Wendy Pabilonia – Rachel Patterson – Devylyn Perez – Michelle Petryszyn – Jerry Pisk – Fiona Prudhomme
Michaela Prueter – Robert Purvey – Christina Rader-Baquero – Sandra Razieli – Matthew Reid – Stephanie Rich
Carl Rigney – Eric Robinson & Jennifer Sime - Dante Rodriguez - Maureen Rolnick – Jennifer Russell – Saul Schumky
Loy Sheflott – Tracy Silvey – Amy Snow - Christina Sorokin – Kevin Stone – Brian Sullivan – Arun Swami
Carolyn Sylvester – George Tan – Andria Tay – Jennifer Temming – Elizabeth Tucker - Jeremy Tulley
Lyndsay Vogel– Amanda Wagner – Alison Walker – Ruijie Wang - Ruth Wang – Tina Wang - Frank Kenya Wheeler
Valerie Woolard – Anita Yuen – Nancy Yuen – Nicola Young - Cassidy Zerrer

Impact Bay Area *is a small but mighty organization! Our strength comes from our dedicated supporters, who give us everything from dollar donations, to their time and energy, to the occasional case of wine—all for a good cause.*

IMPACT MEMBERS

Basic Level Donors Monthly Donations of $10 or more	*Yes! Circl Donors* Monthly Donations of $25 or more	*Knockout Blow! Donors* Monthly Donations of $40 or more
Jennifer Abejar - Reba Butler	Lucy Gigli	Andrea Atkins
Leyla Eraslan - Linda Hillel	Debbie Hoover	Whitney Miller
Cheryl Porter	Linda Hillel	Angie Lipe
Ruby Reid	Moira Kavanaugh	Theresa Friend
Peggy Nauts	Valerie Wagenfeld	Mary Guilbert

*Our monthly sustaining members are part of what enables Impact to continue our work. If you'd like information on how to become a member or other ways you can support, email or call. Together we **can** make a safer world!*

http://www.impactbayarea.org/memberships

510.208.0474 – info@impactbayarea.org

FOUNDATION SUPPORT

Impact Bay Area is deeply grateful to the following organizations for their support of our mission and programs.

-The Cauntay Family Fund-

-The Lee & Stuart Pollak Philanthropic Fund-

-The Darell & Mary Schregardus Foundation-

-The PG&E Corporation Foundation-

-The Milani Foundation-

SERVICE DONATIONS

Impact Bay Area is deeply grateful to the following individuals for donating their talents, skills and time to our organization.

