



How We Host the Clothesline Project

UVU *Center for*
SOCIAL IMPACT

UTAH VALLEY UNIVERSITY

ABOUT

The Clothesline Project is a visual display of violence statistics that often go ignored. Each shirt is made by a survivor of violence or by someone who has lost a loved one to violence.

The purpose of the project is to increase awareness of the impact of violence and abuse, to honor a survivor's strength to continue, and to provide another avenue for them to courageously break the silence that often surrounds their experience.

The color of each shirt represents a different type of violence. During the exhibit, participants also hear three distinct sounds. Each represent the frequency of certain statistics.

The meanings of the shirt colors and the sounds are detailed later in this guide.



HISTORY

The first Clothesline Project originated in Hyannis, Massachusetts, in 1990 when a member of the Cape Cod's Women's Defense Agenda learned that during the same time 58,000 soldiers were killed in the Vietnam War, 51,000 U.S. women were killed by the men who claimed to love them.

This statistic motivated the women's group to create a program that would speak up and reveal the issue of violence against women. One of the women, visual artist Rachel Carey-Harper, thought of hanging color-coded t-shirts on a clothesline in a public place to gain recognition of the issue.

More information about the history of the Clothesline Project can be found at <http://theclotheslineproject.org/history.htm>

The Clothesline Project has been displayed at Utah Valley University each year since 1998. Different organizations have hosted it over the years, and it is currently run by student leaders and volunteers that work with the Center for Social Impact. Each year about 30-50 shirts have been added to our collection. We estimate that we have over 2,000 shirts in total.

We are often asked about the success of our project, so we put together this digital guide to help others as they start one in their community. This is how we host, but there are many ways to do it. Additional information about starting a project can be found at <http://theclotheslineproject.org/start.htm>



WHY HOST LOCALLY?

We are often contacted by people outside of our community to see if they can borrow our collection of shirts. We do not loan out the shirts beyond our community because the power of this display is rooted in the *local stories of survivors*.

We are very intentional in our messaging that every shirt on display is made by someone in Utah Valley. We want participants to understand that assault and abuse are a problem everywhere--even in our own community. If the shirts on display come from other locations, it's easier for people to ignore the stories as something that happens other places, but not in their community.

Another reason to host a local project is each community has its own set of circumstances, culture, and beliefs that impact sexual assault and violence. Featuring local stories highlights those nuances to the problem as it impacts your specific community.

And finally, and most importantly, hosting a local project creates a source of healing for survivors. By curating local stories, you lift up your community as a whole by listening and believing local survivors.



RESOURCES

The Clothesline Project at UVU is currently funded by the budget of the Center for Social Impact, and we also are afforded many resources by being on a university campus.

Supplies to set up exhibit:

- pipe
- rope (long and short pieces)
- clothespins
- stepladders
- all signage
- table for shirts laid out for people to choose
- tables and chairs for shirt making stations
- table for drying shirts (if needed)

Supplies for Partner Fair:

- tables (tablecloths + skirts) and chairs for partners
- labels for partner table assignments
- lunch vouchers for partners

Supplies to make shirts:

- t-shirts in all the colors
- markers
- puff paints
- craft glue
- crafting mirrors, beads, etc.
- acrylic paints
- paint brushes
- t-shirt inserts to prevent bleeding through the shirt
- plastic tablecloths for the shirt making and drying tables

Supplies for the day of event:

- sound system for event sounds
- event sounds file
- walking cards
- tissues
- stress reliever giveaways
- snacks for volunteers
- exit surveys for patrons



COMMUNITY + PARTNERS

Community members are welcome and encouraged to participate in the Clothesline Project as patrons or as survivors who contribute their story to the project. Many mental health support groups from the community bring clients as a group to the project as part of their healing journey. We welcome them and are happy to provide supplies for them to contribute their stories.

