

HER VOICE

Project Management: Community Awareness

04/08/2026



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TABLE OF CONTENTS



I. EXECUTIVE SUMMARY.....	1
II. INITIATING.....	4
A. Statement of the Problem	
B. Project Scope	
III. PLANNING AND ORGANIZING.....	6
A. Project Goals	
B. Human Resource Management Plan	
C. Schedule	
D. Quality Management Plan	
E. Risk Management Plan	
F. Proposed Project Budget	
IV. EXECUTION.....	13
V. MONITORING AND CONTROLLING.....	16
A. Monitoring	
B. Controlling	
VI. CLOSING THE PROJECT.....	18
A. Evaluation of Key Metrics	
B. Lessons Learned	
C. Recommendations for Future Projects	
VII. BIBLIOGRAPHY.....	20
VIII. APPENDIX.....	20

I. EXECUTIVE SUMMARY

3 years ago, we met a brave young high school student just like us—Abigail Beaty: —————> who endured 5 years in a controlling, abusive relationship. Her experience and courage revealed how many teens remain silent due to stigma, and a lack of understanding of what abuse can look like. In response, we created HerVoice, a youth-led 501(c)(3) nonprofit dedicated to addressing teen dating violence through education, awareness, and survivor storytelling. By focusing specifically on high school communities, HerVoice works to normalize conversations around abuse, while simultaneously empowering students and community members to recognize, and prevent abuse.



THE PROBLEM...AND HOW HERVOICE TOOK IT ON.

Domestic violence is defined as any pattern of behavior in a relationship that is used to maintain or gain power over an intimate partner. Many people tend to believe that abuse isn't domestic violence if it is not physical, and they don't get help as a result. In Loudoun County, Virginia, there is a misconception that domestic violence is less prevalent because it is a wealthy area, and as a result there is less attention on the topic, and on survivors. Students in the high school demographic specifically tend to ignore the issue due to this false stigma. Through our own surveys and research, we discovered the opposite: a dire gap of knowledge on resources, empathy, and survivor support—a gap Her Voice was determined to fill.

Nearly 1 in every 2 women and 1 in every 6 men experience some form of sexual abuse in their lifetimes.



- CDC National Intimate Partner + Sexual Violence Survey 23/24

Our mission is to educate and empower high school communities to recognize and address teen dating violence while supporting survivors through awareness, outreach, and fundraising. HerVoice raises awareness, supports The Loudoun Abused Women's Shelter Domestic Violence & Sexual Assault Services (LAWS), and reduces stigma through targeted events and survivor-centered outreach that help individuals recognize warning signs and take action.

GOALS

FUNDRAISING

- Raise \$6,000 for LAWS
- Donate \$20,000 after Give Choose Campaign + Matching

AWARENESS

- Reach 10,000 people through HerVoice events and outreach activities
- Gain 10,000 impressions on social media

COMMUNITY

- Have at least 40 volunteers across all HerVoice events
- Invite multiple guest speakers
- Partner with 10 local businesses to actively work against domestic violence

EXPANSION

- Work with at least 5 other schools in Virginia
- Release at least 5 *Her Voice, Her Story* Podcast episodes with 500 listeners in total

HUMAN RESOURCE MANAGEMENT PLAN



Sukhi Mahadevan
Co-President/Project Lead

Strengths & Skills: Networking, Communication, Leadership
Responsibilities: Organize and plan events, Communicate with event speakers and domestic violence representatives



Ved Bhandare
Executive VP/Project Lead

Strengths & Skills: Communication, Mathematics, Budgeting
Responsibilities: Track sponsor and vendor involvement, Evaluate awareness metrics, Create event concepts and promotional material



Ishita Sharma
Director of Finance/Project Lead

Strengths & Skills: Leadership, Analytical Thinker
Responsibilities: Track fundraising, Coordinate HerVoice events, Resource podcast guests + partner organizations and media outlets



PROJECT MILESTONES & TIMELINE

Visualize

Jun. - Jul.

- Preliminary Survey + Analysis
- Plan Project Timeline & Create HerVoice Website
- Recruitment of HerVoice BOD + Chapter Establishment
- Reach Out to LAWS with Project Plan

Outreach

Aug. - Oct.

- Create and Begin Promoting Sponsorship Plan
- India Independence Day Festival Booth
- Announce Project Plan on Instagram
- Purple x Pink DECA Social

Initiate

Nov.

- 1st Podcast with RHF
- WTOP Interview
- 2nd Podcast with Gender Studies Teacher
- Self Defense Class
- South Asian Herald Interview

Collect Funds

Dec.

- HerVoice Snowcoming Charity Gala

Educate & Evaluate

Jan. - Mar.

- 3rd Podcast with 1st Male Guest
- Power Through Paint Night
- Podcast w/ Epstein Victim 1, 2, & 3
- Donation of Check to LAWS
- Give Choose Campaign
- Evaluation of Project Results

QUALITY MANAGEMENT PLAN

Fundraising

- Monitor funds collected from various activities through Hack Club, School Cash, & Give Choose Platform

Awareness

- Track social media impressions
- Account for community participation at HerVoice events
- Measure impact through surveys to assign an awareness quality score

Community

- Use SignUpGenius, to track amount of event volunteers
- Through Google Form and Sheets, monitor business sponsors and levels

Expansion

- Identify number of different schools reached
- Track listeners of HerVoice Podcast

RISK MANAGEMENT PLAN

Problem:
Shortage of volunteers

Solution:

Promote need for volunteers with Stone Bridge clubs (DECA, National Honor Society, Key Club) before major events

Problem:
Lack of funds from fundraising activities

Solution:

Host multiple fundraising activities and partner with more businesses

Problem:
Lack of Podcast Interviewees

Solution:

Increase social media presence and connections across the community

BUDGET/EXPENSES

Item	Cost
Gala Space Rental	\$400
Gala Decoration	\$100
Tote Bags	\$50
Paint Night Decorations & Materials	\$50
Total Budget/Expenses	\$600

EXPECTED INCOME

Source	Amount
HerVoice Charity Gala	\$1,500
Business Sponsorships	\$3,000
Personal Donations	\$2,000
Other Events	\$100
Total Expected Income	\$6,600

INITIAL ESTIMATE

Estimated Initial Donation:
Expected Income - Expenses
\$6,600 - \$600

Estimated Initial Donation to LAWS:
\$6,000

Total Estimated Donation to LAWS = (Estimated Initial Donation + Estimated Give Choose Campaign Funds) x 2 Matching
Total Estimated Donation to LAWS = (\$6,000 + \$4,000) x 2 Matching

Total Estimated Donation to LAWS: \$20,000

MONITORING

Budget: To monitor our budget, we used Google Sheets to track how much we were spending as well as the amount we were receiving.

