

# THE FARLEY PROJECT

OUTLET: CSQ C-SUITE QUARTERLY  
 DATE: FALL 2012  
 CIRCULATION: 25,000 QUARTERLY  
 IMPRESSIONS: 100,000

It takes a village to protect a child.



## Bully Pulpit Against Violence {The Farley Project} Los Angeles

Anyone who believes the old adage that kids have it too easy these days should go back to school. We all have memories of being bullied, but Elissa Kravetz did something about it. The LA entertainment publicist formed The Farley Project, a nonprofit dedicated to educating kids about the impact of bullying. Her organization started working with The Century Academy for Excellence Charter Middle School in Inglewood and next year Kravetz plans to unveil The Farley Project Friends Program, a “national community of like-minded kids to collectively change the consciousness and conversation” regarding an issue that has never gone out of style with young people.

[/ thefarleyproject.org](http://thefarleyproject.org)

**PHILANTHROPY OF 2012**

**It Takes a Village**  
 Los Angeles  
 A film aimed at 11, made as any job, what would a 100+ "health filmmaker" family...  
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**State-of-the-Art Arts Centers**  
 Calabasas, Agoura Hills  
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 Calabasas, Agoura Hills

**Northern Trust Open Names Official Charity**  
 (City of Hope) Pacific Palisades  
 Northern Trust Open Names Official Charity (City of Hope) Pacific Palisades

**Bully Pulpit Against Violence**  
 (The Farley Project) Los Angeles  
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**Online Shopping Spree**  
 (Love My Charity) Calabasas  
 In the fall, many people will be buying...  
 Calabasas  
 In the fall, many people will be buying...

**Drop in the Bucket**  
 (International Aid) Los Angeles  
 Drop in the Bucket (International Aid) Los Angeles  
 Drop in the Bucket (International Aid) Los Angeles

