



AVON

# AVON EQUAL FUTURES FUND

Facilitated by The NO MORE Foundation

**NO MORE**

TOGETHER WE CAN END  
DOMESTIC & SEXUAL VIOLENCE



## MESSAGE FROM AVON'S CEO



**Kristof Neiryck**  
Avon CEO

For more than two decades, our mission has been to help end gender-based violence by standing alongside the organisations, advocates and communities working to support and uplift women and girls around the world.

The Avon Equal Futures Fund represents our next step in that mission. Preventing violence means addressing what enables it, and gender-bias remains one of the most powerful and pervasive forces holding back progress.

Through this fund, we are focusing on solutions that challenge and help dismantle bias, and I invite your organisation to join us. Whether you are building inclusive systems, creating space for underrepresented voices or helping shift the stories society tells about gender, your work matters deeply.

We believe in the power of partnership. Thank you for taking the time to share your goals and your work with us. Together, we can break down the biases that limit potential and build a world where equity is lived and felt.



NO MORE is committed to ending domestic and sexual violence by increasing awareness, inspiring action, and fueling culture change. In alignment with this mission, we are proud to be facilitating the Equal Futures Fund for Avon — a fund dedicated to advancing gender equality and creating a safer, more equitable world for women and girls.

This partnership reflects a shared belief in the power of prevention, support, and long-term systemic change. Through the Equal Futures Fund, we will continue building on the impactful work Avon has led globally, ensuring that resources reach communities where they are most needed and where they can make the greatest difference.

Together, we are working toward a future where everyone can live free from abuse and discrimination — a future that is more equal, more just, and full of opportunity.

# THE EQUAL FUTURES FUND

For over 20 years, we have been to helping end gender-based violence, and, through our programmes and partnerships, we have donated over \$91million to support over 15 million women and girls worldwide.

The Avon Equal Futures Fund is the next step in progressing this work, confronting one of the key precursors to gender-based violence: gender-bias.

Our mission is to create a world where gender equity is embedded in everyday life. By challenging bias, we aim to help transform attitudes and environments, unlocking opportunity, uplifting individuals and creating space for everyone to thrive. Ultimately, creating a better world for women, and for all.

Driven by awareness and action, we confront discriminatory practices, unconscious biases, and systemic barriers. We will empower individuals, organisations and communities to recognise and correct gender bias wherever it shows up, from education and workplaces to headlines and homes.

Through targeted initiatives, partnerships and storytelling, we will show how gender bias manifests through stereotypes, exclusion, or discrimination, and provide tools to help address and dismantle it together.

## Equal Futures Fund aims to:

- **Dismantle Gender Bias:** Challenge unconscious bias, stereotypes, and discrimination in various sectors.
- **Advance Gender Equity:** Support initiatives that tackle gender bias alongside other oppressions, like race and socio-economic status.
- **Empower Communities:** Build the capacity of individuals and grassroots organisations to advocate for gender equity.
- **Promote Inclusive Education:** Support educational efforts that enhance gender equity understanding and challenge harmful norms.
- **Strengthen Organisations:** Invest in training and policy reform to create gender-responsive institutions.
- **Elevate Representation:** Encourage diverse and stereotype-free portrayals of gender in media.
- **Drive Systemic Change:** Support advocacy for transformative reforms to address legal and institutional gender inequities.
- **Foster Innovation:** Promote solutions and partnerships that tackle the root causes of gender inequality.
- **Create Safe & Inclusive Spaces:** Support initiatives that ensure safety, dignity, and support for all, such as trauma-informed services and resources for survivors of gender-based violence.

## The Equal Futures Fund will:

- Provide 1-year grants of up to \$50,000 to support NGOs tackling gender bias.
- Enable NGOs to continue and expand their critical work in dismantling gender bias in all its forms.
- Focus on supporting organisations in the following countries: Bulgaria, The Czech Republic, Hungary, Italy, the Philippines, Poland, Romania, Slovakia, South Africa, Turkey, Ukraine, and the United Kingdom.

Through these efforts, the Equal Futures Fund will support transformative change and create a more equitable future for all.