Schedule & Project Quality: To ensure that we stay on track and keep the quality of our project consistent, we created checkpoints both before and after each major milestone where we would monitor our key metrics.

CONTROLLING

Problem:
Many of our business sponsors from last year couldn't afford to pay or had gone out of business.



Solution Implemented:
We created a Corporate Sponsorship Plan and targeted IT corporations, a new set of businesses we had never reached before. Out of all of our sponsors, 4 businesses contributed over \$500.

Problem:
After initial promotion, many students expressed concern over the ticket price and attending the Snowcoming Gala.



Solution Implemented:
We lowered the ticket price to \$30 and offered a free tote bag to the first 50 students to purchase tickets. This generated a boost in sales and enthusiasm for the event, allowing us to sell 65 tickets.

EVALUATION OF KEY METRICS

Metric	Result
MONETARY FUNDS	\$86,644 Total Donated
SOCIAL MEDIA IMPRESSIONS	36,000 Impressions
PEOPLED REACHED	150,165 People
AWARENESS QUALITY SCORE	46 Point Average
EVENT VOLUNTEERS	46 Volunteers Total
BUSINESS SPONSORSHIPS	10 Businesses
SCHOOLS REACHED	8 Schools
PODCAST LISTENERS	1,620 Listeners

Initial Donation to LAWS: Income - Expenses = \$10,100 - \$650

Initial Donation: \$9,450

Total Raised for LAWS:

(Initial Donation + Give Choose Campaign Funds) x 2 Matching
(\$9,450 + \$33,872) x 2 Matching



Total Raised: \$86,644
333% higher than Matching Goal

LESSONS LEARNED



Initiating: Securing adult professionals and sponsors earlier would have stabilized funding sooner and reduced fundraising risk.



Planning & Organizing: We should begin marketing earlier and consistently use survivor-centered messaging to connect with our audience better.



Execution: Clearer role assignments and a single communication channel would improve execution efficiency without reducing event scope.



Monitoring & Controlling: Mandatory biweekly leadership check-ins would improve schedule control and faster decision making.

FUTURE RECOMMENDATIONS

1

PEER EDUCATING + TRAINING PROGRAM

To strengthen long-term impact, HerVoice should focus on education that continues beyond isolated events by partnering with LAWS to create a peer educator training program.

2

INTER-NATIONAL CHAPTER EXPANSION

HerVoice also has strong potential to grow beyond America by developing a standardized national chapter toolkit with event templates, fundraising guides, and guidance on handling sensitive conversations.

3

EXPAND MEDIA COVERAGE & RESOURCES

Future projects should expand media coverage and resources to reach parents, educators, and community members beyond student-led social media.

II. INITIATING

A. STATEMENT OF THE PROBLEM

DOMESTIC VIOLENCE... has plagued society for decades, but is often swept under the rug. Despite feminist movements in the 1950s, it remained largely unrecognized until the Violence Against Women Act of 1994. Domestic violence is defined as any pattern of behavior used to maintain or gain power over an intimate partner, encompassing eight forms of abuse: physical, sexual, emotional, financial, digital, sexual coercion, reproductive coercion, and stalking. Many wrongly believe that abuse isn't domestic violence if it's not physical. The stigma is so pervasive that it prevents many survivors from speaking up, and victims typically attempt to leave their abuser seven times before succeeding. This can be incredibly harmful towards their wellbeing, physical and emotional safety, and family.



THE MISCONCEPTION... exists that domestic violence is less prevalent in wealthy areas. To better understand this locally, we surveyed approximately 500 Loudoun County families about their knowledge of domestic violence and sexual assault. In 2025 alone, the Loudoun Abused Women's Shelter received over 1,100 hotline calls and 224 high-danger reports from law enforcement. The September 2024 murder of Mamta Kafle Bhatt in Northern Virginia further demonstrates that domestic violence is present in all populations regardless of wealth. Nationally, 1 in 3 women and 1 in 10 men experience domestic violence, with approximately 1,500 deaths annually. According to the National Institute of Health, 40% of women who died from domestic violence had tried to speak up in the two years prior to their death. **The barrier is not just fear—it is silence, ignorance of resources, and a system that too often fails to listen before it is too late.**

According to our preliminary survey only 42% could accurately identify all forms of DV/SA, and 68% reported personal experience with it.

68% reported personal experience with DV/SA



42% could accurately identify forms of DV/SA

B. PROJECT SCOPE

Purpose

HerVoice was created to confront domestic violence in Loudoun County by moving the conversation out of silence and into everyday community spaces where awareness can actually change behavior. The project is designed to educate, engage, and support: raising awareness about the full spectrum of abuse while ensuring survivors know where and how to access help. By partnering directly with the Loudoun Abused Women's Shelter Domestic Violence and Sexual Assault Services (LAWS), HerVoice bridges the gap between information and action, making support services visible, approachable, and relevant to the people who need them most.



Rationale

Domestic violence is often overlooked in Loudoun County due to the perception that it is a “low-risk” or “affluent” community, which creates stigma and discourages victims from speaking out. This false sense of immunity allows emotional, psychological, and digital abuse—especially among adolescents—to go unrecognized. HerVoice was created to address this gap by targeting both prevention and response. Through community events and survivor-centered conversations, the project challenges misconceptions, equips individuals to recognize warning signs early, and normalizes seeking help. Addressing the issue before it escalates is critical, particularly for teens who are still forming expectations around healthy relationships.

Expected Benefits & Beneficiaries

The project delivers both immediate and long-term benefits. Survivors benefit directly through increased awareness of resources, reduced stigma, and tangible support for LAWS programs, including legal advocacy and shelter services. Community members gain the knowledge and confidence to identify abuse, intervene safely, and support others. Adolescents benefit from early education that promotes healthy relationship norms, while LAWS benefits from increased visibility, donations, and community engagement. Ultimately, the broader Loudoun County community benefits from a more informed, proactive, and supportive environment where domestic violence is addressed openly and responsibly.



