



First annual report January 2012

OVERVIEW & ORIGINS

Debbie's Campaign is a national nonprofit project that uses the combined power of community outreach, organizational partnerships, and documentary film to help end domestic violence, sex trafficking, and wrongful incarceration.

The genesis of Debbie's Campaign was the legal battle to free **Deborah Peagler**, a victim of domestic violence who was sentenced to life in prison for her connection to the murder of the man who abused her and forced her into prostitution. Her story is told in the documentary film, "Crime After Crime." Debbie's Campaign was launched in January 2011, alongside the Sundance Film Festival premiere of "Crime After Crime."

NONPROFIT STATUS

Debbie's Campaign is fiscal-sponsored by The Foundation for Jewish Culture (FJC), an agency with 501c3 nonprofit status since 1961. FJC's Lynn and Jules Kroll Fund for Jewish Documentary Film provided post-production funding for "Crime After Crime." As fiscal sponsor for Debbie's Campaign, FJC furthers its commitment to documentary films that change our world for the better.

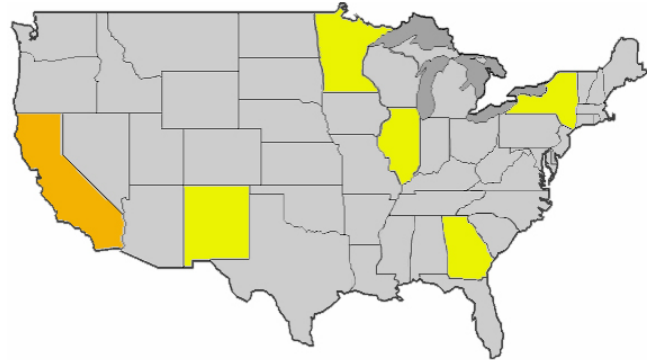
ACTIVITIES

In the first year of Debbie's Campaign, our activities have included:

- Working with lawyers' groups, public agencies, and ordinary citizens to spark changes in domestic violence law across the country.
- Distributing complimentary DVDs of "Crime After Crime" to domestic violence prevention organizations nationwide through partnerships with The National Network to End Domestic Violence (NNEDV) and other organizations.
- Raising funds for The Habeas Project and enabling battered women's shelters to use private screenings of "Crime After Crime" as fundraiser events.
- Arranging special events at high schools as part of a campaign to educate teenagers about the warning signs of abusive relationships.

ADVOCATING FOR LEGAL REFORM

At present, California is the only state in the nation with a law that allows incarcerated survivors of domestic violence to petition the courts for their freedom based on evidence of the abuse they endured. Efforts to pass similar laws, however, are spreading quickly. When the film “Crime After Crime” premiered in January of 2011, only one other state had an effort underway to pass similar legislation. A year later, efforts are in progress in:



- Georgia
- Illinois
- Minnesota
- New Mexico
- New York

To help support efforts for legal reform public education and change nationwide, Debbie’s Campaign is distributing the following **materials**:

- **“Crime After Crime” DVDs.** Both advance preview DVDs and special edition educational DVDs have been distributed to organizations that can use the film as part of their efforts to call for change. Please see pages 4 and 5 for a list of recipients of the DVD.
- **“Crime After Crime” Home Viewing & Community Action Guide.** This document provides supplemental information for home or community viewings of the film, helping to energize your community to spark change.
- **Habeas Project letter for national advocates.** The Habeas Project is the coalition of organizations that helped pass legislation in California, and that now arranges pro bono representation for incarcerated survivors of domestic violence. We are proud to share their advisory letter for those seeking to start similar movements in their states.
- **Text of California’s legislation.** This legislation, known formally as California penal code 1473.5, enables incarcerated victims of abuse to petition for their freedom. The brief text serves as a model for other states seeking similar reforms.
- **Text of New York’s legislation.** While this proposed legislation is not yet law, it too serves as a model for other states considering reforms that can help how victims of abuse are seen and treated by the criminal justice system.
- **“From Protection to Punishment.”** This report, created in partnership by the Avon Global Center for Women and Justice at Cornell Law School and The Women in Prison Project of the Correctional Association of New York, provides concrete data in support of legal reform.
- **“Unlocking Liberty.”** This Berkeley Women’s Law Journal article, by Jill E. Adams, traces the history and reasons for California’s law, and can be instructive to individuals and organizations working to pass similar laws elsewhere.

