FreeFrom's Theory of Change for Survivors of Gender-Based Violence

If we prioritize economic stability as the foundation for survivors' safety...

Directly Invest in Survivors' Financial Well-Being

Provide direct cash assistance and the financial resources and support that give survivors a foundation to build from.

Activate Everyone to Play Their Part

Equip every pillar of our society to prioritize survivors' financial well-being: financial institutions, employers, service providers, governments, policymakers, philanthropists and others.

Build Survivors' Collective Power

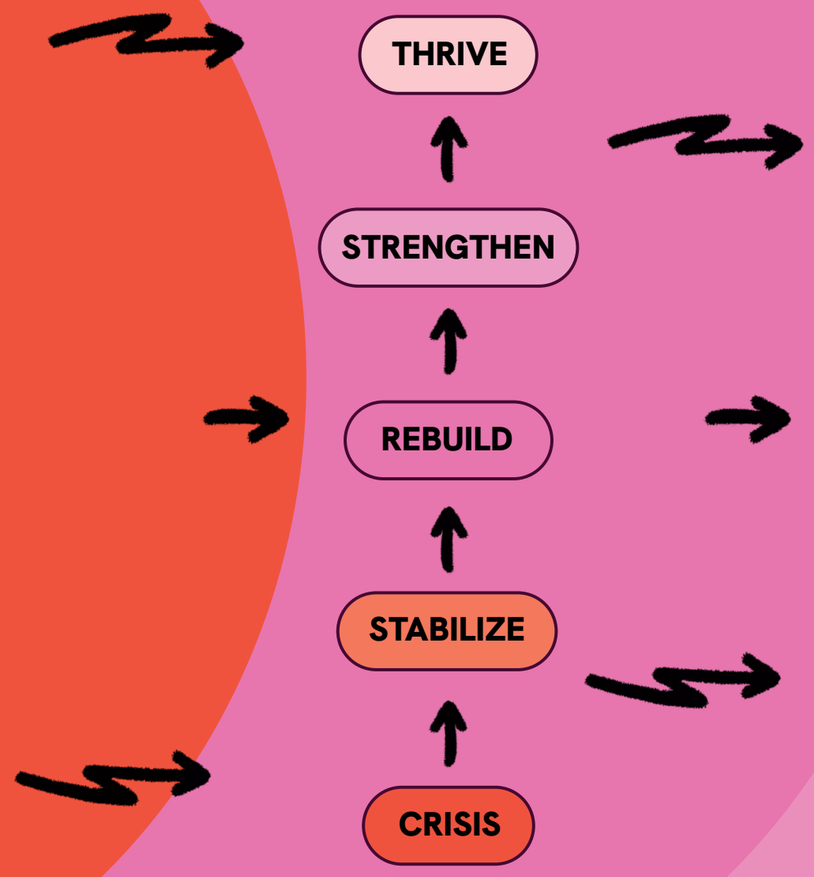
Grow and organize a survivor community rooted in mutual aid and collective leadership.

Change the Narrative and Culture

Reframe survivorship as a source of strength and GBV as an economic issue that we can end, so that people feel hope and possibility and are driven to contribute to the solutions.

...then survivors move from crisis toward thriving...

Survivors' Path From Crisis to Thriving



...and the world around survivors shifts to respond to what they know and need...

Survivors have the financial foundation, structural support and community they need for long-term safety and thriving.

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Survivor-centered solutions to the problem become the norm across society — rooted in trust, compassion and the understanding that survivors know best what they need.

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Institutions across every sector embed survivor-centered practices into how they operate — from workplaces and banks to schools, healthcare systems and beyond.

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Survivors shape the laws, policies and systems that advance safety, financial well-being and opportunity for future generations.

..until everyone has the structural support to interrupt and prevent future harm to themselves, their families and their communities, and...

we all live in a world free from gender-based violence.

STRATEGIES **OUTCOMES** **NORTH STAR**

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