

Lyft and Others Join ‘Together for Her’ Campaign to Address Increasing Gender-Based Violence During COVID-19 Pandemic

Together For Her is a joint initiative of the Charlize Theron Africa Outreach Project, CARE, and the Entertainment Industry Foundation to mobilize support and deploy funds to tackle domestic violence

LOS ANGELES, CA (Tuesday, August 25) --- Today, the partners of Together For Her -- The Charlize Theron Africa Outreach Project (CTAOP), CARE, and the Entertainment Industry Foundation -- announced Lyft, Mary Kay and others have joined the campaign, which aims to provide relief for the growing gender-based violence pandemic that has emerged as a result of the COVID-19 pandemic.

Lyft is providing access to ride credits to United States-based anti-domestic violence organizations to help women who are leaving, or who have left, dangerous situations. By activating its LyftUp initiative, ride credits will be distributed to select Together for Her beneficiaries in the United States to support survivors throughout their journey, free of charge. For survivors of intimate partner and sexual violence who are fleeing unsafe situations, reliable transportation is a critical resource. Transportation is also vital for those who've found safety and are in the process of healing from trauma, rebuilding their lives, seeking employment and safe housing, and establishing financial security. Lyft is joining Together For Her to connect those in need with access to transportation. This new partnership builds upon both Together for Her and Lyft's existing LyftUp efforts to aid those who are experiencing domestic violence during the COVID crisis.

“We’re proud to activate our LyftUp initiative in partnership with Together For Her to fill mobility needs for those who need it most,” said Lisa Boyd, Director of Social Impact at Lyft. “We know transportation is vital for survivors of intimate partner and sexual violence to get to secure locations and for those who have found safety to get to essential services.”

In addition to Lyft, Mary Kay Inc. and Mary Kay Foundation have provided a \$100,000 contribution to Together For Her's international gender-based violence relief efforts, housed at CARE. The funds will be used for programs around the world that support victims and survivors of violence; providing PPE for staff who accompany survivors of violence to court hearings and who deliver food, hygiene and cleaning items to women victims who are receiving psychological, medical and temporary shelter services.

“In countries around the world, we’re seeing that home is not necessarily a safe haven during quarantine or isolation. We’re experiencing surges in gender-based violence. It is anticipated that the COVID-19 crisis alone may cause 31 million more GBV cases over six months of virus-related lockdowns. We know this staggering possibility is preventable, and that women who have been abused need our support. Contributions from Together for Her help us take immediate action and provide caring and critical support for women and girls who often face the most dire of situations. The needs are significant, and rapidly increasing,” said Rogelia Soto, Country Director of CARE Guatemala.

Since announcing Together For Her on April 22, CTAOP, CARE and the EIF have called upon other influential women and organizations to join this critical cause to provide safe spaces and lifesaving programs for women in need. More than 50 female role models from across film and entertainment, sports, fashion, and business have pledged a financial gift including Margot Robbie, Alexandra Daddario, Amy Schumer, Bellamy Young, Danai Gurira, Jennifer Garner, Michelle Williams, Octavia Spencer, Penélope Cruz, Viola Davis and more. Male role models have also joined the efforts, including longtime anti-gender based violence advocate Michael Bolton, Joe Torre, Julius Tennon, and Huck Paisley (son of Brad and Kimberly Paisley).

“I am proud to join CARE, the Entertainment Industry Foundation, The Charlize Theron Africa Outreach Project and Lyft in their call to action to stand in solidarity with women and girls around the world affected by gender-based violence” said Alexandra Daddario. “COVID-19 has kept people indoors for the past several months making life much more dangerous for women experiencing domestic abuse. Together for Her will be deploying funds, offering rides, supporting the global response against domestic violence and through our collective voices, we show we are stronger together.”

Anyone can contribute to Together For Her by purchasing Together For Her candles from [The Little Market](#). The Little Market co-founders, Lauren Conrad and Hannah Skvarla, match the purchase price of each product with a donation to Together for Her.

