

MY CHOICES
FOUNDATION

Evidence of Transformation

JUNE 2012 MARCH 2015
IMPACT REPORT



**OPERATION
PEACEMAKER**

A NOTE ON OUR IMPACT

It has been three years since we started the first My Choices centre in the Old City of Hyderabad.

Three years since we embarked on a journey that has taken us on a road of unexpected joys and tears, hope and sadness, wholeness and sometimes just being overwhelmed by the challenges we face.

We have been given the privilege to work with the hopes and dreams and brokenness of so many families. We get to share in their joy but also in their pain. Our team of counsellors and PeaceMakers have committed over 60,000 hours of field work and brought about a lifetime of transformation in the lives of families, wives, mothers, fathers, girls and boys. Our Impact report aims to show the transformation and peace that has been restored.

Our Impact Report is much more than just statistics and numbers. On each of these pages and reflected in each of these numbers are the real stories and lives of individuals who have been

living a life affected by abuse and violence. Each story and statistic reflects the strength and courage of a woman or girl who has stood up and spoken out against this crime. Each number reflects the strength and courage of our PeaceMakers and Counselors as well as the woman, girl and family that she is helping. Some of the case profile information even reflects entire families including perpetrators of abuse working together for transformation to end the cycle of abuse.

We at Operation PeaceMaker would like to honour all of these families who have made a choice, a choice to live a life free of abuse.

Imagine an India where women and girls are valued and respected and treasured for all they are! Imagine an India where a girl can roam around freely because she is protected by all!

At Operation PeaceMaker we do imagine an India like that.

- ELCA COBER [FOUNDER] & ANJALI RUDRARAJU [CO-FOUNDER]

FROM THE FOUNDERS

Anjali Rudraraju (below, left) Co-Founded Operation PeaceMaker (then called My Choices) with ElcaGrobler (below, right), and for 3 years has provided vision for its structure, processes, data management excellence, and so much more. Operation PeaceMaker would have never become what it is today without her strong will to see things move forward, and move forward towards precise goals. She is a woman who does not compromise, and has left that inspiration with us as her legacy. This year, Anjali, has moved on from Operation PeaceMaker to pursue her passion for organic farming full time. While no longer on team, she remains a passionate supporter and dear friend of the work and team of the My Choices Foundation.



FOUNDATION OVERVIEW



MY CHOICES FOUNDATION

We work to give women and girls choices to live a life free from abuse, violence and exploitation.

Operation PeaceMaker and Operation Red Alert works with families to stop and prevent the most pervasive violence against women and girls: Domestic violence and human trafficking. Over three years into PeaceMaking and over 18 months into building Red Alert, there is much impact accomplished and a phenomenal amount more to come.



OPERATION PEACEMAKER

OPERATION PEACEMAKER works with families in Telangana, India, providing free counselling, rights education, and legal aid to victims of domestic violence and their families. At the core of Operation PeaceMaker is the education and empowerment of local women who become our PeaceMakers (field workers), reaching out to their own communities with the expertise and relevance only they could offer, and the education of young girls who are the next generation of change makers.

We have worked with over 1,400 families to date, with a phenomenal success rate of removing violence from 3 out of 4 families through intensive counselling and support - Impacting over 6,600 people. A typical case requires 8 counselling sessions over 130 days before peaceful resolution, typically starting with the victim, but ending with the whole family being counselled by our professional counsellors in one of our four centres. We believe in keeping families together, and very few cases resort to legal action.

Our victims are 29 years old on average. 83% of them had never sought any kind of help before. 75% of the cases involve physical abuse, and for 47% of the cases it happens daily. Research shows that boys growing up in violent homes are 5x more likely to be violent husbands. By stopping the violence, we help the next generation to avoid the same suffering.

Education about what is right and what is wrong is key in stopping violence. We have trained over 7,000 school girls in 114 schools, preparing the next generation of change makers.

Please read about our work in the pages to follow. We look forward to engaging with you.



OPERATION RED ALERT

OPERATION RED ALERT works to prevent human trafficking in India, particularly the trafficking of young girls for sexual exploitation. The damage inflicted on trafficked girls is heart breaking, and preventing trafficking from happening in the first place is our goal. We are building India's 1st National Helpline for anti-trafficking. We are using mass media to educate and assist. And we are rolling out a physical rural village program to high risk areas, educating fathers, mothers, and school age boys and girls.

During the last year we commissioned ground breaking research on the behaviour of fathers letting their girls go with traffickers, and young migrant men visiting brothels. Behavioural psychologists found that fathers and migrant men in particular make short term decisions, while expecting negative long term consequences. Our education and mass media campaigns are therefore focused on being a good father, and a responsible young man. We give men a fine reputation to live up to, allowing us to engage with them in a positive light. After a successful pilot period, we will be scaling up our village outreach program ver the following year.

REBRANDING

On page 3 and 4 you are seeing the first look of the rebranding of the My Choices Foundation and its two major Operations: Operation PeaceMaker and Operation Red Alert. We will be launching the new website and elaboration of the rebranding very soon. We can't wait to share the news!

Follow our updates for news on the launch of The My Choices Foundation website!

REPORT CONTENTS

Founders Note On Our Impact.....	Page 1 & 2
Foundation Overview.....	Page 3 & 4
Report Contents.....	Page 5
Impact Snapshot.....	Page 6
Program Overview.....	Page 7 & 8
Peacemaker Profile.....	Page 9
Case Profile.....	Page 10
Geographic Reach.....	Page 11 & 12
Survivor Profile.....	Page 13 - 16
Abuse Profile.....	Page 17 - 24
Our Stories.....	Page 25 - 30
School Program.....	Page 31 & 32
Grassroots Awareness.....	Page 33
Mass Media Awareness.....	Page 34
Our Updates.....	Page 35
Funding.....	Page 36