In addition to the exhibit, we host a partner fair for community organizations that provide resources and support to survivors of sexual assault and domestic violence. Many of these organizations are formal partners of the Center for Social Impact, but for this event we invite other organizations that only partner on this particular event.

We also invite on-campus resources such as Mental Health Services, Ombuds, Student Conduct, and the Title IX office to participate.

The exhibit runs all day for two days, but we usually host the fair 2PM-6PM the first day (to accommodate the later hours for the community) and 11AM-3PM the second day. We provide food vouchers for partners to use at on-campus dining locations since the fair hours of both days go over a mealtime.



COMMUNITY + PARTNERS

While you are hosting a Clothesline Project exhibit, you may want to consider providing additional learning opportunities or relevant events. In the past we have provided a bystander intervention training, a screening of related documentaries, a panel discussion on preventing sexual assault, a survivor keynote speaker, and other opportunities.

Another way to involve community is to explore the intersectionality of the issue of domestic violence and sexual assault. This may include partners that you have not connected with before on this specific topic.

At a recent Clothesline Project, student leaders chose to inform the public of MMIW (Murdered Missing Indigenous Women) and of the continued violence faced by refugees at the U.S.-Mexican border. The students created a video that told powerful stories (played silently with captions during the exhibit and posted with sound on the Clothesline Project website) and also created an informative central display to educate patrons on these issues.



MESSAGING

Because of the long tradition of the Clothesline Project at UVU, we decided to invest in creating a strong brand for this particular event. This branding is used every year and is recognizable on campus when it comes out.

We've included images of all the messaging materials we use at the exhibit. You are free to use the same wording if that is helpful, but please don't use the exact images themselves.

If you are hosting a project on a university campus, you may want to work with your legal department to make sure you are protecting the students and the university due to the sensitive and personal nature of the stories shared. This includes any Title IX compliance you may encounter.



WHAT DO THE COLORS OF THE T-SHIRTS REPRESENT?

-  WHITE: Someone who died because of violence
-  YELLOW: Survivor of physical assault or domestic violence
-  RED, PINK, OR ORANGE: Survivor of rape or sexual assault
-  BLUE OR GREEN: Survivor of incest or childhood sexual abuse
-  PURPLE: Someone attacked because of their sexual orientation
-  BROWN OR GRAY: Survivors of emotional, spiritual, or verbal abuse
-  BLACK: Someone disabled as the result of an attack or someone assaulted because of a disability

WHAT DO THE SOUNDS REPRESENT?



The GONG is struck to indicate someone is being battered.



The WHISTLE is blown to indicate a rape is being reported.
Keep in mind that most rapes are not reported.



The BELL is rung to indicate that someone has died in a violent attack.

MESSAGING

Every shirt on display reflects the personal experience of its creator and may contain graphic material including: swear words, explicit violent or sexual descriptions, drug references, or other statements surrounding the trauma the individual faced.

Because our goal is to break the silence of violence, we do not censor the shirts. We support and encourage survivors in their healing process.

If you allow your children to view the display, we highly encourage you to discuss these issues before and after attending the exhibit.

THE CLOTHESLINE PROJECT  UVU

UVU Center for
SOCIAL IMPACT
UTAH VALLEY UNIVERSITY

UVU STUDENT
LIFE
UTAH VALLEY UNIVERSITY



RAISING AWARENESS FOR SURVIVORS OF ASSAULT AND ABUSE

EVERY SHIRT
ON DISPLAY IS MADE
BY SOMEONE IN
UTAH VALLEY.

Assault and abuse
are a problem everywhere –
even in our own community.

UVU Center for
SOCIAL IMPACT
UTAH VALLEY UNIVERSITY

UVU STUDENT
LIFE
UTAH VALLEY UNIVERSITY

DID YOU KNOW?

All UVU employees are mandatory reporters of sexual assault. If you disclose your name on a shirt or to a UVU employee, it will be passed on to the UVU TITLE IX office.