Bill Ambrunn
Legal Services

Cheryl Porter
Assistant Organizer

Cathy Caputo & Jim McVeigh
Event Coordination

Kimberly Snyder
Event Coordination

Carol Duong
Assessment Services

Amy Welker
Bookkeeping Services

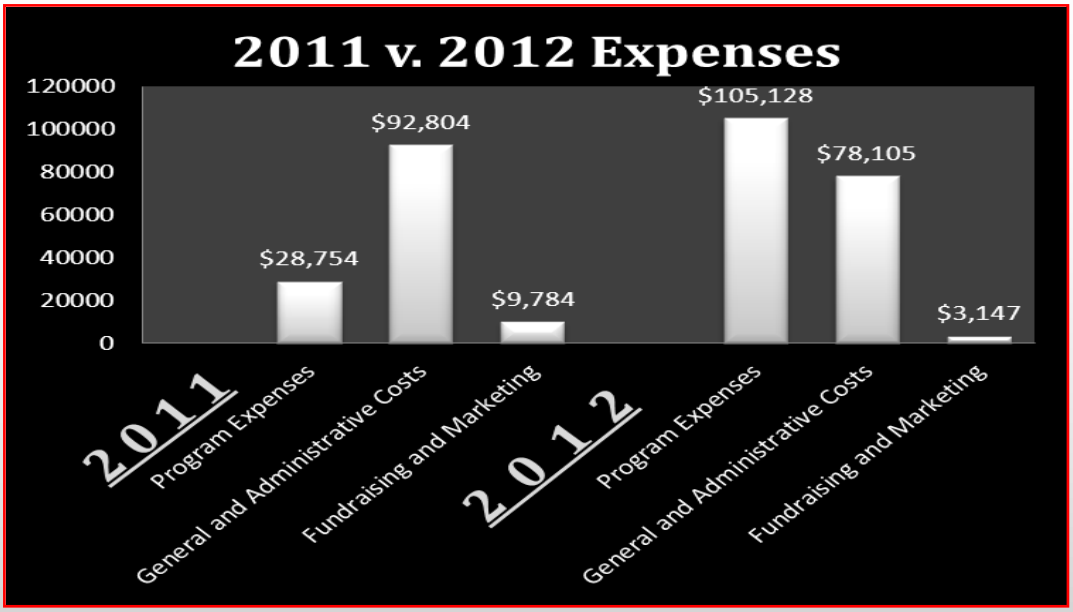
Jennifer Ludwig
Graphic Design

IN-KIND

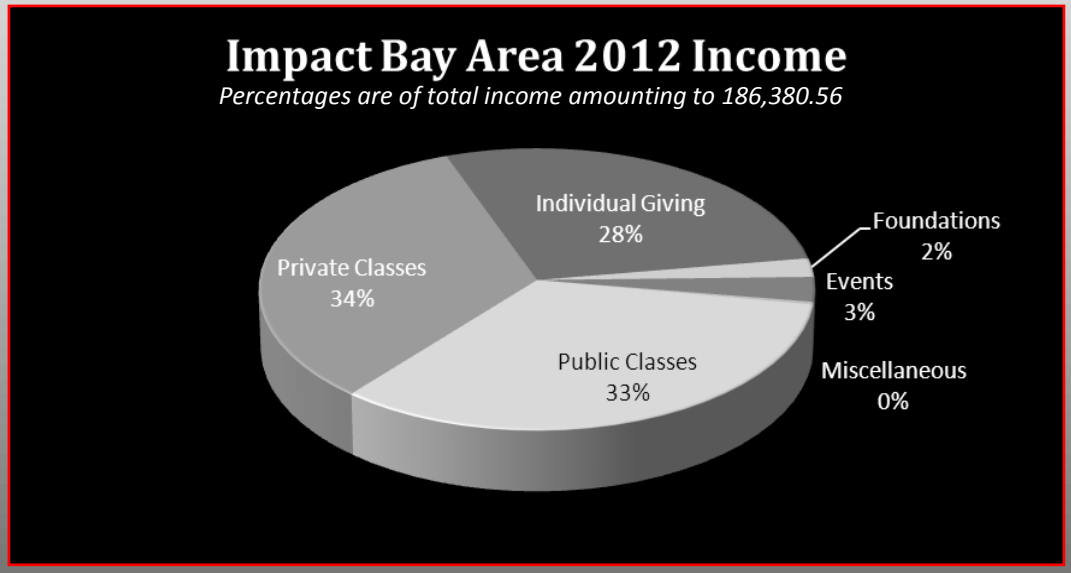
Beach Blanket Babylon - Berkeley Repertory Theater - Blue Bottle Coffee - Blue Sky Acupuncture
Brenna Geehan - Christina Perez - Clos Du Val Winery - Dave Nakaji & Stacy Vogel - DeLoach Vinyards
Dolce/Far Niente Wineries - Durwood Zedd Photography - El Rancho Merlita - Frog's Leap Wines - Honig Wine
Ike's Place - Jathan Gurr - Jennifer Temming - Juliann Collins - Kenwood Vinyards - Krupp Brothers Wines
Lotus Foods - Matt Reid and Marcy Webb - Matthew Rorick Forlorn Hope Wines - Mike Kelly - Osmosis
Paul Hobbs Wines - Peju Wines - Pete Guinosso - Phoenix Aerial Art and Pole - PWR Wines
San Francisco Ballet - San Francisco Performances - San Francisco Symphony - Scott's Catering
Shirleen Gudmunson - St. George Spirits - St. Helena Winery - Tippet Studio/VFX Society - TUTU School
Waterbar - Williamson Wines - Yoga Tree