IMPACT SNAPSHOT



OPERATION PEACEMAKER

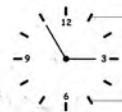


OVER **3 YEARS** OF WORK
FOCUSED IN TELANGANA, INDIA



60+ PEACEMAKERS
AND **6** COUNSELORS

1,400+ CASES HANDLED



64,735 FIELD HOURS SPENT
SUPPORTING SURVIVORS OF
VIOLENCE AND THEIR FAMILIES

9,250 COMMUNITY MEMBERS
AND SCHOOL GIRLS TRAINED



IMPACTING SEVERAL THOUSANDS
MORE FAMILIES AS AN EXTENSION
OF OUR WORK

PROGRAMS OVERVIEW

SCHOOLS PROGRAM

OPERATION PEACEMAKER HAS TRAINED 8 PEACEMAKERS SPECIFICALLY TO RAISE AWARENESS AMONG SCHOOL GIRLS AGES 12-17 YEARS OLD. ENDEAVORING TO END ABUSE BEFORE IT BEGINS IN THE LIVES OF YOUNG GIRLS, THE SCHOOL PROGRAM BRINGS EDUCATION ON GENDER EQUITY, DOMESTIC VIOLENCE, SEXUAL ABUSE, CHILD MARRIAGE AND HUMAN TRAFFICKING.

PEACEMAKER PROGRAM

OPERATION PEACEMAKER WAS FOUNDED FIRST AND FOREMOST TO REACH THOSE EXPERIENCING DOMESTIC VIOLENCE WITH SERVICES THAT WOULD EMPOWER THEM TO BE EDUCATED ON, REALIZE, AND UTILIZE CHOICES THAT CAN FREE THEM FROM ABUSE. THESE SERVICES ARE FREE COUNSELING, RIGHTS EDUCATION AND LEGAL AID AND ARE PROVIDED THROUGH WONDERFUL, LOCAL WOMEN FIELDWORKERS WHO WE CALL PEACEMAKERS. PEACEMAKERS ARE AT THE CORE OF EVERYTHING WE ARE ABOUT AND DO.

GRASSROOTS AWARENESS

OPERATION PEACEMAKER RUNS COMMUNITY AWARENESS BUILDING EVENTS CALLED BASTI (COLONY) MEETINGS TO REACH OUT TO THE GREATER COMMUNITIES SURROUNDING OUR COUNSELING CENTERS. WHILE OUR PEACEMAKERS WORK TO TRANSFORM HOMES FROM THE INSIDE OUT, THESE MEETINGS GIVE THEM THE CHANCE TO SPEAK TO OTHER STAKEHOLDERS IN SOCIETY AND HOPEFULLY ENCOURAGE A MORE PERVASIVE, COMMUNAL TRANSFORMATION.

MASS MEDIA AWARENESS

OPERATION PEACEMAKER IS AT ITS CORE A GRASSROOTS SERVICE PROVIDER FOR THOSE WHO NEED PRACTICAL, TANGIBLE HELP. WHILE WE ADVERTISE OUR SERVICES THROUGH VARIOUS MEDIA CHANNELS, MASS MEDIA IS NOT A CORE TARGET FOR OUR RESOURCES. WE HAVE, HOWEVER, RUN A COUPLE OF SUCCESSFUL CAMPAIGN AT THE MASS MEDIA LEVEL. MOST NOTABLY, THE MY CHOICES FOUNDATION'S #RESPECT2PROTECT CAMPAIGN WHICH RAN PHASE 1 IN MARCH - APRIL, 2015 AND PHASE 2 LATER IN THE YEAR, BECAME A VIRAL SUCCESS IN INDIA.





60 ACTIVE PEACEMAKERS
35+ TO BE ADDED IN 2015

64,735
FIELD HOURS



11.7 HOURS PER
WEEK ON AVERAGE

AVERAGE CASE LOAD PER
PEACEMAKER



MARRIAGE
● 78% Married
● 14% Unmarried
● 2% Divorced
● 3% Widowed



AGE
● 5% Age 55-60
● 10% Age 45-55
● 35% Age 35-44
● 37% Age 25-34
● 13% Age 18-24



EDUCATION
● 10% 5th-8th Grade
● 41% SSC (10th Grade)
● 19% Intermediate (12th Grade)
● 25% Bachelors
● 5% Masters

PEACEMAKER PROFILE



REFERRAL NEEDED? *

NO

FIELD SUPPORT NEEDED?

YES NO



* Case referrals are made when Operation PeaceMaker cannot adequately support a client either due to geographic or specialist inadequacy factors. Case referrals are made to trusted Operation PeaceMaker partners and are not included in our program data. Each referral is subject to extensive follow up by Operation PeaceMaker Counselors and/or Program Managers to ensure the quality of client support and client satisfaction.

DOES THE CASE REQUIRE SPECIALISED SUPPORT?

NO* COUNSELOR LEGAL

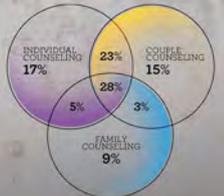
COMBINED SUPPORT



7.8 SESSIONS
Average # of sessions before case resolved

130 DAYS
Average # of days before case resolved

1.2% of all cases become legal cases. Legal cases follow a different course than non-legal cases, and do not have the same average timelines.



75% SUCCESS RATE.
(Cases finding peaceful solutions)

GEOGRAPHIC REACH



TOP 5 PEACEMAKER OUTREACH AREAS

MALAKPET	17%
NAMPALLY	17%
FALAKNUMA	12%
CHANDRAYANAGUTTA	7%
GOLCONDA	7%

2.3% OF CASES ARE OUT OF STATE.



TOP 15 AREAS WITH MOST CASES

FALAKNUMA	10%
CHANDRAYANAGUTTA	7%
SECUNDERABAD	5%
BAHADURPURA	5%
NAMPALLY	4%
MALAKPET	4%
BANDLAGUDA	4%
GOLCONDA	4%
YAKUTPURA	3%
SAIDABAD	3%
MOGHALPURA	2%
SANTOSH NAGAR	2%
BEGUMPET	2%
NAWAB SAHEB KUNTA	2%
VENKATAPURAM	2%

4.3% OF CASES ARE OUT OF CITY.

