

SHARE YOUR BAGGAGE

WITH BÉIS

BACKGROUND:

41% of women in the United States have experienced domestic violence, and less than 40% of victims have sought help. Beis is a women owned and run company that is centered around providing luggage that delivers fashion, function, and affordably. Founder Shay Mitchell is known to support women, sexual abuse victims and human trafficking victims. Beis also has a strong, pre-established social media presence that will help us to push out the stories of these women.

PROBLEM:

Victims of domestic abuse struggle to get out of violent situations due to a lack of money, support, or other resources.

GOAL:

BÉIS's goal is to provide women with the necessary resources to get out of domestic violence situations.

SOLUTION:

BÉIS plans to raise awareness and empower women to seek help from domestic violence situations. We plan to do this by sharing the stories of domestic abuse survivors on our social media platforms in order to build a community and safe space. We also asked each survivor to write a note filled with the emotions and trials they faced after leaving to later be shared with future victims. Once a woman is ready to leave her harmful situation, BÉIS will be there to provide both financial and emotional support through the use of the Hotline or Caregiver Bag. After being removed from a danger situation, victims will receive a BÉIS bag filled with hand written notes from other domestic violence survivors to feel supported through this transitional time.

2 in 5
WOMEN
are victims of
domestic
violence

#SHAREYOURBAGGAGE

At Béis, we're committed to keeping the conversation about domestic violence going. Using #Shareyourbaggage women can share impactful stories of hope and spread the word about available resources, our hotline, and the Caregiver bag. Through social media and word of mouth at run clubs, nail salons, hair salons, and more, we can all do our part to make these resources are known and available to those who need them.

THE LUGGAGE PROJECT

Share your baggage with BÉIS. We want to share real stories from real people who survived domestic abuse. We have connected with women all over the country who have escaped domestic situations and are willing to share their story. Through social media, we will share the testimonials of these women to empower others to seek help. Also, we filled our iconic weekender bag with hand written notes from these survivors containing everything they think a survivor of DV needs to know. Once a women uses our hotline to escape their situation, we sent them the bag so they are able to read the words of people who have been through the same things as her as she tries to recover. We hope that these women also feel empowered to write a letter of their own to put into the bag as it gets passed along to the next.

THE HOTLINE Text BAGGAGE to 2347

You will be sent an untraceable link to a chatroom where you can communicate with a representative from BÉIS who is equipped to provide either financial support to help get you out of your situation or simply someone to talk to.

What our hotline provides:

- Connection to resources in their area like women's shelters, counseling, or legal aid.
- U-Haul Funding: BÉIS will provide all the necessary funding for local U-Haul services to provide rentals for women moving out of abusive situations
- Safe Travels Program: BÉIS will provide women with plane tickets to desired location to escape domestic situations. This will allow women to get flights without anonymous names to ensure safe travel from abusive partners

THE CAREGIVER "BAG"

Béis newest bag doesn't exist. At Anthropologies and Nordstroms that carry Béis merchandise, women can ask if they have the Caregiver Bag in storage. Employees are trained on responses and request the woman's name, address, and email for a "mailing" list for the bag. This information then is sent to local women's counseling group and police. The person who requested the bag will immediately get an email labeled and branded as a typical email advertisement, when the Caregiver Bag is clicked on it opens a chat for women to communicate directly with police, or, connect them with resources they need.

