



Higher GroundSM

NCJW's Domestic Violence Campaign

www.ncjw.org/higherground



FREQUENTLY ASKED QUESTIONS

Why Everyone Can and Should Participate in Higher Ground

WHAT IS HIGHER GROUND?

Higher Ground: NCJW's Domestic Violence Campaign is a national effort to end domestic violence by improving the economic status of women. Grounded in the understanding that economic security is critical to women's safety, Higher Ground educates and mobilizes advocates, community-members, and decision-makers to promote progressive policy solutions that champion women's economic autonomy.

WHAT WILL THE CAMPAIGN'S ACTIVITIES LOOK LIKE?

Higher Ground is a multi-faceted campaign, including education and advocacy. Because financial security is not the first thing people think of when they hear the term domestic violence, Higher Ground will engage NCJW's coalition partners and local sections to help illuminate this aspect of intimate partner violence.

In addition, Higher Ground will be home to NCJW's advocacy work on public policy issues that directly relate to domestic violence, women's economic security, or both. For example, NCJW currently advocates raising the minimum wage, in part because 63 percent of workers earning the minimum wage are women. Through Higher Ground, NCJW will address this issue in new ways, perhaps by highlighting that earning only the minimum wage perpetuates a woman's low-income status and puts her at greater risk of intimate partner violence.

While women of all socioeconomic groups are victims of domestic violence, low-income women are most likely to be abused.

WHERE CAN I LEARN MORE ABOUT THIS CAMPAIGN?

Visit www.ncjw.org/higherground to learn about Higher Ground and the public policy issues it encompasses. Questions about Higher Ground can be directed to higherground@ncjwdc.org.

HOW DO I GET INVOLVED IN HIGHER GROUND?

The NCJW Action Center will serve as the primary hub for updates and action opportunities for individuals. Go to www.ncjw.org to join the NCJW Action Center or to add Higher Ground to your existing list of interests. And connect with the Higher Ground Campaign in your community by reaching out to a local NCJW section.

WHERE DO I GO TO FIND PEOPLE WHO WILL BE INTERESTED IN HIGHER GROUND?

Start with the NCJW community. NCJW sections, members, and supporters — especially those who have participated in domestic violence community service or advocacy work in the past — should be your most receptive audience. But don't stop there. Consider reaching out to people in your community who provide direct service for women and girls

through emergency shelters, soup kitchens, government agencies, schools, job training programs, and the like.

WHAT IF THE PEOPLE IN MY COMMUNITY ONLY WANT TO DO COMMUNITY SERVICE WORK?

All of NCJW's social change work employs four key strategies: community service, education, advocacy, and philanthropy. Higher Ground is no different. Bridging community service and advocacy is critical to ending domestic violence. Individuals who work with victims of domestic violence through a service project are your allies in this campaign and their experiences should inform your advocacy. Leverage their commitment and compassion, and use Higher Ground as an opportunity to highlight the important community service work these individuals are doing as well as to demonstrate the ease, importance, and impact of complementary advocacy work on long-term systemic change.

IS THERE A ROLE FOR PEOPLE WHOSE PRIMARY STRATEGY FOR SOCIAL CHANGE IS PHILANTHROPY?

Yes. One important way individuals can support the work of Higher Ground is by donating online at www.ncjw.org/donate.