EXAMPLE PARTNERSHIPS & EVENTS:

Debbie's Campaign works to combine traditional film screening events with targeted outreach to help foster and support a growing movement to end domestic violence, sex trafficking, and wrongful incarceration. Our efforts aim to actively involve and connect an array of individuals, domestic violence prevention organizations, women's groups, bar associations, law enforcement agencies, law schools, and other institutions, empowering and mobilizing people in unprecedented ways.

New York State

Screenings in support of New York's Domestic Violence Survivor's Justice Act

July 2011 – present

New York has made great strides in passing legislation that would be similar to (and arguably even more significant than) the California law highlighted in "Crime After Crime." New York's proposed **Domestic Violence Survivors Justice Act** currently has the support of at least 26 elected representatives in the state. Organizations including the **Correctional Association of New York**, **STEPS to End Family Violence**, and the **New York State Coalition Against Domestic Violence** have worked with Debbie's Campaign to hold numerous screenings of "Crime After Crime" as part of their public awareness and media campaign for the proposed legislation. Please see <http://www.dvsurvivorsjusticeact.org/dvsja-and-debbies-campaign/> for an article and video about how we are working with these organizations to support changes that can help more women like Debbie Peagler. These activities have been supported by a recent grant from **The New York Women's Foundation**. New York state legislators are joining individuals from the film for a special screening and discussion on January 19, 2012.

San Diego, CA

Fundraiser in Support of Project SARAH

October 2011

[Project SARAH](#), the domestic abuse prevention and intervention program of Jewish Family Service of San Diego, held an immensely successful fundraiser [event](#) at the Jewish Community Center in La Jolla, California. The "SARAH" in the program's name stands for Stop Abusive Relationships At Home, so the screening of "Crime After Crime" represented an excellent opportunity for public outreach and education. Attorney Joshua Safran and filmmaker Yoav Potash were on-hand to answer audience questions, and to participate in a meaningful dialogue moderated by Cheryl Bruser, Project SARAH Outreach Coordinator. The annual event drew its largest audience ever, with over 380 in attendance, raising approximately \$7,000 to benefit Project SARAH clients, all survivors of domestic abuse.

Albuquerque, New Mexico

University of New Mexico

November 2011, with additional events to be planned for 2012

In New Mexico, a free public screening at **UNM School of Law** was accompanied by an in-person meeting between **State Representative Gail Chasey, UNM Law students & faculty**, and **both attorneys featured in “Crime After Crime.”** At the meeting and the screening, the discussion focused on potential changes in New Mexico law that could benefit victims of abuse. We will continue this partnership with Representative Chasey and UNM well into 2012 to help determine how Debbie’s Campaign can assist efforts for change in the state.

Nationwide

Oprah Winfrey Network (OWN)

November 2011

To deepen community engagement and advocacy for the national primetime broadcast of “Crime After Crime” on OWN, Debbie’s Campaign worked to engage legal and domestic violence agencies across the nation. In advance of the airdate, our Home Viewing and Community Action Guide was made available for free download as a PDF on both the “Crime After Crime” and OWN websites, encouraging agencies nationwide to spread the word about the film and to use the screening as an opportunity to conduct their own fundraising. The effort involved dozens of partners (see list below) and led to some of the highest ratings OWN has received for documentary programming.

