

# Impact Report

## 2024

NO MORE

# About NO MORE

NO MORE is dedicated to ending domestic and sexual violence by increasing awareness, inspiring action and fueling culture change.





## Message from Our CEO Pamela Zaballa

In 2024, NO MORE continued to increase our global impact through powerful partnerships, new chapters, and important education initiatives to address domestic and sexual violence, but also to prevent abuse from occurring at all. We elevated our efforts to boost awareness and activism, increase education, and build community engagement throughout the world, with an emphasis on amplifying the voices and lived experiences of survivors.

Through collaborations with leading corporations, efforts using the power of media and entertainment, and our own KNOW MORE Global Dialogue Series of special events and conversations and NO MORE Global Directory of support services in 200 countries/territories; we were able to reach millions of people and advocate for the public policy and culture changes needed to end the epidemic of gender-based violence. Internally, we expanded our teams in the U.K. and LatAm and continued to make progress on our commitment to good governance and transparent reporting.

As we are just beginning NO MORE's second decade, I am extremely proud of the incredible growth of the organization and gains made along with our chapters, partners, and supporters. This past year, I had the privilege of representing NO MORE at The White House's 30th anniversary commemoration of the Violence Against Women Act and at a reception with The King and Queen of the United Kingdom at St. James' Palace in advance of the Commonwealth Heads of Government Meeting (CHOGM). We've come a long way and the issues we're tackling have reached center stage on occasion.

However, as I write this, at a time when freedoms are under attack around the world, funding is heavily threatened, and more forms of abuse continue to emerge with new technologies, we must redouble our efforts and unite to create the change we want to see in the world. We are grateful for the ongoing support from our allies in and outside of the movement.



## Message from Our Co-Founder and Board Chair Jane Randel

It is hard to believe that 2024 marked the start of NO MORE's second decade of existence. When my co-founders and I conceived of NO MORE, the idea was for a campaign that helped bring more people and organizations together with the goal of ending domestic and sexual violence.

Eleven years later, NO MORE has grown well beyond being a "campaign," becoming a growing nonprofit with new chapters and initiatives continually popping up throughout the world. While the symbol we launched with remains and still has great meaning, NO MORE is now so much

more with products like the NO MORE Global Directory of support services and the NO MORE Silence storytelling platform; special events like NO MORE Week and End Violence Against Women Day; and global education efforts through popular culture platforms.

I am inspired by the team's progress. I am also humbled and motivated by the continued enormous need. Domestic and sexual violence remain intractable problems effecting our families, communities, workplaces and society. We must remain a force for positive change.

## 2024 Highlights



Received the Commonwealth Secretary General's "Hero Award," as part of Commonwealth Day.



Won a Silver in the 2024 Shorty Impact Awards with our partner iHeartMedia.



Added [3] new NO MORE chapters in Ghana, Liberia, and Zanzibar.



Launched a new, improved and enhanced [nomore.org](https://nomore.org)



Participated in special events at The White House and St. James Palace



Every four minutes, someone used the NO MORE Global Directory, enabling more than 80K people to get lifesaving support services.



A record nearly 700K people tuned into our broadcasts and webinars to KNOW MORE



In 2024, we reached over 6M total accounts, engaging more than 4M users on social media, recording over 500K email opens, with over 200K website visits.

## 2024 Efforts and Accomplishments

### Increasing Awareness and Activism

#### NO MORE WEEK 2024 (March 3-9)

NO MORE Week 2024 was a big success, engaging thousands across the world in speaking out against the epidemic of domestic and sexual violence. We held the 4th annual NO MORE Week Virtual 5K, supported by the NFL and State Farm. Throughout [12 countries], people walked, ran, biked and swam to raise awareness and funds that support survivors of abuse and prevention programs.

Our NO MORE Week Tech. Conference – “Silicon Saviors or Digital Threats? Exploring Tech’s Impact on Domestic and Sexual Violence” – brought experts, advocates and innovators from around the world together online. In 13 sessions, across 5 time zones, they covered timely topics from the dangers of the Internet of Things to image-based abuse.

Also during NO MORE Week, Global CEO Pamela Zaballa spoke at the Business Fights Poverty Global Summit 2024 and co-founder and Board Chair Jane Randel held a conversation on International Women’s Day with The Rt. Honorable Patricia Scotland KC, Commonwealth Secretary-General; Mrs. Ann-Marie Davis, spouse of the Prime Minister of the Bahamas; and Professor Maithree Wickramasinghe, First Lady of Sri Lanka, to highlight strategies they’ve employed to prevent domestic and sexual violence.