Donors *for* 2012 Yes! Celebration

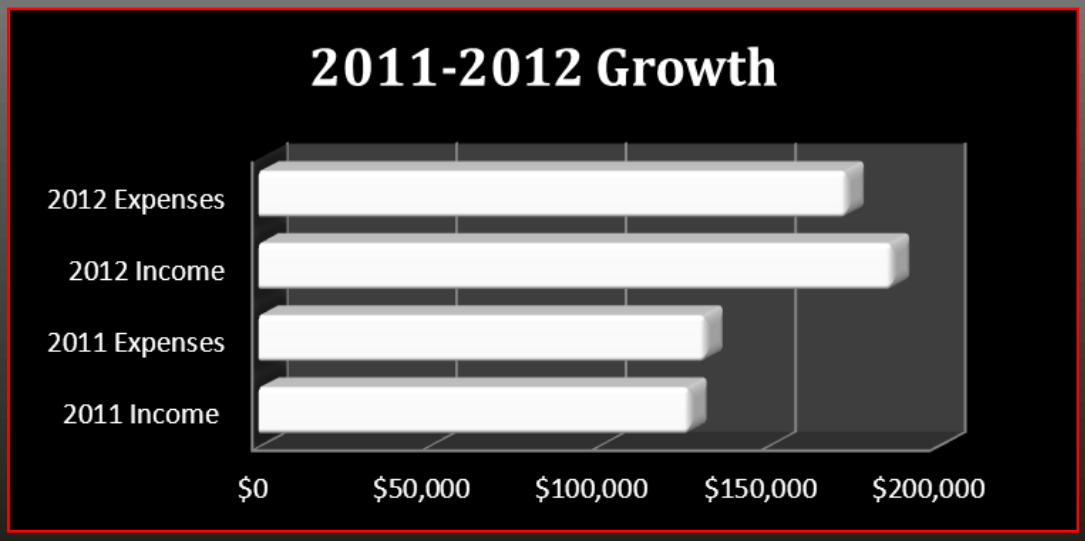
IMPACT BAY AREA
2012 FINANCIAL SNAPSHOT



In 2012, Impact Bay Area *was able to reduce its overhead and administrative expenses by 23%.These savings translated into more funds for Instructor Training, the scholarship fund, and program development.*



Thanks to a dedicated team *of instructors, staff, and community partners, Impact saw increases in its income from public classes, private classes,* and *individual giving in 2012!*



2012 was a year of *expansion for Impact Bay Area. While our expenses grew, largely due to inducting six instructor candidates into our training program, our growth in income outpaced our increased expenses—leaving Impact in formidable shape to go into 2013, ready for another year of progress and transformation!*

FROM IMPACT ALUMNA
DANI VILLALOBOS

Eleanor Roosevelt once said that a woman is like a tea bag - that one cannot tell her strength until she is put in hot water. I would love to say that we live in a world either tepid or lukewarm, that predators and adversity are rare for women to encounter. This is not the case, however. There is plenty of hot water to land in, every day and regardless of our individual circumstances.

I can also say with complete faith that the strength in us all is far superior. At Impact I came face to face with my fears and trauma and learned the skills needed to tap into that inner strength. To hear my own voice joining in with my class on that defiant chant - that 'NO' to self-doubt, to nightmare assailants, to anyone who might consider us for victimizing - is proof positive of Impact's ability to inform us of our own strength and our fierce determination to defend ourselves.

I was personally so transformed by the program that I continue to support Impact - as an assistant, as an alumni advocate in my community, and through charity running events (http://www.facebook.com/RunningWithCourage). It is my sincere hope that Impact will thrive and the number of outspoken alumni will continue to increase exponentially over the coming year.

Dani Villalobos
Women's Basics Graduate, April 2012

LOOKING BACK AT 2012

In 2012, Impact Bay Area achieved some ambitious goals, giving us a great starting place to make the next year even more successful!

- We began a training process that will result in three new Impact Instructors.
- We increased our staff, adding an Administrative Coordinator and a number of new volunteer roles.
- We raised nearly $10,000 at our Annual Yes! Community Celebration.
- We launched a new website, improving our registration and donation processes.
- We increased average class enrollment from 72% to 89%.
- We developed our monthly membership program, and gained 15 members.

LOOKING FORWARD TO 2013

Impact Bay Area is eager and excited for another year of growth, transformation, and empowerment! Here are a few of our goals for the coming year:

- Develop new curricula, including a Kids' Class and a course specifically designed for the LGBTQ community.
- Expand our corporate class program, with long-time instructor Rudy Trejo stepping into a newly created regular part-time instructor role.
- Rebrand Impact Bay Area with a new logo and materials to improve the organization's visual identity.
- Seek grant and foundation funding to develop new curricula and build the organization's sustainability.