hollaback!
Dear Supporters,

We’ve only got eight or nine years before the babies rolling around in strollers today start to experience street harassment the way that our generation and the generations before us did. Our children deserve better, so we’re moving faster than ever before.

When we launched, we thought we’d expand to 10 cities by now. We thought wrong; we’re in over 60 cities today. We planned for about 100 press hits; we got 750 including People, Elle, Glamour, and More magazine. We thought we’d launch an app; instead we launched a movement. And now we’re ready to go even harder.

We don’t have time to patiently wait for those in power to decide it’s time to take action. We’ve got to do this the way we’ve always done it -- ourselves. With your support, we’ve made incredible strides, and with your continued support, we will win this. Everyone deserves to feel safe and confident when they walk down the street, and more than ever before, this reality is within our grasp.

Let’s do this --

Emily and Sam

Emily May, Co-Founder and Executive Director, & Sam Carter, Co-Founder and Board Chair
Our history Hollaback! began as a conversation among four young women and three young men in 2005. As the women told story after story of street harassment, the men became increasingly concerned. Samuel Carter, who is now Hollaback!’s Board Chair, said quite simply, “You live in a different city than we do.” Collectively, the group resolved to create a better city that would be safer for everyone.

Around the same time, a woman named Thao Nguyen bravely stood up to her harasser. This man was an older, upper middle class owner of a raw-foods restaurant and he terrified Nguyen by masturbating across from her on the subway. She photographed him and presented the evidence to the police. When the police ignored her, she posted the photo on Flickr. Eventually, the photo appeared on the front page of the New York Daily News, where it ignited a city-wide conversation about street harassment. Inspired by Thao’s story, the youth who were to become the founders of Hollaback! decided to apply her model to combating all forms of harassment in public space, and to document these experiences of harassment on a public blog.

In 2010, co-founder Emily May became Hollaback!’s first Executive Director and expanded the Hollaback! network internationally.
MISSION

Hollaback! is a movement to end street harassment powered by a network of local activists around the world. We work together to better understand street harassment, to ignite public conversations, and to develop innovative strategies to ensure equal access to public spaces.

VISION

We envision a world where street harassment is not tolerated and where we all enjoy equal access to public spaces.
These values are the backbone of our leadership training and movement-building work. We deliberately create bold, diverse leaders who aren’t afraid to challenge the status quo. We provide a platform from which our leaders can elevate their voices while working to end this form of sexual violence, and we collectively provide support for one another when challenges arise.

**A culture of badass.** We believe that the movement to end street harassment will be led like all the other movements that have come before it: by people who redefine the status quo ‘rules,’ embrace bold ideas, and encourage risk-taking.

**Making the impossible possible.** We’re united in our belief that a world without street harassment isn’t just possible, it’s imminent. Our job is to work together to speed up the process.

**Transparency and honesty.** Movements require trust, and trust is earned. Whether you are a reader, a contributor, a funder, a legislator, a local leader, or a partner, we promise you honesty and transparency.

**We’ve got your back.** When times get tough, we stand united against the forces that try to pull us apart. We embrace others’ perspectives, see debate as a learning opportunity, and we never, ever get holier-than-thou.

**A bunch of people that look alike does not a movement make.** We will not fight street harassment at the expense of other movements. We seek to understand street harassment from every possible perspective, and seek to represent our movement with as wide and diverse a constituency as possible.

**Followers are the new leaders.** It’s not the leaders alone who build movements, it’s the followers. We are committed to supporting followers to become new leaders, who can then turn their followers into new leaders, and so on and so forth until street harassment ends.
Hollaback! is more than a nonprofit organization, it’s a movement. We believe that movements start with people sharing their stories; they grow with on-the-ground, diverse leadership; are legitimized through research; and ultimately institutionalized through policy change and government investment. This year’s State of the Streets Report examines the four stages of the Hollaback! movement’s development to highlight where we have been and where we are going.

Movements start because people share their stories. Don’t believe us? Think about Rodney King and the movement to end police brutality. Think about Anita Hill and the movement to end workplace harassment. Think about Rosa Parks and the civil rights movement. These stories didn’t just ignite outrage, they shaped policy.

In the days before the Internet, story-sharing literally happened like the old telephone game. Word would spread from one person to the next, and so on. In essence, there was one “mic” that was passed from hand-to-hand. But now, thanks to the proliferation of blogging and social media, everyone has a mic, 24/7. It’s not just who speaks the loudest, or who rules the airwaves. Each voice counts, each of us can make a difference. Combined, our voices make Hollaback! a movement that is changing the way movements happen.
Since 2010 we’ve collected 3,993 stories in eleven languages: Croatian, Czech, Dutch, English, French, German, Hebrew, Hindi, Spanish, Turkish, and Welsh. These stories have spread across our collective 33,978 Facebook fans and 17,464 Twitter followers. One by one, these stories have shifted our social and cultural understanding of the harms of harassment. Some will walk away understanding what harassment might feel like, others will feel and know for the first time, that they are not alone. Each story redefines safety in our communities as it inspires legislators, the police, and other authorities to take this issue seriously, to approach it with sensitivity, and to create policies that make everyone feel safe. Each story told at ihollaback.org will build an irrefutable case as to why street harassment is not OK - a case strong enough to change the world.

With Hollaback!, the stories don’t stop with the millions of people who read them each year, they influence media, research, and legislative engagement:

**Media** Stories, along with pictures and videos, frequently elevate and gain mainstream media coverage, providing much needed attention to street harassment. Hollaback! has been profiled by more than 150 media outlets over the past year, including People, Elle, and Glamour magazines.

**Research** This year we partnered with Cornell University to complete a content analysis of 223 stories. The results showed not only how street harassment impacts individuals, but what can be done to prevent it as well.

**Legislative Engagement** We map stories. This strategy engages legislators and communities as it shows them where incidents occurred in their district and motivates them to develop and implement policies that make everyone feel safe.

