



DOVE CENTER
shelter - advocacy - counseling

Press Release

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Creative Giving Makes a Difference for Domestic Violence Survivors

St George, UT – August 3, 2015 – The small sign atop the front jewelry case in Annie’s Vintage Garden shop doesn’t lie: buying a bracelet from this case really *does* support victims of domestic violence. That’s because shop owner Annie Whitney has invited DOVE Center, a local non-profit, to use the case to raise awareness and a few extra bucks. Jewelry sales help fund the services DOVE provides to survivors of domestic and sexual violence.

DOVE Center has been selling previously loved jewelry through its *Reclaim the Beauty* campaign since 2011. The campaign collects donated jewelry and resells it, showing that unworn and discarded items can be reclaimed and loved again, a metaphor that mirrors the experience of many DOVE Center clients.

Collecting, sorting, and tagging jewelry is a time-consuming process. So when Annie offered to donate jewelry tags and her own staff’s time to help DOVE price and merchandise its jewelry, DOVE staffers embraced her offer. “Jewelry tags may seem like an inconsequential donation,” said **Adele Pincock, Outreach & Development Director**. “But this is one example of a creative way a local business can partner with DOVE to benefit survivors.” In-kind donations from businesses help free up DOVE time and money for other efforts. In this case, DOVE used the money saved on tags to create awareness bookmarks, which inform Vintage Garden customers about DOVE Center services.

In-kind donations are not the only way to support the DOVE Center’s mission. Ms. Whitney also decided to dedicate an entire storefront window to domestic violence awareness in October. Explaining her motivation, she said, “I believe everyone knows someone who is a victim of domestic violence.” The storefront display will encourage customers to look for and recognize the signs of healthy and unhealthy relationships. It will also emphasize the impact domestic violence has on communities, businesses, churches, and families. The deep purple display—the color of domestic violence awareness—will start October 1.

Keep your eyes out for DOVE Center volunteers and staff in front of Annie’s Vintage Garden the first Friday of every month, during the George First Friday Streetfest. If you have an idea for a community partnership or want to donate jewelry to the *Reclaim the Beauty* campaign, contact Annie Fuller at annie@dovecenter.org or visit www.dovecenter.org/get-involved/.

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Photo caption: DOVE Center jewelry case at Annie’s Vintage Garden.

Note for the editor: DOVE Center is a 501(c)(3) not-for-profit organization committed to providing safe, caring, and confidential shelter and advocacy and support for victims of domestic violence and sexual assault and to reducing the incidents of abuse through prevention education. For more information, go to www.dovecenter.org