**NO MORE WEEK 2024**  
TECH CONFERENCE

Join for a Virtual Conference:

**Silicon Saviors or Digital Threats?**  
Exploring Tech's Impact on Domestic and Sexual Violence

**TUESDAY, MARCH 5TH**

[NOMORE.ORG/TECHCONFERENCE](https://nomore.org/techconference)



## Lovestrong with Avon



Recognizing abuse can be challenging because it often starts with subtle signs that build over time. That's why NO MORE teamed up with Avon on their new Lovestrong campaign, which launched on the International Day for the Elimination of Violence against Women, to educate and empower to seek love that feels supportive, not suffocating. The initiative included a powerful film and clips from interviews the NO MORE team conducted with people on the streets of East London. These were shared across platforms to increase awareness of what healthy relationships should look like and to direct people to find support through the NO MORE Global Directory if needed.



## Nailing Dating with Tinder

As part of NO MORE's partnership with Match Group, we worked with Tinder on a campaign to help more people date safely and smartly. Together, we created "Ten Tips" for empowered and positive dating and joined in their special Nailing Dating pop-up event offering free manicures and awareness-raising and supportive workshops. Those needing support were directed to find additional help through the Bright Sky app.



## 16 Days of Activism

NO MORE partnered with Peace One Day and the Centre for Public Impact to organize a global broadcast on the International Day for the Elimination of Violence Against Women (November 25th) aimed at raising awareness, mobilizing resources, and inspiring action. The event – #EVAWDAY – amplified the voices of survivors, activists, and thought leaders from around the world, and informed and engaged [more than 800K] people on the epidemic of gender-based violence and efforts to stop and prevent it.

The UN adopted November 25th as an observance in 2000. The date was selected to honour the Mirabal sisters, three political activists from the Dominican Republic who were brutally murdered in 1960 by order of the country's ruler, Rafael Trujillo. One of the daughters of the assassinated sisters spoke passionately about her mother in a short video that aired during our broadcast. Other speakers included Alexis Smith (Miss Kansas 2024), Melissa Fleming (Under Secretary-General for Global Communications at the United Nations), Tracy Otto (Paralympian, Team USA), actor, producer and director Jaime Camil, actress and advocate Esmé Bianco, CEO of the WOW Foundation Jude Kelly, and many more.

Throughout the following 16 Days of Activism Against Gender-Based Violence, NO MORE and Peace One Day continued to share and amplify these powerful voices.

**Special Broadcast on**

The International Day for the  
**Elimination of Violence  
Against Women**

Featuring survivors, activists, and leaders from around the world

**#EVAWDAY** 25th of November, 2024  
Starting at 1pm GMT/8am EDT

Watch on [peaceoneday.org](https://peaceoneday.org) or on  
Peace One Day and NO MORE's social channels

Peace One Day

In partnership with  
**NO MORE**

Sponsored by:  
**AVON**

Centre for Public Impact  
Founded by BCG

**#EVAW**  
**WE ARE LIVE!**



Sponsored by  
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**TUNE IN NOW! #EVAW**

## Expanding Education and Training

### “The Lighthouse” - A Comprehensive Survivors’ Guide

In July 2024, we launched “The Lighthouse,” a comprehensive guide for survivors/victims of domestic and sexual violence and their loved ones. The guide includes in-depth information to recognize all forms of abuse; find counseling services, legal aid, and other resources; and get inspiration to light the way toward a brighter future.

We're grateful to all the amazing survivors and allied organizations for sharing their experiences and links to their support services featured in the guide. “The Lighthouse” was made possible thanks to the courage, determination and generosity of Karoline Starostik, a survivor, advocate and philanthropist.





## State Voting Guide

Voting is a fundamental right, but for those experiencing stalking or abuse, the process can present unique risks and challenges. That's why NO MORE launched its State Voting Guide in mid-September, prior to the U.S. elections in November. The comprehensive guide was designed to help survivors and their loved ones navigate the voting process safely and confidently. It provides detailed, state-specific information on programs and voting options that helped protect survivors' privacy when voting, including Address Confidentiality Programs, confidential registration, early voting, same-day registration, and voting by mail.