AVERAGE AGE
OF SURVIVOR**29 YEARS OLD AVERAGE AGE OF SURVIVOR****RELATIONSHIP**
OF SURVIVOR WITH PEACEMAKER**49% NO PREVIOUS ASSOCIATION****32% INTRODUCED BY FRIEND/FAMILY****14% FRIEND****4% FAMILY****1% NEIGHBOUR OR TENANT****EDUCATION**
LEVEL OF SURVIVOR**26% PRIMARY LEVEL****20% 7TH CLASS****1.4% 8TH CLASS****28% 10TH CLASS****20% HIGHER EDUCATION****5% NO EDUCATION****0.5% VOCATION TRAINING****OCCUPATION**
OF SURVIVOR**58% HOUSEWIFE****6.9% SEAMSTRESS****6.2% HOUSEMAID****6% OTHERS****4.1% TEACHER****2.7% BEAUTICIAN****1.9% DAILY WAGE EARNER****1.7% HELPER****1.2% NURSE****1.2% CORPORATE****HELP TYPE**
INITIALLY REQUESTED**80% FAMILY COUNSELING****62% PERSONAL COUNSELING****2.6% MEDICAL HELP****2.4% LODGE POLICE COMPLAINT****2.2% PROVID PROTECTION****1.5% FILE FOR RELIEF****0.6% RELOCATE TO SHELTER HOME****1.2% LEGAL HELP****0.4% OTHERS****83% OF VICTIMS HAD NEVER SOUGHT****ANY KIND OF HELP PRIOR TO SPEAKING TO A PEACEMAKER****SURVIVOR**
PROFILE

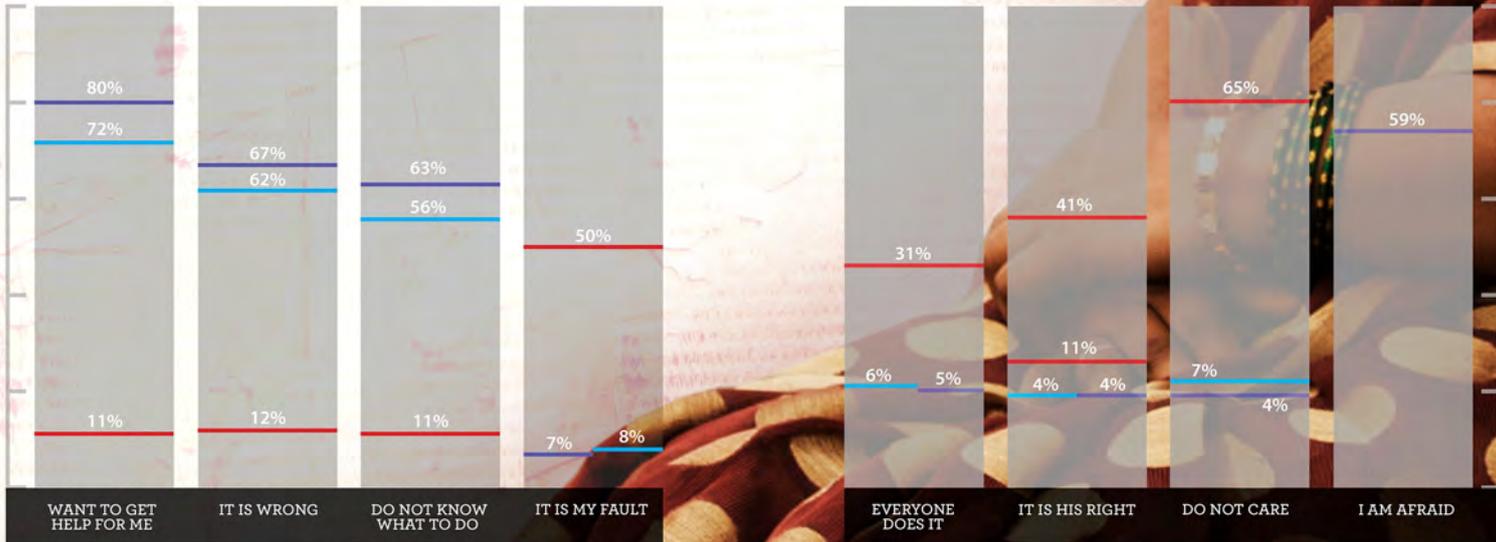
SURVIVOR PROFILE

In India, men as well as women have come to see much of abuse as acceptable or a normal part of life. For many men, they do not know any other way to show that they are in control or to express their frustration from economic or social pressure. After all, most of them were little boys who witnessed their fathers doing the same thing. For most women, it is considered their lot in life, just part of being a woman. After all, Indian women are valued for their forbearance, quiet acceptance, and patience, especially when applied to “protect” their families.

Thoughts on abuse are important to our work because they are the starting point of all our efforts, and the finish line in our clients’ success. Once women begin to understand their own value and agency, and men detach their masculinity from violence and control, stunning transformations of peace begin to unfold! Our work is done when women, men, families and society at large recognize the value of women and girls and any abuse or violence against them as morally and legally wrong.