Storytelling is the backbone of Hollaback! and works in concert with the other three essential components to movement-building: leadership development, research, and policy change.
Movements grow because they have diverse, trained, and bold leadership. Since January 2011, Hollaback! has trained more than 200 leaders in 62 cities, 25 countries, and 12 different languages to lead the movement to end street harassment within their communities. All of these site leaders approached us (none were recruited) and we were pleased to find that those with the least access to traditional power were the most eager to bring Hollaback! home. Our site leaders are:

- 76% under the age of 30;
- 41% LGBTQ;
- 30% people of color; and,
- 25% with disabilities.

Launching a Hollaback! site takes significant commitment from our site leaders. Each leader brings the movement home by volunteering 5 to 10 hours a week on Hollaback! activities. We believe that to be effective, our site leaders must pair on-line activism with on-the-ground-activism. Over the past year, our site leaders have held:

- 9 rallies and marches;
- 18 discussion groups;
- 12 film screenings;
- 16 workshops;
- 13 awareness-raising parties;
- 2 flash mobs;
- 2 art shows; and,
- 17 site leaders have conducted research in their community; and, collectively, have met with 94 elected officials.

The hard numbers tell only part of the story. At Hollaback!, we’re not just ending street harassment, we’re training the future leaders of the world. Street harassment teaches its victims, from a very young age, to be silent when they experience discrimination. Silencing has the long-term effect of both reducing a victim’s confidence and her willingness to lead. By running a Hollaback! site, our site leaders aren’t just holla’ing back at street harassers, they are holla’ing back at a world that would prefer they kept quiet.

Over the next year, our goal is to train an additional 50 leaders and grow the movement into an additional 20 cities internationally.
In their own words:

“I am the most proud of finding my own voice. I stand up for myself now every single time I’m street harassed. I wasn’t a weak person before Hollaback! by any means, but having my own back and making sure the harasser knows he is wrong, has helped my self esteem and conviction in other areas of my life, too.”

**Luci, Columbia Missouri**

“I work with a ton of social justice/feminist organizations and my experience with Hollaback! far exceeds them all. I love the focus on skill sharing and the empowering ‘props to you!’ attitude that everyone has for each other. There’s a genuine desire to hear everyone out and to make HBack! the best it can be. Nothing’s clouded with giant ego politics and there are no turf wars. It’s all patriarchy-smashing, all the time!”

**Julie, Ottawa, Canada**

“Since launching, I’ve been thinking about going back to school for Communications or Public Relations. Hollaback! offered an amazing opportunity for practical learning, and the opportunity to make a real, immediate difference in my adopted city.”

**Rebecca Faria, Halifax**

“Hollaback! has taught me a lot about coordinating, networking, and reaching consensus in decision-making processes which is not always easy to do when you have 5 differing opinions. But we are all constantly learning to listen to each other, respect each others’ opinions and how we can best incorporate each others wishes and concerns. Working with Hollaback! has helped me grow, professionally and personally and has helped me to appreciate small progress.”

**Mirjam Frotscher, Dresden**

“Working with Hollaback! gives me a sense that I am not just sitting back and letting the douchebags rule this city.”

**Nadia, Montreal**

“I feel like the ugly duckling who became a swan in the HB family; [I had] years of not being understood, seen as making a mountain out of a molehill, being too sensitive, being frigid; but now I have a worldwide community of people who not only get me, but whom I completely respect, can laugh with, can lament with and can enjoy the beauty of unequivocal and mutual support in daily life as well as [in my role] as an activist.”

**Gail Whitmore, Czech Republic**
Movements gain legitimacy through research

“As we seek to grow this movement, research and thought leadership are Hollaback!’s next frontier. We need to show people the prevalence of street harassment and its devastating impact. Through the stories told on the website, we have one of the world’s most robust data sets on street harassment and how it operates.” –Julia Brilling, Berlin

“We look at the map to see where harassment is happening, or at least from where it is being reported. In the long term, we want to allocate resources to the communities most affected, so we try to scope out where that outreach should happen.” –Kira Poirier, Montreal

In 2011 the CDC found that “non-contact unwanted sexual experiences,” including street harassment, are the most prevalent form of sexual violence for both men and women in the United States. The groundbreaking research showed that street harassment happens, but many more questions loom. This year we
partnered with Cornell University to answer some of these questions through two studies. The first, “The Experience of Being Targets of Street Harassment in NYC: Preliminary Findings from a Qualitative Study of a Sample of 223 voices who Hollaback! (Beth A. Livingston, KC Wagner, Sarah T. Diaz, and Angela Liu), was a content analysis of stories submitted to our site. The study showed that:

1) **Targets felt violated by all forms of harassment**, from verbal harassment to groping.

2) **Taking action generally has a positive influence on a target’s emotional response.** Action can include an in-the-moment response, but it could also include sharing your story or starting a Hollaback! site in your community.

3) **Bystander intervention works.** In cases where a bystander took action by confronting the harasser, the harassment was more likely to cease. Importantly, bystander interventions that had a positive influence on the target of harassment could be as simple as a knowing look or empathetic statement that showed support.

In addition, we also conducted a study with Cornell called, “When Street Harassment Comes Indoors: A sample of New York City service agencies and unions response to street harassment” (KC Wagner, Beth A. Livingston, and Sarah T. Diaz)” The 110 responses to our survey of New York City-based social service, advocacy, and labor organizations indicated the following:

1) **Organizations are receiving a significant number of reports.** Over 86% of respondents had received a report of street harassment in the past two years from a client, constituent, or consumer, while 96% reported that they or a colleague had been targeted by street harassment.

2) **Organizations are more likely to utilize informal (rather than formal) responses in dealing with them.** Ninety-six percent of respondents indicated that they responded to reports of street harassment by listening, while only 20% referred the complainant to another colleague or agency, and as few as 5% called security or a city authority.