Demographics



Adolescence

In the teenage years, many people start to understand the significance of relationships and start to implement this idea of healthy relationships into their lives. With the youth starting to understand the importance of healthy relationships, branching out to this group of people to spread domestic violence awareness is vital. Adolescents often experience emotional, psychological, or digital abuse in dating relationships, so noticing and understanding red flags when it comes to domestic violence is crucial. Many do not understand the signs of domestic violence in a relationship and are fearful to speak up—as they feel they won’t be believed. For this reason, it is important to spread the word on recognizing harmful relationships through our podcast and events in collaboration with LAWS, allowing them to be more informed on domestic violence situations.



Adults

Adults are a crucial group when it comes to understanding this issue of domestic violence. Adults not only go through abusive relationships themselves, but they are also the parental figures for youth who may be going through it as well. Adults can also face many forms of abuse throughout their lives, which can significantly impact their financial care, childcare, social life, etc. Adults are also important for providing a safe space for their peers, and especially the people in their lives, so it is important they understand what to do in situations of domestic violence. By having special guests on our podcast and hosting adult-centered activities, we were able to spread information regarding red flags and information about what to do when noticing others in domestic violence relationships to many adults. The Power Through Paint Night helped us to spread awareness by giving a presentation on recognizing red flags in relationships in teenagers, so adults can watch out for their children.



III. PLANNING & ORGANIZING

A. PROJECT GOALS

To plan and organize a successful project, it first must have clear goals. Therefore, we created four SMART Goals (Specific, Measurable, Attainable, Relevant, and Time-Bound) to guide the project. We identified what our goal was, action we would take to achieve the goal, and specific metrics to measure our achievement of each goal.

FUNDRAISING

F Last year, we raised over \$4,000 for LAWS. To expand our impact, we set a goal of raising **\$6,000—a 50% increase**—between August 2025 and March 2026. We also planned a matching campaign through Give Choose, **combining corporate-funded initial matching funds with public donations to reach \$20,000**. Through this model, initial matching funds (IMF's) were matched during a limited campaign window from March 10-March 24, multiplying overall impact.

AWARENESS

A Our primary goal as a non-profit organization is to **raise awareness about domestic violence in the community across multiple age and gender groups**. We aimed to **reach at least 10,000 people in the community and beyond through our HerVoice events and outreach activities** both within and outside of schools plus gain a minimum of **10,000 impressions on social media**. To expand on this, we also planned to survey participants at our events to measure our impact on a personal level and ensure we were effective. Rather than having one event for multiple age groups, we targeted our different events and outreach activities to different age groups in order to reach a diverse audience.

COMMUNITY

C While raising awareness, we also wanted to get the community to **actively work against domestic violence and educate** them on what to do if they ever face it or meet somebody struggling with it. We made it our goal to have **at least 40 community volunteers** who would be able to support the cause by volunteering at activities and events. To educate and motivate bystanders, we also decided to invite **multiple domestic violence speakers**, and to expand our impact in the community, we wanted to **partner with at least 10 local businesses**, an increase from the 6 we had last year.

EXPANSION

E Last year, as a school project, we mainly focused on making an impact in the school and local community. However, now as a registered non-profit organization, we want to expand across Loudoun County and beyond school grounds. We made it our goal to **work with at least 5 other schools in Virginia**. To reach new audiences, we also planned to release at least **5 new episodes of our Her Voice, Her Story podcast**, where we interview victims and activists against domestic violence and sexual assault, and have a minimum of **500 total listeners per episode**.



B. HUMAN RESOURCE MANAGEMENT PLAN



Sukhi Mahadevan - Co-President/Project Lead

Strengths & Skills: Networking, Communication, Leadership

Responsibilities: Organize and plan events, Communicate with event speakers and domestic violence representatives



Ved Bhandare - Executive VP/Project Lead

Strengths & Skills: Communication, Mathematics, Budgeting

Responsibilities: Track sponsor and vendor involvement, Evaluate awareness metrics, Create event concepts and promotional material



Ishita Sharma - Director of Finance/Project Lead

Strengths & Skills: Leadership, Analytical Thinker

Responsibilities: Track fundraising events, Coordinate HerVoice events

Denise Beaty & Suman Kaur - Advisors

Strengths & Skills: Financial Experience, Leadership in Stone Bridge DECA

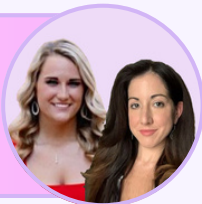
Responsibilities: Approve activities, Provide guidance and advice, Store funds raised



Leighanne Greenberg & Katherine Parker - LAWS Coordinators

Strengths & Skills: Communication, Connections with victims and resources

Responsibilities: Assist as the representative for financial and awareness causes, Organize speeches and presentations as guest speakers



Rithika Kanakamedala - Co-President

Strengths & Skills: Leadership Skills, Analytical-Thinker
Responsibilities: Contact interviewees for podcast, Lead events

Keaten Calic - Outreach Director

Strengths & Skills: Collaboration, Problem-solving Skills, Networking
Responsibilities: Collaborate with Stone Bridge Student Council Association, Reach out to student club officers

Nathan Ward - Director of Community Engagement

Strengths & Skills: Communication, Marketing Skills
Responsibilities: Market sponsorship plan to local businesses, Advertise within Stone Bridge students, Manage volunteers at HerVoice events

Siena Russo - Director of Events

Strengths & Skills: Event Management, Decorating Skills
Responsibilities: Organize operations of HerVoice major events, Plan event set up and decoration

Aditi Devarakonda - Briar Woods Her Voice Chapter Lead

Strengths & Skills: Event Coordination & Execution, Community Outreach Expertise
Responsibilities: Host two school awareness events, Mobilize Briar Woods community

Sahasra Godavarthi - Thomas Jefferson High School Her Voice Chapter Lead

Strengths & Skills: Strategic Partnership Development, Cross-school Network Building
Responsibilities: Attend all organizational events, Host two school awareness events, Coordinate Fairfax County outreach



C. SCHEDULE

i. Milestones

To keep our project focused and organized, HerVoice created the VOICE framework to guide everything we did this year. VOICE stands for Visualize, Outreach, Initiate, Collect Funds, and Educate & Evaluate—the five main ways we built awareness, connected with our community, and supported the Loudoun Abused Women's Shelter (LAWS). Using the VOICE framework helped us stay consistent and ensure our project had real purpose, creating lasting impact through education, storytelling, fundraising, and community involvement.

ii. Timeline to Reach Each Milestone

VISUALIZE - Our first milestone was to visualize the problem by gathering data on domestic violence and sexual assault in Loudoun County. We conducted preliminary research using national and county data, met with the LAWS DV+SA Services team, analyzed our podcast episodes, and interviewed students about their understanding of these issues.