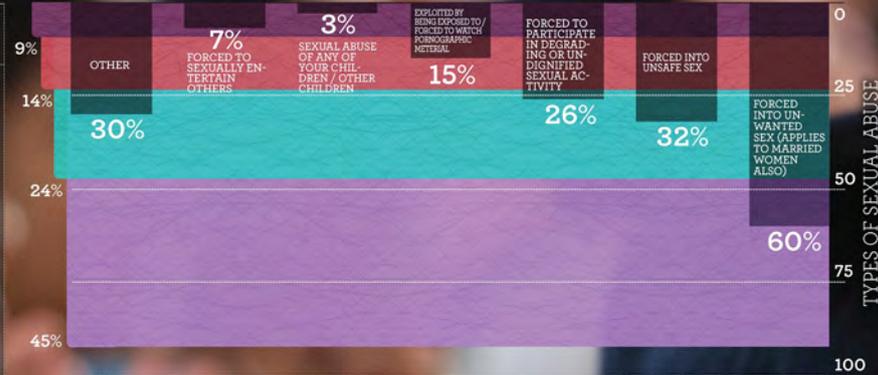
VIEWS ON ABUSE

- SURVIVOR'S THOUGHTS ON ABUSE
- PARENT'S THOUGHTS ON ABUSE
- IN LAW'S THOUGHTS ON ABUSE



ABUSE PROFILE

- LEVEL OF ABUSE**
- SEVERE
 - LOW
 - MEDIUM
 - HIGH



75% OF CASES INVOLVE PHYSICAL ABUSE



15% OF CASES INVOLVE SEXUAL ABUSE



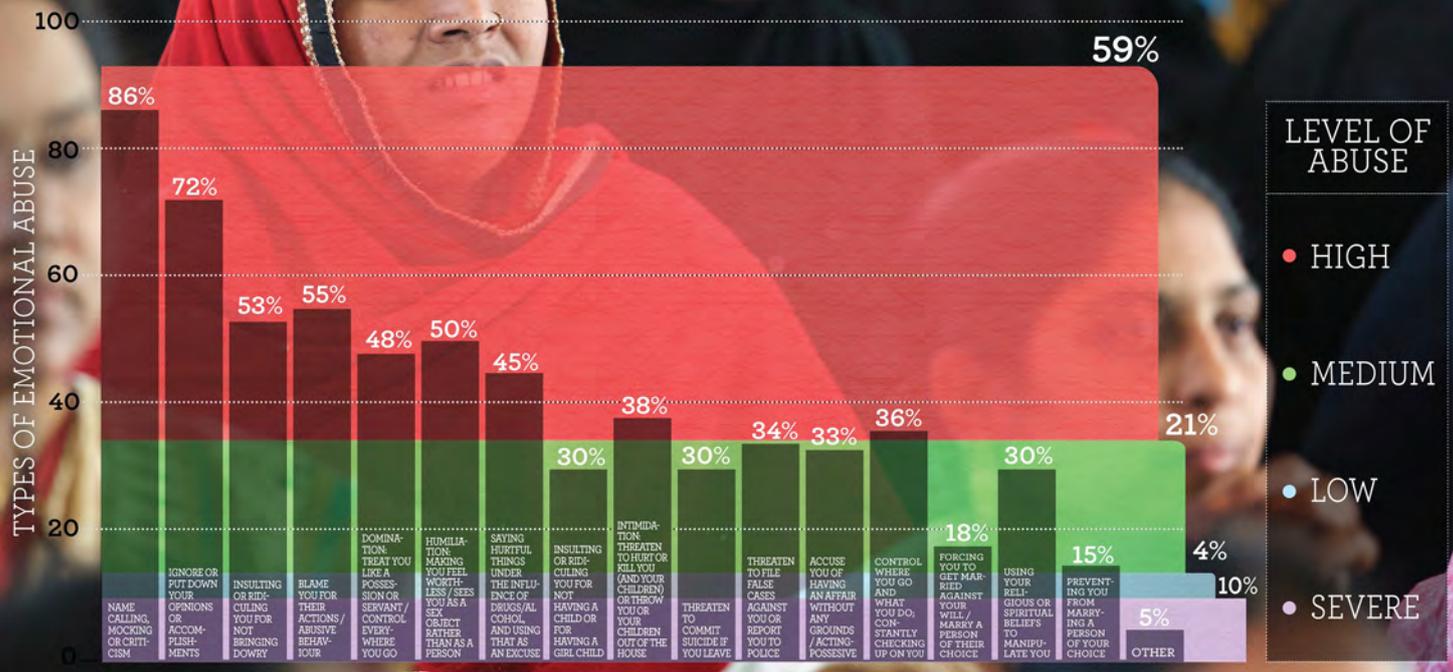
- LEVEL OF ABUSE**
- HIGH
 - MEDIUM
 - LOW
 - SEVERE

