

Let's give LUCHA to the city.
PRESENTATION OF THE WOMEN'S HOUSE 'LUCHA Y SIESTA'
AND SUPPORT PLAN 2019-2020



*Not like the ones that always win,
but as those who don't surrender.*

- Frida Kahlo -



We are the answer to the city that is calling



WHO WE ARE

Active for more than 11 years in Rome, **Lucha y Siesta Casa delle donne (the women's house)** is a project to contrast male violence against women and minors providing housing; it encourages empowerment and access to employment and it offers free psychological and legal advice.

Located in the Tuscolano district, with the highest population density in Rome, Lucha y Siesta represents a model of **active citizenship, an example of social solidarity and a civil and cultural proposal** that goes far beyond the anti-violence mission.



Together is a wonderful place where to seek refuge

-Anonymous-



WHAT WE DO – 1. RESIDENTIAL HOSPITALITY

Lucha y Siesta is a safe space for women and minors that choose to escape violence situations.

For women escaping violence, the Municipality of Rome offers about 25 beds, while the Istanbul Convention establishes 300 beds for cities the size of Rome. **Lucha has got 14 rooms** and actively collaborates with social services and the whole antiviolence network to fill this gap. The House is **easy to reach** by public transport, which is essential for the women in the House to get back to a normal working and social life.



Violence is simple. Alternatives to violence are complex.

-Friedrich Hacker-



WHAT WE DO – 2. PSYCHOLOGICAL COUNSELLING AND LEGAL ADVICE

In the House there is an **anti-violence help desk providing support and counselling**; thanks to it women start a tailored path and find support to develop their own self-determination.

We also provide confidential **legal assistance** for both criminal and civil cases. Women are welcomed by female lawyers with proven experience in the field who, along with other legal professionals, ensure women's rights are recognized and adhered to.

All services are free.



Heaven must be one continuous, unexhausted reading.

-Virginia Wolf-



WHAT WE DO – 3. CULTURAL AND SOCIAL ACTIVITIES

Lucha y Siesta has always considered its work and experience as **addressing a wider community**, made up of women and men, in a neighborhood lacking occasions to bring people together and cultural entertainment opportunities.

In almost 12 years it has carried out numerous free initiatives that have become **regular** and very popular events : book launches, theatre shows, playtime spaces and activities for children, the summer film club, creative workshops and several courses.

The **Library** in the house holds hundreds of books which can be freely consulted.



Light is the task where many share the toil

-Homer-



THE NATIONAL AND INTERNATIONAL NETWORK

Lucha y Siesta is part of **Non una di meno**, the Italian grassroots platform based on bottom-up decision making, which brings together various feminist entities with the aim of fighting against gender violence in all its forms.

The **European Commission FEMM** has indicated Lucha y Siesta as a valuable place now in danger. This has led them to write an official letter to the Italian Government. A European Delegation visited the House in December 2018 with the aim of safeguarding this experience.



sara cervelli ©

**They want to leave us in the dark,
but we have LUCHA.**

WHAT IS GOING ON



Don't switch off LUCHA



CURRENT SITUATION OF THE BUILDING

The Lucha y Siesta project starts with the occupation of an abandoned building owned by **ATAC Spa** (the public transport company of the Municipality of Rome). When it was freed (8th of March, 2008) the building was crumbling, only being inhabited by mice and pigeons. The activists from Lucha y Siesta have worked on its renovation and have given back to the city a space where to perform activities whose financial, but most of all, social value can not be measured.

Now the building has been included into the composition agreement with creditors, that is to say that it has become one of those places that need to be **sold by 2021** in order to make up for ATAC's poor administration and avoid bankrupt. Lucha has been under threat of **eviction since September 15, 2019.**

Lucha y Siesta is fighting against this and it has put forward the current support project in order to keep the building and become its **legitimate owner.**

All our figures encourage us to continue...



