

A CALL TO MEN

The Next Generation of Manhood

2019 IMPACT REPORT

ACALLTOMEN.ORG



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“Understanding, practicing, and promoting healthy manhood is the solution to prevent violence in our communities — from sexual assault and harassment to bullying and mass shootings. Healthy manhood relieves men and boys of a lifetime of trying to measure up, of trying to be man enough, of endless performance and constant suppression of emotion — all at the expense of women, girls, LGBTQ, trans, and gender non-conforming people, as well as other men and boys.”

”

– A CALL TO MEN

A CALL TO MEN EXECUTIVE SUMMARY

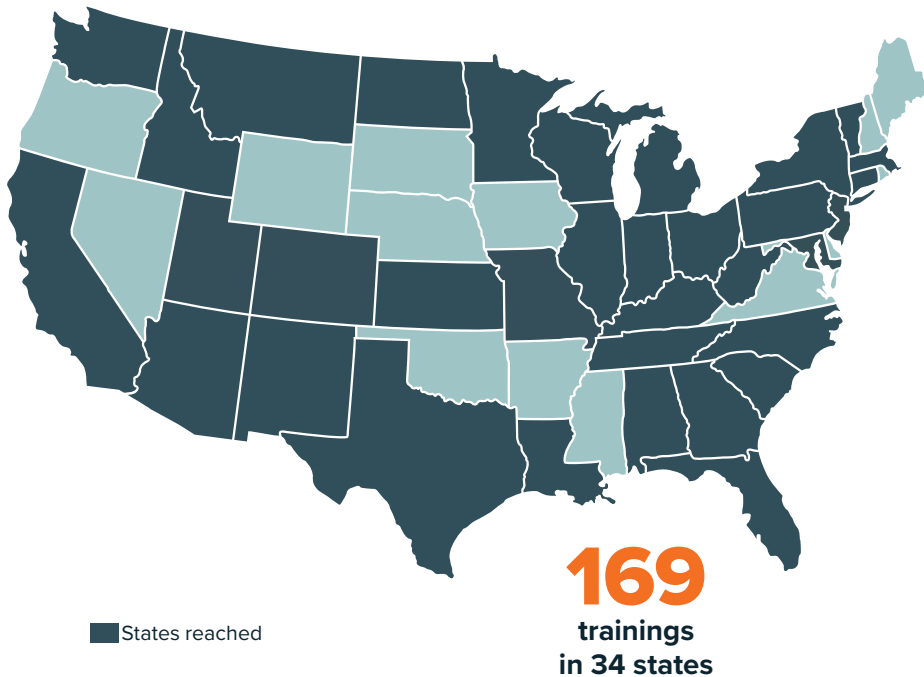
How We Create Impact

Violence prevention is the primary outcome of A CALL TO MEN's work. A CALL TO MEN is internationally recognized for training and educating men to embrace and promote a healthy, respectful manhood. The organization's approach is grounded in the social ecological model, advocated by the Centers for Disease Control, as a framework for primary prevention of gender-based violence. A CALL TO MEN has 20+ years of experience working with and training men and boys.

In 2019, A CALL TO MEN's
educational programming reached

**100K MEN
& BOYS**

2019 A CALL TO MEN Trainings and Events



2019 Professional Sports Training Partners



Select 2019 College Football Training Partners



2019 Major Grant Partners



Communications Impact

14,134
mentions in
693
media outlets, reaching
millions of people with
1.2 billion
media impressions, worth
\$10.6 million
in advertising value



The New York Times

ESSENCE



The Washington Post

Mashable

THE
NEW YORKER

QUARTZ



Esquire



GOOD
HOUSEKEEPING

SPOTLIGHT on Institute of Higher Learning

A CALL TO MEN launched the Institute of Higher Learning, an online training platform offering effective and engaging education to help create healthy, inclusive, and respectful workplace cultures. All courses are HR compliant and drive meaningful culture change. The Institute of Higher Learning was developed in part with generous funding from Uber.

➔ For more information, visit: www.instituteofhigherlearning.org

LIVERESPECT Curriculum & Online Certification Training

Through grant funding from Harry's, A CALL TO MEN offers a free online certification training for its LIVERESPECT Coaching Healthy, Respectful Manhood Curriculum. The on-demand webinar series takes participants through A CALL TO MEN's signature training on its curriculum for middle and high school boys.

