

About Us: Darkness to Light

Darkness to Light is a national nonprofit 501c3 organization and initiative located in Charleston, SC.

Our Mission

- To shift the responsibility for preventing child sexual abuse from children to adults.
- To reduce child sexual abuse nationally through education and public awareness aimed at adults.
- To provide adults with information to prevent, recognize and react responsibly to child sexual abuse.

Darkness to Light offers the following educational resources to further this mission

- [7 Steps to Protecting our Children from Child Sexual Abuse](#): A Guide for Responsible Adults (download it now for free!!!)
- [Stewards of Children](#): Adults Resolving Child Sexual Abuse in Community
- [Helpline](#): toll-free number for community based referrals (1-866-FOR-LIGHT)
- [Website](#): features recent articles on child sexual abuse, book suggestions, mandatory reporting laws, a Darkness to Light sponsored internet radio talk show and access to our educational materials
- [Our Products](#): 7 Steps booklets, rack cards and posters, ant figurines, Cherish the Innocent bracelets

A Brief History

In 2000, Anne Lee, now Darkness to Light's President and CEO, developed and implemented a strategy for a non-profit primary prevention program with the mission of reducing the incidence of child sexual abuse through public awareness and education. With tremendous community support, over \$100,000 was raised and an award-winning Darkness to Light media campaign was developed and launched in June of 2001.

The Present

Darkness to Light's public awareness campaign seeks to raise awareness of the prevalence and consequences of child sexual abuse. Our ads are a "call to action" encouraging adults to call or go online for free materials that educate adults to prevent, recognize and react responsibly to child sexual abuse. Darkness to Light is also actively educating adults through its newest initiative, Stewards of Children, a sexual abuse prevention training program that provides frontline training for organizations and corporations that serve children and youth.

The Future

Darkness to Light's Stewards of Children will be adapted into an online format by early 2006, vastly increasing the number of adults that will be trained to prevent, recognize and react responsibly to child sexual abuse. Darkness to Light believes that the answer to success lies in collaboration and partnership with other stakeholders in this field. By working together, we can help stop countless numbers of children from being sexually abused.

Darkness to Light Historical Highlights:

2004

- CNN begins running our public service announcements. The website receives an average of 9,000 hits per day, with a peak day of 36,000 hits following the national airing of one of our commercials.
- An interactive sexual abuse prevention training program called Stewards of Children is developed using the 7 Steps and documentary footage.
- Training is made available to individuals and organizations that are on the front line of interaction with our children. Pilot Partners began implementing this training in June.

2003

- Fundraising increases, making new major projects possible.
- 250,000 "7 Steps" booklets are printed and distributed to child advocacy centers across the nation in partnership with the National Children's Alliance.
- The documentary "Childhood Stories" is produced by the award-winning team of Breslin-Dunn. The documentary details the stories of four adult survivors of sexual abuse from various backgrounds and life experiences.
- A National Advisory Committee is constituted. The committee includes: - Top researchers in the field of child sexual abuse - Leaders in national efforts to provide services targeting sexual abuse prevention and intervention - Public relations and technology experts.
- Evaluations of the efficacy of the 7 Steps in changing knowledge and attitudes about child sexual abuse is initiated through the website and a CDC grant awarded to the National Crime Victim Center at the Medical University of South Carolina.
- National exposure continues to increase. Darkness to Light wins ABC's "The View from your Hometown" contest. 250,000 people visit the website as a result of the 3-minute spot.
- Landor, Inc. develops a new brand strategy which results in a new logo and tagline and shortens our name to "Darkness to Light."

2002

- From Darkness to Light develops the booklet "7 Steps to Protecting our Children: A Guide for Responsible Adults." 50,000 copies are distributed in the Lowcountry.
- From Darkness to Light receives its first federal grant and Time, Inc. agrees to start running ads.

2001

- Media campaign begins running paid and unpaid spots. From Darkness to Light becomes an official, 501(c)(3), non-profit organization, the website is created www.darkness2light.org, and Young & Rubicam commits to support From Darkness to Light.

2000

- One unpaid staff member raises \$100,000 to launch a media campaign. With the help of retired advertising executive Stewart Birbrower, From Darkness to Light's first generation of commercials, print ads and billboards are created.

1997

- A group of Charleston activists start an annual conference called "Bringing Ourselves from Darkness to Light on Child Sexual Abuse."