3) **Organizations want more resources.** Over 92% of respondents reported an interest in receiving increased resources for staff and clients, constituents, and/or consumers on how to deal with street harassment; 70% of respondents felt that their clients, constituents, or consumers should be provided with information and resources on how to deal with street harassment, regardless of organizational mission.
In addition to these groundbreaking studies with our partner Cornell University, we also strategically lend our data to independent researchers. Two reports have been issued so far: Analyzing Sentiments from Street Harassment Stories written by Parvathi Chundi and April Corbet of the Computer Science Department at the University of Nebraska-Omaha, and Summary Report on Hollaback! Street Harassment Data written by Sara Bastomski, M.A. Several additional reports by other researchers are currently in progress.

This is just the tip of the iceberg.

Moving forward, we will:

• **Ask more questions.** We will deepen our data set by asking people who Hollaback! for more information on themselves, and their experiences.

• **Examine the bystander impact.** This year, we started collecting stories of bystander intervention across our platform. Over the next year, we will perform a content analysis of these stories to determine: What makes bystanders take action? What types of actions are they taking? And what is their impact?

• **Demonstrate the impact of harassment on victims.** Taking a page nod from some eye-opening research on workplace harassment that showed how street harassment impacts company earnings, we plan to look deeper at the emotional and financial impact of harassment on tourism, and both workplace and academic performance.

• **Develop a resource guide for employers on how to respond to street harassment.** Inspired by our study “When street harassment comes indoors,” we will produce a guide for employers to share with front-line staff. This guide will list resources and referrals for their staff assisting clients. The guide has already received support from the New York City Council.
Movements institutionalize through policy

Collectively, our site leaders met with 94 elected officials over the past year. Five of our site leaders presented the case for ending street harassment to the European Parliament; the Scottish Parliament passed a motion in support of Hollaback! Edinburgh; Hollaback! Brussels passed legislation to fine harassers; and Hollaback! Poland presented Hollaback! at the Congress of Women.

Next year, with the support of the NYC Council, Hollaback! will develop the world’s first street harassment and bystander intervention reporting system on our free iPhone and Droid apps. The goals are:

1. To provide a system-wide level of accountability from government by developing a platform where victims report street harassment in real-time to their local government. This tangible action will be met with an immediate government response, including resources and referrals, and will mark the first time in history that a government has responded in real-time to reports of street harassment.

2. To train and encourage everyday citizens to safely intervene when they see harassment happening. The free apps will include resources on how to intervene safely and a platform from which bystanders can share their stories and receive positive reinforcement through Hollaback!’s “I’ve Got Your Back” feature.

3. To analyze the robust data set collected through this project to inform our collective understanding of how street harassment operates and develop long-term policy solutions to end or at least significantly reduce street harassment.

By blending data collection, a robust communication strategy, and tangible action, Hollaback! will work with the New York City government to pilot this project in New York City. Pending its success, we hope to scale the project internationally across Hollaback!’s large and growing network.

We see this as a first bold step towards establishing a real-time reporting process for victims and creating government accountability on street harassment.
As we move forward, we have a strong policy agenda:

**Resources**
- Development of a comprehensive resource guide for service providers
- Making available and engaging consultants (such as Hollaback!) who can help guide organizations as they institute policies and practices regarding street harassment
- Providing routine trainings and webinars for those on the front lines

**Public Education**
- The incorporation of an anti-street harassment curriculum into anti-bullying and sexual education efforts
- Engagement of the local business community to train proprietors and staff about street harassment and how to respond to reports of harassment
- National public service announcements that work on educating both targets of harassment and bystanders to encourage engagement and reporting -- these PSAs should be featured in heavily trafficked spaces, including public transportation
- Workshops on street harassment and how to intervene safely if you witness street harassment

**Reporting**
- Training for emergency operators (such as 911) or information operators (such as 311 in NYC) on how to respond to and effectively track reports of street harassment
- Connecting existing reporting mechanisms, such as Hollaback!’s free iPhone and Droid apps, to the city’s information system to allow for increased ease of reporting
- Incorporating questions on the prevalence and impact of street harassment into existing measures, such as the Department of Health’s annual Community Health Survey in New York City
- Investing in in-depth research on the impact of street harassment on community members’ decisions related to work, housing, education, etc.

To fund this work, language about preventing street harassment needs to be explicitly included in federal acts, such as the Violence Against Women Act in the United States, which is aimed at ending gender-based violence, as well as in state and local legislation. In all these things, Hollaback! will continue to persevere, making strides to make the world a safer place for all.
I AM NOT MY BODY PARTS.

MY OUTFIT IS NOT AN EXCUSE FOR YOU TO ENGAGE IN SEXUAL HARASSMENT.
Site leader Lauren Alston describes Hollaback! Alberta’s progress as “exponential.” From events to media coverage to support from local organizations and musicians, Hollaback! Alberta has developed a strong presence in the community over the past year. Hollaback! Alberta’s launch party in March 2012 featured seven non-profit organizations, five bands, and two guest speakers: the Dean of Students from the University of Alberta and a Politician from the National Democratic Party. Hollaback! Alberta has built partnerships with a wide variety of organizations, including the Sexual Assault Centre of Edmonton, Consent Ed, Flurt! Magazine, and Feminist Edmonton. In the past year, the director of Hollaback! Alberta spoke at the Edmonton Slutwalk 2012. Upcoming events include a screening of the documentary Who Cares and a speaking event at a local high school. Overall, Hollaback! Alberta has seen an outpouring of support from the local community. In the year ahead, Lauren looks forward to increasing educational outreach efforts to raise awareness on street harassment.

“I wanted my voice back. I was frustrated by street harassment and I no longer wanted myself or others to have to deal with sexual harassment and objectification in public spaces. Working for Hollaback! means I get to do something about a problem that I am passionate about ending.... I do it because the public needs education about the harm that street harassment causes, and people need to know that they don’t have to put up with street harassment.”