OUTREACH - We conducted inclusive events across all demographics through our social media and presence at the NoVA India Independence Day Fair. Simultaneously, we secured local business sponsorships through door-to-door canvassing, email campaigns, and formal proposal meetings, establishing sustainable funding while building grassroots relationships.

INITIATE - We informed the community through our *Her Voice*, *Her Story* Podcast, featuring conversations with survivors, field professionals, and bystanders. Simultaneously, we partnered with a local self-defense organization to deliver skills-based training for students, providing tangible prevention tools.

COLLECT FUNDS - Our fundraising generated direct financial support through our HerVoice Snowcoming Charity Gala. We leveraged multi-channel promotion including our DECA Chapter Schoology application, school-wide announcements across multiple schools and DECA chapters, as well as our own social media platform.

EDUCATE & EVALUATE - We shifted from awareness to action through a Paint Night with data-driven DV/SA presentations and additional podcast episodes. We also ran a targeted Give Choose campaign to drive matched donations. Our project concluded with a full evaluation of key performance indicators and the final donation to LAWS.

Preliminary Survey + Analysis - **June 15**

Planning Project Timeline & Create HerVoice Website - **July 1**

Recruitment of HerVoice Board of Directors + Chapter Establishment - **July 15**

Reach Out to LAWS with Project Plan - **July 31**

Create & Promote Sponsorship Plan - **August 1**

India Independence Day Festival Booth - **August 16**

Announce Project Plan on Instagram - **September 1**

Purple x Pink DECA Social - **October 18**

1st Podcast with RHF - **November 9**

WTOP Interview - **November 11**

2nd Podcast with Gender Studies Teacher - **November 15**

Self Defense Class - **November 19**

South Asian Herald Interview - **November 25**

HerVoice Snowcoming Charity Gala - **December 6**

3rd Podcast with First Male Guest - **January 7**

Power Through Paint Night - **January 11**

Podcast 4, 5, 6 with Epstein Survivors - **January 16, 17, 18**

Donation of Initial Funds to LAWS - **March 3**

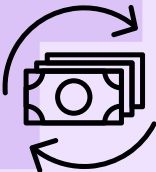
Give Choose Campaign - **March 20 to March 24**

Evaluation of Project Results - **March 25**

D. QUALITY MANAGEMENT PLAN

Throughout our project, we planned to keep track of several key performance indicators that were related to our four main FACE goals: fundraising, awareness, community, and expansion. For each indicator, we used one or more project management tools to track our progress, and we determined what outcomes we would consider poor, good, and successful. Using these indicators, we could understand our project's success and what we needed to change in our plans based on our Risk Management Plan.

FUNDRAISING

Performance Indicator #1	Project Management Tools Used	Rating	
Funds Collected + Matched 	Hack Club, School Cash, & Give Choose: Hack Club is the financial management application we used to receive, store, and transfer amounts for our non-profit organization. We mainly tracked personal donations and business sponsorship invoices through this system. School Cash is Stone Bridge High School's financial management system through which we tracked ticket sales of our HerVoice Snowcoming Charity Gala among students of Loudoun County Public Schools. We also used Give Choose's platform to track donations on Give Choose Day.	Poor	<\$20,000
		Good	\$20,000 to \$25,000
		Success	>\$25,000

AWARENESS

Performance Indicator #1	Project Management Tools Used	Rating	
Social Media Impressions 	Instagram Analytics: For each form of content we put out on our HerVoice Instagram account—such as stories, posts, or reels,—we were able to see the number of views, likes, and comments, which we tracked throughout the project.	Poor	<80,000
		Good	100,000 to 120,000
		Success	>120,000

Performance Indicator #2	Project Management Tools Used	Rating	
Attendance at HerVoice Events 	Google Forms & School Cash: Due to the limited spots at our HerVoice Self Defense Class and Power Through Paint Night, we put out an RSVP Google Form where individuals could reserve their spot at these events and we could collect demographic information. For our HerVoice Snowcoming Charity Gala, we tracked attendance through the number of ticket sales on the School Cash financial system.	Poor	<10,000
		Good	10,000 to 12,000
		Success	>12,000



Performance
Indicator #3

Project Management Tools Used

Rating

Awareness Quality Score



Typeform Survey: To track the quality of awareness and not just the quantity of it, we had each individual who attended our HerVoice events fill out a feedback survey. Each survey had 10 questions with a Likert Scale from 1 (Completely Disagree) to 5 (Completely Agree). We then summed the values from each question to get an awareness score out of 50 for each participant, allowing us to see the effectiveness of our events and what areas we needed to improve.

Poor

<40

Good

40 to 45

Success

>45

COMMUNITY

Performance
Indicator #1

Project Management Tools Used

Rating

HerVoice Event Volunteers



SignUpGenius: Through SignUpGenius, volunteers could sign up for specific roles for each HerVoice Event. This application allowed us to effectively track the number of volunteers we have and how many we need.

Poor

<40

Good

40 to 45

Success

>45

Performance
Indicator #2

Project Management Tools Used

Rating

Business Sponsorships



Google Forms/Sheets & Hack Club: We created a Google Form auto-linked to a Google Sheet for sponsorships, creating a simplistic method of tracking the information and sponsorship level for each business. Through Hack Club, we were able to send invoices to businesses who wanted to pay online and track payment.

Poor

<10

Good

10 to 15

Success

>15

EXPANSION

Performance
Indicator #1

Project Management Tools Used

Rating

Number of Different Schools Reached



Typeform Survey: For our feedback survey for the HerVoice Snowcoming Charity Gala, we decided to have one of the questions ask which school the participant was from. With this, we would be able to see how many students from each school participated.

Poor

<5

Good

5 to 7

Success

>7



Podcast Listeners



Spotify Analytics & Microsoft Teams: For each podcast we released on Spotify, we were able to see the number of views per episode and the popularity of each episode over time, which we tracked throughout the project. We created our performance indicator rating based on the total listeners across all of our episodes since August. We also used Microsoft Teams to function as a centralized hub by organizing communication between team members and guests for scheduling, question reviewing, and episode progress.

Poor

<500

Good

500 to 800

Success

>800

E. RISK MANAGEMENT PLAN

To effectively create a Risk Management Plan, we evaluated our project's Strengths, Weaknesses, Opportunities, and Threats through a SWOT Analysis, so we could determine what problems we may encounter and what resources we have to tackle them.

