hollaback!

YOU HAVE THE POWER TO END STREET HARASSMENT

ANNUAL REPORT

2014-2015
Hollaback! has given young activists and leaders the training, platform, and support to address street harassment in cities all over the world. In the Bahamas, the launch of Hollaback! Bahamas birthed a new generation of women’s rights activists, bringing a movement that started with suffrage in the 1950s back to life. Hollaback! is more than an organization; it is a community, a family, a support system, and springboard for social justice movements beyond the issue of street harassment.

Alicia Wallace - Director, Hollaback! Bahamas
Dear Supporters,

Over the past year we’ve seen the rise of critical social justice movements -- from #blacklivesmatter, to the passage of gay marriage in the US, to a deepened understanding of the violence that trans folks, especially trans women of color, face on a day to day basis. Social movements in the US are more active now than they have been since the 1960s, and the movements against street harassment and online harassment are no exception.

This year Hollaback! got tired of watching online harassment impact our supporters, site leaders, and staff and we formally expanded our work to include online harassment. In early 2016, we’ll launch HeartMob, an online platform that provides support to victims of online harassment and engages bystanders in helping out. After 10 years of building the movement to end street harassment, we’re excited to apply those lessons and strategies to a different form of public space: the internet.

As Audre Lorde famously said, “there is no thing as a single-issue struggle because we do not live single-issue lives.” Our struggle to end street and online harassment has -- and must continue to -- work in tandem with the struggle for freedom from all forms of discrimination.

We have an historic opportunity this year -- and the only thing standing between us and a safer, more just world, is a whole lot of work. Are you ready to dig in even deeper? We’re ready for you.

Emily + Allison
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 group became increasingly concerned. Samuel Carter, now a Board Member at Hollaback!, said quite simply, “You live in a different city than we do.”

Around this same time, a woman named Thao Nguyen bravely stood up to her harasser. She photographed a man masturbating across from her on the subway and brought the photo to the police, only to be turned away. She then posted the image to Flickr, and it eventually appeared on the front page of the New York Daily News. Inspired by Thao’s story, the youth who would become the founders of Hollaback! decided to combat all forms of harassment in public spaces, documenting 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. In 2012, she was joined by Hollaback!’s first Deputy Director, Debjani Roy. And then in 2013, Jae Cameron joined the team as Program Associate. All the while, our tech platforms were being built, iterated and maintained by Chief Tech Consultant, Jill Dimond of the Sassafrass Tech Collective.

In response to their own experiences and hearing the stories of others, Hollaback! created HeartMob, Hollaback!’s new platform to fight online harassment. This new platform will allow for victims and bystanders of online harassment to get help and get involved, contributing to the mission to end harassment in all public spaces.
MISSION

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

VISION

We envision a world where harassment is not tolerated and where we all enjoy equal access to public spaces.
HeartMob is a new platform powered by Hollaback! that focuses on ending online harassment. On HeartMob, victims of online harassment will share their stories, document the harassment they’ve experienced, and receive support from other HeartMob members. HeartMob utilizes the strength of bystanders and community in the fight against online harassment. HeartMob will also serve as an educational tool with online trainings for victims and bystanders to prevent a cycle of harassment.

In April 2015, we successfully created a Kickstarter campaign for HeartMob to help fund the website’s wireframe development. The campaign was fully funded in just five days! We were thrilled to have 572 backers pledge to help bring HeartMob to life. HeartMob is scheduled to launch in early 2016.

HeartMob has been featured in numerous publications including the Washington Post, the Huffington Post, Cosmopolitan, Tech President, Fusion, Mic, and an endorsement in the New York Times.
“[HeartMob] will...break the cycle of abuse by focusing more on education than revenge.”

The Washington Post

“HeartMob will provide peer support and a community for victims of harassment.”

The Huffington Post

“Efforts like these, in which individuals can gain strength from sharing their own experiences as well as validating others, HeartMob may very well achieve this goal”

Mic

“HeartMob creates a safer space for women, trans people, queer people, and people of color who are disproportionately targeted by online abuse.”

Jamia Wilson, WAM!

“I am very glad that Hollaback is looking for concrete solutions in this area.”

Sandra Fluke, Social Justice Attorney
This year has been filled with many initiatives that address harassment in public spaces in new, innovative, and effective ways. Hollaback! has made it a priority to show that while harassment online and in the streets is a serious and negative part of our culture, fighting harassment can be fun, rewarding, and exciting.

