

**FREE
FROM**

IMPACT REPORT

ABOUT FREEFROM

WE ARE A NATIONAL SURVIVOR-DRIVEN ORGANIZATION LED BY QUEER, TRANS, IM/MIGRANT, AND BIPOC SURVIVORS ON A MISSION TO END GENDER-BASED VIOLENCE (GBV) BY TACKLING IT AS THE SYSTEMIC, SOCIETAL, AND ECONOMIC ISSUE THAT IT IS.

MISSION

At FreeFrom, we work to end gender-based violence with survivors by building safety and economic freedom. We do this through bold survivor-led strategies that build our collective power and activate everyone in society to play their part — before, during, and beyond moments of crisis.



FROM OUR FOUNDER

Dear FreeFrom Community,

The number 1 obstacle to safety for survivors is financial insecurity.

It's immensely expensive to be a survivor. The CDC estimates that intimate partner violence will cost a female survivor \$104,000. But we also know that survivors only have an average of \$175 in their checking account and \$0 in savings, so they inevitably end up in debilitating debt.

On top of this, we know that 99% of survivors are subjected to economic abuse, which can look like anything from not having safe access to your own bank account to not being allowed to work to having debt in your name that you don't even know about.

So think about the set-up survivors are dealing with. Our society shames them for staying in abuse, and the resources available to them—shelters, restraining orders—are only available if they leave. But imagine that you have no job, no savings, mounting debt, a damaged credit score, and no fallback system. How do you leave? Where do you go?

Right now, being subjected to gender-based violence equals economic devastation, but that equation does not need to exist.

Gender-based violence is a systemic economic problem. We are all responsible for it: either perpetuating it or solving for it. This is at the heart of FreeFrom's mission.

We work directly with survivors to provide them with no-strings-attached cash. We have a savings matching program, where we match survivors' savings dollar for dollar until they get to \$1,500. We have GIFTED by FreeFrom, which is survivor-led, survivor-run, and provides living wage work of \$38.46 an hour for survivors.

We're a systems change organization. FreeFrom works to change laws on the federal and state levels that protect survivors from economic abuse. We also work with companies around the country to encourage them to support and protect the survivors they employ through robust paid leave policies.

FreeFrom shifts the narrative on gender-based violence through storytelling. All of our society's visual and media representations of gender-based violence depict brutality, hopelessness, and tragedy, which both numbs us and makes us feel like GBV is an intractable problem that we couldn't possibly solve, so we just accept it as an unfortunate reality.

When we tell stories that center survivors' joy and power instead of their pain and tragedy, we remove shame and stigma, and we encourage more people to turn towards this issue and ask what they can do to support survivors long before an acute crisis and long after. Joy creates possibilities.



We can end gender-based violence. It demands that we understand it as an economic problem. It demands that we invest in a 100-year strategy. It demands that we apply pressure using interdependent levers like systems- and narrative-change work. It demands that we break down the problem into a million pieces and go step by step, never losing sight of where we are in the process, and never losing hope.

Finally, a message to survivors: You know best how to keep yourself safe. If you've experienced abuse, someone has tried to rob you of your birthright to love yourself. Remember that you have so much power. Remember that when we stand together, we are truly unstoppable.

We all come from a lineage of survivors, but we can leave a legacy of safety.

With gratitude,

Sonya Passi
Founder & CEO

WHAT WE KNOW

1 IN 2 WOMEN AND 1 IN 2 TRANSGENDER PEOPLE IN THE U.S. ARE SUBJECTED TO GENDER-BASED VIOLENCE IN THEIR LIFETIME.

GBV IS FINANCIALLY DEVASTATING

- It costs female survivors **\$104K** to deal with the consequences of abuse over their lifetime (source: CDC).
- Economic abuse occurs in **99%** of GBV cases.
- A harm-doer* steals an average of **\$1,280** from a survivor each month and incurs approximately **\$15,936** of debt for a survivor annually.
- Survivors' financial well-being is in the **bottom 10th percentile** for adults in the U.S.
- Survivors report having an average of just **\$10** in savings but needing **\$1,567** to get safe and make ends meet.
- **74%** of survivors do not have safe access to a bank account.
- Survivors' **#1 need is unrestricted cash.**

*FreeFrom uses the term "harm-doer" because we acknowledge that we all have the capacity to cause harm in relationships and that the line between who is a harm-doer and who is a survivor is often blurred with this intergenerational, systemic issue. A world without GBV requires healing for all.