Free DVD distribution to organizations using the film to create change

The following organizations have received DVDs of the film at no cost:

- A Safe Place (battered women’s shelter) - Oakland, CA
- Alaska Network on Domestic Violence & Sexual Assault
- Alabama Coalition Against Domestic Violence
- Arizona Coalition Against Domestic Violence
- California Partnership to End Domestic Violence
- California Coalition Against Sexual Assault
- California Women LEAD
- California Women’s Law Center - Los Angeles, CA
- Connecticut Coalition Against Domestic Violence
- Delaware Coalition Against Domestic Violence
- National Alliance to End Sexual Violence
- Florida Coalition Against Domestic Violence
- Futures Without Violence - San Francisco, CA (national organization)
- Georgia Coalition Against Domestic Violence
- Iowa Coalition Against Sexual Assault
- Idaho Coalition Against Sexual & Domestic Violence
- Illinois Coalition Against Domestic Violence
- Illinois Coalition Against Sexual Assault
- Kansas Coalition Against Sexual and Domestic Violence
- Kentucky Domestic Violence Association

- Legal Services for Prisoners with Children / The Habeas Project – San Francisco, CA
- Los Angeles County Public Defender - Los Angeles, CA
- Louisiana Foundation Against Sexual Assault
- Jane Doe Inc. - Massachusetts Coalition Against Sexual Assault & Domestic Violence
- Maryland Network Against Domestic Violence
- Maryland Coalition Against Sexual Assault
- Michigan Coalition Against Domestic and Sexual Violence
- Minnesota Coalition for Battered Women
- Missouri Coalition Against Domestic and Sexual Violence
- Mississippi Coalition Against Domestic Violence
- Mississippi Coalition Against Sexual Assault
- Montana Coalition Against Domestic and Sexual Violence
- North Carolina Coalition Against Domestic Violence
- North Carolina Coalition Against Sexual Assault
- North Dakota Council on Abused Women's Services
- Nebraska Domestic Violence & Sexual Assault Coalition
- New Jersey Coalition for Battered Women
- New Jersey Coalition Against Sexual Assault
- New Mexico Coalition Against Domestic Violence
- Nevada Network Against Domestic Violence
- New York State Coalition Against Domestic Violence
- Ohio Domestic Violence Network
- Pennsylvania Coalition Against Domestic Violence
- Pennsylvania Coalition Against Rape
- Rhode Island Coalition Against Domestic Violence
- Shalom Bayit, Bay Area Jewish Women Working to End Domestic Violence
- Souljahs (community organizing) - Pittsburg, CA
- South Dakota Coalition Ending Domestic and Sexual Violence
- Texas Association Against Sexual Assault
- Texas Council on Family Violence
- USC Post-Conviction Justice Project - Los Angeles, CA
- Virginia Sexual and Domestic Violence Action Alliance
- Vermont Network Against Domestic and Sexual Violence
- Washington Coalition of Sexual Assault Programs
- Washington State Coalition Against Domestic Violence
- Wisconsin Coalition Against Domestic Violence
- Wisconsin Coalition Against Sexual Assault
- West Virginia Coalition Against Domestic Violence
- Wyoming Coalition Against Domestic Violence and Sexual Assault

PLANS FOR 2012

Thanks to the support of **The Fledgling Fund**, the **Sundance Documentary Film Program**, and many **individual donors**, Debbie's Campaign is poised to continue creating change in 2012. In the year ahead we plan to:

- expand our screenings with teens and young adults through free educational DVD distribution and new partnerships with youth-oriented organizations;
- deepen our work with organizations in states where a call for reform is underway, maximizing the capacity for the film to spark changes in law and practice;
- develop ways the film and supporting materials can be used in continuing education for judges, attorneys, doctors, social workers, police, and others who work in professions where domestic violence education is crucial to changing culture and improving public safety;
- promote the film to additional new organizational partners leading up to repeat OWN broadcasts, the release of the "Crime After Crime" home video, Domestic Violence Awareness Month 2012, and other key dates; and,
- offer discussion guides, video excerpts, and other online resources to our target audiences through an new dedicated Debbie's Campaign website.