Meet HeartMob, the group that’s taking harassment-fighting tactics from the street to the Web
Online Harassment Task Force Convening  In June 2014, Hollaback! created an online task force that consisted of technologists, journalists, activists, researchers and survivors. After online discussions and conversations, they came together in December for two days in New York City to address the issue of online harassment. The workshops focused on understanding online harassment and its effects, and worked on solutions and steps forward. The groups included technology platform reform (Facebook, Google, Twitter, etc), media and outreach, and research. Through our collaboration and brainstorming, we were able to solidify our goals and plans for HeartMob.

Anti-Street Harassment Rally  In April 2015, Hollaback! held the NYC International Anti-Street Harassment Rally, as part of International Anti-Street Harassment Week. The rally had 250 participants, 32 co-sponsoring organizations, and multiple workshops. The rally showed our community’s commitment to ending street harassment!
**Hollaback!’s Education Initiative** One of Hollaback!’s main goals this year was to reach out and educate youth about street harassment and the different forms it comes in. We know that ending the cycle of harassment starts by educating our youth and providing avenues of support. Broome Street Academy and Urban Assembly Institute of Math and Science for Young Women in New York City participated in the pilot education initiative with Hollaback!’s new curriculum. Deputy Director, Debjani trained over 700 teachers and students around street harassment. These students now have constructive tools to make changes and take action towards ending harassment of all forms in their communities.

**HOLLA::Revolution NYC and London** This year Hollaback! hosted its 3rd annual HOLLA::Revolution speaker series in March 2015. During the event there were over 200 attendees and 10 speakers, our biggest one yet! This event brought leading thinkers and activists in the field together to further deepen and develop definitions of harassment and discuss what each of us can do to create activism in our communities.

The success of HOLLA::Rev NYC inspired Hollaback! to organize HOLLA::Rev London. The speakers reinforced the importance of an intersectional approach to street harassment activism. Attendees were inspired to continue to work against street harassment on a local and global level. After HOLLA::Rev London many of the site leaders participated in a site leader retreat, allowing them to connect and collaborate on shared goals for the upcoming year.
Research Hollaback! and Cornell University launched the largest research survey on street harassment to date in 2015. The research was released in two parts: Part I reviewed data from the United States and Part II of the survey, a cross-cultural analysis of street harassment from 42 cities around the globe, was released in May 2015.

Data was collected and analyzed by Dr. Beth Livingston and graduate assistants Maria Grillo and Rebecca Paluch from the Cornell University ILR School in partnership with Hollaback! site leaders around the world.

There were over 16,600 respondents overall, making this survey the largest analysis of street harassment in history. The study includes data on age at first experience of harassment, type of harassment experienced, behavioral changes as a result of harassment, and emotional effects of harassment.
The vlog series: With Love and Revolution was created to unpack the intricacies of harassment in public spaces. The series of 10 video blogs starred both executive director Emily May and deputy director Debjani Roy. Each episode addressed an issue surrounding harassment: including what street harassment is, how to respond, and an examination of online harassment.
Hollaback! offers people all over the world a platform to share their stories of harassment and receive support. Every day people submit their narratives to Hollaback!, continuing the movement with their willingness to speak up about their personal experiences. When people share their stories on our website or through our app, they’re welcomed into a community of supporters. Storytelling provides an opportunity for people to let go of their feelings of anger, fear, and/or disgust and find that they are not alone and harassment is not their fault. It brings healing, awareness, and validation to the storyteller and brings comfort to others who have experienced harassment. These stories provide evidence that can contribute to future changes in activism, legislation, and research.

Collective storytelling online allows people who experience injustices to define the problem and provide visions for ways forward.
“I was walking down market street after work to meet my girlfriend for dinner, jeans, oxfords, sweater, jacket, sunglasses. There were a group of men standing on the corner; one stared as I walked towards them. Once I got close enough, he said, “Don’t be gay, okay. You’re too beautiful.” I passed them, said nothing. The entire group began to heckle me to try and get a rise, “Oh, ahha, hey hey hey.” Hollering at me as I walked away.”

**Hollaback! San Francisco**

“Passed white dude on the street who said ‘ne hao’ (‘how are you’ in chinese) in a very mocking tone as I passed. I’m Asian. I was feeling very lighthearted & happy before it happened, so I walked on for a bit before it hit me how bad it was.”