SWOT Analysis:

STRENGTHS

- Strong presence on social media with 618 followers
- Consistent support from SB DECA and LAWS
- Diverse outreach channels
- Team trained and experienced in DV work

WEAKNESSES

- Overlapping of events with other clubs, chapter projects
- Dependence on collaborators' schedule
- Limited time and budget
- Heavy reliance on student availability

OPPORTUNITIES

- Student volunteers from DECA, NHS, Key Club
- Connections with local representatives and advocates of domestic violence
- Personal connections with small businesses

THREATS

- Stigmatized nature of domestic violence and sexual assault as topics
- Hesitancy of community members and survivors to participate due to topic sensitivity

Specific Risks

Risk

Lack of Volunteers

Low Risk



Assessment/Impact

A shortage of volunteers would hamper the efficiency of our project as we constantly need help for running our various activities. This would **impact** our project by preventing us from achieving our goal of an engaged community.

Plan/Execution

To tackle this potential problem, we planned to heavily rely on project management tools such as SignUpGenius and promote our need for volunteers in Stone Bridge's National Honor Society and Key Club, an **opportunity** we identified in our **SWOT Analysis**. We would promote our volunteer opportunities before our major events like our Self Defense Class, Snowcoming Charity Gala, and Power Through Paint Night.



Lack of Funds

Medium Risk



With a high goal of raising \$6,000, a lack of funds would harm our project and potentially lead to this goal being unachieved. This would **limit** the contribution that our project makes towards the LAWS Domestic Violence & Sexual Assault Services.

We planned to spread this risk, by partnering with more local businesses through sponsorships and partnerships, one of our **opportunities** from our **SWOT Analysis**, we would have a more secure source of fundraising over individual donations

Lack of Podcast Interviewees

High Risk



One of the **threats** of our project is that victims of domestic violence may be hesitant to participate due to how sensitive and stigmatized the topic of our project is. Without victims to interview, we would not be able to fulfill our goal of empowering victims and providing support for those who may still be facing violence.

To mitigate this problem, we would use our **strength** of our social media presence and connections we have with community representatives to reach out to promote our need for interviewees for our podcast and contact victims in a secure way.

F. PROPOSED PROJECT BUDGET

We created our budget based on the income we expected to get from our fundraising activities, and by subtracting our budget from our expected income, we were able to calculate how much would be donated to the LAWS Domestic Violence Sexual Assault Services and if we were reaching our goal of \$6,000 fundraising goal. In addition, we structured our financial plan to build initial matching funds (IMF's), combining HerVoice fundraising and corporate contributions to maximize impact through the Give Choose campaign and amplify total funds raised.

Budget:

• Gala Space Rental	\$400
• Gala Decoration	\$100
• Tote Bags	\$50
• Paint Night Materials & Decor	\$50

Total Budget **\$600**

Expected HerVoice IMF's

• HerVoice Charity Gala	\$1,500
• Personal Donations	\$2,000
• Business Sponsorships	\$3,000
• Other Events	\$100

Total Expected Income **\$6,600**

Estimated Initial Donation to LAWS: Expected Income - Expenses - \$6,600 - \$600

Estimated Initial Matching Funds: \$6,000

Total Expected Donation

(Estimated Initial Funds +
Estimated Give Choose Campaign
Funds) x 2 Matching:
(\$6,000 + \$4,000) x 2 Matching



**Total Estimated
Donation to LAWS:**
\$20,000



IV. EXECUTION

V O I C E

VISUALIZE



Survey - June 15

The Her Voice team distributed a comprehensive survey to approximately 500 Loudoun County families via social media and email. The results revealed critical gaps in awareness of domestic violence forms, helping us visualize the urgency for increased education in our community.

Key Findings

42%

could accurately identify all forms of DV

28%

were aware of local resources like the Loudoun Abused Women's Shelter

68%

of respondents reported having personally experienced DV or SA

Website - July 1

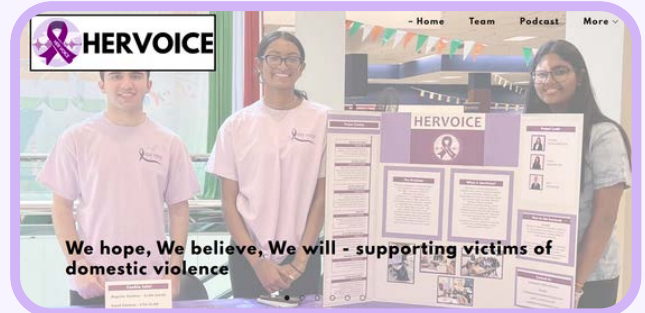
The Her Voice website served as our digital headquarters, centralizing project information, resources, events, a calendar, comprehensive resources on DV/SA, and a confidential contact page for survivors—streamlining our project management communications.

Recruitment of Board of Directors & Establishing New Chapters - July 15

To expand HerVoice's reach and build sustainable leadership, we launched a Google Form application process. After reviewing applications, project leads conducted in-person interviews to assess leadership potential and commitment. This enabled us to recruit dedicated board members and successfully establish multiple HerVoice chapters across the county.

Reach Out to LAWS with Project Plan - July 31

Throughout the project, we maintained clear communication with LAWS to ensure our efforts aligned with their needs and mission. We kept LAWS informed of our project plan, upcoming events, fundraising goals, and awareness initiatives, allowing them to provide guidance before execution.



OUTREACH



Create & Begin Promoting Sponsorship Plan - August 1

To scale our fundraising impact, HerVoice developed a tiered sponsorship plan with Bronze, Silver, and Diamond levels and distributed it to local businesses across Loudoun County through consistent outreach. This structured approach reinforced HerVoice as a credible, community-backed initiative.

India Independence Day Festival Booth - August 16

At the India Independence Day Festival at Dulles Town Center, we partnered with Anna Sudha Community Kitchens to set up a booth at this event, selling purple-decorated cookies and educating attendees on domestic violence red flags through informational tri-folds.

Sponsorship Outcome

\$4,400

Funds Raised

10

Businesses Reached



**Festival
Booth
Outcome**

\$700

Funds Collected

50

People Reached

25,500

Social Media
Impressions



Purple x Pink DECA Social - October 18

We then conducted our Pink x Purple Pumpkin Painting session, bringing together domestic violence and breast cancer awareness through collaborative presentations that explored how these issues intertwine. Students painted pumpkins with encouraging messages for survivors to give them holiday cheer while learning about resources and ways to get involved, including starting their own chapters.