THE CLOTHESLINE PROJECT  UVU

MESSAGING

Signage used in the shirt-making station. We label the unused shirts with the images below (a few examples) and put the bullet pointed list on each table. Volunteers go over these points with anyone making a shirt in case there are any questions.

Someone Who Died
Because of Violence

Survivor of Rape or
Sexual Assault

Physical Assault or
Domestic Violence



MAKE
SHIRTS
HERE

THE CLOTHESLINE PROJECT  UVU

- **Because making a shirt is part of the healing process for survivors of violence, shirts should be submitted by the survivor.**
- **Shirts will not be censored for language or content.**
- **For legal reasons, we cannot display shirts with full names or contact information of perpetrators. Consider using first names or initials if you wish to name your violator.**
- **If you choose to include your name on your shirt, it will be passed on to the UVU TITLE IX office.**
- **Shirts will be displayed on a rotating basis and may be retired upon multiple years of display.**

MESSAGING

These are some examples of digital signage that go up to advertise in the weeks leading up to the event.

THE CLOTHESLINE PROJECT  UVU

RAISING AWARENESS FOR SURVIVORS OF ASSAULT AND ABUSE

INTERACTIVE EXHIBIT
OCTOBER 30 & 31
THE GRAND BALLROOM

UVU STUDENT LIFE
UTAH VALLEY UNIVERSITY

FOR MORE INFORMATION VISIT:
clotheslineproject.info

UVU Center for SOCIAL IMPACT
UTAH VALLEY UNIVERSITY

THE CLOTHESLINE PROJECT  UVU

RAISING AWARENESS FOR SURVIVORS OF ASSAULT AND ABUSE

INTERACTIVE EXHIBIT
OCTOBER 30 & 31
UTAH VALLEY UNIVERSITY'S BALLROOM

EXHIBIT HOURS

TUESDAY OCTOBER 30 8 A.M. - 8 P.M.	WEDNESDAY OCTOBER 31 8 A.M. - 5 P.M.
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Consent Training
October 31 @ 1 P.M.