* PERCENTAGES ABOVE 100% INDICATE PREVALENCE OF MULTIPLE FORMS OF ABUSE. PERCENTAGES BELOW 100% INDICATE NO RESPONSE

ABUSE PROFILE



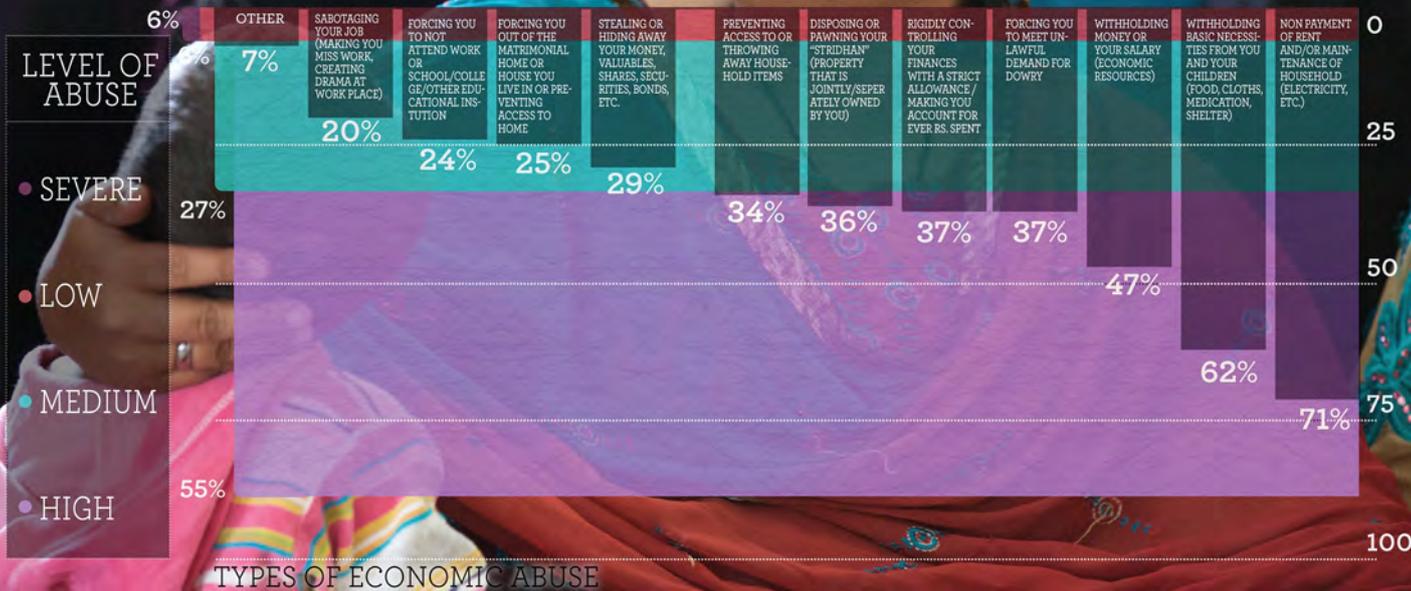
96% OF CASES INVOLVE EMOTIONAL ABUSE



ABUSE PROFILE



71% OF CASES INVOLVE ECONOMIC ABUSE



TYPES OF ECONOMIC ABUSE

ABUSE PROFILE

Operation PeaceMaker strives to be inclusive of every person affected by domestic abuse. Usually, the focus of these efforts is on the husband, because he is the perpetrator in 85.3% of our cases. We view men and boys as being at least 50% of the solution. Our greatest successes are when couples, or whole families, pursue peaceful solutions together.

“ I always thought Counselling is for weird people and I would never want to be considered weird. But now, after a session with a Counselor, I realized counseling is so very different from what I thought. If this is counseling I would like to be a part of it and build my broken relationship with my spouse.” - Operation PeaceMaker Client’s husband, a language translator in an Multi National Company (MNC) ”

* PERCENTAGES EQUAL MORE THAN 100 DUE TO MULTIPLE ABUSERS IN INDIVIDUAL CASES

FREQUENCY OF ABUSE

- 47% Daily
- 21% Situational
- 18% 2-5 Times per week
- 6% Weekly once
- 5% Few times per month
- 2% Monthly once



MADHURI AND MARTIN

“ASSERT YOURSELF AT THE OUTSET SO YOU DON'T WASTE EVEN A SINGLE DAY OF YOUR LIFE”

Madhuri and Martin* had a “love marriage”, meaning they chose to get married without their parents arranging any of it. They met and fell in love in university. Like most couples, they didn't think that love would change after marriage. Martin went on to be the kind of husband he saw modeled by his father, suggested in movies, and advised by his friends. He says these third party involvements made a huge impact on him.

Martin's mother is a government officer with a very respectable and influential position. Yet, his entire life Martin saw his father control his mother's every movement. She wasn't allowed to leave the house without his father's permission. Every small decision she needed to make must first be checked by her husband. She lived life completely by his terms and was subject to both verbal and physical abuse. This, to Martin, is what husbands did. Real men controlled their wives and acted suspiciously of their movements.

At work, in movies and TV shows, and through his friend's stories Martin became familiar with the idea that women were unfaithful to their husbands. He became sure that if a woman was given too much freedom, she was prone to finding men outside the house with whom to be unfaithful to her husband. So he didn't let Madhuri work, and he questioned everything she did. Because she was the kind of girl to have fallen in love in college, he accused her of being the kind of woman who would fall in love with other men if she was let out of the house too often.

As pressure at work mounted, Martin began taking out his frustrations on Madhuri. She would face embarrassing and violent episodes, and over time she began to feel defeated. She couldn't go anywhere because she had two daughters to look after.

After 14 years of building abuse, things came to a peak. Madhuri couldn't take it any more and left her house for the police station. She gave a petition, then went to stay with her parents without telling Martin where she was. This is the moment Martin describes as his “blast” or reality check. He didn't know what he would do without his wife. He couldn't imagine life without her. He felt scared and sorry.

All domestic violence cases brought to the police require 3 mandatory counseling sessions prior to the case being filed. Operation PeaceMaker is the Secunderabad Police's counseling partner on these cases. So when Madhuri walked in for

counseling, she met Operation PeaceMaker Counselor, Pearl Choragudi. This step of taking courage and taking a stand was Madhuri's turning point. There was no going back to the quiet, defeated woman she had lived as for 14 years.

Fortunately, when Madhuri came to Martin to ask him to come for counseling he took it positively! “Relationships are a process, you won't make it in one day”, says Martin, “Fighting isn't good... you must find the changes!” Martin realizes that he took his wife for granted for 14 years. He says, “I thought, once you're married where will she go?” speaking of his thoughts about Madhuri not being able to leave no matter what he did.

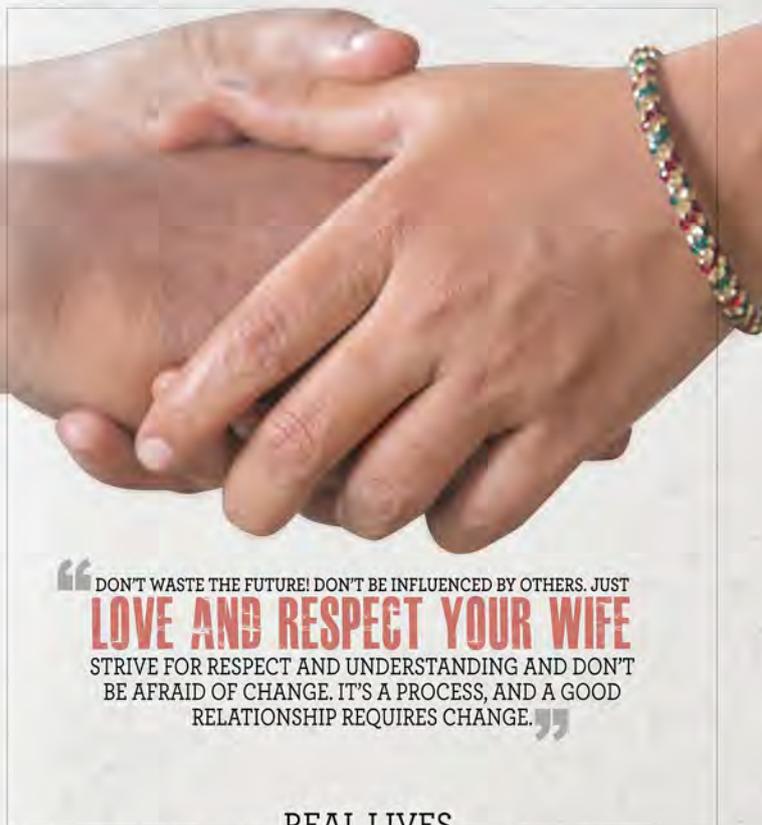
Martin recognizes that he displaced his insecurities, fears, and frustrations on to his wife. He says “you must accept your mistake, and look to the future and hope.” His core irrational beliefs, or as he calls them, “my musts, shoulds and have to's” were challenged and replaced by rational beliefs. What excites Martin the most is the idea of a new future. He points out the revelation that there is love after marriage, not just before.