Event Outcome

11,000

Social Media
Impressions

30

Participants



INITIATE



Introducing an International Lens with our 1st Podcast - November 9

To launch our podcast series for the year, we interviewed Hellen Tanyinga, the founder of the Rape Hurts Foundation, who shared her work supporting refugees and survivors of sexual trafficking in Nigeria. This episode expanded our scope beyond Loudoun County connecting local advocacy to the global crisis of violence against women, setting the tone for broader awareness and education. By opening with an international perspective, we highlighted how domestic violence and sexual assault requires collective action across borders.

Outcome

235

Listeners

WTOP Interview - November 11

Her Voice launched its media presence with an interview on Washington Top News, to introduce our mission to the DMV area. During the segment, we explained HerVoice's work, why the issue matters in Loudoun County, and how community members can support survivors. This interview served as a high-impact awareness push, reaching a large general audience outside of school-based outreach.

Outcome

150,000

Peopled
Reached

The Power of Gender Studies in our 2nd Podcast - November 15

We reached out to Ms. Jessica Burg via email, the first-ever Gender Studies teacher in Loudoun County Public Schools, to discuss how education can challenge gender norms that contribute to domestic violence and the importance of Title IX protections in preventing school-based sexual harassment. This connection led to Ms. Burg speaking at our Charity Gala and currently working to establish a HerVoice chapter at Rock Ridge High School, further expanding our advocacy network.

Outcome

220

Listeners

Self Defense Class - November 19

HerVoice hosted a self-defense class with Kore Self Defense to promote safety awareness and practical prevention skills, drawing 35 attendees including students, parents, and teachers. Participants learned defensive techniques for common threat scenarios, protection of personal space, and de-escalation strategies to recognize and reduce risk. We used the system from our Quality Management Plan to survey and assign an awareness quality score for our event.

**Event
Outcome**

43

Awareness
Quality Score

35

Participants

34,560

Social Media
Impressions

11

Volunteers



South Asian Herald Interview - November 25

We were then featured in the South Asian Herald, to spotlight our work and promote our inaugural Charity Gala. The article focused on the purpose of the gala, the importance of community-driven fundraising, and the need to stand behind survivors through visible, ongoing support. This feature helped us connect with a culturally specific audience, and initiate conversations about issues often left unspoken.

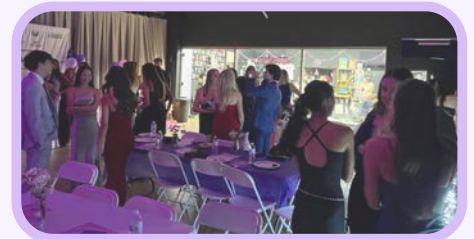


COLLECT FUNDS



HerVoice Showcoming Charity Gala - December 6

HerVoice hosted a Charity Gala to raise funds and strengthen community support for Loudoun Abused Women's Shelter (LAWS). The event raised \$2,000, with all proceeds directed to LAWS to support domestic violence and sexual assault response services. We sold 65 tickets by promoting the gala through social media, reaching out directly to family and friends, and advertising through the DECA Schoolology to increase student and parent visibility. The gala featured two guest speakers: Jessica Burg, who created the first-ever Gender Studies course in Loudoun County, and Katherine Parker, a LAWS representative who serves on the Sexual Assault (SA) team. These speakers helped connect awareness to real local resources while making the event more meaningful than a standard fundraiser.



Event
Outcome

47

Awareness
Quality Score

8

Schools
Reached

65

Participants

25

Volunteers

71,100

Social Media
Impressions

\$2,000

Raised

EDUCATE & EVALUATE



Breaking the Silence on Male Advocacy with our 3rd Podcast - January 7

Our first male guest, Trent Chemezov—a peer our age—spoke about advocating before the LCPS school board after several of his friends experienced sexual assault without administrative action. His perspective on Title IX challenges and the lack of male voices in these conversations helped shift the narrative that DV/SA is only a women's issue, reinforcing the importance of including boys and men in the solution.

Outcome

342

Listeners

Power Through Paint Night - January 11

HerVoice hosted the Power Through Paint Night, a canvas painting workshop for adults and older teens, in collaboration with Ashburn Art Classes. During the event, we shared a presentation with details about domestic violence in Loudoun County and Northern Virginia as well as why the issue matters and how individuals could support survivors. The mix of creativity and education made the topic more approachable and helped strengthen community engagement.



Event
Outcome

47

Awareness
Quality Score

35

Participants

33,000

Social Media
Impressions

10

Volunteers

Epstein Survivors Speak in our 4th, 5th, & 6th Podcast - January 16, 18, & 24

Across three episodes, survivors Marina Lacerda, Jena-Lisa Jones, and Anouska De Georgio, shared their experiences within the Jeffrey Epstein trafficking and assault network, as well as their current advocacy work. Their stories highlighted resilience and recovery while validating survivors and reinforcing the power of speaking out. The impact of these episodes was immense, reaching crowds of students and listeners that we have never had before.

Outcome

~517

Listeners per Episode

Donation of Initial Matching Funds to LAWS - March 3

This year, we exceeded our fundraising goal by over \$3,000, raising a total of \$9,450 for LAWS Domestic Violence & Sexual Assault Services and presented the check to Ms. Greenberg, Ms. Katherine Parker, and Ms. Elizabeth Fowley: crucial LAWS correspondants + workers.



Give Choose Matching Campaign: March 10 - March 24

To expand our impact, we used our initial matching funds and reached out to local business to donate to set up more initial matching funds for LAWS and establish a targeted Give Choose campaign following urgent shelter flooding. LAWS had a \$60,000 fundraising goal. Through social media and direct calls, including contacting over 100 individuals on Give Choose Day, we drove real time donations during the matching window. This contributed to an additional \$33,872 in direct donations to our initial amount, amplified by a challenge match of \$43,322 and additional incentives to generate \$86,644 in total.

Outcome

\$86,644

Total Raised through Project, 209 Gifts, & 3 Prizes

Evaluation of Project Results - March 25

On January 25, the HerVoice team reviewed key performance indicators related to awareness, fundraising, and expansion. We analyzed metrics such as event attendance, funds raised, media reach, and podcast listeners to measure impact. This process helped identify which strategies were most effective and informed future planning.