Lauren Alston
In the past year and a half, Hollaback! Baltimore has organized and co-organized a plethora of events, including Anti-Street Harassment Week, Slutwalk, a film screening, and a consultation with Occupy Wall Street on behalf of the safety of women involved in the encampment. Hollaback! Baltimore has also delivered numerous Street Harassment 101 presentations at colleges, schools, and queer rock shows. Site Leader Shawna Potter notes the budding relationship with the local transgender community as especially rewarding: Hollaback! Baltimore has attended Baltimore PRIDE each year, joined the Transgender Response Team, will continue to help plan the annual Transgender Day of Remembrance, as well as participate in a continuing series of PSA’s about the local transgender community. Shawna simply loves raising awareness in her community: “The look on people’s faces when they ‘get’ exactly what you mean by ‘street harassment,’ and then those same people go home and submit their story—it’s incredible.” Shawna looks forward to forming closer ties with communities of color and finding ways to engage local government leaders in support of Hollaback! Baltimore.

“I love knowing that, in my own little way, I’m making the world a better place. While I had absolutely no experience in activism or social justice, and no college degree either, I am now a leader in feminist activism in my community, meeting all kinds of amazing, influential people. And that feels fantastic.”

Shawna Potter
Julia Brilling and Claudia Johann started Hollaback! Berlin after Julia came across Hollaback! London’s website and reached out to Hollaback!’s Executive Director Emily May. When Hollaback! Berlin began, there was not even a word for street harassment in German. Julia states, “There was absolutely no discussion on the topic, neither were there any resources.” Hollaback! Berlin has made great strides in the fight to end street harassment in Germany. Since 2011, Julia has assisted in the formation of two more German sites, Hollaback! Dresden and Hollaback! Dusseldorf. Hollaback! Berlin has appeared in a wide variety of media outlets. The biggest achievement so far was a collaboration with the “bff - Frauen gegen Gewalt,” a german-wide operating organization that works towards ending violence against women. Hollaback! Berlin is active in raising awareness and giving empowerment workshops on the topic of Street Harassment. As part of Hollaback! Berlin’s plans for the future, Julia is especially interested in increasing collaboration with other Hollaback! sites in her region, as well as helping Hollaback! to collaborate with the local feminist community.

“...went that we managed to put the topic on the map. It was something not talked about at all here, and now, we can even refer to our site and say, ‘Look! Street harassment is real and happening on a daily basis.’ People will still try to make the problem smaller than it is, but we have our own source for evidence now. That makes it much harder for people to simply dismiss sexism as something from the past.”

Julia Brilling
Here is an example of our info cards. The back of it features two different organizations: bff and Gladt.
Jane M. Carper, Britni Clark, Kate Ziegler, Angela Della Porta and Devon Audie make up our outstanding Hollaback! Boston team. Their organizational partners include a variety of local organizations committed to empowering women and combating domestic violence and sexual assault in Boston. Angela is most excited about Hollaback! Boston’s street harassment diaries. These reflections include posts by Boston site leaders as well as posts about incidents of harassment and the emotional repercussions of those experiences. The diaries powerfully express the ongoing and ever-present nature of street harassment in women’s lives. Despite being a new team, Hollaback! Boston has already begun making public appearances and looks forward to building relationships with local legislators and government.

“Jane M. Carper

“I’ve had entire days ruined as I mull over what I wish I had said instead on my morning commute. It’s a waste of energy, and Hollaback! to me is an outlet for this energy, a place to channel my frustration and anger and share my experiences with the world.”

Kate Ziegler

“I saw Hollaback! as a movement I could get behind and wanted to be involved in. As a woman born and raised in the city, I was tired of being harassed every time I left my house; I was tired of the normalcy. The Hollaback! movement has helped me grow as an assertive individual who is passionate about sharing Hollaback! with her community.”

Jane M. Carper

Site Launch: Dec 2011
30 Stories
my dress didn’t ask for your opinion.

Have some respect.
Stop street harassment.
Boston HollaBack.org
Angelika Hild, Julie Richel, Ingrid Vanderhoeven, and Anna Whaley started Hollaback! Brussels because they wanted to make their community a better place to live. They celebrated their site launch with a flash mob, and have since been working with partner organizations like Outrage, which focuses on ending harassment of LGBT individuals, Garance, which specializes in violence prevention, and Zij-kant, a sociocultural movement focused on gender and equal rights. Hollaback! Brussels has seen an outpouring of support from their community, which helped make their 2nd Chalk-Walk (Reclaim the Streets) this past June a huge success (Their First Chalk-Walk was held in March, serving as an event for the International Anti-Street-Harassment Week, but also serving as a pre-launch ritual for the four site leaders). During the Chalk-Walk in June, members & volunteers of Hollaback! Brussels covered streets and sidewalks with eye-catching slogans advocating for a harassment-free city. In the next year, Angelika looks forward to continuing to meet with government leaders, and is excited by the upcoming opportunity to speak at a session of Parliament. Angelika notes that, “More and more politicians want to meet us...”

“I personally feel I walk differently on the streets now. There’s a strength that wasn’t there before, and that’s all thanks to Hollaback.”