Now, Madhuri is in software courses prepping her to enter the workforce. Martin, who is only too excited to encourage change, pushes her to do new things outside the house all the time. Together, they have made the choice to send their two daughters to co-ed school so that they learn to handle themselves around boys. They are teaching them to be assertive, and stand up for themselves.

When asked what she would like people everywhere to know, Madhuri says: “Be courageous! Don't take abuse lying down. Assert yourself at the outset so you don't waste even a single day of your life! Asserting yourself is just standing up and opening a dialogue that must be opened to bring understanding. Above all, men, respect your wives! Give them the value they deserve!”

Specifically Martin would like to say to all men: “Don't waste the future! Don't be influenced by others. Just love and respect your wife. Strive for respect and understanding and don't be afraid of change. It's a process, and good a relationship requires change.”

* Madhuri and Martin wanted their real names used, but requested that their faces not be shown. The image here and on the cover of this report are of their hands.



“DON'T WASTE THE FUTURE! DON'T BE INFLUENCED BY OTHERS. JUST LOVE AND RESPECT YOUR WIFE STRIVE FOR RESPECT AND UNDERSTANDING AND DON'T BE AFRAID OF CHANGE. IT'S A PROCESS, AND A GOOD RELATIONSHIP REQUIRES CHANGE.”

REAL LIVES
OUR STORIES
 CHANGED FOREVER



I WANT TO TELL EVERY PERSON READING MY STORY
“TAKE COURAGE”

IN TELUGU THE WORD IS DHAIRYAM,
 ASSERT YOURSELF AT THE OUTSET
 SO YOU DON'T WASTE EVEN A
 SINGLE DAY OF YOUR LIFE!
 I MAY CRY WHEN TELLING
 MY STORY, BUT THEY
 ARE TEARS OF JOY!

REAL LIVES
OUR STORIES
 CHANGED FOREVER

SHRAVANI

I am changing my name for this story to Shravani. Shravani means “new beginnings”, and that is what I feel defines my story after finding Operation PeaceMaker. I have been given a new beginning after 9 years of hopelessness.

The story of my new beginning started the moment I really thought I reached my end. I thought there was no way out of the abuse I had faced for 9 years, and that there was definitely no place for me in this world. I grew up with loving parents, but I never knew my life meant something.

My parents are old now, and poor, but they are still generously involved in our community. They try to help others whenever they can. My father was always very dotting, taking me anywhere I needed to go on his scooter and looking after my needs. I was very sheltered. They are good people, but they raised me to be very shy and to look at a woman's life as something handed to her that she must just accept.

As a woman, I thought I must accept my lot in life. Whatever happens, just accept it quietly. Moreover, as a woman who has no brothers, who has two mentally challenged sisters and who suffers a physical disability from polio myself, I thought I should never question what I'm given. So when a man came to ask my parents for my hand in marriage, we all celebrated that anyone would want to marry me! Then I realized why. He had strategically chosen me because he knew I was the type who would never stand up for myself, and he wanted someone who was easy to control.

From the first day of marriage I faced physical, emotional and economic abuse. He knew I was shy. I was afraid of society; too afraid to even walk alone on a public sidewalk. He made me terrified to step out of the house. He would tell me that I was built provocatively and I was especially likely to get harassed and taunted by strangers. There was nothing I could do. Nothing to change myself to stay safe. So I stayed at home, under his thumb.

I had a lot of patience, but I reached my breaking point after 9 years of fear, shame and pain. I decided to exit by leaving this life. I bought insect poison and resolved to take my own life and that of my children. Who would want the children of a worthless woman? I knew I couldn't leave them in my husband's care, and if I wasn't there for them then no one would be. I tried taking my own life three times within a few months, but the poison wasn't strong enough.

That's when I met a PeaceMaker and came for counseling with Pearl at the Red Hills Counseling Centre. I can't forget the impact of Pearl telling me that my life, as a woman, mattered. She took a Rs.100 note, crumpled it then asked me how much it was worth. I told her it was still worth Rs.100. I got it! Even though I had been crumpled for 9 years by abuse and violence, my life's value still hadn't changed. That is the moment I decided I was going to do something. For the first time in my life I felt that I could do something, and I decided never to entertain the word suicide in my life!

I went home and told my husband he had to stop treating me like my life didn't matter. I stood up to him. He threatened to leave me, and when I did not back down he packed his bags and left for his sister's house. But his sister refused to let him stay with her. It made him furious to think he could be shelterless, and challenged by women! So he went to the train tracks and called me from there to threaten ending his life. I told him “Thank you for living these 9 years with me. I will thank God for crossing our paths and consider this the time up on us being together”, and I hung up. He came back home defeated. What could he do? He knew I had help from Operation PeaceMaker if I needed it.

He chose me for my weakness, and never expected that I could be strong. The truth is, he is a weak man. He never thought I would stand up to him. When I decided that was not an option, that I will live, and I will fight for a better future for my children, there was just nothing he could do about it. He thought he was being masculine by being controlling and abusive. He is too proud to come in for counseling with Pearl, but I hope he will some day. There is no abuse in my life any more, I am going out of the house to work, and my husband has started to provide a little for our children, but there is a long way to go before I am satisfied.