2,589

LIVERESPECT online
certification training
registrations in 2019

4,604

total registrations
since its launch
in 2018

13,325+

LIVERESPECT
curriculum downloads
since its launch

"This was an amazing webinar. I can't wait to start the groups. I've already shared this with some colleagues."

—Middle School Teacher

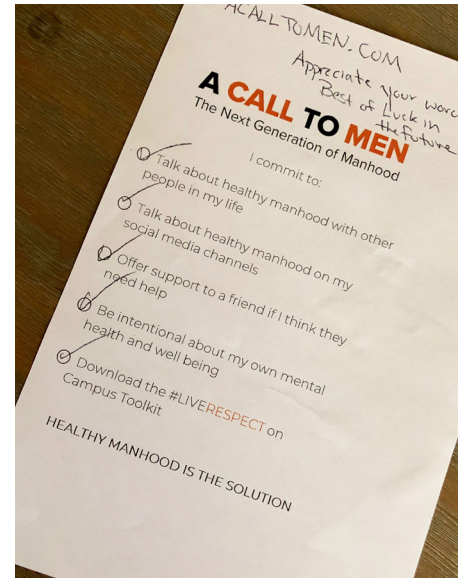
"As a school nurse that works in an all-boys middle and high school, I am thrilled that we finally have a professional approach to address this topic."

—School Nurse

"Absolutely love this program! I plan to team with a male on staff to present to the boys in the school. Since I am a female counselor, I feel it is important to have a male role model for the students as well. I look forward to using this in my curriculum."

—Middle School Teacher

A CALL TO MEN TRAINING



A CALL TO MEN's educational programming reached 100,000 men and boys with a message of healthy, respectful manhood in 2019.

A CALL TO MEN continues to provide Healthy, Respectful Manhood/Domestic Violence & Sexual Assault Prevention training to professional athletes, coaches, and professional sports leadership. In 2019, A CALL TO MEN conducted mandatory trainings for all players, coaches, staff, and cheerleaders of all 32 National Football League (NFL) teams, and eight trainings for the 2019 rookie class. This was the fifth year A CALL TO MEN led the creation and implementation of the training, and the third year A CALL TO MEN facilitated the player/coaches training for all 32 teams.

Through a partnership with Harry's, A CALL TO MEN provided free Healthy Manhood/Mental Health training to 50 college football teams in 2019.

Athletics, specifically college-level and professional athletics, is one of the most hypermasculine subcultures in our society. The Man Box dominates. It polices men, demanding adherence to its teachings and condemning anyone who falls short. The teachings of the Man Box not only lay the foundation for violence and discrimination against women and girls to persist, but it shortens men's life spans and increases men's suicide rate. This indoctrination leaves athletes at an increased risk for mental health issues. The stigma around asking for help is amplified in this subculture. Because stigma pressures players into hiding their struggles, many turn to alcohol and drugs to self-medicate. Additionally, violence can stem from the emotional suppression.

94%

of participants commit to talk about healthy manhood with other people in their lives

94%

of participants commit to be intentional about their own mental health

97%

of participants commit to offer support to someone struggling with these issues



A CALL TO MEN continues to consult for the other professional sports leagues and has provided education and training at two National Basketball Association (NBA) Coaches Forums and one All-Star event.

Sports continues to be an incredibly powerful vehicle to drive culture change. A CALL TO MEN also partnered with Kristin's Fund, a domestic violence prevention organization, to host its second annual A CALL TO MEN Football Camp in Utica, New York. More than 150 high school boys received valuable skills training and healthy manhood education. In addition to these highlights, the organization continues to train in colleges and universities, government institutions, the military, unions, corporations, and organizations across the country.

A CALL TO MEN also partnered with the Center for Court Innovations and the New York City Mayor's Office to provide Crisis Management System Training Institutes. In 2019, the organization executed a continuation training series for attendees of the 2018 sessions. These trainings were designed to activate a grassroots movement addressing male domination, racism, and intersections of all forms of group oppression, which contribute to violence and discrimination against women and girls. The Crisis Management System Training also addressed the impact of trauma in communities heavily affected by issues of race and class, assisted participants in laying the groundwork for the social change needed to define concepts of healthy manhood in their communities and culture, and provided attendees with hands-on training on how to effectively engage in local community organizing efforts.

