



Stand. Speak. Empower.

Wear denim on Fridays in April as a visible sign
of support for ending sexual violence in our community.

Donate \$5.00 to the Denim Dollars Campaign

Stand.Speak.Empower is a call to action to prevent sexual and domestic violence in our community through education and public awareness. Get involved in the campaign during the month of April, Sexual Violence Prevention Month, by participating in the Denim Dollars campaign and to help change attitudes around sexual violence and to stand in support of survivors.

Did you know?

1 in 6 American women and 1 in 5 college students will be sexually assaulted. Sexual assault affects women and men, adults and children. Awareness of the epidemic in America has caused a 60% decline in sexual assaults in the last two decades, but even with this decline the statistics are still staggering—someone in the United States is sexually assaulted every 2 minutes.

How can I help make the Denim Dollars campaign a success?

Get involved on an individual basis, or with your workplace, school, university, community group, or with a group of family and friends!

- Participate in Denim Days by wearing denim on Fridays in April as a visible sign of support for the prevention of violence.
- Contact CFS to register at 856-964-1990 ext. 110 or email denimday@centerffs.org.
- Encourage everyone you know to wear denim on Fridays in April and make a suggested donation of \$5 to the Denim Dollars campaign
- Wear the Stand. Speak. Empower t-shirt as a show of support. Purchase shirts at centerffs.org
- Attend one of the Stand.Speak.Empower awareness events during the month of April - visit centerffs.org for more info

What does the Denim Dollars campaign support?

Proceeds will provide services to survivors of sexual violence in southern NJ. Your contribution to Stand.Speak.Empower makes it possible for Center For Family Services' SERV program to operate a 24 hour live sexual assault and domestic violence hotline, provide advocate accompaniments to hospital emergency rooms, police stations, college campuses, and to court, offer individual and group counseling, provide safe shelter for victims of domestic violence and their children, and implement a prevention program so that violence is no longer a public health epidemic.

History of Denim Day?

In 1998, an Italian Supreme Court decision overturned a rape conviction because the victim wore jeans, reasoning she must have helped her attacker remove them. Enraged by the verdict, the women in the Italian Parliament launched into action and protested by wearing jeans to the steps of the Supreme Court. Wearing jeans became an international symbol of protest against erroneous and destructive attitudes about sexual assault. Denim Day was launched in the United States in 1999 in California as a prevention education campaign. Since then, states across the country have joined in this effort. The State of New Jersey officially adopted Denim Day in 2010.