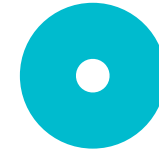


NO MORE

TOGETHER WE CAN END DOMESTIC VIOLENCE & SEXUAL ASSAULT

ABOUT NO MORE



NO MORE

NO MORE is a new 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.

The NO MORE symbol has been in the making since 2009. It was developed because despite the significant progress that has been made in the visibility of domestic violence and sexual assault, these problems affecting millions remain hidden and on the margins of public concern. Hundreds of representatives from the domestic violence and sexual assault prevention field came together and agreed that a new, overarching symbol, uniting all people working to end these problems, could have a dramatic impact on the public's awareness.

The signature blue vanishing point originated from the concept of a zero – as in zero incidences of domestic violence and sexual assault. It was inspired by Christine Mau, a survivor of domestic violence and sexual abuse who is now the Director of European Designs at Kimberly-Clark. The symbol was designed by Sterling Brands, and focus group tested with diverse audiences across the country who agreed that the symbol was memorable, needed and important.

NO MORE calls on all of us together to end the silence and speak out against the violence experienced by people of all genders, races and ethnicities, and age groups. As the red ribbon did for HIV/AIDS, NO MORE is spotlighting an invisible problem in a whole new way and helping to end the stigma, shame and silence of domestic violence and sexual assault.

NO MORE DOMESTIC VIOLENCE AND SEXUAL ASSAULT SURVEY OF ATTITUDES AND EXPERIENCES OF TEENS AND ADULTS

Conducted by GFK Public Affairs and Corporate Communications
Survey funded by the Avon Foundation for Women

THE SCOPE OF THE PROBLEM

149 million Americans KNOW A VICTIM of domestic violence or sexual assault.

- 54 million Americans report they have been a VICTIM of domestic violence.
- 32 million Americans report being a VICTIM of sexual assault.

DESPITE WIDESPREAD BELIEF THAT DOMESTIC VIOLENCE AND SEXUAL ASSAULT ARE A HUGE PROBLEM, FEW BELIEVE IT IS A PROBLEM AMONG THEIR FRIENDS

- There is a disconnect when it comes to perceptions of domestic violence.
 - Most Americans (80%) believe it is a problem in our society.
 - 60% of Americans KNOW a victim of either or both domestic violence or sexual assault.
 - Yet, only 15% report that they believe it's a problem among their friends.

CONVERSATIONS ABOUT DOMESTIC VIOLENCE ARE NOT HAPPENING IN THE UNITED STATES

- There is basically NO discussion about domestic violence taking place in this country.
 - 2 out of 3 Americans (67%) have NOT talked about domestic violence with their friends.
 - 3 in 4 (73%) parents with children under the age of 18 said that they have NOT had a conversation with their children about violence in the home.

EVEN FEWER CONVERSATIONS ARE HAPPENING ABOUT SEXUAL ASSAULT

- 73% of Americans have NOT discussed sexual assault with their friends – despite 33% of them knowing a victim.
- 73% of parents with children under the age of 18 have NOT discussed sexual assault with them.

THE OPPORTUNITY TO CHANGE PUBLIC ATTITUDES AND BEHAVIOR

- Three-quarters of Americans (75%) say they would step in and help if they saw a stranger being abused, but in reality few actually help them.
- 70% of women domestic violence survivors report telling someone what has happened to them, yet more than half of those who told someone (58%) report that no one helped them.
- But increased discussion could lead to bystanders taking action: Almost two-thirds (64%) of Americans age 15 or older say that if we talk more about domestic violence and sexual assault, it would make it easier for them to help someone.

NO MORE

“I’LL SAY SOMETHING NEXT TIME”



Domestic violence
and sexual assault
should never be ignored.
It's time we all speak out
to stop the violence.
No more excuses.
No more silence.
No more violence.

NO MORE
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www.nomore.org
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CORPORATE LEADERSHIP IN ENDING DOMESTIC VIOLENCE AND SEXUAL ASSAULT

INTRODUCTION

The case for business involvement and investment in ending domestic violence and sexual assault has never been more compelling. We know that effectively addressing these problems, which impact our colleagues, employees, friends and families, requires that every sector in this country be involved.

Public and non-profit resources alone are simply not adequate to both assist the many Americans who are survivors, and work effectively to eradicate domestic violence and sexual assault for future generations. In the past, many companies have shied away from these issues, viewing them as “private” and “beyond business concerns.” But that view is changing significantly.