# THE APPLICATION PROCESS

## THE AVON FUND

NGOs in AVON's 12 key markets will be invited to complete a short self-assessment questionnaire based on their existing and aspirational work focused on ending gender bias and building equal futures for all.

### Supporting existing work

#### Media and Social Media Campaigns:

- Support the launch of AVON's 16 Days of Activism and IWD awareness campaigns using storytelling, infographics, and videos.
- Collaborate with influencers or media outlets to spread awareness.

#### If you already do any of the following - contributing to ending gender bias:

- Educational campaigns & workshops (on gender bias), schools, universities, community, or with employers.
- You undertake specific research on gender bias and publications,
- You advocate for, or produce/share open-source gender-responsive policies.
- You work with media to ensure media (in any format) to enable more accurate gender representation, in story telling and those that do the story-telling.
- You provide Inclusive Support Systems: Providing targeted support for individuals who face multiple layers of gender bias, such as women of color, transgender and non-binary individuals, LGBTQ+ people, and individuals with disabilities.
- You provide support systems for victims of gender-based violence.

*\*Please see AVON's Fund Criteria for further examples*

### Supporting Innovation

#### Media and Social Media Campaigns:

- Support the launch of AVON's 16 Days of Activism and IWD awareness campaigns using storytelling, infographics, and videos.
- Collaborate with influencers or media outlets to spread awareness.

#### If you aspire to do any of the following, or offer an innovative programme that will contribute to ending gender bias:

- Educational campaigns & workshops (on gender bias), schools, universities, community, or with employers.
- You undertake specific research on gender bias and publications,
- You advocate for, or produce/share open-source gender-responsive policies.
- You work with media to ensure media (in any format) to enable more accurate gender representation, in story telling and those that do the story-telling.
- You provide Inclusive Support Systems: Providing targeted support for individuals who face multiple layers of gender bias, such as women of color, transgender and non-binary individuals, LGBTQ+ people, and individuals with disabilities.
- You provide support systems for victims of gender-based violence.

*\*Please see AVON's Fund Criteria for further examples*

Clarifying Questions

## Assesment by The NO MORE Foundation

Award notification

Funding Agreement and Award Processing

- **Unite for Avon's 16 Days of Activism Campaign:** Be a part of a dynamic global movement dedicated to raising awareness and driving action against gender-based violence.
- **Customise Tools and Resources on Gender Bias for Your Community:** Engage actively in tailoring and developing resources that confront and challenge gender bias in your local area.
- **Collaborate with NO MORE to Share Your Impact:** Join forces with us to craft compelling visual narratives that showcase the meaningful change your initiatives are creating in the pursuit of gender equality.

12 month report

Invitation to continue with existing work or propose a new programme of work

# EQUAL FUTURES FUND GRANT CRITERIA

## [Avon's Equal Futures Fund's NGO Self-Assessment](#)

Core Criteria for Grantee Partners	
<b>Mission Alignment:</b>	The grantee's mission, values, and work should align with Avon Equal Futures Fund's mission to dismantle gender bias.
<b>Capacity and Expertise:</b>	The grantee must have demonstrated expertise and capacity in the relevant field, including a track record of successfully managing similar projects.
<b>Ethical Standards:</b>	The grantee must adhere to high ethical standards, including anti-fraud, anti-corruption, and non-discrimination policies, and must comply with all applicable laws and regulations.
<b>Legal Status:</b>	The grantee must be a legally registered entity, such as a non-profit organisation, with appropriate documentation to verify its status.
<b>Reputation and Integrity:</b>	The grantee must have a positive reputation within its sector and a track record of ethical and responsible behaviour.
<b>Financial Stability:</b>	The grantee must demonstrate sound financial management practices and the capacity to manage project funds responsibly.
<b>Experience and Expertise:</b>	The grantee must have relevant experience and technical expertise in the areas covered by the bid, particularly in the fields of gender-based violence, domestic violence, sexual violence, or related areas.
<b>Capacity for Compliance:</b>	The grantee must have the ability to meet all compliance requirements of the bid, including reporting, financial oversight, and legal obligations.



# CHALLENGING GENDER BIAS: THE WORK WE AIM TO SUPPORT

Creating an equal future means addressing gender bias at every level — from individuals to institutions, and from policy to culture. The Equal Futures Fund supports bold, inclusive, and community-driven efforts that challenge inequality and drive real change.