LUCHA Y SIESTA' S FIGURES [1]

* **ANTIVIOLENCE HUB - PSYCHOLOGICAL AND LEGAL HELPDESK**

Cost normally incurred by public institutions for such service: € 59.564,33

Yearly number of hours: 1.776

Total cost for 11 years: € 655,207.63

[Estimation based on the call for projects of the Rome Municipality n. 21, 2017]

* **SAFE HOUSING - WELCOME SERVICES WITH ACCOMODATION**

Yearly cost incurred by public institutions for such service: € 460.408,97

10 places in total (4 women and 6 children), from 6 to 18 months of stay

Total cost for 11 years on 20 available places: € 5.064.498,66

[Estimation based on the call for projects of the Rome Municipality n. 34 del 2017 for 2 years]

...and even more



LUCHA Y SIESTA' S FIGURES [2]

* INFORMATION AND AWARENESS RAISING ISSUES ON GENDER MATTERS

Yearly cost incurred by public institutions for such service: € 20.000,00

Total amount for 11 years: €220.000,00

[Estimation based on the call for projects of Regione Lazio Violenza di Genere 2016]

* JOB-SEEKING ASSISTANCE

Costs incurred by public institutions for such service: € 23.280,00

14 users a year - total costs for 11 years: € 256.080,00

[Estimation based on the call for projects Regione Lazio Inclusione Attiva 2016]

* INDIVIDUAL, GROUP, MOTHER/CHILD PSYCHOLOGICAL THERAPY

Yearly costs incurred by public institutions for such service: € 52.800,00

14 users a year - Total cost for 11 years: € 580.800,00

[Estimation based on the call for projects Regione Lazio Inclusione Attiva 2016]

Or a total of...



Women supported in getting out of violence in 11 years:
1.200

Women and minors that lived at *Lucha y Siesta*:
142 women + 62 minors

From an economic point of view,
the experience of the Womens' hoouse '*Lucha y Siesta*' has already made it possible for the Roman administration to save:
about € 6.776.586,00



A young woman with dark hair is the central focus, wearing a crown of pink and purple flowers. She has a purple female symbol (a circle with a vertical line and a horizontal line) painted on her right cheek. She is wearing a black jacket with a green strap over her shoulder. The background is blurred, showing other people and a yellow sign. A semi-transparent dark grey banner is overlaid on the left side of the image, containing white text.

**LUCHA to the city
[let's do it together].**

**SUPPORT LUCHA Y
SIESTA**

Our idea



In response to the threat of eviction, Lucha y Siesta has started an awareness and crowdfunding campaign to buy the building and allow to continue all the activities carried out until now. To fulfill this, a Committee was created **“Lucha alla città” (Lucha to the city), whose President is** Lea Melandri.

At the same time an **extension project** was developed to improve the architectural and housing standards of the building, as well as legalizing all the aspects that the condition of occupied building didn't make it possible to define in the last few years. Keeping the building is an essential condition to fulfill this project.

The aim of the campaign and the crowdfunding is to establish a new and wider **model of the House involving people's participation**, thus representing a virtuous experience that can be repeated at a national , and why not? international level with benefits for the whole concerned area, in cooperation with male and female citizens and the relevant institutions.

How you can help



1. AS AN INDIVIDUAL

You can support us with a **free donation** or by joining our **crowdfunding** which will be launched online at www.produzionidalbasso.com. By joining you can get the chance to win some exclusive merchandise, such as a limited edition of t-shirts specifically designed for this campaign by the following artists: Zerocalcare, Rita Petruccioli, Sio, Hogle, Maicol&Mirco... and many more. Help us spread the word about our project and our crowdfunding with your friends, family and colleagues; raise awareness by sharing on your social media the news posted on Lucha y Siesta's Facebook, Instagram and Twitter accounts by using the hashtag **#luchaallacittà**.

2. IF YOU ARE AN ARTIST OR AN INFLUENCER

You can **promote** and **share our campaign** with your followers by using the hashtag **#luchaallacittà** on your social media; endorse our project; donate your artistic works to our crowdfunding: books, original drawings, new music releases or free tickets for your gig or performances.

3. IF YOU ARE A BUSINESS COMPANY, A CHARITY, OR ASSOCIATION



You can make a **free donation** or you can donate through the online **crowdfunding**. By doing so, you will also have the chance to get original **perks** for your customers, providers and employees, especially (but not exclusively) during Christmas time.

If you are a **creative agency**, a **printing house** or if you work in the **media**, you can contribute by making your **services and products** available for our campaign.

If you are a **media agency**, or if you work in **advertising**, you can spread out news about Lucha y Siesta, or you can donate to us the **public advertising spaces** that you haven't sold. We would be happy to send you the material you may need.

As a compensation for your financial or technical support we will guarantee that your brand remains visible throughout our campaign. **We can decide together how to do so.**

For more information about how to help us use: info@luchaallacitta.org



THANK YOU!

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