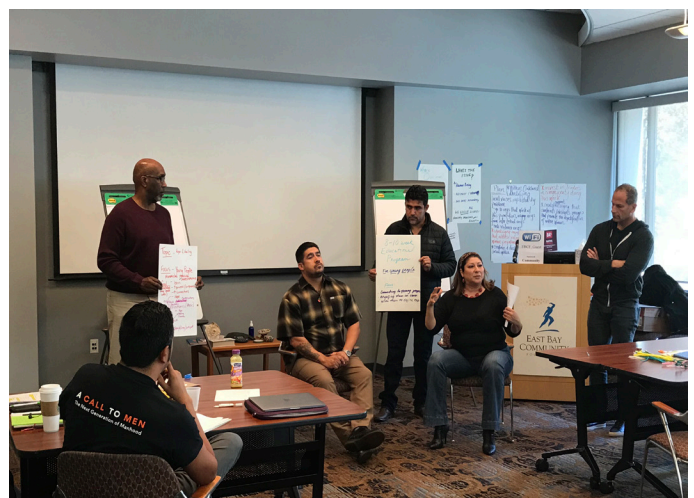
In 2019, our educational programs reached more than 100k men and boys, including:

Players & staff of

32
NFL teams

Student athletes on

50
college campuses



A CALL TO MEN COMMUNITY ENGAGEMENT



A CALL TO MEN expanded its reach through community engagement and outreach, and led two National Training Institutes this year in response to increased demand from community members and partners.

The first Training Institute of 2019 was held in New York City on March 28-29, in collaboration with the United Nations and Bahá'í International Community. The training was attended by 55 community leaders, advocates, and organizers from around the nation seeking to engage men in the work to end gender-based violence in their communities.

The organization hosted a second Training Institute in NYC on September 18-19, with support from our partners at Safe Horizon. The two-day training in Brooklyn brought together 54 community members and advocates from across the country which resulted in the development of strong relationships between

agencies and community-based organizations.

Training Institutes often lead to deep work within partner communities. After leading two Training Institutes with PolicyLink's Alliance for Boys and Men of Color, the organizations joined efforts with the California Partnership to End Domestic Violence to build the leadership capacity of activists, advocates, and community organizers in California to increase healthy manhood and eradicate violence against women in their communities. Ongoing education centers around uprooting patriarchy, understanding harmful aspects of manhood, sexism and racism, and addressing unhealed trauma.

"I had the pleasure of attending A CALL TO MEN's Training Institute in NYC. I can honestly say it was one of the most transformative professional development opportunities I have participated in. I left motivated to be part of the culture change regarding healthy manhood and how important it is to work with those in the margins."

Roberto Gil, Jr.
Director of Camping &
Year-Round Programs
Fresh Air Fund



“Participating in Healthy Masculinity & Manhood Collaborative has empowered me to practice healthy masculinity and manhood in my professional and personal life. I am more confident in addressing toxic patriarchal practices in my work space and in my social circles.”

—Ivan Aguilera
Community Advocate

Healthy Masculinity & Manhood Collaborative

The Healthy Masculinity & Manhood Collaborative NYC (HMC-NYC) organized listening and strategy meetings with members and leaders of diverse communities to expand our work in a way that is both accountable and meaningful, especially to those who reside at the margins of the margins.

The HMC-NYC hosted two critical community conversations in Brooklyn and the Bronx for more than 55 men/masculine-of-center and male-identified individuals. The events included group discussions on gender-based harm, promoted healthy forms of manhood/masculinity, and empowered attendees to use their voices and platforms to influence other young men.

In June, the collaborative membership organized and executed a conference in partnership with John Jay College. Multicultural Masculinities — The Man Blueprint brought

together organizers, advocates, and educators for a full day of workshops and dialogue on promoting healthy manhood in our communities and strategizing collectively to expand our organizing efforts and resources across NYC. It was sponsored by more than 10 community partners and city agencies and attended by 200 participants. Through the generous support of the New York Women’s Foundation and the commitment of members and volunteers, this event was free and open to the community.