OUR VISION

**WE ENVISION A SOCIETY FREE FROM
GENDER-BASED VIOLENCE, WHERE
EVERYONE IS SAFE TO LIVE OUT THEIR
FULL POTENTIAL.**

WHAT WE DO

We build trust-based, scalable programs, resources, and environments with survivors that are designed to strengthen survivors' financial security and build our collective power.

1. INNOVATE SOLUTIONS

IMPACT TO DATE:

- Disbursed over **\$5 million** to survivors across the U.S. to support their immediate safety, build savings, and invest in their small businesses.
- Built a growing social enterprise that employs all survivors, sells products made by survivor entrepreneurs, and serves as a model for running a survivor-centered operation while growing a sustainable business, showing that workplace policies that work for survivors are good for business. To date, GIFTED has raised **\$2.6 million** for survivors.
- Created accessible resources to meet survivors' needs, including our Compensation Compass, which has had **18K+ users** to date and supports survivors in accessing the financial support they need to recoup the costs of abuse.
- Established spaces where survivors can learn from each other and innovate together, including our **My Next Steps** peer support groups and a global network of survivor-led, grassroots organizations innovating solutions to support survivors' economic security.

WHAT WE DO

We catalyze systemic change in the public and private sector — from federal, state, and local governments to banks, employers, and credit card companies.

2. GIVE EVERYONE A PART TO PLAY

IMPACT TO DATE:

- Set the roadmap for state policy action through our Map and Scorecard, which has resulted in over **600 pieces of legislation** being introduced and has successfully changed policy to support the financial security of over **20 million survivors** in the U.S.
- Educated banks on the importance of prioritizing their survivor customers while advocating for our **Survivor Safety Banking Guidelines**.
- Advanced landmark federal legislation to study economic abuse happening in financial institutions — the **first federal bill to address economic abuse**.
- Advanced state legislation to support survivors' economic security, including passing **coerced debt protections** in California and making Tennessee the third state in the U.S. to **expand its definition of domestic violence** to include economic abuse.
- Advocated for paid and protected safe leave, resulting in **315K+** workers gaining leave to deal with the consequences of abuse.

WHAT WE DO

We are cultivating an abundant survivor-led movement by creating resources and supporting organizations that serve survivors in prioritizing the financial security of their clients and the survivors on their staff.

3. RESOURCE AND EXPAND THE MOVEMENT

IMPACT TO DATE:

- Hosted our first Survivor Wealth Summit, which brought together **330** survivors, movement leaders, asset building experts, funders, policymakers, and key stakeholders to cross-pollinate ideas and build power together. Our next Summit will be in August 2025.
- Led webinars and trainings and provided technical assistance to support service providers, survivors, and community members in prioritizing survivors' financial security, reaching nearly **2,400** people.
- Advocated for higher wages across the movement to end GBV through our research and partnerships with movement organizations like the National Network to End Domestic Violence, which has now called for living wage salaries in all government funding for this work.
- Convened foundations and individual donors for strategy sessions with the goal of increasing collaboration and bringing more funding to the movement to end GBV.

WHAT WE DO

To counter the narrative that GBV is an unsolvable issue, we use data and stories of hope, innovation, and possibility to show how strengthening survivors' economic security is a key strategy to end GBV.

4. EXPANSIVE STORYTELLING

IMPACT TO DATE:

- In 2024, we produced a documentary, **SURVIVOR MADE**, about the survivors who operate our social enterprise, GIFTED, to shift the dominant narrative on survivorship from one of hopelessness and tragedy to one of possibility, innovation, and joy. Filmed, directed, and produced by a crew entirely made up of survivors, SURVIVOR MADE puts survivor healing and abundance in the spotlight. Executive producers include Padma Lakshmi, Roxane Gay, Nava Mau, Debbie Millman, and Alok Vaid-Menon.
- We have published **eight reports** with first-of-its-kind data, filling the gap in our societal understanding of the true cost and longevity of the effects of abuse.
- Driving the national conversation about what survivors need to thrive, our reports and original research have been **cited by federal agencies, cities, states, and the Biden-Harris Administration.**