UVU STUDENT LIFE
UTAH VALLEY UNIVERSITY

UVU Center for SOCIAL IMPACT
UTAH VALLEY UNIVERSITY

SET UP

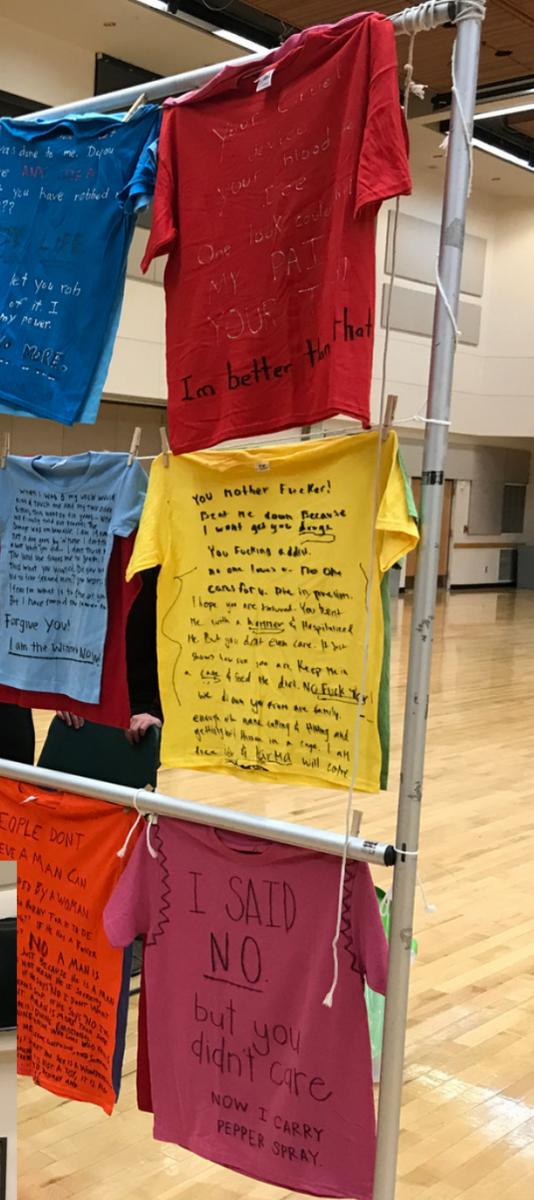
HANGING THE SHIRTS

We set up the exhibit the night before it opens. Before set up begins students sign liability waivers (since they are getting on stepladders) and we discuss the nature of the stories that are being told. To keep the atmosphere light, we often play music once they understand the instructions and we feed them dinner after everything is set up.

We work with our Event Services crew to have them set up the pipe before volunteers come. Volunteers then string the rope across the pipes in three rows. In the middle of the rows, you may want to use shorter pieces of rope to tie to the top pipe to support the weight of the shirts so they hang straighter. If you look closely in the pictures, you can see how this is done.

Once all the clothesline is strung, volunteers can hang the shirts. We store the shirts rolled in pairs, so they just need to be unrolled and hung with clothespins so a story is displayed on both sides. If a shirt has writing on both the front and the back, it can be hung by itself.

Each set of shirts should have its own set of clothespins. This makes it both easier to display the full shirt and easier to read. Ideally, patrons shouldn't need to touch the shirts to read them.