**Hollaback! “Harassment Is Guide”**

“I attended the Korea Queer Culture Festival on Sunday, June 28, 2015. As I exited the subway to go to see performances, some LGBTQ-rights opponents were shouting at me, “Gays go to hell!” They asked me, “Do you want to die of AIDS?” and had some pink and blue signs and visors saying “No Gays in Korea” and “Gays get out” and “For a Healthy Korea, no LGBT.”

**Hollaback! Korea**
This year Hollaback!’s team continued their focus on creating impactful resources for individuals experiencing harassment. These new resources provide practical and useful knowledge for creating equal public spaces and an opportunity to educate others!

**Know Your Rights Guide** Hollaback!’s Know Your Rights Guide was the first ever international comprehensive legal resource on street harassment. With the help of the Thomson Reuters Foundation, DLA Piper law firm, and Hollaback! site leaders around the world, Hollaback! compiled definitions and information on all forms of street harassment across 22 countries and in 12 languages! The guide provides individuals the ability to inform and educate themselves on their rights and the different actions they can take when experiencing or witnessing harassment.

**Curriculum** As a follow up to the Educator’s Guide to Street Harassment, Hollaback! created an educational resource titled “HOLLA 101: A Street Harassment Curriculum.” The 60-page curriculum was created to help students become more comfortable identifying and dealing with street harassment in their daily lives.
**Timeline** Each site has designed unique programs, hosted talks, and engaged their communities in many different ways in an effort to combat

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**Hollaback! Berlin’s site leader Julia Brilling was featured in the magazine Lisa for their “Women of the Week” section.**

**Hollaback! Mumbai became one of the official partners of Breakthrough’s #selfies4school campaign — a campaign that aims to send 25k girls to school.**

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**Aug**

**Hollaback!** Vancouver was able to get the Vancouver Transit Police to take down slut shaming transit ads in subway trains.

**Hollaback! Bahamas were on “The Conversation with Shenique Miller” — a new radio talk show focused on women.**

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**Oct**

**Hollaback!** LA ran a workshop series with imMEDIAtete Justice, a group of high school girls working to speak back against harassment through film.

**The Hollaback! HQ team was featured in The Daily Show’s segment on street harassment.**

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**Dec**

**Hollaback!** Bosnia and Herzegovina attended a street performance with foundation CURE (Girls) on the International Day Against Violence Against Women.

**Hollaback! Italy participated at the Trans Freedom March in Turin in the TdoR (Trans Day of Remembrance).**
everyday gendered violence on the ground. On the next few pages we’ve highlighted some of the many actions and accomplishments of our sites.

**2015**

**Jan**
*Hollaback! Kathmandu* volunteers started the Forum Theater Project in a local high school providing a venue for students to interact with the issues of street harassment.

*Hollaback! London* collaborated with Southwark Council to create the Women’s Safety Charter which delivers trainings to venues on how to tackle prevent harassment.

**Feb**
*Hollaback! Baltimore* led a workshop at UMBC on street harassment and harassment in the workplace, marking site leaders Shawna and Mel’s final workshop after four years of great work.

**Mar**
*Hollaback! Halifax* site leader Rebecca Faria participated in a panel about women’s cultural leadership by the Music Liberator.

*Hollaback! Headquarters* successfully held the 3rd annual HOLLA::Rev speaker series in NYC.

**Apr**
*Hollaback! Headquarters* successfully launched HeartMob’s kickstarter campaign

**May**
*Cornell University and Hollaback! Headquarters* released the largest international, cross-cultural study on street harassment.

*Hollaback! Vancouver* presented their results from their “What’s Your Number?” campaign that asked participants to record street harassment through journals and clickers.

**Jun**
*Hollaback! Baltimore* hosted an open discussion on black women and their experiences with street harassment.

*Hollaback! Alberta* was featured in Metro News speaking up about harassment on public transit and made the front cover!
By The Numbers

Transparency & Honesty

Hollaback exists in **84** cities and in **31** countries operating in **18** different languages

We have...

- **9,000** Stories Shared Online
- **40,210** Facebook Fans
- **17,500** Twitter Followers

Over the past year, *Hollaback!*’s global network has had:

- **203** workshops and rallies
- **555** press hits
- **24** projects and campaigns
- **68** speaking events

Our site leaders are...

