



Scripps Family Impact Fund Awards Joyful Heart Foundation Over \$500,000 to Develop Image Based Abuse Initiative

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NEW YORK, NY - It is with enthusiasm and profound gratitude that the Joyful Heart Foundation announces over half a million dollars in funding from the Scripps Family Impact Fund to launch Joyful Heart's work to combat the surge of image based abuse (IBA). The Scripps Family Impact Fund, a family philanthropy group that targets a wide range of causes by supporting "big-impact" charitable projects, has selected women's initiatives as their area of focus for 2024. In past years, the Impact Fund has supported other vital causes such as the COVID-19 epidemic, journalism, health care and children's services.

"The funding the Scripps family has extended to us is truly extraordinary," says Mariska Hargitay, Founder and Board President of the Joyful Heart Foundation. "As the landscape of domestic abuse and sexual violence transforms with the increased availability of technologies that can profoundly harm survivors, we must create safeguards to eliminate the prevalence of these heinous forms of abuse. That means educating the public about the tools they need to protect themselves, and advocating for legislation that holds perpetrators accountable. These funds will assist us in helping lawmakers keep pace with the alarming growth of this form of abuse, and to create resources and space for survivors to heal from these horrific acts."

For two decades, Joyful Heart's work has ignited shifts in the way the public views and responds to domestic violence, sexual assault and child abuse, while also advancing policies and legislation to ensure access to justice for all survivors. Currently, domestic violence survivors report increased online abuse as their abusers share photos/videos in order to manipulate or control them. One in 12 adults in the US reported they had been victims of IBA. This violence results in real and profound harm, ranging from PTSD to suicide, job-loss to social isolation, physical assault to body dysmorphia and threats against friends and family.

"The Scripps Family Impact Fund grant to advance our efforts against image based abuse will be transformative for Joyful Heart," says Robyn Mazur, Executive Director of the Joyful Heart Foundation. "These funds will significantly expand and accelerate our reach, enabling us to multiply resources, opportunities, and advocacy initiatives in combating this escalating form of abuse. Moreover, we are honored and heartened to join the Scripps community of changemakers and thought leaders who have catalyzed so much positive change in our society with their visionary support."

“When the Scripps Family Impact Fund decided it would focus this year on combatting domestic violence, we knew it would be tough to narrow down the list of what was certain to be very compelling grant applications,” said Alex Bakkum, chief philanthropy officer for the Scripps family. “Sure enough, our board members were moved by the tremendous work of great organizations from coast to coast. But the remarkable mission and effective work of the Joyful Heart Foundation quickly stood out. It was easy – and satisfying – for the Scripps family to get behind their efforts in a meaningful way.”

If you would like an interview or additional comment by Robyn Mazur, please feel free to contact o.hall@joyfulheartfoundation.org to set up an interview. Additionally, you can learn more about the Joyful Heart Foundation’s Image Based Abuse Initiative [here](#).

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The mission of the Joyful Heart Foundation is to transform society’s response to sexual assault, domestic violence, and child abuse, support survivors’ healing, and end this violence forever.
www.joyfulheartfoundation.org