“...I have been contacted by many students who have humbled me by sharing their personal stories... all of them have said that there is just something about saying “NO MORE” that makes them want to take action rather than just being aware of the issues.”

Simona, NO MORE Activist, Alaska
I. What is NO MORE:

NO MORE is a unifying symbol, designed to galvanize greater awareness and action to end domestic violence and sexual assault.

Supported by major organizations working to address these urgent issues, NO MORE is gaining support with Americans nationwide sparking new conversations about these problems and moving this cause higher on the public agenda.

II. Who is NO MORE:

**Executive Committee Members:**
- The Allstate Foundation
- Avon Foundation for Women
- Break the Cycle
- Casa de Esperanza
- Fifth & Pacific Foundation
- Finn Partners
- Joyful Heart Foundation
- Kaiser Permanente
- Kimberly-Clark
- Mary Kay Inc.
- Men Can Stop Rape
- National Alliance to End Sexual Violence
- Verizon Foundation

**Steering Committee Members:**
- 1in6, Inc.
- A CALL TO MEN
- Break the Cycle
- California Coalition Against Sexual Assault
- Casa de Esperanza
- Corporate Alliance to End Partner Violence
- Futures Without Violence
- Joe Torre Safe At Home® Foundation
- Joyful Heart Foundation
- Men Can Stop Rape
- National Alliance to End Sexual Violence
- National Coalition Against Domestic Violence
- National Domestic Violence Hotline
- National Network to End Domestic Violence
- National Organization of Sisters of Color Ending Sexual Assault
- National Resource Center on Domestic Violence
- National Sexual Violence Resource Center
- National SA Coalition Resource Sharing Project
- Safe Horizon
- U.S. Depart. of Justice, Office on Violence Against Women
- YWCA USA

NO MORE is also supported by nearly 200 **Allied Organizations** that include state coalitions and local crisis centers, government agencies and social service providers and more than 23,000 **individuals** have signed up to get involved. In addition there are nearly 4,000 NO MORE activists, allies & survivors speaking out in the NO MORE photo gallery.

NO MORE’s constituency represents all 50 states of the United States, 3 U.S. territories and 9 countries worldwide.
## III. NO MORE’s History:

According to The NO MORE Study, commissioned by the Avon Foundation for Women and released in 2013, 60% of Americans know a victim of either domestic violence or sexual assault or both.

The NO MORE symbol has been in the making since 2009. The symbol is now worn and displayed by Americans of every age, race and background to express their commitment to this cause. Read more about our history [here](#).

<table>
<thead>
<tr>
<th>Year</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>Dozens of leaders working to end domestic violence and sexual assault gathered in New York City to discuss the urgent need for a unifying symbol to elevate these issues in the public agenda, much like the AIDS ribbon.</td>
</tr>
<tr>
<td>2010</td>
<td>Leading communications, public relations and branding experts convened on each coast to provide advice, guidance and creative input into the development of the new symbol.</td>
</tr>
<tr>
<td>2011-2012</td>
<td>The signature blue vanishing point originated from the concept of a zero. The symbol was inspired by Christine Mau, a survivor who is now the Director of European Designs at Kimberly-Clark. The symbol’s design was developed pro bono by Sterling Brands, one of the nation’s foremost branding firms. The symbol and NO MORE slogan tested well across demographic groups and were vetted by the field.</td>
</tr>
<tr>
<td>March 2013</td>
<td>With the endorsement of almost every major national DV &amp; SA organization, and the support of leading corporations, NO MORE was publicly launched in on March 13th in Washington, DC. Elected officials, including Vice President Joe Biden, Attorney General Eric Holder, Violence Against Women Act co-sponsor Senator Crapo (R-ID), along with advocates, survivors, movie and television stars and sports figures all stood up to say “no more” at a series of high-profile events. At a special “NO MORE Night” hosted by the Washington Wizards basketball team, thousands of fans received NO MORE collateral and saw a NO MORE PSA on the Jumbotron. More than 200 million media impressions were generated, while millions more were reached by social media.</td>
</tr>
<tr>
<td>Sept 2013</td>
<td>Spearheaded by the Joyful Heart Foundation, NO MORE launched a national public service campaign featuring more than forty celebrities (including Mariska Hargitay, Katie Couric, Andre Braugher, George Stephanopoulos, and Amy Poehler) saying “NO MORE” to domestic violence and sexual assault - the largest PSA campaign on this issue in history. The NO MORE PSAs have won the endorsement of the Advertising Council and generated more than 500 million media impressions across television, magazines, outdoor, and through publicity efforts. The events also came just before the start of Domestic Violence Awareness Month.</td>
</tr>
<tr>
<td>March 2014</td>
<td>As the centerpiece event of our second national “NO MORE Week” dozens of CEOs and other corporate leaders convened with advocates and government officials, including Senior Advisor and Assistant to the President Valerie Jarrett at the White House Conference to End Domestic Violence and Sexual Assault. At this historic event businesses learned how they could engage in efforts to address these issues. That day, the NO MORE campaign announced millions of dollars of new corporate commitments, and several major corporations are now entering the conversation for the first time.</td>
</tr>
<tr>
<td>April 2014</td>
<td>NO MORE partnered with the USA television network for the first Sexual Assault Awareness Month NO MORE Excuses Law &amp; Order: Special Victims Unit TV Marathon. Specially selected episodes that depicted the issues were aired with new PSAs featuring the show’s cast. Resources and national hotlines were aired throughout the show. National victim service organizations showed double and triple digit increases in calls to their hotlines and visitors to their websites that weekend.</td>
</tr>
</tbody>
</table>
IV: NO MORE’s Media Presence:

There have been a total of 500 million media impressions of the NO MORE PSAs on TV, in print, in outdoor or through publicity. The NO MORE PSAs have aired 15,125 times on 109 stations, reaching an audience of 247 million for a total in-kind ad value just over $6.9 million.

Over 10 million readers of the Wall Street Journal, Vogue, More, Allure, Glamour, People, Vanity Fair, Huffington Post, Seventeen, Forbes and the New York Observer have seen the PSAs, as well as over 2 million attendees at the Daytona 500 and the NASCAR Ford Championship Weekend. Additionally, the PSAs have appeared on billboards across the country, including on Hollywood and Vine in Los Angeles and 20 locations throughout the Midwest.

Grassroots social media efforts resulted in #NOMOREexcuses generating 30,979,540 impressions on Twitter in the first week alone of the PSA campaign.

Over 7,911 groups and individuals have downloaded the NO MORE Toolkit.

50 groups have cobranded the NO MORE PSAs.

The symbol is being used on university campuses nationwide to spotlight the epidemic of sexual assault on campus:

University of California Los Angeles, Central Washington University, University of Alabama Birmingham, Columbia University, Bucknell University, University of Alaska Anchorage, Western Kentucky University, Heartland Community College, Illinois State University, Mississippi State University, William Paterson University, Loyola Marymount University, Howard University, Alfred University, New Mexico Highlands University, Jefferson Community & Technical Colleges and Florida A&M University.

States that have created their own co-branded NO MORE campaign:

PA says NO MORE (Pennsylvania)
Indiana says NO MORE
NO MORE RI (Rhode Island)
SC says NO MORE (South Carolina)

NO MORE’s Growing Social Media Presence:
V. NO MORE: Leveraging Resources

NO MORE has succeeded in developing many ways to leverage resources to promote the NO MORE mission and helping support the work of our partnering agencies:

- $6,929,736 of in-kind media placement including airing of PSAs on TV, print and outdoor ads.
- $2,062,947 worth of in-kind consulting services for NO MORE strategy development and media services.
- $437,797 in NO MORE administrative costs covered by NO MORE sponsors.
- $5,862 donations raised for NO MORE partners through NO MORE’s website.
- $74,038 in sales of NO MORE products through the NO MORE website, PCAR and NCADV.
See more amazing NO MORE photos in our Facebook photo albums.
VII. Coming up in Year Two:

Building on the remarkable success of Year One of the national campaign, NO MORE will escalate awareness efforts during Year Two, focusing on these critical goals:

- **Reaching and engaging important new populations:**
  - Youth
  - Men
  - The Latin@ community

- **Scaling our awareness efforts within key sectors:**
  - Corporations
  - Sports Industry
  - Entertainment Sector
  - Health and Wellness organizations
  - Branches of the U.S. Military
  - High school and College/University Campuses

- **Leveraging our success to benefit the local, state and national organizations working hard to end domestic violence and sexual assault:**
  - Creation and sales of NO MORE products
  - Developing new media, PSAs and media relationships
  - Activating the NO MORE constituency to promote events and activities of groups in the field and to direct individual donors to these groups
  - Leveraging the NO MORE brand

- **Measuring the short, mid and long-term outcomes and impact of NO MORE**

VIII. Thank you to Our Sponsors and Supporters:

- The Allstate Foundation
- Avon Foundation for Women
- Entertainment Industry Foundation
- Fifth & Pacific Foundation
- Finn Partners
- Jazz Pharmaceuticals
- Kaiser Permanente
- Kimberly-Clark
- Lifetime Television
- Macy’s Foundation
- Mary Kay, Inc.
- Prudential
- Sterling Brands
- USA Network
- Verizon Foundation
- Viacom
- Young & Rubicam

Ways to get involved with NO MORE:

- Shop [NO MORE products](#) and wear NO MORE every day.
- Post your photo in [Gallery](#).
- Download and use the NO MORE [Toolkit](#) to help organize awareness in your community.
- Join our [mailing list](#).
- Like us on [Facebook](#) and share our posts to your page.
- Follow us on [Twitter](#) and add your voice to the discussion.
- Encourage your agency, company and school to [get involved](#).
- Contact the NO MORE DV/SA Field Liaison Jill Morris at [jilljmorris@gmail.com](mailto:jilljmorris@gmail.com)