



 STEVEN TYLER'S
Janie's Fund
A BIG VOICE FOR
ABUSED GIRLS

Janie's Fund is a partnership between private nonprofit Youth Villages and legendary musician Steven Tyler. It was created to raise money, awareness and, most of all, hope for girls struggling with the emotional scars of abuse and neglect. Contributions and proceeds help Youth Villages—a national leader in this work—provide highly effective trauma-informed care and experiential therapies to girls who have histories of being abused and/or neglected.

Steven Tyler and “Janie’s Got a Gun”

The partnership is a direct extension of the success of Steven Tyler’s hit song with Aerosmith “Janie’s Got a Gun,” which tells the tragic story of an abused girl with nowhere to turn. Released in 1989, the song and subsequent music video catapulted the issue of abuse into the spotlight and won the band’s first Grammy and Video Music Award. Tyler received thousands of letters from fans sharing their stories of abuse and feelings of hopelessness. His decision to channel decades of success into the cause that moved him 25 years ago has been a long time in the making. “Launching Janie’s Fund has been a longtime dream of mine,” Tyler said, “and I feel that helping girls in this situation is my true life’s mission.”



It's All About Hope and Healing.

Each year, 1 in 5 girls experiences sexual abuse. Janie's Fund is a cause to provide the real hope that these girls can heal, face the world, and live happy, successful lives. That's why Steven Tyler chose Youth Villages, a national nonprofit recognized for its innovative and effective programs for abused and neglected girls.

So when we talk about Janie's Fund, we always focus on hope and healing.

Janie's Fund:

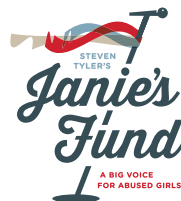
TREATS
HEALS
REPAIRS

STRENGTHENS
GIVES HOPE
BUILDS SKILLS

PREPARES
EQUIPS
RESTORES

Investing in a Proven Solution

When Steven Tyler was searching for a partner that he trusted enough to recommend to his friends and fans, it was important to find one with a strong track record of results. The intensity, comprehensiveness and documented success of Youth Villages' programs for these girls easily set the organization apart from the pack. We can confidently ask for support for Janie's Fund because we know Youth Villages' programs work.



Where ST Meets YV



The Janie’s Fund voice is the unified voice of Steven Tyler and Youth Villages. Janie’s Fund evokes Steven Tyler’s iconic big voice with a bit of Youth Villages’ subject-matter credibility. So Janie’s Fund tweets, posts, and other literature are written to refer to Steven Tyler and Youth Villages, not as if they come from either.

That also means the Janie’s Fund tone is different from the tone of both Youth Villages and Steven Tyler. It’s a fusion of the two—not as corporate as YV, but not as rock ‘n’ roll as ST. When we write in the voice of Janie’s Fund, the style and content should evoke a passion for making a difference and helping these fragile, damaged girls find strength.

Above all, the voice is passionate, urgent and committed. And though the cause is extremely serious, the voice doesn’t have to be... especially when it comes to talking about contests, promotions and other fan engagement opportunities.

JANIE’S FUND IS ABOUT:

- Making a difference*
- Standing up*
- Healing*
- Urgency*
- Lending a voice*
- Getting involved*
- Speaking up*
- Ending the silence*

LESS OF YV’S:

- Statistics*
- Policy*
- Clinical methodology*

LESS OF ST’S:

- Rock ‘n’ roll*
- Flamboyance*
- Bursts/exclamation points*



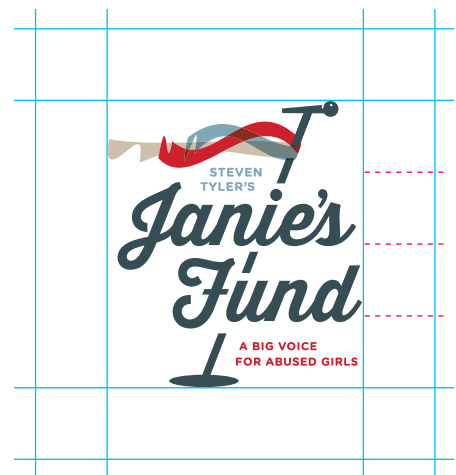


The Janie's Fund logo is a lockup comprising the microphone mark, the name and the tagline.

The logo is always reproduced in four-color process or one-color black/white. The four-color logo is always preferred, but we recognize that there are numerous instances, such as embroidery, in which a one-color logo must be used. One-color logos are acceptable, provided they are black or white. Samples are shown here. Outlined logos are not permitted.



Ensure adequate clearance. The logo should not overlap with any surrounding elements and requires a set clearance space of 1/4 the height of the total logo image.