Increasingly, the private sector is engaging in the education about and prevention of domestic violence and sexual assault, viewing these efforts as essential to good business. Within these pages are compelling stories from companies that have made this investment, with examples of how this decision has paid off in the long term.

Also included is information about the NO MORE public awareness campaign, launched by leading American corporations and stakeholder organizations with three simple goals:

- Mobilize greater attention and resources to end domestic violence and sexual assault
- Normalize the conversation about domestic violence and sexual assault
- Teach advocates around the country how to use the many NO MORE campaign elements to forge innovative and influential partnerships

THE CURRENT STATE

Domestic violence and sexual assault have no socio-economic boundaries. No one is immune: 12.7 million people are physically abused, raped or stalked by their partners in one year – 24 people every minute. 60% of Americans personally know a victim of domestic violence or sexual assault.

Only the issue has too often been shrouded in silence, shame and stigma, disguised as a “private matter” instead of addressed head-on. Inevitably, silence is one of the most significant barriers, with more than two-thirds of Americans saying they have not talked about domestic violence with their friends and nearly 75% having not discussed sexual assault. Conversely, nearly two-thirds of Americans acknowledge that talking more about domestic violence and sexual assault would make it easier to help someone who needs it.

THE BUSINESS CASE

Domestic violence and sexual assault impact everyone...period. There is not one person who can say with certainty that they don't know someone who's been impacted by these issues. The question now is what to do, and that's where the private sector comes in.

Within every company are survivors, abusers and bystanders – those on the sidelines not quite knowing what to do or how to help. It's the same with consumers. But with more businesses publicly addressing these issues – demonstrating that it is O.K. to talk about them openly – the social norms that lead to silence and shame begin to be erased.

Private sector leadership and investment – either within the workplace or through marketing and/or philanthropic efforts – are especially crucial given the number of violent incidents that directly or indirectly impact employees, consumers and their children. It's a matter of health, safety, workplace productivity, as well as the fabric of family and community. The Corporate Alliance to End Partner Violence estimates that 25% of workplace problems such as absenteeism, lower productivity and turnover are due to family violence, never mind the impact on healthcare costs.

Corporate leadership to end domestic violence and sexual assault can take many forms – from helping a local shelter to providing workplace training or help for survivors to creating a large-scale marketing campaign. The call to action is clear: corporate leaders can make a crucial difference in ending domestic violence and sexual assault and the time to do so is now.

Only when all leaders in our society – including corporate leaders – are willing to break the silence on these issues, loudly call attention to these problems and help normalize the conversation, can we make meaningful strides.

SPOTLIGHT ON CORPORATE ROLE: THE FOUR R'S

RECOGNIZE

that this issue does impact the workplace

RESPOND

appropriately within the context of the workplace

REFER

to the professionals who can assist employees

REACH OUT

to community resources to partner and support

Corporate Alliance to End Partner Violence

ⁱ The CDC's National Intimate Partner and Sexual Violence Survey (2010)

ⁱⁱ The Avon Foundation for Women's NO MORE Study (2013)

NO MORE CORPORATE PARTNERS

THE ALLSTATE FOUNDATION

For more than 80 years Allstate has used its insurance and financial services expertise to help protect people from life's uncertainties and prepare them for the future. In 2005, after analyzing more than 30 compelling social issues, talking with experts and looking at Allstate's unique expertise, The Allstate Foundation made addressing domestic violence a priority. We learned that finances are often an abuser's invisible weapon of choice and the lack of financial resources is a primary reason survivors remain trapped in abusive relationships. We realized that the same financial planning skills we use to help our customers save for a child's college education or a comfortable retirement could also help survivors gain the financial stability needed to break free from violence. Since then, we've contributed more than \$35 million to U.S. organizations that have helped more than 384,000 survivors take steps toward financial independence. In addition, we trained more than 7,200 advocates across every state to provide financial empowerment services, changing delivery systems for survivors.

Along the way, we witnessed the incredible passion our people have for the issue. More than 4,200 Allstate agency owners, personal financial representatives and employees have volunteered to assist domestic violence survivors in countless ways including through our Purple Purse public awareness campaign. The Allstate Foundation is proud to say NO MORE because our loved ones, friends, neighbors, and co-workers all deserve to have safer lives and brighter futures.