V. MONITORING AND CONTROLLING

A. MONITORING

Budget

To effectively monitor our budget throughout the project, we used Google Sheets as a way to track both the amounts we were spending as well as the amounts we were receiving. Purchases we made were simply logged in to a spreadsheet, allowing us to see the total expenses and adjust how much we would spend based on our budget. For our sponsorships, we had each business fill out a Google Form that was linked to a Google Sheet, so each contribution was automatically recorded, making it easier to monitor and reducing the chance of error.

Business Sponsorships			
Business Name	Owner/Manager First & Last	Sponsorship Plan	Payment Method
Swift Ascent, LLC	Alissa Resding	Silver Plan - \$200	Online - an
TheCoderSchool Ashburn	Ellen Hamel	Bronze Plan - \$100	Check - pay
Ignite the Light Theatre Academy	Tina Smothers	Diamond Plan - \$500	Cash - Pick
NT Concepts	Michele Bolos	Diamond Plan - \$500	Online - an
Coherence Learning	Aman Anand	Gold Plan - \$300	Check - pay
Corporate Sponsorships			
Business Name	Owner/Manager First & Last	Sponsorship Plan	Payment Method
VRN Technologies	Naveen Valeti	Diamond Plan - \$1,000	Online Don
Ashburn Art Clases	Chitra Bhandare	Diamond Plan - \$1,000	Check - pay
CompSci Prep	Chantilly Owner	Gold Plan - \$600	Check - pay
Thapsya School of Dance	Sudha Krishnamurthy	Silver Plan - \$500	Cash - Pick

Project Income		Expenses	
Item	Amount	Item	Amount
Sponsorships	\$4,400	Gala Space Rental	\$500
Personal Donations	\$3,050	Gala Decorations	\$25
Charity Gala	\$2,000	Tote Bags	\$100
Other Events	\$650	Paint Night Materials	\$25
Total	\$10,100	Total	\$650

Income & Expenses Spreadsheet

Sponsorship Tracking Spreadsheets

Schedule & Project Quality

The schedule and quality of our project were monitored through checkpoints we established before and after each phase. At each checkpoint, the HerVoice Project Leads and Board of Directors met to evaluate the key performance indicators of the phase that ended and plan what actions and measurements to take for the following phase. This allowed the project to stay on track with our timeline throughout the project and monitor our key performance indicators from our Quality Management Plan both before and after each phase.

PHASE #1



START CHECK ----- 06/15/25	END CHECK ----- 08/01/25
PERFORMANCE INDICATORS MEASURED • Responses on Preliminary Survey • Social Media Impressions on Preliminary Survey Promotion	

PHASE #2



START CHECK ----- 08/01/25	END CHECK ----- 11/01/25
PERFORMANCE INDICATORS MEASURED • Funds Collected from Sponsorships • Number of Business Sponsorships • Social Media Impressions on Project Plan Promotion • Attendance at Purple x Pink DECA Social	

PHASE #3



START CHECK ----- 11/01/25	END CHECK ----- 12/01/25
PERFORMANCE INDICATORS MEASURED • Listeners on 1st & 2nd Podcast • Social Media Impressions from Self Defense Class Promotion • Attendance at Self Defense Class • Awareness Score for Self Defense Class • Volunteers at Self Defense Class	

PHASE #4

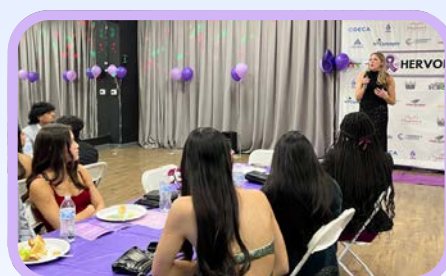


START CHECK ----- 12/01/25	END CHECK ----- 01/01/26
PERFORMANCE INDICATORS MEASURED • Funds Collected from Charity Gala Ticket Sales • Social Media Impressions from Charity Gala Promotion • Attendance at Charity Gala • Awareness Score for Charity Gala • Volunteers at Charity Gala • Number of Schools Reached through Charity Gala	

PHASE #5



START CHECK ----- 01/01/26	END CHECK ----- 03/25/26
PERFORMANCE INDICATORS MEASURED • Listeners on 3rd, 4th, 5th, & 6th Podcast • Social Media Impressions from Paint Night Promotion • Attendance at Paint Night • Awareness Score for Paint Night • Volunteers at Paint Night • Funds Raised through Give Choose Campaign + Matching • Evaluation of All Performance Indicators throughout the Project's Course	



B. CONTROLLING

To prevent any problem from impeding our goals, we created and implemented a plan to find an effective solution for every challenge we faced.

Lack of Sponsors

Assessment of Problem

When we began promoting our sponsorship plan, we learned that many of our sponsors from last year couldn't afford to sponsor again or had gone out of business. This posed a serious threat to our project with the potential of harming both our fundraising and community goals significantly.

Plan & Implementation

Originally, we had a standard business sponsorship plan ranging from \$50 to \$500. To tackle this problem, we created a Corporate Sponsorship Plan ranging from \$100 to \$1,000 for larger businesses such as IT corporations and franchises. This proved to be a success, as we attracted a new set of businesses and gained more than four new sponsors who contributed over \$500 individually.

Shortage In Ticket Sales

Assessment of Problem

After we first announced our Snowcoming Gala and promoted it on social media and through LCPS schools, we received a mixed reaction from students. Many students were unsure about buying tickets to an event they had not heard of before, and others expressed concern over the \$40 price per ticket. If we failed to take action on this problem, it could impact all of our goals in a drastic way.

Plan & Implementation

To prevent this, we decided to lower the price from \$40 to \$30 per ticket, making our ticket price similar to the school's Homecoming Dance. Additionally, we created an incentive by offering a free HerVoice themed tote bag to the first 50 people who buy tickets. This not only solved our problem, but created a large boost in ticket sales, and we were able to sell 65 tickets.

VI. CLOSING THE PROJECT

A. EVALUATION OF KEY METRICS

As the final task of our project, we looked back on all key performance indicators from throughout the project and measured our success based on the rating scale we developed in our Quality Management Plan. Overall, our project went above expectations with seven performance indicators rated as "Success" and one rated as "Good."

