



The first organization to serve the

# 100+ million people

who check 'NONE' when asked for their religious affiliation.

**MEDIA INQUIRIES:**  
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## 3 Facts

- > Nones comprise 40% of Millennials and Gen Z
- > 30% of the U.S. are Nones
- > 69% were raised as Christians

### THE MOVEMENT

Nones have been a known commodity by researchers and journalists for 20 years. But the public awareness of Nones as a collective force is now becoming a breakthrough phenomenon.

### THE MESSAGE

Love is greater than labels.

It's not what we call ourselves that matters. It's how we live and love.



### THE MISSION

American None will normalize being nonreligious and help shape a more loving, inclusive culture. We do this by building community and producing thought-forward content.

## 5 Things to Know

NONES...

- > Represent an unprecedented spirituality influenced by the Information Age
- > Decline participation in organized religion
- > Practice practical, everyday, nonreligious spirituality
- > Are not synonymous with atheists or agnostics
- > Reject labels- they are literally 'none of the above'

## Top 7 Reasons

FOR LEAVING ORGANIZED RELIGION

- > Disagreement over social & political issues
- > Lack of belief in religious teachings & doctrines
- > Conviction that religion is not necessary for morality
- > Disconnection with reason & science
- > Disenchantment with churches profiting like businesses
- > Concern about sex abuse scandals in churches
- > Experience of personal trauma in the church

### ABOUT THE FOUNDER

Rachel Roberts ThM, author of *Confessions of an American None: A Credo of Sorts*, is the founder of American None. She has launched this social impact organization in response to her own experience with religion and the realization that she joins the company of millions of American Nones. Rachel is deeply motivated to help elevate the soul of our country and believes that collectively Nones harness a vast power to do so.