SET UP

LOCATION

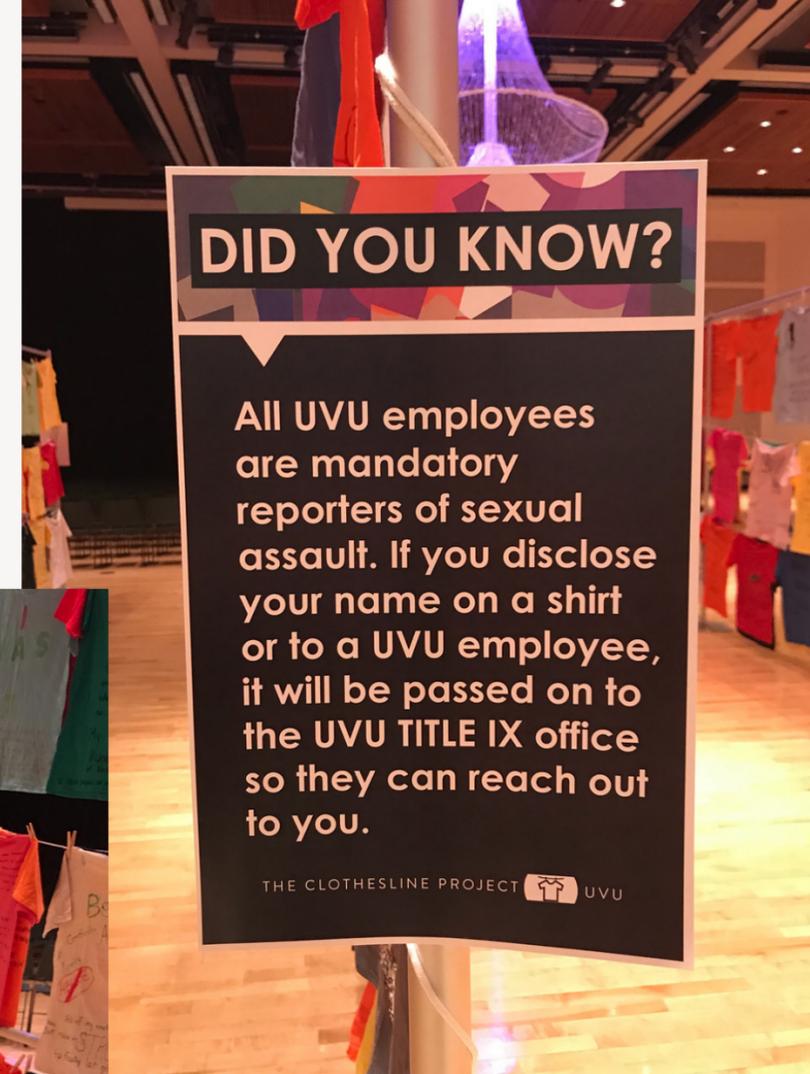
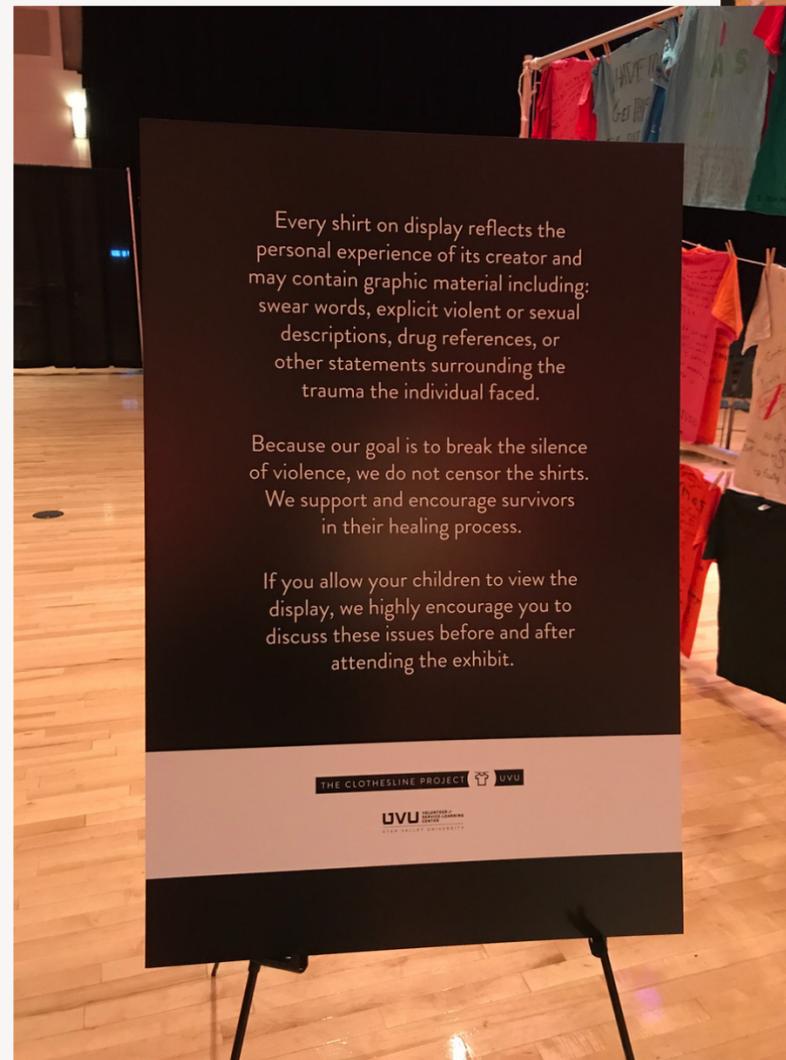
Since we have such a large collection, we set up the exhibit in our campus ballroom. It works well because it is centrally located, has a sound system and lighting system, and it can be quiet. It also provides enough space to set up a large shirt-making station. Another benefit is the location can be secured overnight.

SIGNAGE

We set up three of the acknowledgement posters throughout the exhibit and one out front.

The Title IX posters go up on the ends of every other row of shirts.

We hang 3 walking card holders on the front ends of some of the rows of shirts. Volunteers also having walking cards to give out.