My family has changed since I found help, and they have been a witness to the change in me. I am training my children to be courageous and assertive. Now if my husband and I argue behind closed doors, it will take my daughter and son maximum 30 minutes to come knock on the door. They will knock relentlessly until we let them in, and they will tell my husband to treat me well. The abuse my sister faces is even worse than what I went through, but she hasn't gotten any help yet. I plan to get her into counseling as soon as possible.

ALI PASHA AND SHAKERA

“ALI PASHA AND SHAKERA AGREE ON ONE MESSAGE TO TEACH THEIR TWO DAUGHTERS: “WHEN YOU MARRY YOUR LIFE PARTNER **WORK TOGETHER** BUILD ON TRUST, AND TAKE ALL DECISIONS TOGETHER.”

Shakera and Ali Pasha have been married for nearly 9 years. Today, Shakera is 21 years old and although Ali Pasha doesn't know his own age they estimate that he is 35 years old. They married at just 12 and 26 years old without any knowledge of how to communicate with each other.

Shakera quickly got pregnant and they had two daughters who are now 8 and 7 years old. Shakera also quickly started facing abuse in her marital home. As is the custom in their community, Shakera and Ali Pasha lived with his parents. From nearly the beginning of their marriage, his parents beat Shakera badly and emotionally abused her.

Ali Pasha had a drinking problem, and he refused to work. His parents blamed young Shakera saying that it was the stress she put on him that drove him to drinking and that it was her fault that she could not motivate him to work harder and contribute to the family income. His parents constantly threatened to throw Shakera out of the house. Twice she went to her parents, who are very poor, for help, but they were unable to support her after that. Shakera didn't know where to turn. In her marital home she was being abused and threatened, but she had no where else to turn and two children to think of.

Shakera felt that she couldn't speak to Ali Pasha or else he would also join in the abuse against her. Ali Pasha and Shakera never developed a relationship of communication. She couldn't even ask him to tell his parents that he had been an alcoholic for many years prior to their marriage so that they would know it wasn't at all her fault that he drank.

Finally, Ali Pasha's family told him that he would either have to start working or get out of their house. At the same time, Shakera met a PeaceMaker from her community and asked her for help to counsel her family. Shakera had no other options, Operation

PeaceMaker was the only place offering her free help through counseling that would help her make decisions at home. Fortunately, she found that Ali Pasha was also desperate for help and guidance at this time.

Together they have completed 6 counseling sessions with PeaceMakers and Senior Counselors. The transformation has been wonderful! Ali Pasha now has a job that brings in enough income to support his small family. He has also gotten a house for the 4 of them to live in separately from his parents. He is very proud to support his family, and has realized that peace at home means making decisions with and for his wife. He has no plans of moving his family back into his parents' house as he is happy that there is finally peace at home, and he knows that the peace has come because he and Shakera are now working together.

Ali Pasha says that it was powerful that both his side and Shakera's side of the story were listened to in counseling. He didn't know that he could work together with his wife. He had no idea that they could talk, share ideas, and make decisions together. Now, he is happy for her support. Shakera is understanding and makes adjustments when Ali Pasha has had work days as a daily wage laborer and isn't able to bring home as much money, and Ali Pasha is mindful of his wife's and daughters' needs and interests. They trust each other.

Both Ali Pasha and Shakera want more counseling sessions to learn how to grow closer and to manage their family better. They are very grateful for the peace in their household, and are willing to work together to maintain it. Ali Pasha and Shakera agree on one message to teach their 2 daughters: "When marry your life partner, work together. Build on trust, and take all decisions together".

REAL LIVES OUR STORIES CHANGED FOREVER



SCHOOL PROGRAM

OUR SCHOOL PROGRAMS ARE ABOUT SO MUCH MORE THAN DISCUSSING HYPOTHETICALS WITH YOUNG GIRLS. THESE ARE ISSUES THAT THEY FACE EVERY DAY. I ASKED A GROUP OF CHILDREN AGED 10 - 16 YEARS OLD WHAT PERCENTAGE OF STUDENTS IN THEIR SCHOOL WOULD HAVE SEEN WITH THEIR OWN EYES OR HEARD WITH THEIR OWN EARS THEIR FATHERS VIOLENTLY BEATING OR HURTING THEIR MOTHERS. AMONG ALL THE QUESTIONS I ASKED THEM ABOUT THEIR PEER EXPERIENCES, THIS WAS THE ANSWER THEY GAVE WITH THE MOST ABSOLUTE CONFIDENCE. 75%. NOR IS OUR PROGRAM JUST PREEMPTIVE. A COUPLE OF MONTHS AGO A 9 YEAR OLD CAME FORWARD IN ONE OF THESE SESSIONS TO ASK A PEACEMAKER IF SHE COULD GET HELP ENDING THE CONSISTENT SEXUAL ABUSE AND RAPE THAT SHE WAS SUFFERING FROM HER FATHER THAT BOTH HER MOTHER AND HER WIDER COMMUNITY KNEW ABOUT. THE YOUNG GIRLS WE MEET ARE STUCK IN A CIVIL WAR WITHOUT ANY WEAPONS TO FIGHT THEIR WAY THROUGH. WE'RE MAKING THEM LITTLE WARRIORS WITH THE TOOLS OF KNOWLEDGE, SELF BELIEF AND EXPOSURE TO TRUTH. WARRIORS FOR PEACE.

Hannah Norling, Marketing Head

ONE GIRL PULLED ME ASIDE AND ASKED ME "EVEN THOUGH I DON'T NEED YOUR HELP RIGHT NOW, WILL YOU BE THERE FOR ME LATER WHEN I DO NEED YOU?". I TOLD HER THAT EVEN THOUGH I MAY NOT BE THERE AT THAT TIME, THAT MY CHOICES WOULD BE THERE FOR HER IF SHE EVERY NEEDED US. SHE WAS SO RELIEVED TO KNOW THAT THERE WAS GOING TO BE SOMEONE THERE FOR HER TO REACH OUT IF SHE EVER GOT INTO TROUBLE.

Kranthi Ahron, Warangal Counselor



PHOTOS ON THIS PAGE SHOW ACTUAL PROGRAMS WHERE HIGH QUALITY PHOTOGRAPHY IS NOT ALWAYS POSSIBLE. WE HOPE YOU PREFER HIGH IMPACT TO HIGH RESOLUTION.