Ingrid Vanderhoeven
and are recognizing that street harassment is a problem.” Brussels’ Parliament Members Yamilla Idrissi and Bianca Debaets have recently contacted and declared their support for Hollaback! Brussels. MP Yamilla Idrissi spoke up in Parliament on the subject of sexual violence and street harassment asking what the Parliament intended to do about it and mentioned Hollaback! Brussels as a great initiative in the fight against these issues. As a result, Equal Opportunity Minister Pascal Smet said he intended to lead a year-long project to map incidents of sexual violence, street harassment and homophobia in an attempt to better understand the roots of misogyny and homophobia in Brussels.
Last year, when Hollaback! Buenos Aires leader Inti Maria received a public rape threat from prominent and influential journalist Juan Terranova, Hollaback! sprang into action to respond. Terranova made his threat in reaction to Hollaback! Buenos Aires’s sudden rise in publicity surrounding an advertising campaign by Coca-Cola which encouraged piropos, a kind of street harassment. Sending a clear message that Hollaback! takes violent threats seriously, Emily May, Inti, and Hollaback! site leaders from around the globe created and circulated an online petition that gathered signatures from over 3,500 people in 75 different countries. Next, Hollaback! focused their energy on convincing advertisers to withdraw support from the magazine that printed the threat. Through brilliant use of online organizing and their global network, the united Hollaback! groups convinced advertisers Fiat and Lacoste to pull their advertisements, prompting the magazine to distance itself from Terranova.

“I found it important to bring the issue up in the public realm. It was not an issue that had been addressed very widely, but it was certainly the case that it was an issue that needed attention. Hollaback! offered the tools and the support to create a new paradigm using digital technology, which wasn’t being used in that way here yet…”

Inti Maria
More recently, Inti has been working on building a stronger local network and volunteer community, organizing alongside feminist organisations with strong digital platforms, such as Con.textuadas, AnyBody Argentina, Especie en Riesgo de Extincion and Chicas Bondiola, in opposition to a website, Chicas Bondi, which posts photos of women on public transportation without their knowledge or permission. In her own words, Inti is most proud of “having inspired personal and professional growth in the volunteers of the chapter.” Most recently, Inti has raised the issue of street harassment at the National Annual Women’s Meeting, attended by 25,000 women. She has also single-handedly set up a screen printing studio in her garage to make hand crafted merchandise, which helps visualize and bring brand awareness to the movement. Hollaback! Buenos Aires has joined forces with the feminist self defense workshop to create a safe space for women to talk about strategies of self defense and street harassment, and participated in this years Marcha de Las Putas Festival with an information stall, t-shirts, and a self-defense workshop.
“I experienced a lot of street harassment over the years and one day I finally had enough. I knew I had to do something about it and I came across Hollaback!. I had just quit my job and I really wanted to put my energy into something I believed in and I started the Chandigarh chapter.”

Rubina Singh

When Rubina began organizing as the site leader for Hollaback! Chandigarh, street harassment was not often discussed or taken seriously. Despite this challenge, the site has been well received by the community, has gained press coverage and has garnered increased overall support. Most importantly, people have been sharing their stories and breaking the silence on street harassment in Chandigarh. In addition to a variety of community events and film screenings, Hollaback! Chandigarh participated in Punjab Engineering College’s annual festival, an event which the entire college attended.

Rubina is especially excited about the potential for Hollaback! Chandigarh’s LGBTQ focused efforts, as Chandigarh is a very conservative city and Hollaback! is currently the only organization dealing openly with LGBTQ rights.
Harassment of women in Croatia is a widespread phenomenon and has an impact on the lives of many women and LGBTQ people. However, in Croatia, the phenomenon of street harassment is rarely discussed in public discourse or even within women's nonprofit organizations. Hollaback! Croatia launched in April 2011 with the aim of raising awareness about street harassment and providing an additional space for the empowerment of women. Hollaback! Croatia’s most successful event this year was SlutParty, an event organized in conjunction with Zagreb Pride and leading up to Pride festivities. The main goals of SlutParty were to protest victim blaming, to connect with the local LGBT community, and to highlight the work of SlutWalks around the world. In the next year, Hollaback! Croatia looks forward to analyzing the results of their online survey, which was the first ever to explore the incidence and consequences of street harassment in Croatia. Hollaback! Croatia also plans to expand their anti-street harassment workshops into local schools.
After her relocation to the Czech Republic due in part to her negative experiences with street harassment in New York, Gail Whitmore was “simply overjoyed” to join Hollaback!. While it is a challenge running the organization as a non-native, Gail explains that “safety, respect, equality, self-esteem and an overall sense of happiness have less to do with the policies of the United States than with the basic tenets of humanity.”

HollaBack! Czech / Ozvi se! participated in a wide variety of events this year, including a V-Day production of “The Vagina Monologues” with 71 volunteers from 11 different countries! In addition Hollaback! Czech / Ozvi se! was active in Prague Pride, delivered a workshop for Queer*Fem Days in Sankt Poelten, Austria and represented at the European Parliament in Brussels alongside three other Hollaback! sites to try and further the cause of ending gender-based violence. Hollaback! Czech / Ozvi se! was also honored to be a recipient of a grant of $1,000 from Worldwide Visionaries to use towards strengthening the visibility of their site and the volume of their voice. In the next year, Hollaback! Czech / Ozvi se! is focused on building its relationships with Czech NGOs in order to take the safety of all people in public spaces to the next level.

“Now I have a worldwide community of people whom I not only feel get me, but whom I completely respect, can laugh with, can lament with, and with whom I can enjoy the beauty of unequivocal and mutual support in daily life and activism. “

Gail Whitmore
One of our youngest sites, Hollaback! Gwynedd, launched in April of this year and has already had a significant impact on their community. Gwynedd has already partnered with two student unions, surveyed 400 students about their experiences of street harassment, and met with 40 community leaders, including university boards and local police. This summer, Hollaback! Gwynedd is working on organizing a partnerships meeting with community safety groups in the area, including women’s aid networks and rape crisis centers. In the fall, Gwynedd looks forward to hosting a feminist punk rock concert, and organizing additional events to get first-year students involved in the movement.

“We started because street harassment, particularly of students, is a massive problem in Bangor, and it’s a problem that no one wants to take seriously.”

Jennifer Krase
When Ricki Hodges received a call from her best friend Meredith Nudo about a particularly bad incident of street harassment, Ricki knew it was time to act. The two read up on street harassment, and after learning about Hollaback!, they decided to start a chapter in their area. Hollaback! Houston’s main events this year have been Houston SlutWalk, and a series of screenings of “The Line,” a film about ending sexual violence. While the Hollaback! Houston team has not faced any opposition, they are still seeking ways to become more visible in their community.