SET UP

SHIRT-MAKING STATION

We have the Event Services crew set up pipe and drape in the back corner of the ballroom to protect the privacy of survivors making shirts (upper right). We typically have two tables for unused shirts (left), three tables for shirt making (right), and table for shirts that need to dry (right). In addition to shirt-making supplies, we always have tissues at each table. Making these shirts can be a very emotional and cathartic experience for survivors.

We also leave a row of pipe and empty clothesline near the shirt making station to hang the new shirts. A volunteer will label the collar of the shirt with the year and then hang the shirt after a survivor has left the shirt-making station.



SET UP

LIGHTING

If possible, it's nice to be able to dim the lights in the exhibit's location, while keeping it bright enough for patrons to read the stories. This lighting set up provides an appropriate tone for the serious nature of the event.

SOUND

The recorded sound can be downloaded by clicking on the icon below. The meaning of the sounds is explained at right.



The white shirt in the photograph was made and displayed to honor a student who was murdered on the campus of a neighboring university by a former intimate partner the week before that year's event.



WHAT DO THE SOUNDS REPRESENT?

During the exhibit, participants hear three distinct sounds. Each represent the frequency of certain statistics.



The GONG is struck to indicate someone is being battered.



The WHISTLE is blown to indicate a rape is being reported. Keep in mind that most rapes are not reported.



The BELL is rung to indicate that someone has died in a violent attack.

STAFFING

Our student leaders plan and execute the exhibit each year. They recruit student volunteers to set up the display, welcome students to the exhibit, wander the exhibit to offer support, staff the shirt-making area, and take down the display at the end of the event.

Volunteers often come from service-learning classes, clubs, survivors, and previous exhibit patrons. People who have found meaning in participating in the Clothesline Project in whatever way often come back year after year to help volunteer.

We typically run the event over two days, 8AM-8PM on the first day and 8AM - 5PM on the second day. The exhibit is dismantled the evening of the second day.

We often have faculty members that will bring their class to view the exhibit, which is why we start at 8AM each day. We keep it open late on the first day to accommodate community member patrons who may not be able to make it during the day.



EXCEPTIONAL CARE

Because of the heavy subject matter, we typically provide a space where volunteers can have respite/recover from their time serving in the exhibit. We have water, snacks, and other stress relieving supplies available in that space.

The next two pages are an example of an information sheet that we provide each volunteer.

In addition to providing exceptional care to our student volunteers, we also want to make sure the survivors and patrons are cared for during this event.

Each year we make sure our Student Health Services Mental Health Crisis Team is alerted and available to students during this time. We train volunteers how to connect patrons to these professionals. Often times these counselors will come to the event to be supportive and available, if needed.

Our volunteer-staffed welcome table also has Student Health Services giveaways that participants can take with them as they leave.



THE CLOTHESLINE PROJECT VOLUNTEER INFORMATION SHEET

Read through prior to volunteering

As a volunteer for this project you will be exposed to sensitive and difficult topics. If at any time you feel uncomfortable, do not hesitate to excuse yourself. At all times your demeanor should reflect the utmost respect and sensitivity for survivors, their experiences and how they choose to express those experiences on their shirts, and for all guests of the exhibit. You have back up for any questions or concerns that arise, please don't hesitate to reach out to hosting staff members from the Volunteer and Service-Learning Center and the Dean of Students office. (Contact info on next page.)

If someone goes into crisis or emotional distress...

Disclaimer: You are not taking on the role of a therapist, please use these techniques, but do not try to engage in any type of counseling or therapy.

- Ask them if they are willing to participate in a grounding exercise. Remind them that they are in control and can stop at any time. Do not pressure them to participate or share.
- Gently lead them away from the exhibit, find somewhere for them to sit down. The Center for Social Impact is located across the hall and will be open.