THE WINS

IN JUST 8 YEARS, FREEFROM HAS:

- Disbursed over **\$2.2 million** in more than **8,800** emergency cash grants directly to survivors in all 50 states and Puerto Rico through our Safety Fund;
- Supported **1,966** survivors and counting in saving over **\$823K** through our national Savings Match Program;
- Built a growing social enterprise, **GIFTED**, that has generated over **\$2.6 million** in income for survivors through entrepreneurship and living wage work of \$38.46 per hour;
- Activated champions in Congress to introduce a landmark bill, the **Survivor Financial Safety and Inclusion Working Group Act**, to address economic abuse occurring in banks and financial institutions;
- Set the roadmap for state policy action and successfully changed policy to support the financial security of over **20 million survivors** in the U.S.;
- Developed the **National Survivor Financial Security Policy Map & Scorecard**, a resource that analyzes how well states support survivors' financial security in their laws and provides a roadmap for passing new legislation. Since launching the Map & Scorecard, over **600 pieces of legislation** have been introduced in state legislatures across the country that would impact survivors' financial security;
- Helped **315K+** workers gain safe leave through our corporate advocacy, so survivors can take time off work to deal with the consequences of abuse. Companies who adopted our leave policy include Unilever, Facebook, Bumble, and ASOS;
- Led the national conversation on gender-based violence as a systemic, economic issue by publishing **eight reports**, which have been cited by federal agencies, cities, states, and the Biden-Harris Administration;
- Launched our documentary, **SURVIVOR MADE**, sharing stories of survivors' joy and resilience to shift the narrative on survivorship from pain to possibility;
- Designed our **Compensation Compass** to provide survivors with the information they need to understand their avenues to recouping some of the costs of abuse. 85% of users (18K+ total to date) say they are more likely to pursue compensation after using the tool;
- Built a network of **Peer-to-Peer Survivor Financial Support Groups**, which created space for survivors to gather and support each other on their journeys to financial security.