Key Performance Indicator	Result	Result Rating Based on Quality Management Plan		
Funds Collected + Matched	\$86,644 Total	Poor <\$20,000	Good \$20,000 to \$25,000	Success >\$25,000
Social Media Impressions	175,160 Impressions	Poor <90,000	Good 100,000 to 120,000	Success >120,000
People Reached through HerVoice Events & Outreach	150,165 people	Poor <10,000	Good 10,000 to 12,000	Success >12,000
Awareness Quality Score (across all events)	46 point average	Poor <40	Good 40 to 45	Success >45
HerVoice Event Volunteers	46 volunteers	Poor <40	Good 40 to 45	Success >45



Business Sponsorships	10 businesses	Poor <10	Good 10 to 15	Success >15
Schools Reached	8 schools	Poor <5	Good 5 to 7	Success >7
Podcast Listeners	1,620 listeners	Poor <500	Good 500 to 800	Success >800

Initial Contribution Breakdown		Expenses		HerVoice Initial Contribution (after expenses): \$9,450 Give Choose Campaign Funds: \$33,872 Donation Match: \$43,322 Total Funds Raised: \$86,644
HerVoice Charity Gala	\$2,000	Gala Space Rental	\$500	
Personal Donations	\$3,050	Gala Decorations	\$25	
Other Events	\$650	Tote Bags	\$100	
Business Sponsorships	\$4,400	Paint Night Materials	\$25	
Total Income: \$10,100		Total Expenses: \$650		

B. LESSONS LEARNED

INITIATING



During project initiation, HerVoice partnered with LAWS and school advisors, but limited early financial commitments required increased mid-project sponsorship outreach. Although this approach still resulted in exceeding our donation goal to LAWS, **securing adult professionals and sponsors earlier would have stabilized funding sooner and reduced fundraising risk.**

PLANNING & ORGANIZING



Surveys across Loudoun County guided event planning and fundraising priorities. Late promotion limited visibility for some events. In the future, we will **begin marketing earlier** and **consistently use survivor-centered messaging**, while continuing annual surveys to keep planning data-driven.

EXECUTION



HerVoice executed multiple DV/SA aligned events, including the Charity Gala and Power Through Paint Night, meeting attendance and awareness benchmarks. Some event-day delays occurred due to communication gaps. **Clearer role assignments and a single communication channel would improve execution efficiency without reducing event scope.**

MONITORING & CONTROLLING



The team tracked funds, volunteers, attendance, and awareness scores using shared tools, which supported transparency and accountability. However, inconsistent check-ins slowed coordination at times. **Mandatory biweekly leadership check-ins would improve schedule control and faster decision making.**



C. RECOMMENDATIONS FOR FUTURE PROJECTS



1 PEER EDUCATING + TRAINING PROGRAM

To strengthen long-term impact, HerVoice should focus on education that continues beyond isolated events by partnering with LAWS to create a peer educator training program. This program would train students to recognize abuse warning signs, respond to disclosures, and share trusted resources, allowing peer educators to lead presentations in classes & conversations through the year.



2 INTERNATIONAL CHAPTER EXPANSION

HerVoice also has strong potential to grow beyond Loudoun County by developing a standardized national chapter toolkit with event templates, fundraising guides, and guidance on handling sensitive conversations. This toolkit would allow students in other states and countries to launch chapters while maintaining consistent quality standards and building partnerships with their own local DV/SA organizations.



3 EXPAND MEDIA COVERAGE & RESOURCES

Future projects should expand media coverage and resources to reach parents, educators, and community members beyond student-led social media. Increased coverage through local newspapers and radio, along with a published resource guide distributed through schools and libraries, would extend awareness and provide lasting access to information—while reducing stigma on a larger scale.

We are currently in the process of starting a chapter in Rhode Island, working with community members to increase national access to resources on domestic violence and sexual assault as well as having 4 podcast episodes lined up with survivors, and the *World Without Exploitation* organization. **We hope, we believe, and we will** forever work to be inspired by survivors and to defeat this problem from society. We are just getting started—because together, there is nothing we can't accomplish.

—The HerVoice Team.

VII. BIBLIOGRAPHY

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VIII. APPENDIX

The group has meetings with its board of directors twice per month, and Kanakamedala said they're hoping to get more of their peers involved through volunteering. They're planning a gala, which will feature activities and guest speakers.

"It's really important that kids our age don't fall into the same kinds of patterns that a lot of adults might have faced when they were younger," Sharma said.

Meanwhile, Mahadevan said, their work aims to create meaningful conversations: "It's 2025, almost 2026, and these stigmas and preconceptions of DV and SA still exist."

Excerpts from WTOP Article

The group created "Her Voice, Her Story," a nearly hourlong podcast during which survivors of domestic violence share their stories. It's very focused, senior Ishita Sharma said. Nobody usually chimes in, except to ask a question.

"It's kind of a place where we give a lot of people the opportunity to have a voice, when a lot of other people said no to them and didn't want to hear their stories," Sharma said.

Anyone interested in sharing their story on the podcast can [fill out a form online](#).

For many people, Kanakamedala said, domestic violence is misunderstood. Some think it's "just physical. But we want to tell people that it can come in any form. There's a lot of different ways that you can see it develop. You want to find the red flags first."

Replied to you

Thank you so much for your quick response!! And not at all- it would be an honor for us to have you. We... more

Doesn't matter if you're small or big . What matters is that we use our voice as much as possible for many people and children

Response from Podcast Guest Marina Lacerda after recording

What the Work Has Taught a Teen Founder

Through her work, Mahadevan says she has learned three core lessons:

- Use privilege responsibly: "So many survivors lose faith in the legal system. If you have privilege, it's your responsibility to use it to help those who've had it taken away."
- Listening is critical: "True change starts with listening to victims—really listening—without judgment or skepticism."
- Domestic violence isn't just physical: "There are multiple forms of abuse. Emotional abuse, especially in teen relationships, is far too tolerated."

Perhaps most eye-opening, she says, has been just how common abuse is even among teens in suburban, high-income communities.

Excerpt from South Asian Herald Article

Thank You note from LAWS Representative after Charity Gala

Katherine Park... Dec 9, 2025
to me

Hey Sukhil!

Thank you so much for having me this past Saturday and for sending the pictures! I can't stress enough how much it means to see y'all actively fighting to prevent domestic & sexual violence and support survivors. I know as teens it can sometimes feel like your voice isn't heard, but trust me, it is. It gives hope to people in our field doing this work knowing that the upcoming generation sees this issue and recognizes the power they have to prevent it 🙏

Please let me know of any other events or collaborations we can support with! And if there's a specific topic you'd like covered on your podcast, let me know and we're more than happy to join/assist! And if there's anything I need to do donations-wise, please let me know.

Thanks again!

Katherine