- **78%** under the age of 30
- **36%** LGTBQIA
- **29%** people of color, and
- **17%** have disabilities
Resources

This work would not be possible without support from:

- Ashoka Fellowship,
- Caruso Foundation,
- Catapult,
- Digital Trust Foundation,
- Eileen Fisher,
- Knight Foundation,
- New York City Council,
- New York Women’s Foundation,
- Prime Movers Fellowship,
- Towbes Foundation,
- Up the Rivers Endeavors,
- Valentine Perry Snyder Fund,
- Voqal Foundation,
- And individual donors.

Pro-Bono Team We receive thousands of dollars in in-kind support. Many thanks to our Pro-Bono Team and our many volunteers!

- Alexis Grenell, communications strategist
- Allison Sesso, legislative strategist
- Beth Livingston, researcher
- Bhavna Sethi, tech management consultant
- Brad Perry, marketing strategy
- Chip Dougherty, legal counsel
- Colleen & Eric Whitley, interior office design consultants
- Courtney Young, writer and events manager
- Covington and Burling, legal counsel
- Esther Pang, business management
- Eva Sweeney, social media manager
- Jon Atkins, business management
- Jose Valenzuela, graphic design
- Kristen Meloche, art director
- Manatt, Phelps and Phillips, legal counsel
- Maria Grillo, researcher
- Raphi Rosenblatt, evaluation consultant
- Rita Pasarell, legal counsel
- Sally Mandler, copy editor
- Sam Carter, program management
- Trust Law, legal counsel

Interns Angela Bryan-Brown, April Pradhan, Caroline Corwin, Catherine Marquez, Eunie Cho, Jessica Alvarez, Julia Carp, Katherine Smith, Lauren Wingenroth, Rachel Dougherty, Rebecca Ponce de Leon, and Sophie Melville
**Emily May, Co-Founder and Executive Director**
Emily May envisions a world free from street harassment, where everyone, particularly women and LGBTQ individuals, enjoys equal access to public space. Emily has a Master’s Degree in Social Policy from the London School of Economics and was awarded an Ashoka Fellowship and Prime Movers Fellowship in 2014.

**Debjani Roy, Deputy Director**
Debjani Roy has been an advocate for women’s rights in the US and UK for over a 15 years. She is an expert on issues including domestic violence, sexual assault, forced marriage, widows’ rights, and immigrant rights. Debjani is a graduate of the Stern School of Business at NYU and the University of London, Goldsmiths.

**Jill Dimond PhD, Chief Technical Consultant**
Jill is a worker-owner of Sassafras Tech Collective—a tech shop specializing in custom web and mobile applications for social change. She completed a PhD in 2012 from the Georgia Institute of Technology in Human Centered Computing and bachelor’s in Computer Science from University of Michigan.

**Jae Cameron, Program and Development Coordinator**
Jae completed her Masters in Women’s and Gender Studies at the University of British Columbia. She also holds a BA in Women’s and Gender Studies and English Literature from Concordia University in Montreal, Canada.

**Rachel Dougherty, Program Assistant**
Rachel Dougherty our Program Assistant just completed their BA in Sociology, Urban Studies, and Theology at Fordham University. Most recently, they have spent time cultivating Fordham’s feminist and anti-racist activist organizing communities.
Board

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ESTHER PANG
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COURTNEY YOUNG
Secretary, Popular culture and politics writer, and founder of Think Young Media Group

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SANDRA FLUKE
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SAMHITA MUKHOPADHYAY
Senior strategist at Purpose and author of Outdated: Why Dating is Ruining Your Love Life

THAO NGUYEN
Web Producer at Viacom Media Networks and inspiration for Hollaback!

JON ATKINS
Former Managing Director at KCG Holdings

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Hollaback! co-founder and Associate Director at the Rockefeller Foundation

JENNY DILLS
Sexual and Intimate Partner Violence Prevention Expert

BRAD PERRY
Strategist at Create Digital Agency

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CTO of Mela Artisans and Managing Director at Cinapse LLC

AI-JEN POO
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CAMERON RUSSELL
Fashion model and founder and executive director of Space-Made

ESTA SOLER
Founder and president of Futures without Violence, expert on violence against women and children

ERIN WEED
Founder of Girls Fight Back and Evoso

JAMIA WILSON
Executive director of Youth Tech Health
Activists, public advocate, announce new MTA measures to curb sexual harassment on mass transit
Now it's time for YOU to join the movement!

Download our app and report incidents of street harassment.

Learn about bystander intervention on our website.

Find out about what local Hollaback! organizers are doing in your community and get involved.

Bring Hollaback! to work with your community.

Donate to support our work.