WHO WE REACH

20MM+

**SURVIVORS IMPACTED
BY OUR POLICY WORK**

315K+

**WORKERS WHO
HAVE GAINED SAFE
LEAVE THROUGH OUR
CORPORATE ADVOCACY**

30K+

**PEOPLE REACHED
THROUGH OUR
PROGRAMS AND
RESOURCES**

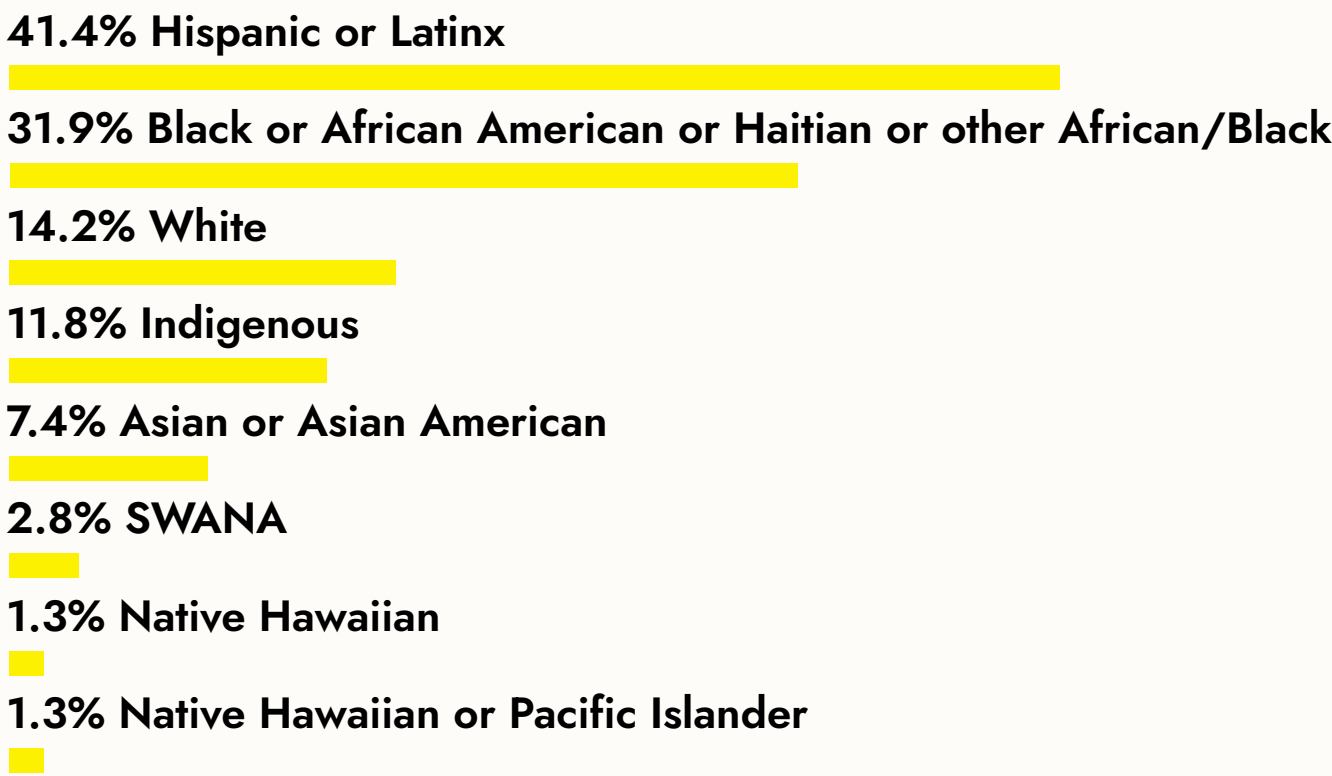
500+

MOVEMENT PARTNERS

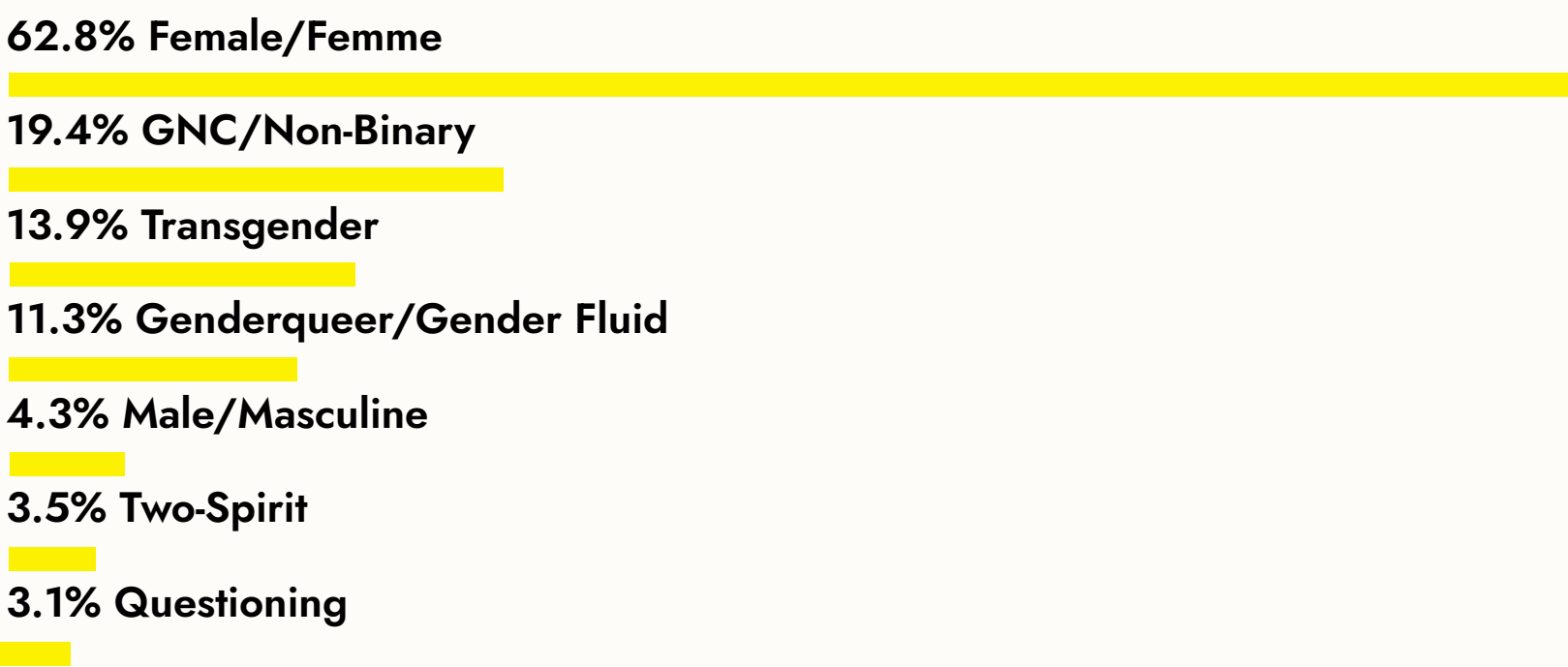
OUR COMMUNITY

DEMOGRAPHICS OF SURVIVORS IN OUR NETWORK:

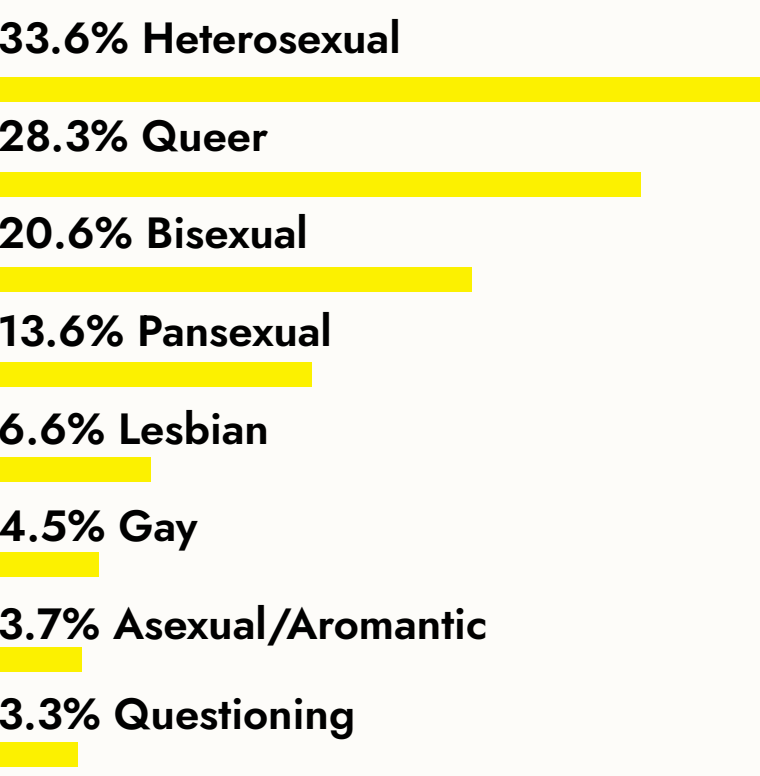
RACE/ETHNICITY



GENDER



SEXUALITY



DISABILITY

56.5% have one or more disabilities

IMMIGRATION STATUS

23.7% immigrants
71.4% non-immigrants

OUR COMMUNITY

WHAT SURVIVORS SAY ABOUT OUR SAFETY FUND

“Receiving a grant [from FreeFrom] no questions asked was like being looked at and received by people who trusted me unconditionally. That’s extremely important for a survivor who has often been shamed, and has had to deal with people gaslighting and creating false stories about their integrity and believability.”

— Safety Fund Recipient

“I bought groceries, bought a suitcase, filled my tank of gas and was able to drive 400 miles away from my abuser to a friend’s house.”

— Safety Fund Recipient

“Over the last couple of months, I’ve worried about money every single day. Receiving a cash grant gave me a brief reprieve from that constant stress. The biggest thing this funding did for me was allow me to pay for needed expenses without reaching out to my harm-doer for financial support. That alone is an indescribable gift. It was also a huge help to my mental health.”

— Safety Fund Recipient

OUR COMMUNITY

WHAT SURVIVORS SAY ABOUT OUR SAVINGS MATCHING PROGRAM

“It's nice to see a 3-figure amount in my savings account, rather than, say, \$11.36. It's empowering and reassuring, and is giving me a bit more confidence in my finances.”