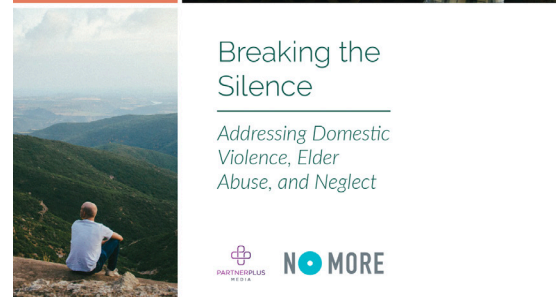
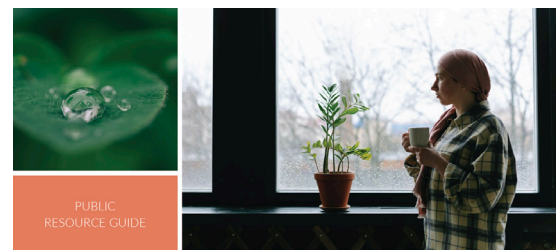
## "Breaking the Silence" Elder Abuse Resource Guide

To recognize World Elder Abuse Awareness Day, we were proud to join the National Partnership for Healthcare and Hospice Innovation (NPHI) in launching "Breaking the Silence," a new public resource guide addressing domestic violence, elder abuse, and neglect with a special emphasis on educating those who care for vulnerable patient populations.

## Global Training Sessions and Special Events

We continue to develop and hold training sessions for governmental and non-governmental organizations and corporations, educating leaders and employees on various issues and topics related to domestic and sexual abuse. One highlight included a training session in October delivered to all 13 Federal Reserve Banks initiated by the New York office's Women's Employee Resource Group (ERG) in celebration of DVAM. In addition, the Inter-American Development Bank (IADB) brought in NO MORE to train staff members based in San Salvador, Belize, Panama, Costa Rica, Mexico, and Dominican Republic.

NO MORE also was proud to be part of The Brilliance Summit, hosted by our Board member Madeline McQueen in June. The special one-day event was an intersectional summit for women in leadership to "see their light and own their worth." The NO MORE team also attended the Sexual Violence Research Initiative (SVRI) conference in Cape Town, South Africa, hosting a exhibition stand to engage with local and international organizations.



## Building Community Engagement

NO MORE helps build and grow communities of dedicated change-makers worldwide.

### New NO MORE Chapters

NO MORE Chapters act locally and globally to increase awareness and action to address and prevent domestic and sexual violence. Today, NO MORE has 32 active chapters that are making a huge difference in their communities, from Australia to Cameroon to Washington State. In 2024, NO MORE supported the launch of new chapters in Zanzibar, Ghana, and Liberia. NO MORE also continued to partner with the Commonwealth Secretariat in further developing Commonwealth Says NO MORE. The Commonwealth of Nations includes 56 countries and is home to 2.7 billion people.

### NO MÁS Growth in LATAM

While NO MORE chapters continued to expand throughout the African continent, the NO MÁS movement has been growing in Latin America. Throughout 2024, several special events, activations were held in or for the region, including exclusive sessions of the NO MORE Week Tech. Conference and IDB trainings mentioned above. We also launched new, dedicated social media channels with messaging and content on topics ranging from victim blaming, financial abuse, and gaslighting, as well as links to the Global Directory.

### NO MORE Global Directory

The NO MORE Global Directory is a one-of-a-kind resource that includes helplines and links to support services in 200 countries and territories around the world. A full review of the Directory occurs every quarter to ensure that the information is up-to-date and the organizations' sites are operational. We are proud that the Directory grew in 2024 to include more than 2,450 resources for survivors and their families, friends and colleagues.

### NO MORE Silence: Speak Your Truth

In 2023, NO MORE joined Our Wave and Speak Your Truth Today in launching the NO MORE Silence: Speak Your Truth platform that uniquely allows survivors and their loved ones to not only safely share their stories, but also find support from experts. The platform also serves as a tool for policymakers, advocates, and all leaders to better understand the support, policies, research and culture change needed to stop and prevent the violence. Throughout 2024, we continued to collect and share important stories and messages of hope to and from survivors of all forms of abuse.