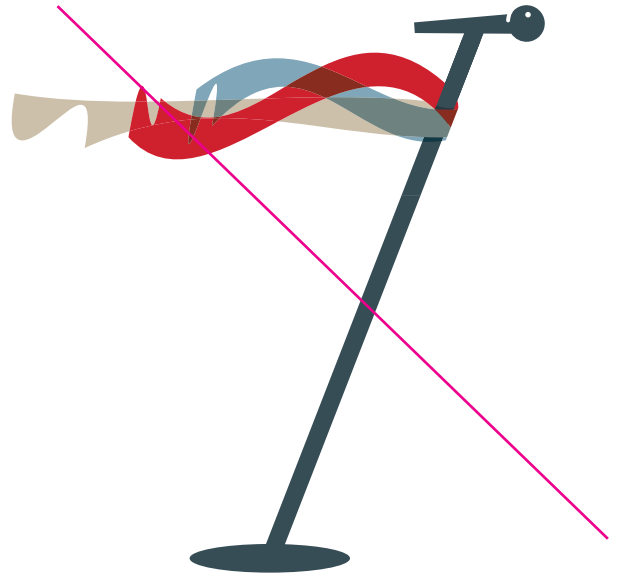
The same rules apply for the above alternate horizontal logo.

Never re-create or alter the logo. When using the logo, always use an original graphic file of the logo from the Youth Villages Communications department. Never attempt to re-create it. This includes a prohibition on creating versions of the logo that don't already exist.



In general, the microphone mark is not used by itself.

The microphone mark by itself as a design element is rarely used. Because one of our primary brand goals is building awareness for Steven Tyler's Janie's Fund, we should always prioritize the full logo that includes the mark name and tagline.

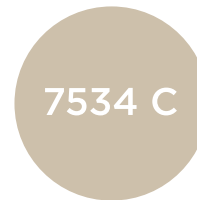
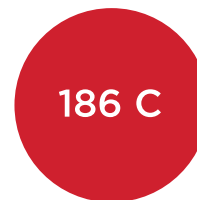


Red Carpet Rocker

We call the Janie's Fund design look “Red Carpet Rocker,” because it often evokes a high-end celebrity fund-raiser. And while the backdrop is clean and elegant, that backdrop can serve as a stage for a giant personality like Steven Tyler and his friends or as a frame for a serious story about the thousands of voiceless abused girls in America.

With this in mind, our key design element—the scarves—can be used with the whole logo to evoke the excitement of celebrity or as a more abstract element when the context is more serious.

Janie's Fund merchandise appeals to fans and supporters while adhering to the Janie's Fund brand aesthetic: a little cool and rock 'n' roll with a lot of passion for this cause.



Janie's Fund Boilerplate

Short:

Janie's Fund is a philanthropic initiative created by Steven Tyler in partnership with one of the country's most effective and prestigious nonprofit organizations, Youth Villages, to bring hope and healing to girls who have suffered the trauma of abuse and neglect. Youth Villages provides proven ways to address the trauma of sexual abuse in children, using the latest research on what works to help girls overcome trauma, giving them hope and making a lasting difference in their lives.

Expanded:

Janie's Fund is a philanthropic initiative created by Steven Tyler in partnership with Youth Villages to bring hope and healing to girls who have suffered the trauma of abuse and neglect. Steven first gave voice to this cause with his hit "Janie's Got a Gun," and his establishment of the fund ensures that these vulnerable girls will have an enduring voice for years to come. Janie's Fund has two important goals: to bring much-needed awareness to the issue of abuse and neglect of children and to generate financial support to ensure that girls receive the most effective services available to help them overcome the trauma and pain of abuse. Contributions to Janie's Fund support proven programs at Youth Villages that have demonstrated effectiveness in addressing the trauma of sexual abuse in children and expansion of these services to help even more girls. Learn more at www.JaniesFund.org.

Janie's Fund Boilerplate: Steven Tyler

Steven Tyler is the iconic songwriter and prolific voice of the best-selling American rock band Aerosmith. Tyler is considered one of music's most recognizable and dynamic frontmen and has been cited by Rolling Stone as "one of the greatest singers of all time." Tyler and Aerosmith have sold more than 150 million records worldwide, and he has won four Grammy Awards, six American Music Awards, four Billboard Music Awards and an Emmy Award. In addition to having nine No. 1 hits, 25 gold, 18 platinum and 12 multi-platinum album certifications, Tyler, along with the rest of his band members, was inducted into the Rock and Roll Hall of Fame in 2001. In 2013, Tyler was awarded with the Founder's Award at the ASCAP Pop Awards and was inducted into the Songwriter's Hall of Fame. More at www.StevenTyler.com.

Janie's Fund Boilerplate: Youth Villages

Youth Villages is a national leader in children's mental and behavioral health, bringing help and hope to more than 25,000 children, families and young people across the United States. Youth Villages has been recognized by Harvard Business School and U.S. News & World Report, and was identified by The White House as one of the nation's most promising results-oriented nonprofit organizations. For more information about Youth Villages, visit youthvillages.org.



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