The HMC-NYC is an outgrowth of four years of dedicated work with the New York Women’s Foundation to increase men’s engagement in preventing gender-based violence in the five boroughs of New York City. The partnership models how a thoughtful, strategic, multi-year investment can create meaningful impact, while allowing for organic growth and accountability to the community it seeks to serve.



A CALL TO MEN SPECIAL INITIATIVES



A CALL TO MEN continues to reach thousands of middle and high school boys through its **LIVERESPECT** Coaching Healthy, Respectful Manhood Curriculum.

The curriculum is free to any coach, mentor, or educator working to decrease dating violence, sexual assault, and bullying in schools and sports. Since its launch, the **LIVERESPECT** Curriculum for middle and high school boys has been downloaded more than 13,325 times.

A CALL TO MEN directly implemented the **LIVERESPECT** Curriculum in New York City public and charter schools in the boroughs of Queens, Brooklyn, and the Bronx. The organization trained more than 25 staff and faculty in The Lighthouse Metropolitan, AMS IV and HUM IV. In addition, A CALL TO MEN partnered with the Center for Anti-Violence Education to run a three-month after school program with middle school boys at MS 88,

offering **LIVERESPECT** education on consent, healthy manhood, the Man Box, healthy relationships, and how to interrupt cycles of violence against women, girls, LGBTQ, trans, and gender non-conforming communities.

A CALL TO MEN also led a one-day **LIVERESPECT** training at John Jay College. The training highlighted the organization's work and provided a space for students to learn about the **LIVERESPECT** Curriculum and student-led **LIVERESPECT** on Campus toolkit. The four sessions reached more than 300 students with a message of healthy manhood and how to prevent gender-based violence.

The organization hosted a one-day **LIVERESPECT** training with 40 staff and faculty from New Vision

By the Numbers

5,000

college athletes in the Healthy Manhood/Mental Health Training program

4,604

registrations in the **LIVERESPECT** Online Certification Training program

13,325

LIVERESPECT curriculum downloads

188

colleges and universities participated in the **LIVERESPECT** on Campus program





Charter Schools and the Fresh Air Fund. The school prepared for the fall semester by strategizing on how to implement A CALL TO MEN's work in summer camps, classrooms, and campus-based activities.

LIVERESPECT is proven to shift attitudes and behaviors critical to preventing dating and sexual violence. A CALL TO MEN's pilot data found that before going through the curriculum, only 19 percent of boys surveyed knew what consent means. After LIVERESPECT, that number goes up to 75 percent.

Harry's is continuing its support of A CALL TO MEN's free online certification training for the LIVERESPECT Coaching Healthy, Respectful Manhood Curriculum. The on-demand webinar series takes participants through A CALL TO MEN's signature training on its curriculum for middle and high school boys. In 2019, the LIVERESPECT online certification training had 2,589 registrations, totaling 4,604 since its launch in 2018.

A CALL TO MEN has a free companion toolkit — LIVERESPECT on Campus — for college students who want to organize on campus to create a culture of respect, equity, and value for all.

A CALL TO MEN also kicked off planning for its National Youth & Young Adult Council. The Council

will advise on educational and outreach efforts for youth and young adults and help develop and organize youth-specific events. As the organization expands its reach and work with youth and young adults, it is critical that the language, materials, strategies, and framing of issues are relevant to them. The Council, with the support of A CALL TO MEN, will ensure that accountability and assist in the planning of after school programs/events, educational guides, curriculum, cultural events, discussion gatherings, readings, online resources, and media. The Council's first major undertaking will be a Youth Summit in 2020, which will engage, inspire, and activate young people to promote healthy manhood and prevent gender-based violence.



A CALL TO MEN STRATEGIC PARTNERSHIPS



“I’ve been doing this work for more than two decades and have never seen anything like this happen.

It leaves me hopeful that we are ready to articulate a narrative for men that includes accountability AND hope and healing.”

—Tony Porter, CEO
A CALL TO MEN

A CALL TO MEN had a unique opportunity to partner with the California Partnership to End Domestic Violence to create space to discuss what accountability and hope and healing look like for those who cause harm.

A CALL TO MEN CEO Tony Porter delivered the keynote address at the Partnership’s annual Shifting the Lens Conference. Porter followed his keynote with an interview with former NFL player Ray Rice. Rice started the conversation sharing to the survivors in the room, “There are never enough apologies.”

