

# HER VOICE

**Project Management: Community Awareness**

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# TABLE OF CONTENTS



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

# 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

<b>Visualize</b> <b>Jun. - Jul.</b> <ul style="list-style-type: none"> <li>Preliminary Survey + Analysis</li> <li>Plan Project Timeline &amp; Create HerVoice Website</li> <li>Recruitment of HerVoice BOD + Chapter Establishment</li> <li>Reach Out to LAWS with Project Plan</li> </ul>	<b>Outreach</b> <b>Aug. - Oct.</b> <ul style="list-style-type: none"> <li>Create and Begin Promoting Sponsorship Plan</li> <li>India Independence Day Festival Booth</li> <li>Announce Project Plan on Instagram</li> <li>Purple x Pink DECA Social</li> </ul>	<b>Initiate</b> <b>Nov.</b> <ul style="list-style-type: none"> <li>1st Podcast with RHF</li> <li>WTOP Interview</li> <li>2nd Podcast with Gender Studies Teacher</li> <li>Self Defense Class</li> <li>South Asian Herald Interview</li> </ul>	<b>Collect Funds</b> <b>Dec.</b> <ul style="list-style-type: none"> <li>HerVoice Snowcoming Charity Gala</li> </ul>	<b>Educate &amp; Evaluate</b> <b>Jan. - Mar.</b> <ul style="list-style-type: none"> <li>3rd Podcast with 1st Male Guest</li> <li>Power Through Paint Night</li> <li>Podcast w/ Epstein Victim 1, 2, &amp; 3</li> <li>Donation of Check to LAWS</li> <li>Give Choose Campaign</li> <li>Evaluation of Project Results</li> </ul>
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## 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

<b>Problem:</b> Shortage of volunteers	➔	<b>Solution:</b> Promote need for volunteers with Stone Bridge clubs (DECA, National Honor Society, Key Club) before major events
<b>Problem:</b> Lack of funds from fundraising activities	➔	<b>Solution:</b> Host multiple fundraising activities and partner with more businesses
<b>Problem:</b> Lack of Podcast Interviewees	➔	<b>Solution:</b> 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
<b>Total Budget/Expenses</b>	<b>\$600</b>

## EXPECTED INCOME

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

## 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.