AVON FOUNDATION FOR WOMEN

In 2004, the Avon Foundation for Women launched the Speak Out Against Domestic Violence program because our research told us that domestic violence was an issue of the greatest concern to women in every country where Avon does business. Our Speak Out program has received tremendous support from Avon's Representatives who raise funds for this cause by selling special empowerment products in more than 50 countries around the world, and provide education and awareness materials to their customers. Avon Representatives provided a very early example of "social networking" and through their personal sales work they observed domestic abuse in their communities and in their customers' lives. Since we began the program in 2004, Avon philanthropy has donated nearly \$60 million globally for education, prevention and direct services to victims and their families. But the only way to achieve our ultimate goal is to change public attitudes about partner violence. To do that we need to empower survivors and empower bystanders—women and men—to speak out and say that domestic violence and sexual assault aren't a private matter, but our society's responsibility. Congratulations to NO MORE for helping to spread that message.

FINN PARTNERS

Finn Partners has been conducting public relations around domestic violence and sexual assault for more than a decade. We were inspired and motivated to first take on these issues by Noeleen Heyzer, a client and mentor, who was the executive director of the United Nations Development Fund for Women (UNIFEM) and one of the foremost experts for women's rights in the world. Ten years ago, Noeleen helped us to understand how violence against women was directly linked to equality, and we soon realized how difficult it was to engage the media and the public to pay attention to violence against women for more than a minute.

Thus we took on the challenge to utilize our skills in public relations to change the way the media covered domestic violence and sexual assault and to work to engage and educate the public. During the past ten years, we have helped nearly every major domestic violence organization in the country raise visibility for their work and increase attention to the problem. We have focused on developing original research and uncovering new data, and using the stories the research tells to generate sustained media coverage and impact. In the course of our public relations efforts, we believe that we have made a difference in drawing significant new attention to these problems, and that the process itself has helped saved lives.

KAISER PERMANENTE

At Kaiser Permanente, we believe in the strength of safe, caring and healthy relationships. As clinicians and health professionals, we know too well the serious health impact of family violence and sexual assault—that it can happen to anyone and that it's difficult to talk about these issues. Our physicians and health care teams take the initiative to ask about domestic violence, providing referrals and resources to help end and recover from abuse. As one of America's leading health care providers and nonprofit health plans, we decided it was important for us to be health care leaders on this issue. In 1998, we developed the Family Violence Prevention Program, an innovative model that provides a comprehensive and integrated approach to build awareness, provide care, and prevent partner violence. The program is now also being used by other health care organizations.

We are proud to join NO MORE in addressing the problems of domestic violence and sexual assault, and we will continue working with our partners in the community to develop programs that make a difference. It's just another example of how we're caring for the total health of our members—mind, body and spirit.

MACY'S, INC.

One of the focus areas for philanthropy at Macy's, Inc. is women's issues and a premier component is the issue of domestic violence and sexual assault. The company recognizes the devastating impact it has on our customers, our associates and their families – crossing all economic levels, age levels and geographies. Macy's, Inc.'s brands – Macy's and Bloomingdale's – have supported countless shelters, women's centers, awareness programs and legal counseling services across the country. In addition, through in-store campaigns, customers have been invited to support this important cause through their donations. Collectively, Macy's, Inc. and its customers have contributed more than \$12.8 million in recent years to support these programs across the nation. Macy's and Bloomingdale's are proud to support NO MORE in saying “no more” to domestic violence and sexual abuse and “no more” to the silence that surrounds this critical issue.

MARY KAY INC.

Mary Kay Inc. and The Mary Kay Foundation are committed to changing the lives of women and children by helping to prevent and end domestic violence. Our company founder, Mary Kay Ash, after meeting too many Mary Kay independent sales force members, customers and friends affected by domestic violence, deployed members of her company's government relations team to lobby on Capitol Hill for the Violence Against Women Act. Since that time, preventing and ending domestic violence and promoting healthy relationships has become our number one philanthropic mission in the United States. Since 2000, The Mary Kay Foundation has awarded nearly \$35 million in grants to shelters for women and children in all 50 states. Whether through Mary Kay's cause marketing program, Beauty that Counts, our continued government advocacy efforts Lobbying for Good, or as the lead sponsor of the loveisrespect text for help service focused on providing healthy relationship advice to the next generation, we are honored to continue Mary Kay Ash's legacy of making a difference and changing lives.