Grounding Techniques	
Option 1: Snacks	Option 2: 5-4-3-2-1 Coping Technique
<ul style="list-style-type: none"> • Ask the person if you can get them something to drink or eat. <ul style="list-style-type: none"> ○ Grab something from the volunteer snack area located in the Center for Social Impact. ○ While you are grabbing a snack for them, ask them to wiggle their fingers or tap their feet and ask them to pay attention to the movement and how it feels to be in control of their body right here and now. • As they are drinking or eating, ask them to describe how it tastes. Is it hot or cold? Sweet or sour? 	<p>5: Acknowledge <u>FIVE</u> things you see around you. Maybe it is a bird, maybe it is pencil, maybe it is a spot on the ceiling, however big or small, state 5 things you see.</p> <p>4: Acknowledge <u>FOUR</u> things you can touch around you. Maybe this is your hair, hands, ground, grass, pillow, etc., whatever it may be, list out the 4 things you can feel.</p> <p>3: Acknowledge <u>THREE</u> things you hear. This needs to be external, do not focus on your thoughts; maybe you can hear a clock, a car, a dog park. or maybe you hear your tummy rumbling, internal noises that make external sounds can count, what is audible in the moment is what you list.</p> <p>2: Acknowledge <u>TWO</u> things you can smell: This one might be hard if you are not in a stimulating environment, if you cannot automatically sniff something out, walk nearby to find a scent. Maybe you walk to your bathroom to smell soap or outside to smell anything in nature, or even could be as simple as leaning over and smelling a pillow on the couch, or a pencil. Whatever it may be, take in the smells around you.</p> <p>1. Acknowledge <u>ONE</u> thing you can taste. What does the inside of your mouth taste like, gum, coffee, or the sandwich from lunch? Focus on your mouth as the last step and take in what you can taste.</p>

If they need crisis services, please contact

- **Center for Social Impact: Summer, Tiffany, or Amber**
SC 105 (across from the Grand Ballroom), (801)863-xxxx
- **Dean of Students Office, SL 201, (801)863-xxxx**
- **If after 5 p.m., call Amber Hendrickson at xxxxx or Ashley Larsen at xxxxx.**
- **If it is an emergency, please call 911 and then contact the Center for Social Impact.**

UVU Resources for Attendees and How to Make a Report of Sexual Misconduct

UVU Title IX Office – (801) 863-xxxx

To anonymously report an incident that happened at UVU, or involved a UVU student, faculty, or staff member: <https://www.uvu.edu/audit/concerns/>

UVU Ombuds – (801) 863- xxxx

UVU Student Conduct – (801) 863 xxxx

UVU Crisis Services – (801) 863- xxxx

UVU Police – (801) 863- xxxx

Local Resources for Attendees

Wasatch Mental Health’s 24-Hour Crisis Line- (801) 373-7393

Utah County Crisis Hotline- (801) 691-LIFE (5433)

Center for Women & Children in Crisis

Domestic Violence Shelter- (801) 374-9351

24 Hour Hotline- (801) 377-5500

Outreach & Sexual Assault Services- (801) 227-5038

24 Hour Hotline- (801) 356-2511

Volunteer Self-Care Tips

Thank you for volunteering with the Clothesline Project at UVU. This exhibit would not be possible without all of the incredible volunteers. Since this is such a heavy and crucial subject, we want to ensure that our volunteers are properly taking time to take care of yourself physically, emotionally, and mentally. Below are some of our favorite self-care tips.

- Grab a snack/ take a break in the Center for Social Impact.
- Speak with a trusted friend or relative about the Clothesline Project, how it made you feel, and anything that you are still trying to process.
 - If you feel uncomfortable processing with a friend or relative, feel free to make an appointment with Student Health Services or stop in to talk with one of the Center for Social Impact staff.
- Have a “self-date.” Spend an hour alone doing something that nourishes you (reading, your hobby, visiting a museum or gallery, etc.)
- Take a quick walk outside.
- Do a guided meditation
- Exercise
- Spend some time “offline.”
- Write out your thoughts.
- Check in with your emotions. Sit quietly and just name without judgment what you’re feeling.
- Do something artistic!
- Declutter your room, apartment, or home.