Contact: campaign@crimeaftercrime.com
Debbie's Campaign
PO Box 4709
Glendale, CA 91222-0709

ABOUT THE FILM

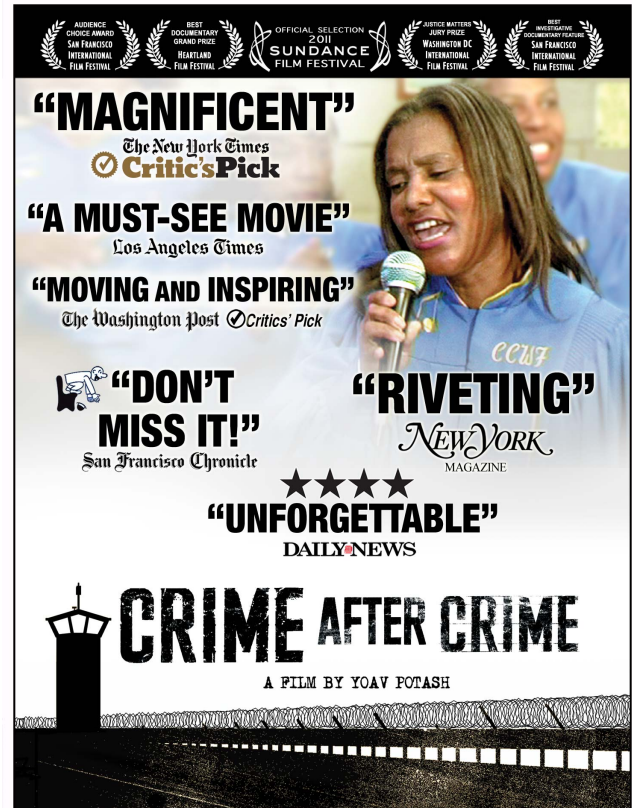
“Crime After Crime” tells the dramatic story of the legal battle to free Debbie Peagler, an incarcerated survivor of domestic violence. The film has been widely recognized for both its artistry and its capacity to spark social change.

“...magnificent, swelling from hushed to howling without the help of narration or posturing from the unfailingly dignified Ms. Peagler or her quietly dedicated lawyers. There may well be, as one of her lawyers claims, ‘thousands and thousands of Debbies across the U.S.,’ but it is this particular one who makes it difficult to leave the theater with dry eyes and an untouched heart.”

- *The New York Times*

“Some movies prove so eye-opening that a viewer may feel the urge to recount the story, start to finish, to friends and acquaintances. *Crime After Crime* is that kind of film.”

- *The Washington Post*



HONORS & SCREENINGS (partial list, alphabetical)

- ★ Audience Award, *Atlanta Jewish Film Festival* ★
- ★ Audience Award, *Berkshire International Film Festival* ★
 - ★ Audience Award, *Heartland Film Festival* ★
 - ★ Audience Award, *Rochester Jewish Film Festival* ★
- ★ Audience Award, *San Francisco International Film Festival* ★
- ★ Best Documentary, *Berkshire International Film Festival* ★
 - ★ Best Editing, *Milan International Film Festival* ★
 - ★ Crystal Heart Award, *Heartland Film Festival* ★
 - ★ Documentary Grand Prize, *Heartland Film Festival* ★
- ★ Freedom of Expression Award, *National Board of Review* ★
- ★ Golden Gate Award for Investigative Documentary Feature, *San Francisco Film Society* ★
 - ★ Grand Prize, *San Antonio Film Festival* ★
- ★ Henry Hampton Award for Excellence in Film & Digital Media, *Council on Foundations* ★
- ★ Justice Matters Jury Prize, *Washington DC International Film Festival* ★
 - ★ Official Selection, *New York Jewish Film Festival* ★
- ★ Official Selection, *OWN Documentary Club (Oprah Winfrey Network)* ★
 - ★ Official Selection, *San Francisco Jewish Film Festival* ★
 - ★ Official Selection, *Sundance Film Festival* ★
 - ★ Official Selection, *Texas Black Film Festival* ★
- ★ Pursuit of Justice Award, *California Women's Law Center* ★
 - ★ Top Ten Films of The Year, *New York Daily News* ★