The event pushed the conversation forward, knowing that if society wants to move away from toxic masculinity, it must embrace a narrative for men that includes accountability and hope and healing. The session was met with a standing ovation from more than 450 domestic violence prevention advocates and survivors.

Following the keynote and interview, A CALL TO MEN helped facilitate a critical community conversation lead by Black women who identified as advocates and survivors. Survivors shared how challenging yet healing it was to hear Rice speak.

They compelled all in attendance to follow the leadership and desires of those most marginalized as they define safety and accountability for themselves, their families, and their communities. They challenged all to understand that while many women of color experience violence in their relationships, they are not invested in turning over their partners to a system that over-services them and extradites them from their families and communities. This bold partnership highlighted A CALL TO MEN’s deep commitment to hope and healing for all people.

The event resulted in an ongoing relationship with the California Partnership to End Domestic Violence. Together, the organizations have hosted six Training Institutes and one Academy in cities including Oakland, Los Angeles, Long Beach, and Del Norte.

A CALL TO MEN NATIONAL INITIATIVES

We are gratified that our work is a significant part of the national dialogue influencing policy, sports, business, education, popular culture, and our great nation.

A CALL TO MEN continues to play a critical role advising leaders at the U.S. Department of Justice, professional sports leagues like the NFL and NBA, the Women of Color Network, and consulting on high-profile campaigns and initiatives, including TIME'S UP, NO MORE,

and Move to End Violence. A CALL TO MEN was also chosen as an allied organization by Vision 2020, a national women's equality coalition that convenes people and organizations committed to gender equality.

TIME'S
UP

NO MORE

MOVE
TO END
VIOLENCE
a program of the
NoVo Foundation

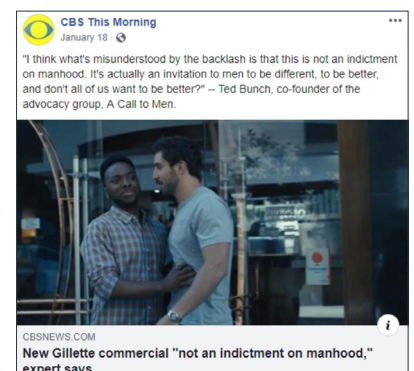
VISION
2020
THE RIGHT TO SIGHT

A CALL TO MEN COMMUNICATIONS INITIATIVES

In the first half of 2019, A CALL TO MEN garnered 14,134 earned media mentions, in 693 media outlets, reaching millions of people with 1.2 billion media impressions, worth \$10.6 million in advertising value.

Overall, the organization was featured in some very effective and high-profile earned media. The clips supported the organization's goals to build general awareness and position the organization as national/international leaders in the healthy manhood space.

13,105
social mentions



A CALL TO MEN COMMUNICATIONS INITIATIVES

A CALL TO MEN celebrated Father's Day with thousands of people — including actors, activists, and athletes like Evan Rachel Wood, Patricia Arquette, Rainn Wilson, Matt Walsh, Zainab Salbi, Anthony Rapp, Mark Herzlich, Johnathan Stewart, and others — coming together to articulate what #HealthyManhood means to them. The result: a video that created a virtual human chain of unity to visualize the power of standing together to prevent gender-based violence. The campaign was supported by WeAre8, a technology platform that enables brands to sponsor millions of people to share content. The #HealthyManhood campaign was widely shared on Instagram, Facebook, and Twitter, conservatively garnering more than 20 million impressions.



"Healthy manhood is being able to express your feelings in a healthy manner and finding strength in your healthy expression of vulnerability and experiencing joy in your capacity to support others."

Patricia Arquette



"Healthy manhood is loving our boys and girls, friends, co-workers and life partners in ways that allow them to be their true open powerful selves!"

Harris Fishman



"Healthy manhood begins with the understanding that it's not about us!"

Alan Gardner



"Healthy manhood is allowing my son to be a whole person and teaching him that feelings are not a sign of weakness."

Evan Rachel Wood



"Healthy manhood to me means learning to express your emotions openly and communicate effectively."

Jonathan Stewart



"Healthy manhood is being comfortable with who you are when no one else around you is comfortable with who they are."

Mark Herzlich



"I define healthy manhood as having the ability and self-awareness to authentically express the full range of your emotions: from anger to happiness, from toughness to fear, and from joy to sadness."