“This is my way of standing up against harassment and letting it be known that I am not going to take it anymore, and that it’s not right.”

Ricki Hodges
Hollaback! Israel is currently involved in a joint project with the Israeli Association of Hotlines for Sexual Assault Victims to raise awareness about the broad spectrum of sexual violence, and to point out the way street harassment is often a gateway crime that creates a culture in which other forms of sexual violence are tolerated. Site Leader Maital notes that Hollaback! Israel’s greatest accomplishment has been to gain credibility even in the orthodox community where the word “feminist,” is frowned upon, and homosexuality is still, albeit in name only, punishable by death. Maital explains, “In short, we’ve become mainstream... We’re making a difference in the public discourse in Israel, and that’s probably the best thing we can possibly do.”

“I see the reports of the terrible things women and LGBTQ people such as myself go through every time we go out on the street, and being part of the Hollaback! team gives me an outlet to the rage and helplessness I feel when reading these stories. I’m not helpless anymore. I can do something to bring more good to the streets of my country.”

Maital Rozenboim
Our first bilingual site, *Hollaback! Istanbul* launched in August of 2011, as Site Leader Kacie Lyn Kocher sought a way to make a difference both in her local community and as a citizen of the world. In the past year, Kacie and the *Hollaback! Istanbul* team have focused on college campus outreach, engaging over 1,000 students through 15 events at 7 different universities. In order to learn more about the nature and public perception of street harassment, *Hollaback! Istanbul* also conducted their own research, creating a survey and gathering information from 141 respondents. In addition to organizing campus outreach, *Hollaback! Istanbul* has reached out to community members through screenings of the film “Miss Representation,” which focuses on representations of women in the media, as well as through discussion groups and story-telling workshops.

“*Hollaback!* has become a part of my identity and has given me guidance for my professional and personal endeavors, now and in the future.”

*Kacie Lyn Kocher*
Julia Gray and Bryony Beynon started a Hollaback! site in their area because, in their own words, “we realised that the harassment we experienced on a daily basis was part of an unspoken epidemic, and that there was this huge potential for change once the silence had been broken.” Between strong media coverage and Hollaback! London’s own publication ‘Langdon Olgar,’ Julia and Bryony have experienced huge successes in their mission to create dialogue about the treatment of women and LGBTQ people in the public sphere and the media. In the past year alone, Hollaback! London has appeared in four of the largest newspapers in the United Kingdom, and been featured in radio segments on BBC Radio 5 Live, BBC Europe, BBC Wales, BBC Birmingham, as well as on Irish radio stations. Hollaback! London has also hosted numerous discussion groups and workshops, including workshops at Queen Mary University that were broadcast on a BBC Radio 4 special on feminist activism today. Julia and Bryony are proud of the support they’ve received from the public and of the volume of press attention the project has garnered in just two years. “The objective when we started was to bring these issues into the public consciousness and generate conversation and debate around street harassment, and we really feel that we’ve achieved that,” said Julia. “It’s been very encouraging and we are excited about the future of Hollaback! London.”
Site Leader Gabriela Duhart launched AtréveteDF to raise awareness about street harassment and to create a space for constructive dialogue about the issue. She is proud to report that, since the site launch and the local SlutWalk, more people are breaking the silence and discussing their experiences of street harassment. Gabriela notes the importance of media coverage and social networking in the site’s growth, but she is most excited about the person-to-person connections she has made through Hollaback!

Gabriela notes, “The people who write to us are grateful to have a space where they can find and share information about street harassment. I think that is the main goal: to get people to feel comfortable, involved, talking about the subject, and eager to participate [in the discussion.]” In addition to reaching out to community members, Gabriela has built relationships with local organizations that focus on youth, gender and sexual and reproductive rights.
“Street harassment is something that has plagued me for my entire adult life…. I wanted to start up a Hollaback! site here to work towards the goal of eradicating street harassment in my own city, as well as to contribute to a global culture which does not accept street harassment.”

Kira Poirier

Site Leaders Kira Poirier and Nadia got involved with Hollaback! in hopes of starting a discussion about street harassment in Montreal, and they have been ecstatic about how much progress their site has made in such a short time. One of their main focuses in the past year has been to expand the bilingualism of the site, in order to reach both French and English speakers in Montreal. **The site’s most successful events have been movie screenings followed by open forum discussions.** Kira reports: “[The event] was quite a success and [we had] a very interesting and insightful discussion on individual experiences of street harassment and strategies on how to best deal with it.” In the long term, Hollaback! Montreal hopes to use Hollaback!’s maps of where the harassment is occurring to allocate resources to the most affected communities. Hollaback! Montreal also hopes to strengthen ties with feminist and LGBTQ organizations, while building on their relationship with their local university’s social justice community.
Louise Westbrooke and Emma Romanowics started Hollaback! West Yorkshire because of their interest in women’s rights and their own experiences with street harassment. In their community, they have built relationships with several grassroots feminist groups as well as with local government. They have represented Hollaback! at national conferences, held successful workshops, done radio and newspaper interviews, and overall increased their community’s understanding of street harassment.

Hollaback! West Yorkshire participated in several large-scale events this year, including the Leeds Slut Walk, a Reclaim the Night Rally, and LaDIY fest, a feminist community festival in Sheffield.

“I want to be able to walk the streets free from fear and I believe that if we stand together and take action, this is something we can achieve. Launching the West Yorkshire site has a positive impact on me, my friends and family, and all women in my neighborhood.”

Louise Westbrooke
“I learned so much about the movement and was completely captivated. It didn’t take long for me to throw in as much energy as I could spare, which included joining the board and bringing the movement to my current city, Philadelphia.”

