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FOUNDATION LAUNCHES EFFORT TO STRENGTHEN CALIFORNIA'S DOMESTIC VIOLENCE SERVICE PROVIDERS

"Strong Field Project" Names 20 Inaugural Leaders, 15 Organizations to Build a Stronger Domestic Violence Field in California

San Francisco, July 20, 2010 — Blue Shield of California Foundation (BSCF) is pleased to announce the inaugural participants in the Strong Field Project. Fifteen California domestic violence organizations and 20 California domestic violence leaders have been selected through a competitive process to benefit from intensive leadership training and organizational development. The Strong Field Project (<http://strongfieldproject.org>) is a four-year effort to build a more effective, coordinated network of domestic violence service providers in California. The Project will develop individual leaders, stronger organizations, and networking and knowledge-sharing among California's domestic violence field.

"The Strong Field Project exemplifies the Foundation's strategy of helping domestic violence service providers meet immediate needs while also preparing for the future," said Peter Long, who joined the Foundation as president and CEO on July 6. "The Foundation is committed to keeping the doors open at shelters, but we must also take steps to strengthen the overall field of providers for years to come."

The Strong Field Project leadership program is administered by CompassPoint Nonprofit Services, and focuses on leadership and management skills for domestic violence service providers. The program will produce a critical mass of individuals equipped to inspire others, make smart business decisions, and consider new ways of service delivery – benefiting their own organizations and leading the field forward.

The Strong Field project organizational strength grants, run by the Women's Foundation of California, awards grants to domestic violence organizations that are poised to strengthen their capacity – and that of the field – in areas such as collaboration, fundraising, strategic communications, technology, and evaluation.

Jemmott Rollins Group, in collaboration with the California Partnership to End Domestic Violence, supports the network-building components of the Strong

Field Project, benefiting more than 100 organizations in California's domestic violence field through state and regional workshops, peer networking, and social network analyses.

"Ending domestic violence in California requires a strong field and strong leaders," said Bess Bendet, director of Blue Shield Against Violence. "By developing these leaders and building the capacity of key organizations, we are strengthening the entire web of supports for the many Californians who desperately need services."

Blue Shield of California Foundation is the largest private funder of domestic violence prevention and services in California. In addition to the Strong Field Project, the Foundation will award \$3.2 million this year to almost 120 domestic violence shelters and service providers to cover general operating costs. This latest commitment brings the Foundation's total support for domestic violence services and prevention in California to more than \$30 million since 2002.

The following individuals and organizations are the selected participants for the inaugural Strong Field Project leadership and grants programs. More information can be found at <http://strongfieldproject.org>.

Northern California

Leadership Program

- Dawn Watkins, Humboldt Domestic Violence Services, Eureka
- Jodi Appel, Rural Human Services, Crescent City
- Lisa Fronsman, Lake Family Resource Center, Lakeport
- Marsha Krouse-Taylor, Casa de Esperanza, Inc., Yuba City
- Matt Huckabay, The Center for Violence-Free Relationships, Placerville

Organizational Strength Grants

- Lake Family Resource Center, Kelseyville
- Center for Violence-Free Relationships, Placerville

San Francisco Bay Area

Leadership Program

- Aiko Pandorf, Asian Women's Shelter, San Francisco
- Ann King, Tri-Valley Haven, Livermore
- Jennifer Lake, YWCA of Sonoma County, Santa Rosa
- Melissa Lukin, Community Overcoming Relationship Abuse, Burlingame
- Sarah Khan, Maitri, San Jose

Organizational Strength Grants

- Asian Americans for Community Involvement, San Jose
- Asian Women's Shelter, San Francisco
- Community United Against Violence, San Francisco
- Marin Abused Women Services, San Rafael
- Women Organized to Make Abuse Nonexistent (Women's Inc.), San Francisco

Sacramento Valley

Leadership Program

- Beth Hassett, WEAVE, Inc., Sacramento

- Nilda Valmores, My Sister's House, Sacramento

Central California

Leadership Program

- Belinda Rolichcek, Haven Women's Center of Stanislaus, Modesto
- Jennifer Adams, North County Women's Resource Center, Atascadero
- Kimberly Barnett, Domestic Violence Solutions for Santa Barbara County, Santa Barbara
- Laura Sunday, Mountain Women's Resource Center, Sonora

Organizational Strength Grants

- DV Solutions Santa Barbara, Santa Barbara
- Marjaree Mason Center Inc., Fresno
- Mountain Crisis Services, Mariposa/Merced
- Women Center of San Joaquin County, Stockton/Lodi/Tracy

Los Angeles

Leadership Program

- Kimberly Crawford, 1736 Family Crisis Center, Los Angeles
- Janine Limas, Interval House, Long Beach
- Yvette Lozano, Peace Over Violence, Los Angeles

Organizational Strength Grants

- Center for Pacific Asian Family, Inc, Los Angeles
- Peace Over Violence, Los Angeles
- Women Shelter of Long Beach, Long Beach

Southern California

Leadership Program

- Maricela Rios-Faust, Human Options, Irvine

About Blue Shield of California Foundation

Blue Shield of California Foundation is one of the largest healthcare grantmaking organizations in California. For more information, visit:

www.blueshieldcafoundation.org. The Foundation was formed by Blue Shield of California, a not-for-profit corporation with more than 3.4 million members, 4,800 employees, and 20 offices throughout California. For more information about the company, please visit www.blueshieldca.com.

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