VERIZON

Verizon's commitment to leveraging its resources to help end domestic violence began nearly two decades ago when Verizon Wireless started its HopeLine from Verizon. Verizon saw an opportunity to provide a lifeline to victims and survivors and resources to domestic violence prevention organizations across the country.

Out of this vision, Verizon's HopeLine program was created. Through HopeLine, Verizon provides support in the form of cash grants to domestic violence prevention organizations and refurbished phones with 3,000 minutes and text messaging service for use by victims and survivors. HopeLine phones can help victims of abuse feel safer and less isolated by giving them a way to call emergency or support services, employers, family and friends. Since 2001, HopeLine from Verizon has provided more than \$21.4 in cash grants and distributed more than 180,000 HopeLine phones with the equivalent of more than 543 million minutes of wireless service.

In 2006, the Verizon Foundation incorporated domestic violence prevention as one of its "signature cause areas," funding domestic violence advocacy, programmatic work, prevention activities and education. For almost 15 years, Verizon has been an active, vocal and devoted member of the domestic violence prevention community. Our more than 7,000 employees volunteer in domestic violence awareness and prevention activities and we have given more than \$65 million to aid the work of local shelters and domestic violence prevention organizations.

**TOGETHER
WE CAN END
DOMESTIC
VIOLENCE &
SEXUAL ASSAULT**

CORPORATE OPPORTUNITIES

DONATE TO AND PARTNER WITH a local, state or national domestic violence or sexual assault organization

Fund the development of **ORIGINAL RESEARCH**

Launch an initiative to **EMPOWER SURVIVORS** with skills necessary to secure employment, personal independence and self sufficiency (i.e., through scholarships, financial planning services, health care services, career support, etc.)

Use corporate resources to **EXPAND AWARENESS AND PREVENTION EFFORTS**, such as using owned media assets or consumer interfaces

Introduce the sale of **CAUSE PRODUCTS** from which a portion of the proceeds are donated to non-profit organizations dedicated to the issues of domestic violence or sexual assault

Encourage more businesses, stakeholders and Federal leaders to **BECOME PART OF NO MORE** – the overarching effort to end domestic violence/sexual assault

Offer a **BYSTANDER TRAINING PROGRAM** to employees

Develop a **CORPORATE VOLUNTEER PROGRAM** to help local non-profits

Make **EDUCATIONAL MATERIALS** available in the workplace, on the corporate website, or in your consumer locations

SUPPORT the reach of public awareness of domestic violence and sexual assault

Train **KEY EXECUTIVES** on the manifestation of this issue at work

Train your **HUMAN RESOURCES** and **SECURITY** teams to recognize and respond to these issues and their impact in the workplace.

Institute **INTERNAL POLICIES** on domestic violence and sexual assault in the workplace

Introduce the issue to employees via “**LUNCH AND LEARNS**” or similar events focusing domestic violence and sexual assault

ADDITIONAL RESOURCES

IF YOU OR SOMEONE YOU KNOW NEEDS HELP,
PLEASE CONTACT:

NATIONAL DOMESTIC VIOLENCE HOTLINE

1-800-799-SAFE (7233)
www.thehotline.org

NATIONAL SEXUAL ASSAULT HOTLINE

1-800-656-HOPE (4673)
chat at www.online.rainn.org

LOVEISRESPECT: TEEN DATING VIOLENCE HOTLINE

1-866-331-9474
text 'loveis' to 22522
chat at www.loveisrespect.org

1IN6: RESOURCES FOR MALE SURVIVORS OF CHILDHOOD SEXUAL ABUSE

www.1in6.org
Online Support Line at www.1in6.org/men/get-help

TO FIND YOUR STATE COALITION AND LOCAL RESOURCES,
PLEASE VISIT:

NATIONAL NETWORK TO END DOMESTIC VIOLENCE

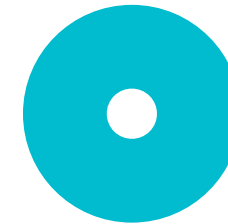
www.nnedv.org/resources/coalitions.html

NATIONAL SEXUAL VIOLENCE RESOURCE CENTER

www.nsvrc.org/organizations

FOR ADDITIONAL INFORMATION ABOUT DOMESTIC VIOLENCE
AND SEXUAL ASSAULT, PLEASE VISIT:

www.nomore.org



NO MORE

CONTACT US

info@nomore.org