Rochelle Keyhan

HollabackPHILLY’s site launch in the summer of 2011 and subsequent press coverage led to invitations by community members and schools to speak about the anti-street harassment movement. In the past year, Site Leader Rochelle Keyhan describes community screenings of the film “Walking Home” with creator and director Naula Cabral as one of the key elements sparking dialogue on the issue. Larger events included canvassing West and North Philadelphia with a group of local activists for Anti-Street Harassment Week 2012, meeting with officials from the Mayor’s Office to discuss a collaborative effort at making Philadelphia’s streets safer for its women and LGBTQ community members, and hosting a film screening and panel discussion on Human Trafficking in partnership with PA Senator Leach’s office, including panelists from local service organizations and the Philadelphia branch of Homeland Security.

HollabackPHILLY, along with Nuala Cabral, also hosted a workshop for buildOn.org’s Alternative Spring Break where high school students committed
40 hours over their spring break to do community service. The teens who attended the Hollaback! workshop created an anti-street harassment PSA based on their own personal experiences with street harassment. In August, Site Leader, Rochelle Keyhan was a guest on Yetta Kurland Live, a NYC-Based talk radio show, with David Badash, talking about “Rape, Rights & Republicans”. Keyhan was also highlighted in Philly Daily News’ “Chillin’ Wit” weekly feature. When HollabackPHILLY sought funding for anti-harassment subway advertisements, the advertising company responsible for the Southeastern Pennsylvania Transportation Authority (SEPTA) advertisements agreed to double the advertisement space if HollabackPHILLY was granted the funds for which they applied. HollabackPHILLY successfully secured a grant from Up The River Endeavors, but were still far from their target goal. Luckily, three of the other Hollaback! sites that received funding contributed some of their earnings and the subway anti-harassment project was ultimately made possible!
This year, we accomplished more than ever in New York City. Here’s a snapshot of our success:

**Garnering legislative support.** This spring, we reached out to 20 council members and their staff including Council Member Annabel Palma, Brad Lander, Charles Baroon, Daniel Garrodnick, Deborah Rose, Diana Reyna, Gale Brewer, Jimmy Van Brehmer, Julissa Ferreras, Jumaane Williams, Karen Koslowitz, Larry Seabrooke, Letitia James, Margaret Chin, Maria del Castro, Peter Vallone, Rosie Mendez, Ruben Wills, Steven Levin and Ydanis Rodriguez. Fifteen of the council members and/or their staff accepted meetings with us. The goal of each meeting was to establish broad support for Hollaback!’s work, including the apps and local community workshops on bystander intervention. As a result of our efforts, we received $32,500 in the FY 12-13 budget from Council Members Quinn, Ferreras, and Lander.

**Queens’ first Safety audit.** We held the first-ever community safety audit in Queens, in partnership with Council Member Ferreras. The event was attended by representatives from NYC agencies including the NYPD, NYC Department of Transportation, and the Mayor’s Community Affairs Unit. Collaborating community organizations included Elmcor Senior Services, Dominican American Society (DAS), Ecuadorian Civic Committee, Make the Road New York, and Community Board 3 members. Together, we surveyed blocks in neighborhoods where residents expressed safety concerns and we helped develop concrete plans to address those concerns.
Research Released in Partnership with Cornell University. In October of 2010, Cornell University partnered with Hollaback! to undertake research on street harassment. In May 2012, we released two studies, *When Street Harassment Comes Indoors: A sample of New York City service agencies and unions response to street harassment* and *The Experience of Being Targets of Street Harassment in NYC: Preliminary Findings from a Qualitative Study of a Sample of 223 voices who Hollaback!*.

We held a legislative briefing in June to discuss the release of the data. The briefing was a huge success and was attended by staffers from 18 council members’ offices, and then we held a public launch event at Cornell University in September. More than 50 representatives from organizations and unions across the city attended the meeting. The diverse group was joined by Speaker Quinn and Council Member Ferreras who both spoke about the importance of addressing street harassment.
“I’VE GOT YOUR BACK” CAMPAIGN

In partnership with Green Dot (livethegreendot.org), a nationally recognized bystander initiative, we launched the “I’ve got your back” campaign in March. The campaign shows bystanders how to intervene, educates them on their options, and allows them to celebrate and document their success using apps, maps, education, and our international network of sites. Stories of intervention will be mapped in green dots alongside stories of harassment -- highlighting not only the problem, but also the solution.

When you can’t be there in person to intervene, but you still want to show someone that you’ve got their back, you can click the “I’ve got your back button” under each story just like you click on a Facebook “like” button. At the end of the day, the person who was harassed will get an email saying that hundreds of people have their back and they will know they are not alone.

As the next phase of this campaign, we will begin delivering bystander workshops internationally and get supporters to make a personal pledge to intervene when they see street harassment happening.
Hollaback! Initiative to End Campus Harassment

According to the AAUW (2005), 51% of college men admit to sexually harassing their fellow students. Yet, according to that same survey, 57% of students say they would like their college to offer a confidential web-based method for submitting complaints. Hollaback!’s campus initiative will do just that.

