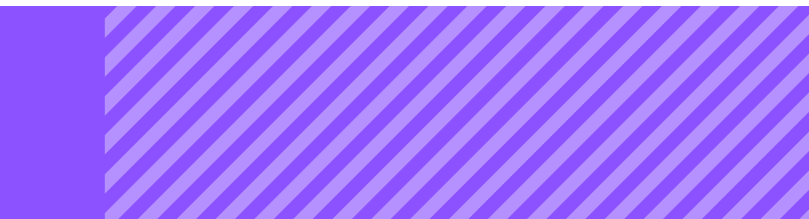




**BEYOND THE SPARKLE**  
**RESPECT. LOVE. CULTURE**  
**MEDIA KIT**





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RESPECT. LOVE. CULTURE

tawana@beyondthesparkle.org | [www.beyondthesparkle.org](http://www.beyondthesparkle.org)

## What you need to know about Beyond the Sparkle

### **OUR MISSION**

**To connect survivors in underserved communities with resources and to aid survivors in ending intimate partner violence.**

Beyond the Sparkle Foundation is a Dallas, Texas based nonprofit that is focused on changing how our community thinks about and responds to domestic violence.

Over 90% of victims who experience domestic violence don't reach out to domestic violence services or programs, according to the Texas Council on Family. Most victims will reach out to family, friends and church.

Beyond the Sparkle Foundation connects survivors and their families with existing community resources and gives basic essentials to survivors in underserved communities in East Dallas and Pleasant Grove.

When families and communities recognize intimate partner or family violence, they can empower themselves and survivors seeking support to leave unhealthy relationships.

Leaving takes time, money and [one of the most dangerous times in an abusive relationship](#). Survivors mentioned support as a contributing factor for believing they could [get out of an unhealthy relationship](#).

BTSF aims to raise awareness and focus survivors and the community on recovery from intimate partner violence. We believe that together (with your support) we can end violence, and we're starting with the communities we grew up and currently live in.

Survivors report that help can come in many forms: childcare, food, shelter, employment, skills development or basic essentials. Help us support victims in practical ways that affect their bottom lines and lives on a daily.



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### **Our work is rooted in 3 facts**

- Black and brown victims of domestic violence face barriers to accessing domestic violence resources. One barrier is the feeling fear and shame due to how family and friends will treat them.
- If the community understands the danger involved in leaving a domestic violence relationship, they can help point survivors to trained resources and talk to each other to correct myths.
- To combat the hopelessness of abuse, there has to be a process of restoring dignity and optimism in survivors and the community.

### **Why we do it**

Beyond the Sparkle Foundation was founded in 2016 in honor of [Sparkle L. Watson](#). Sparkle lost her life in 2015 to domestic violence. After Sparkle's death, her family motivated each other to do something to honor her each year.

Our goals branched out from there to help with Christmas toy donations, school supplies, Thanksgiving dinners and [created a chatbot to help victims get a quick list of resources on a social media platform they already use](#). We are passionate about ending domestic violence.

### **What we provide**

- Validation that abuse is serious and that abusive behaviors are wrong. People need awareness of how domestic violence can affect their friends and family.
- Acknowledgement that the road to freedom may be dangerous, but someone will be there when they attempt the journey.
- Reducing the economic pressure of purchasing of necessities.

### **What has Beyond the Sparkle accomplished in the last year?**

- On 8/19/2019 we participated in a Back to School event with another nonprofit, parents and kids received 200 school supplies at Juanita J Craft Recreation Center.
- On 8/20/2019 we had our Annual School supply Giveaway event in Pleasant Grove where kids in the community received backpacks and school supplies.
- In April, parents and kids participated in our Easter Egg hunt in Pleasant Grove.
- Beyond the Sparkle 3rd Annual Christmas Toy Drive every year to benefit kids in underserved communities in East Dallas and Pleasant Grove.



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- Participated in a Thanksgiving Dinner at Promise House Youth Shelter in 2018.

### **Future Events**

- We're doing a survivor for survivor fundraising event during domestic violence awareness month (October). Check for updates on our Facebook [www.facebook.com/beyondthesparklefdn](http://www.facebook.com/beyondthesparklefdn)
- We'll be donating quality clothing through our partnership with [www.Good360.org](http://www.Good360.org).

### **What we do**

- Reframe conversations to bust myths & stereotypes in our communities about domestic violence.
- Educate people about unhealthy and healthy relationships.
- Connect the community with counseling, shelters, and safety plans with using a social platform Facebook.
- Encourage friends and family to respect survivor's choices and to be a helping hand when the survivor is ready to leave.
- Provide school supplies, toys, and basic necessities in the community.

### **We are starting to track**

- The number of unique people we meet every event, anecdotal stories of those affected by domestic violence, basic demographics of event turnout when we partner with other charities.
- We created a new form to receive service requests on our website and at in-person events.

### **Community Engagement tracking**

We're also setting up tracking our impact

- Community turnout from events.
- Number of volunteers engaged / hours worked over 1 year / quality of volunteer experience.

### **How is BTSF funded?**

Since 2016, we've been self-funding the org, but this year we've started to we rely on individual donations.



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### **How can people help?**

Donate: [www.beyondthesparkle.org/donate](http://www.beyondthesparkle.org/donate)

Volunteer & Partner: [www.beyondthesparkle.org/contact](http://www.beyondthesparkle.org/contact)

### **Learn more**

Website: [www.beyondthesparkle.org](http://www.beyondthesparkle.org)

Newsletter: [www.beyondthesparkle.org](http://www.beyondthesparkle.org) and click join us.

To volunteer or get help with services: [www.beyondthesparkle.org/contact](http://www.beyondthesparkle.org/contact)

### **Social Media**

Facebook: [www.facebook.com/beyondthesparklefdn](http://www.facebook.com/beyondthesparklefdn)

Facebook Messenger: Just type - Beyond the Sparkle Fdn

Facebook Messenger URL: [m.me/beyondthesparklefdn](https://m.me/beyondthesparklefdn)

### **Media Contact**

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