TAKE DOWN

Taking down the exhibit goes much faster than setting it up. Again, we have volunteers sign waivers and we discuss the nature of the stories captured on these shirts. We put the lights fully up and also play music to keep the take down atmosphere light.

Volunteers take down the shirts by keeping them in their pairs, folding them in half (shoulder to shoulder) and then rolling them up. This prevents heavy wrinkling. Each shirt is labeled with the year on the collar and volunteers put them in the correctly labeled bins. This allows us to rotate which shirts are being displayed since we can't display all the shirts every year.

Clothespins and ropes are collected and sorted into their storage bins. Signage is taken down and stored. Shirt-making station supplies are put in their storage bins. And volunteers take everything back to their storage location. Event services takes down the tables, chairs, pipe, and drape.

After everything is put away, we provide dinner to the volunteers.



STORING MATERIALS

As your collection grows, you'll need to make sure you have space to store all the materials. We have secured a location near our main office, but since we only access the materials once a year, it's fine that they are not near us all the time. The storage location should be secure.

We use plastic bins (see right) to store the made shirts and all the materials for set up and shirt-making.



DIGITAL GALLERY

Prior to the covid-19 pandemic, we had a digital gallery of older shirts, but with the cancellation of the exhibit, we invested a lot of time and effort into creating an updated digital gallery. This required selecting shirts from different years and making sure there was good representation of each of the colors.

To photograph the shirts, we steamed them to be free of wrinkles so the shadows would not obscure the message. We had them professionally photographed on a white background.

If you do a digital gallery, it is important to transcribe every shirt so that a screen reader can read the shirts for accessibility purposes.

We also provided a way for people to share thoughts or reflections on this digital gallery.

You can visit the gallery at <http://www.clotheslineproject.info/gallery.php>

As you add shirts to your collection, you could photograph them each year or you can do a larger photoshoot every few years.



I'M NOT OKAY!
And that's okay!
I thought it was my fault. I thought no one would care. To this day he's still out there. He was my mom's dad. Makes me sick to see him with MY family. I can't even go to family events. Fuck you, dude!



EXHIBIT REFLECTIONS

◀ "This is a great program, it helped me to know that I'm not alone. Thank you, never stop!" ▶



Share a Reflection

We would be honored if you would like to share a reflection on your experience viewing our Clothesline Project gallery. Reflections will be posted anonymously and at the discretion of site administrators.



Please enter your email:

Please confirm your email:

Your Message:

FREQUENTLY ASKED QUESTIONS

Do I need to get permission to start a Clothesline Project in my community?

The National Network asks that you register your Clothesline Project so they can add you to their national list. You can do so at <http://theclotheslineproject.org/start.htm>

What are the requirements to starting a Clothesline Project?

The only requirements are the following:

- Violence against women must be the foundation and focus of all "Clothesline Projects"
- Only shirts to be submitted please (no pants, underwear, etc.)
- There can be no charge or fee required by any "Clothesline Project" for making a shirt and hanging it on the line.

See <http://theclotheslineproject.org/start.htm> for more information.

Can people who make shirts get them back?

We make sure survivors know when they make a shirt that it becomes part of the collection. We do our best to sort and store the shirts by year they are made, but locating a single shirt out of the thousands we have would be near impossible.

Can people really write whatever they want?

Yes. We tell survivors that we cannot display shirts with full names or any contact information. We suggest they use first names or initials if they want.

Do you loan out the collection?

No. Please see "Why Host Locally?" for more information.



CONTACT INFORMATION

We hope the information found in this digital guide has been helpful. This is how we host, but it's definitely not the only way to do it! If you have additional questions, you can visit our websites or email us.

socialimpact@uvu.edu

www.uvu.edu/socialimpact

www.clotheslineproject.info



UTAH VALLEY UNIVERSITY