Additionally, to celebrate the highly anticipated upcoming theatrical release of Wonder Woman 1984, Xbox has created a one-of-a-kind [Wonder Woman Golden Armor Xbox One X Console](#) that will be auctioned off with all proceeds going to Together for Her.

Donations to Together for Her will be directed towards critical services such as safe accommodation/shelter, case management, psycho-social support and counseling, helplines, crisis intervention, sexual and reproductive health services, legal services, community-based prevention and advocacy work to address gender-based violence, and additional support mechanisms for women and children experiencing domestic violence.

The beneficiaries of Lyft’s commitment include:

- Family Justice Center (New Orleans)
- Family Rescue (Chicago)
- First Step (Detroit)
- Glendale YWCA (Los Angeles)
- Jenesse Center (Los Angeles)
- New Beginnings (Seattle)
- New Hampshire Coalition Against Domestic and Sexual Violence (New Hampshire)
- Partnership Against Domestic Violence (Atlanta)
- The People Concern Sojourn Women’s Shelter (Los Angeles)
- Rainbow Services (San Pedro)
- Safe Connections (St. Louis)
- Safe Horizon (New York)
- Sanctuary for Families (New York)
- Sojourner House (Providence, RI)
- Texas Advocacy Project (Texas)
- Victim Response The Lodge (Miami)

ABOUT CHARLIZE THERON AFRICA OUTREACH PROJECT (CTAOP)

CTAOP champions young people living in Africa by investing in organizations that prioritize and advance the health, education, and community support of these youth, supporting their ability to keep themselves safe from HIV. By providing funding, building capacity, and fostering awareness for the work of its Program Partners, CTAOP helps to ensure the youth they serve are on a path to reaching their full potential. CTAOP was created in 2007 by actor and United Nations Messenger of Peace, Charlize Theron, with the hope of making a difference for youth in her home country of South Africa. Although the geographic scope of CTAOP is sub-Saharan Africa, South Africa has remained the primary area of focus with the highest number of people living with HIV in the world. To learn more visit www.charlizeafricaoutreach.org and follow @ctaop.

ABOUT THE ENTERTAINMENT INDUSTRY FOUNDATION

Founded in 1942, the Entertainment Industry Foundation (EIF) is a multifaceted organization that occupies a unique place in the world of philanthropy. By mobilizing and leveraging the powerful voice and creative talents of the entertainment industry, as well as cultivating the support of organizations (public and private) and philanthropists committed to social responsibility, EIF builds awareness and raises funds, developing and enhancing programs on the local, national and global level that facilitate positive social change.

Visit eifoundation.org and follow @eifoundation for more information. EIF is a 501(c)(3) tax-exempt organization with a four-star rating from Charity Navigator, platinum seal of transparency from Guidestar and EIF meets all 20 BBB Charity Standards.

ABOUT CARE

Founded in 1945 with the creation of the CARE Package®, CARE is a leading humanitarian organization fighting global poverty. CARE places special focus on working alongside women and girls because, equipped with the proper resources, they have the power to lift whole families and entire communities out of poverty. That's why women and girls are at the heart of CARE's community-based efforts to confront hunger, ensure nutrition and food security for all, improve education and health, create economic opportunity and respond to emergencies. In 2019, CARE worked in 100 countries and reached more than 68 million people around the world. Some examples of where CARE provides gender-based violence programs include Jordan and Turkey, which host large numbers of Syrian refugees; Ecuador and Colombia, where many Venezuelan migrants live; and Uganda and the Democratic Republic of Congo, each with their own development and gender justice challenges.

ABOUT LYFT

Lyft was founded in 2012 by Logan Green and John Zimmer to improve people's lives with the world's best transportation, and is available to 95 percent of the United States population as well as select cities in Canada. Lyft is committed to effecting positive change for our cities and making cities more livable for everyone through initiatives that bridge transportation gaps, and by promoting transportation equity through shared rides, bikeshare systems, electric scooters, and public transit partnerships.