— Savings Matching Program Participant

“I can't tell you how simple and humanizing the FreeFrom match process was. At a time when I had exceptionally limited capacity and was just fighting to stay above water, your program really came through in a big way. It helped me to feel hopeful about being able to finally get free, but it also provided a way forward.”

— Savings Matching Program Participant

“I'm getting a divorce so to be able to save \$150 of my OWN money really boosted my confidence that I'll be able to support myself alone.”

— Savings Matching Program Participant

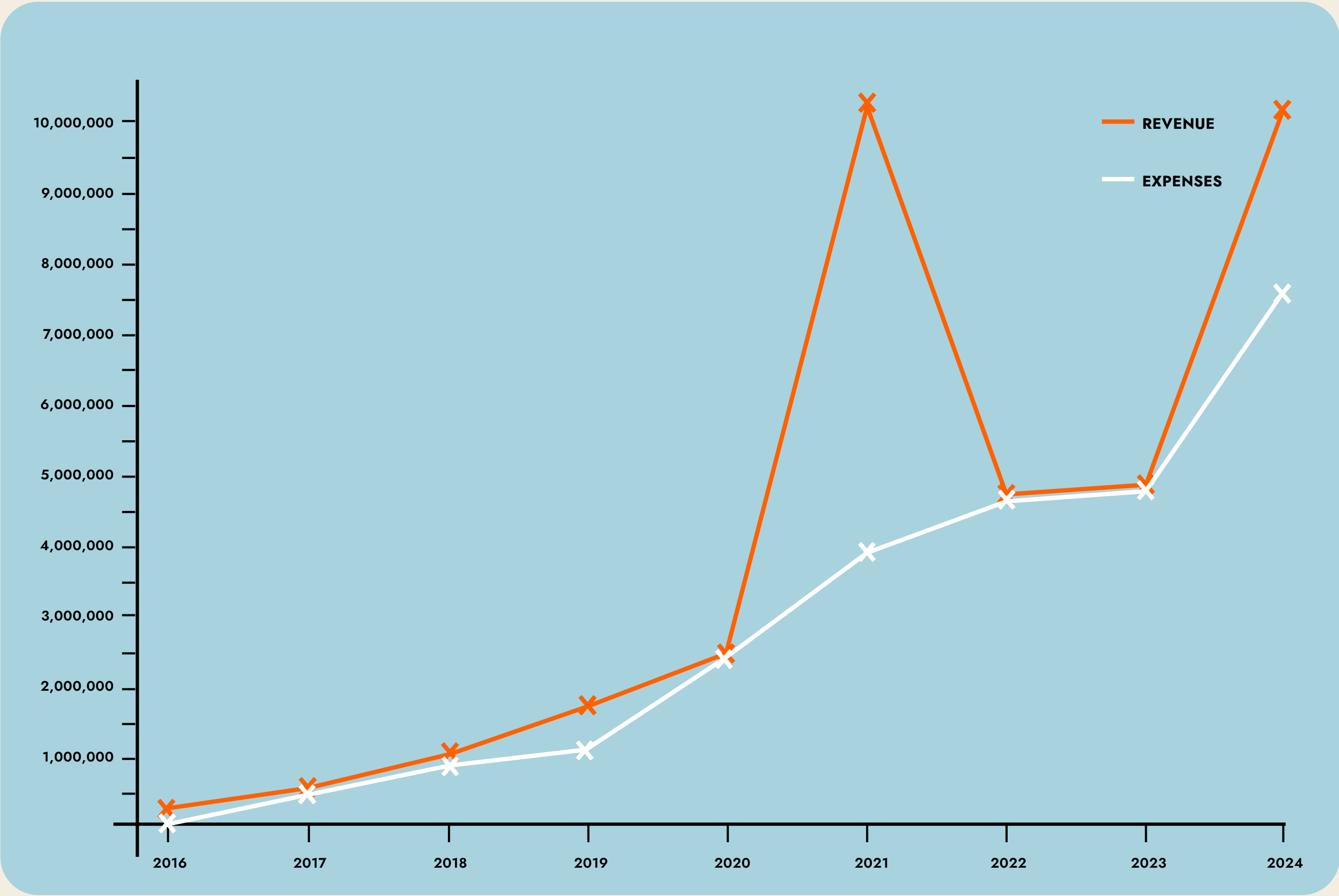
OUR FINANCIALS

2025 budget

\$12,191,320

2016-2024 Expenses and 2016-2024 Revenue

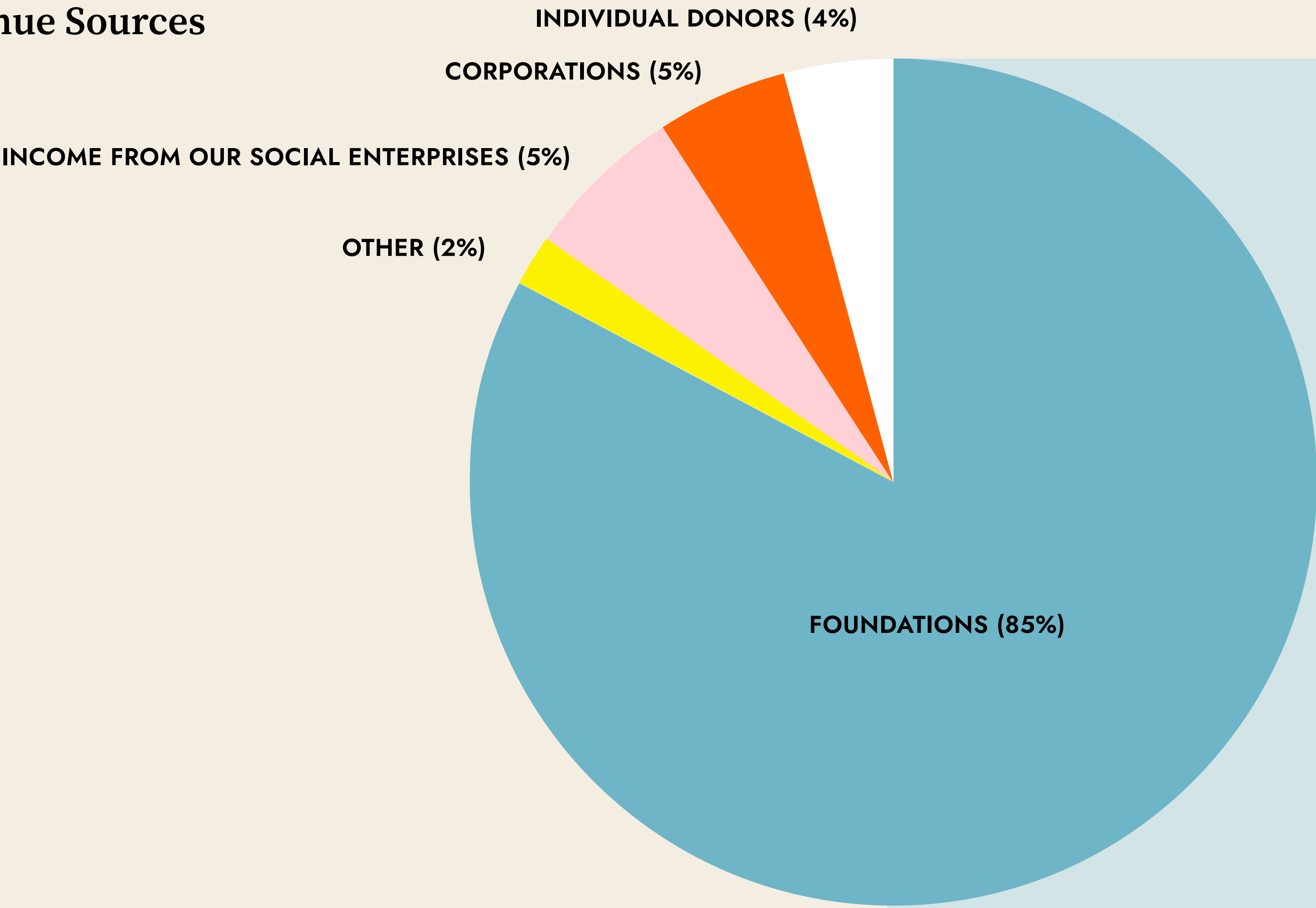
Year	Expenses	Revenue
2016	\$0	\$70,759
2017	\$553,904	\$731,227
2018	\$811,559	\$1,199,171
2019	\$1,062,512	\$1,777,332
2020	\$2,455,600	\$2,562,593
2021	\$3,396,186	\$10,315,849*
2022	\$4,521,825	\$4,766,758
2023	\$4,721,348	\$4,838,990
2024	\$7,551,402	\$10,329,653