<b>Raise Awareness &amp; Educate</b>	<p>Projects that help people recognise and understand gender bias in everyday life — from workplaces and schools to media and public spaces.</p> <ul style="list-style-type: none"> <li>• Creative campaigns and grassroots education.</li> <li>• Gender sensitivity and anti-bias training for communities and professionals.</li> <li>• Promoting inclusive language to reshape perceptions.</li> </ul>
<b>Drive Policy &amp; Institutional Change</b>	<p>We're looking for initiatives that reform systems to be more fair and equitable.</p> <ul style="list-style-type: none"> <li>• Develop gender-responsive policies in workplaces and schools.</li> <li>• Create accessible reporting methods for discrimination.</li> <li>• Establish fair hiring, pay, and promotion practices.</li> </ul>
<b>Promote Gender Equity in the Workplace</b>	<p>We support efforts that make workplaces more inclusive and equal for everyone.</p> <ul style="list-style-type: none"> <li>• Equal leadership and training opportunities.</li> <li>• Mentorship for women and gender-diverse individuals.</li> <li>• Family-friendly policies, including equitable parental leave and flexible work.</li> </ul>
<b>Address Unconscious Bias</b>	<p>Change starts with awareness — and with tools that help people do better.</p> <ul style="list-style-type: none"> <li>• Equal leadership and training opportunities.</li> <li>• Mentorship for women and gender-diverse individuals.</li> <li>• Family-friendly policies, like parental leave and flexibility.</li> </ul>
<b>Shift Culture &amp; Challenge Stereotypes</b>	<p>Culture shapes perception — and change begins with what we see and hear.</p> <ul style="list-style-type: none"> <li>• Projects to enhance gender representation in media.</li> <li>• Promote gender-inclusive education and diverse role models.</li> <li>• Challenge harmful gender norms limiting potential.</li> </ul>

<b>Empower Marginalised Communities</b>	<p>We want to support voices that are often excluded from the conversation.</p> <ul style="list-style-type: none"> <li>• Projects to enhance gender representation in media.</li> <li>• Promote gender-inclusive education and diverse role models.</li> <li>• Challenge harmful gender norms limiting potential.</li> <li>• Projects for women and gender-diverse individuals facing multiple discrimination factors, such as race and economic inequality.</li> <li>• Programs with an intersectional approach to address these experiences.</li> </ul>
<b>Use Data to Drive Progress</b>	<p>Support work that's backed by insight and measured by impact.</p> <ul style="list-style-type: none"> <li>• Collect and analyze gender-disaggregated data to identify gaps.</li> <li>• Evaluate program effectiveness for ongoing improvement.</li> </ul>
<b>Advocate for Legal &amp; Social Reform</b>	<p>Support movements and campaigns that push for change at every level.</p> <ul style="list-style-type: none"> <li>• Analyze gender-disaggregated data to identify gaps.</li> <li>• Evaluate programs for continuous improvement.</li> </ul>
<b>Engage Men &amp; Boys as Allies</b>	<p>Gender equality benefits everyone — and everyone has a role to play.</p> <ul style="list-style-type: none"> <li>• Programs that invite men and boys to challenge harmful stereotypes.</li> <li>• Encourage new models of masculinity, caregiving, and allyship.</li> </ul>
<b>Create Safe &amp; Inclusive Spaces</b>	<p>We support initiatives that ensure safety, dignity, and support for all.</p> <ul style="list-style-type: none"> <li>• Build environments free from harassment, violence, and discrimination.</li> <li>• Provide trauma-informed services and resources for survivors of gender-based violence.</li> </ul>

To be considered for an Avon Equal Futures Fund grant, your organisation must demonstrate how it meets the core eligibility criteria (see page 5). You must also commit to supporting Avon's 16 Days of Activism Campaign\* and ensure that your current work or proposed project addresses at least two of the categories outlined above.

**\*Supporting Avon's 16 Days of Activism Campaign:** This work may include re-sharing campaign content on your social media channels, as well as participating in the development and localization of these campaigns. The level of involvement is up to you and based on your organization's capacity.



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