NO MORE Chapters Around the Globe

AUSTRALIA SAYS  
**NO MORE**  
TOGETHER WE CAN END DOMESTIC & SEXUAL VIOLENCE





# Fueling Culture Change

## Ensuring People KNOW MORE

The KNOW MORE Global Dialogue Series, online webinars and conversations about key topics related to domestic and sexual violence, continued throughout the year. In 2024, the effort kicked off with a special International Women's Day conversation with Carole Fisher, NO MORE Ambassador and host of the hit true crime podcast, "The Girlfriends." In October, timed to Domestic Violence Awareness Month (DVAM), we launched a six-episode series dedicated to exploring the complex journey of an abusive relationship, from the early dating phase through the experience of abuse, to the challenges and triumphs of leaving and coping with the aftermath of separation. We discussed the far-reaching consequences that abusive relationships have on individuals, families, and communities, with leading experts and survivors from all walks of life.

Throughout the year, we also share KNOW MORE facts and statistics on all of our social media platforms and through our blog posts. Through our own channels and through our ambassadors and partners, we are reaching millions of people and providing information that fuels progress.

## Using the Power of Film and Television to Reach Millions

NO MORE was proud to serve as a partner for popular film and television projects that addressed issues of domestic and sexual violence.

Amazon MGM Studios shared the NO MORE Global Directory with viewers of the film *Blink Twice*, which explored themes of sexual violence, power dynamics, and the complex experiences of sexual abuse survivors. We also worked with Wayfarer Studios and served as the charitable partner for *It Ends With Us*, creating several tools and resources to provide support for survivors, raise awareness, and inspire community actions to help stop domestic violence and promote healthy relationships.

NO MORE also partnered again with Investigation Discovery network (ID) on their third annual NO Excuse for Abuse campaign during Domestic Violence Awareness Month. NO MORE joined ID to spotlight the critical issue of domestic violence through powerful content, including a PSA, a social media campaign, and a special program that premiered on October 27th hosted by Sunny Hostin and featured our own co-founder Jane Randel.

In addition, ID's parent company, Warner Brothers Discovery, gave back through their employee "Impact Day," with the NO MORE team facilitating a volunteer project to provide domestic violence shelters in Los Angeles, New York, and Washington, DC, with more than 600 toiletry packs for survivors.

## KNOW MORE

Giving Survivors a Voice:  
Special Conversation with Carole Fisher  
Host, "The Girlfriends" Hit Podcast



NO MORE YouTube Channel

March 8th, 2024 | 12 PM EST



## KNOW MORE GLOBAL DIALOGUE SERIES

DATING AND DOMESTIC VIOLENCE:  
LOOKING FOR LOVE VS. CONTROL

WEDNESDAY, OCTOBER 30TH  
4 PM GMT / 12 PM EST



PAMELA ZABALLA  
NO MORE



DREW CRECENTE  
JENNIFER ANN'S GROUP



RAY EPSTEIN  
IT'S ON US, TEMPLE UNIVERSITY



LYNDSY DEARLOVE  
NO MORE (MODERATOR)

## Running for Change - NYC Half Marathon

For the first time, NO MORE was an Official Charity Partner of the United Airlines NYC Half Marathon and we had two runners join #TeamNOMORE. Sydney and Sarah not only completed the Half, but they used the platform to raise awareness of domestic and sexual violence. We are incredibly grateful for their hard work and fundraising efforts, and we are looking forward to expanding opportunities to shine a spotlight on our issues at premiere races around the world.



## Focusing on Good Governance

We thank our amazing Board for their knowledge, experience, passion, and commitment that help drive our work and growth.

### NO MORE Board



Jane Randel



Toby Graff



Daniel Herndon



Christine Mau



Brian Singer



Amy Terpeluk



Alvin Thompson



Joanne Bischmann



Sam Howard



Lori Weinstein



Madeline McQueen



Ramon Ramirez



Elizabeth Legrain



Charlene Wheelless

### NO MORE Leadership Team



Pamela Zaballa



Lyndsey Dearlove



Alex Murphy

# Financial Information

2024	
Total income in the past fiscal year	\$1,014,499.38
Program expenses	\$725,748.25
Management & general	\$83,391.37
Fundraising	\$48,150.13
Total expenses	\$857,289.75
Ending net assets	\$157,209.63

# Thanks to our Partners





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[youtube.com/@NoMoreProject](https://youtube.com/@NoMoreProject)

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