*In 2021, FreeFrom was selected as a winner out of 550 applicants for the Equality Can't Wait Challenge. The significant increase in our revenue that year is due to this award.

OUR FINANCIALS

Current Revenue Sources



OUR VALUES

FreeFrom is a proudly feminist national organization led by queer, trans, im/migrant, and BIPOC survivors. Our mission is to end gender-based violence by building economic freedom and safety with survivors. Our values drive everything we do.

01

RESILIENCE

It is possible to end gender-based violence if we invest in long-term strategies and systemic change. We do not let quick wins or short-term losses distract us from this goal. Instead, we know that we are part of a lineage of activism, and we move forward with patience, collaboration, and focus.

02

TRANSFORMATION

We are committed to developing a diversity of holistic and innovative approaches to drive systemic change that can meet the needs of all survivors. We are nimble as we disrupt cycles of violence, both interpersonally and societally—because we know one solution never fits all.

03

ABUNDANCE

We believe in abundant possibilities, and we are committed to working generously with our partners to freely share resources, knowledge, and findings. We know that survivor healing and prosperity is possible, and we champion this belief as an organization by paying fair living wages to all staff. The most abundant world is one in which everyone is safe and free.

04

CO-CREATION

We know that we represent one part of an expansive movement to end gender-based violence. And we believe in working hand-in-hand with others to create a world centered on survivors where all survivors can thrive.

OUR WORKPLACE

We’re proud of our special work culture, which puts our values into action to ensure the financial security, well-being, and safety of our team. One way we achieve this is through our compensation, which we set based upon the following principles:

01

FreeFrom is focused on building financial security and our work is based on the fact that healing is incredibly expensive.

02

We are committed to hiring QTBIPOC folks and survivors and supporting their healing. Several members of our team are first-generation college attendees with no generational wealth to their names.

03

We know that most employees spend an average of eight hours a week while at work worrying about money. Paying well is good for productivity.

04

The non-profit movement is not sustainable, and the high burnout and turnover that comes from underpaying staff costs non-profits money in productivity gaps, rehiring costs, and training costs. We eliminate those by paying well in the first place.

WELL-BEING AND BENEFITS

We care deeply about our team.
That's why we offer a range of benefits and support:



**6 MONTHS
PARENTAL
LEAVE**



**100% COVERED HEALTH
VISION, AND DENTAL
INSURANCE**



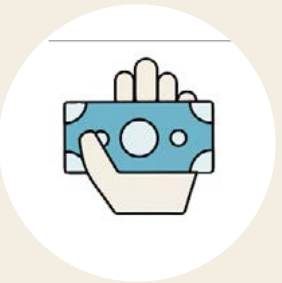
**UNLIMITED
MENSTRUAL
LEAVE**



**GENDER BASED
VIOLENCE PAID AND
PROTECTED LEAVE**



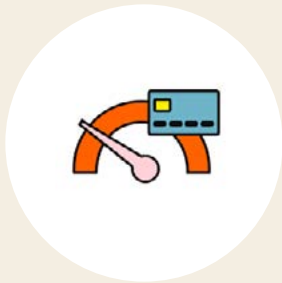
**UNLIMITED VACATION,
VACATION STIPEND, AND 8
WEEKS OFFICE CLOSURE**



**BUILDING
WEALTH
STIPEND**



**PERSONAL AND
PROFESSIONAL
GROWTH STIPEND**



**5%
COMPANY
MATCH OF
401K**



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Head of Compliance, PIMCO

THANK YOU

We could not do this work without the tireless support of our champions, donors, movement partners, and, most importantly, the survivors who have trusted us to be part of their journey.

On behalf of the FreeFrom community, thank you for joining us in building a world where we all can be safe and free.

FREE FROM

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