233 Hours spent by PeaceMakers training school girls



114 Schools Visited



7063 School Girls trained



GRASSROOTS AWARENESS

“I just want to help people. Women don't know their rights. Hallas [enough, the end!] Once you get married they say you must tolerate everything that the other women in your family had to tolerate. They say we all went through it, you must now go through it. They don't help us at all. Anything goes for them in the name of tradition and family values. What kind of values are these? This is happening, because women feel that they don't have a choice. They do have a choice, they just don't know it yet. Women have the right to stand up for themselves, but they don't. Women are always in hiding.

They hide themselves and their abuse at home. No wonder the men can do whatever they want, the women always keep it under wraps. Women need to come out of hiding and face their challenges, They don't have to sit silent anymore. I am very hopeful, and I'm positive. We [PeaceMakers] have become more confident with our success in finding peace. We can face challenges. We are used to them.” - PeaceMaker Anees Fatimah on the importance of reaching women with information on their rights.”



2183

Community
participants

68

Meetings conducted in
different communities



103

Hours Spent by Peacemakers
running awareness events

MASS MEDIA AWARENESS



**VIRAT
KOHLI
WILL
#RESPECT2PROTECT
WILL YOU?**

SIGN THE PLEDGE AT
WWW.MYCHOICES.ASIA

My
Choices

The My Choices Foundation believes that no solution to violence against women and girls is complete unless men and boys are a part of it. We believe in engaging men and boys not only because they are at least 50% of the solution to violence against women and girls, but because they too are victims to a system that mis-informs their ideas of masculinity and identity. We believe that by working together, we will not only end the horrific reality of discrimination, violence and abuse against women, but change the system that has created that reality.

We have been fortunate to get the support of India's most famous and beloved cricketers for a campaign to end violence and discrimination against women and girls. Superstar cricketers Virat Kohli and Suresh Raina along along with Ambati Rayudu and legendary former cricketer and current sport commentator Ravi Shastri all gave voice to a powerful message: That they will #Respect2Protect women and girls. Phase 1 of the campaign was met with viral success online as well as through Indian

TV news channels. Phase 2 of the campaign, starring Indian cricket captain MS Dhoni will be launch later in 2015 as a full fledged mass media campaign.

#Respect2Protect is a campaign essentially by Indian men, for Indian men, about how they can end discrimination and violence against women. It is a message that speaks to male participation and responsibility to care for women's safety without being patronizing or removing women's agency in their own lives. The voices of the Cricketers and every supporter have made one resounding pledge: To make respect for women and girls a normal priority.

#Respect2Protect is the first major campaign by the My Choices Foundation, but it is the culmination of the well established motto and principle that we believe in being inclusive of men and boys and prioritizing their role in change. There will be more campaigns to come, particularly around harnessing the joint responsibilities and benefits of men and women alike to #ChangeTogether and #WinTogether.

UPDATES



BHOPAL PARTNERSHIP

The My Choices Foundation has partnered with micro-finance organization, Samhita, to bring Operation PeaceMaker to North India. Training in Bhopal, Madhya Pradesh was completed in April for the first batch of PeaceMakers who will begin by reaching out to micro-finance clients, ensuring that they are not only living financially empowered lives, but lives free from abuse and violence. We, together with Samhita, hope that the existing network provided through the micro-finance structure will provide unequivocal access to groups of women, as well as a support system that allows collective transformation and support. In 2015 we expect to see this team grow, and innovate as is needed for the context of its geography. The scope of this project is massive with hundreds of thousands of potential clients accessible through the micro-finance program alone, and many more through these women's extended networks. This year, we will begin work in targeted areas linked to resource centres in three slums served by 15-20 PeaceMakers.



SECUNDERABAD CENTRE

Hyderabad and Secunderabad are known as the twin cities of Telangana, and until this year, Operation PeaceMaker has served both cities from 3 Counseling Centres around Hyderabad. Although our Centres are physically based in Hyderabad, many of our cases and beloved team members come to us from Secunderabad. We have long felt the need to become more local to Secunderabad, and this year we are thrilled to finally make it happen! Come December, we will be launching our very first Secunderabad Counseling Centre!



WARANGAL EXPANSION

Warangal Centre has been operating for a year with a team of 3 PeaceMakers, 1 Senior Counselor and 1 Program Coordinator. In the last year, this small team has accomplished stunning levels of impact, especially in awareness programs to schools and communities. With increased awareness in and around Warangal, the case load has risen and so too has the need to have a larger team. We are adding 15-20 new PeaceMakers to the Warangal Team, and looking forward to a deeper impact in Warangal District.



TRAINING CURRICULUM

Operation PeaceMaker programs rely on carefully trained teams capable of mastering the intricacies of counseling and supporting victims of abuse and their families. The training that our PeaceMakers and team go through, has been expertly put together and is carefully assessed on its ability to empower local women to become agents of change. Due to the care we take in training, expansion has often been slow when it is difficult to organize resources, trainers, and trainees at one time. This year the My Choices Foundation is launching a Training Curriculum to be used to expand the reach of the Operation PeaceMaker Training and make it more accessible within our team and to select partners. We hope that this not only helps our expansion initiatives, but can also be used to equip other organizations and individuals interested in the PeaceMaker Program.

FUNDING



PEACECRAFTER SUSTAINABILITY UNIT
www.shopmychoices.org



GRANT
APPLICATIONS



PEACEMAKER
SPONSORSHIP



CROWDFUNDING
CAMPAIGNS



2015 is an exciting year for My Choices as we make a big push towards securing a diverse funding base to support our core programs. We have four main channels through which we are working towards this. YOU can get involved with 3 out of 4 of them - email us to find out how!

The My choices foundation is a registered trust in India and a registered 501(c)(3) in the USA.

**STAY IN TOUCH &
FOLLOW OUR WORK!**



**OPERATION
PEACEMAKER**

www.mychoices.asia



@MyChoicesAsia



/MyChoices.asia



/MyChoices