By collecting students’ reports of harassment in a safe and shareable way, we are developing a crowd-sourced initiative to end campus harassment on college campuses over the next year. The Hollaback! campus initiative will create a safe, action-oriented response to campus harassment, and with powerful reporting features, it will finally put a face on everyday campus harassment and assault. By using data to establish the case against campus harassment, Hollaback!’s social change efforts will ultimately result in significant improvements in campus policy and a reduction in sexual harassment for students. Our work will include:

**Custom Web Activism Portals** Working with students to customize their Hollaback! site to their school, and training them on how to transform digital storytelling into concrete improvements on their campus;

**Digital Storytelling Apps** Encouraging students to document their stories of harassment and bystander intervention through free iPhone and Droid apps;

**Educational Resources** Providing on-line materials for students on how to deal with harassment, and university resources including: the campus rape crisis center, campus security, student clubs, and links to current harassment and assault policies (thanks to our partnership with SAFER);

**Training and Support** Providing ongoing training and an online community where students can receive sustained support.
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We receive over a half million per year in in-kind support. We want to take a moment to thank a few of our volunteers:

**Jill Dimond**, researcher & lead developer  
**Josephine Hall & Amy Palamountain**, iPhone app developers  
**Keven Finity**, developer  
**Alexis Grenell**, communications strategist  
**Debra Guckenheimer**, evaluation consultant  
**Rochelle Keyhan**, legal advisor and researcher  
**Lisa Levy**, human resources management  
**Sally Mandler**, grant writer  
**Beth McCabe**, digital strategist  

**Kristen Meloche**, art director  
**Morrison and Foerster** (mofo.com), legal counsel  
**Caitlin Rodgers**, infographic design  
**Raphi Rosenblatt**, evaluation consultant  
**Allison Sesso**, legislative strategist  
**Domenique Osborne**, copywriter  
**KC Wagner**, researcher  
**Krista Bedosky**, photographer  
**Colleen and Eric Whitley**, interior office design consultants  
**Erin Weed**, speaking coach

In addition, I want to thank our blogging team: **Emily Bormann**, **Rita Pasarell**, **Nicola Briggs**, **Tanisha Ramirez**, **Krista Bedosky**, as well as our interns and fellows: **Shahinaz El Hennawi**, **Natalie Richman**, **Victoria Fitzgerald**, **Catherine Favorite**, **Sunny Fitzgerald**, **Vicky Simister**, **Rikera Taylor**, and **Justine Dowden**.
Named one of twelve women to watch in 2012 by the Daily Muse, Emily is an international leader in the anti-street-harassment movement. In 2005, at the age of 24, she co-founded Hollaback! (iHollaback.org) in New York City, and in 2010 she became the first full-time executive director. When feminist icon Gloria Steinem was asked “What women today inspire you and make you feel that the movement continues?” Her response was, “Emily May of Hollaback! who has empowered women in the street, literally.” In 2008, Emily won the Stonewall Women’s Award, in 2010 the Women’s Media Center selected her as one of thirty “Women Making History” along with Rachel Maddow, and in 2011 she was selected as one of “21 leaders for the 21st century” by Women’s E-news, won the “40 under 40” award from the New Leadership Council, and was named an Ashoka “ChangemakHER.” In 2012 she was named one of 20 women “leading the way” by the Huffington Post, a prestigious list that includes Michelle Obama, Hillary Clinton, Diane Sawyer, and Sonia Sotomayor, and one of Jezebel’s “25 kick-ass and amazing women we love.” Emily has a Master’s Degree from the London School of Economics.
Debjani Roy has been an advocate for women’s rights and equality in the US and UK for nearly ten years. Before joining Hollaback! she was the Program and Development Manager at Manavi, an organization working to end violence against South Asian women in the United States. Her international experience includes serving at The National Alliance of Women’s Organizations, Widows’ Rights International, Ashiana Network and Women and Girls Network in several capacities. Her expertise ranges on issues including domestic violence, sexual assault, forced marriage, ‘honor’ based violence, sexual trafficking/forced prostitution, widows’ rights and immigrant rights. She has also edited books in the fields of Gender and Cultural Studies for the politically progressive publishing house, Pluto Press. Debjani has a BS in Marketing from the Stern School of Business at NYU and an MA in Cultural Studies with a focus on Gender Theory from the University of London, Goldsmiths. Her recent publications include South Asian Battered Women’s Use of Force against Intimate Male Partners in the Violence Against Women Sage Journal and An Introduction to Forced Marriage in the South Asian Community in the United States, published by Manavi under the U.S. Department of Justice, Office on Violence Against Women. She is currently a Fellow with the Women of Color Network Leadership Academy.
Jill develops and maintains all of Hollaback!'s technology including the iPhone and Android apps, the Wordpress multi-site framework, and story collecting infrastructure. She recently defended her dissertation at the Georgia Institute of Technology where she examined activism and the role of technology specifically examining Hollaback!. Her work that investigated the role of sharing stories of harassment to frame social movements was recently published at Computer Supported Cooperative Work. She is part of Sassafras Tech Collective (sassafrastech.com), a worker-owned technology cooperative focusing on building technology for non-profits, researchers, and others.
Perrie Rizzo is a fundraising badass with over a decade of nonprofit development and event planning experience under her belt. A volunteer in the sector since her teens, Rizzo aims to help make the world a little bit better every day. Currently the Director of Development at Women’s eNews, she joins Hollaback! ready to raise awareness and lots o’ money for the movement to end street harassment globally.
OUR BOARD

Kathleen Adams,
Founder of Momma’s Hip Hop Kitchen;

Samuel Carter,
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Gabi Duhurt,
Site leader of Hollaback! Mexico City.

Rochelle Keyhan,
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Chad Sniffen,
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Erin Weed,
Speaker, author and Founder/CEO of Girls Fight Back!

Courtney Young,
Founder of Thing Young Media.
At Hollaback!, we envision a world where street harassment is not tolerated and where we all enjoy equal access to public spaces. In 2013 we plan to:

1. Hold our first international event on street harassment, bringing our site leaders from around the world together with leaders in the field.

2. Expand the Hollaback! movement to over 25 additional cities and campuses over the next year, bringing our total number of sites to over 100. Each site will receive a comprehensive orientation and hands-on technical assistance.

3. Using our smartphone apps, establish the world's first real-time street harassment reporting system in New York City, and then scale it around the world.

4. Develop a training guide and set of corresponding webinars for employers on how to address street harassment when it happens to their employees or clients.

5. Grow our “I’ve Got Your Back” campaign by delivering workshops internationally and getting supporters to make a personal pledge to intervene when they see street harassment happening.
WOMEN RECLAIM THE STREET

SLUTWALK BALTIMORE
Bmoreiholaback.org