Byron Hurt



"Healthy manhood is supporting my son in his journey to becoming his happy and authentic self."

Matt Walsh



"Healthy manhood is about respecting all people and perspectives."

Michael Tiliakos



"Healthy manhood is the ability to demonstrate compassionate understanding and take courageous actions to make women's equality a reality."

Zainab Salbi

A CALL TO MEN DEVELOPMENT INITIATIVES



A CALL TO MEN celebrated healthy manhood at its annual reception by honoring those committed to ending violence against women and girls and promoting gender equity. The 2019 honorees included NFL Hall of Famer Curtis Martin, Harry's, and the National Basketball Association.

Curtis Martin has used his platform and influence to promote healthy manhood. After surviving a violent childhood, Martin committed to raise awareness of the prevalence of domestic violence and motivate men to become part of the solution. Martin received the Next Generation of Manhood Award.

Harry's has demonstrated their commitment to healthy manhood and improving men's mental health and is boldly seeking to reach 500,000 men by 2021 through various partnerships that help men understand the barriers to improved mental health and provide access to care. Harry's co-founder Jeff Raider accepted the Corporate Leadership Award.



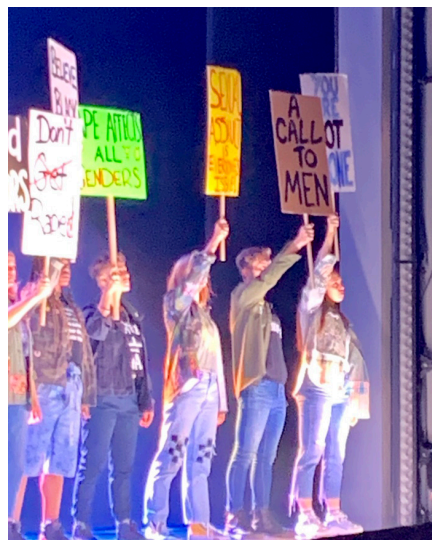
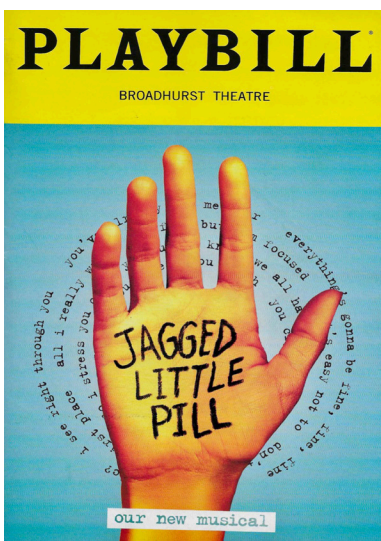
The NBA has developed programming for youth, players, and staff that promotes healthy manhood and male authenticity, and creates a workplace culture of respect, equity, and value for all. Kathy Behrens, president of social responsibility and player programs, accepted the Institutional Change Award on behalf of the NBA.

The event highlighted A CALL TO MEN's worldwide effort to educate men on healthy, respectful manhood, and prevent all forms of gender-based violence. It was sponsored by Harry's, the National Basketball Association, the National Hockey League, the National Football League, Variety, and Verizon, and had generous support from the New York Giants, the New York Jets, the NoVo Foundation, Michael Stars, the Custom Cookie Co., Chef Ryan dePersio, Anne Delaney, and Tito's Vodka.





A CALL TO MEN Board Member Chelsey Goodan spearheaded a special Los Angeles fundraiser and panel discussion to celebrate the launch of Liz Plank's book *For the Love of Men*. The event featured A CALL TO MEN's Ted Bunch, musician Ben Harper, and director David Wain. Activist designer Lingua Franca designed a special sweater featuring the phrase Let Boys Cry to commemorate the event. All proceeds from the sale of the sweater and book benefitted A CALL TO MEN.



A CALL TO MEN is also serving as an advisor to the Broadway show *Jagged Little Pill*, a musical about a family with “a shiny surface and gaping wounds — addiction, sexual assault, racism, misogyny — just underneath it.” Written by Diablo Cody and featuring the iconic music of Alanis Morissette, the musical seeks to use culture to influence culture change.

THANK YOU

We are closing out 2019 with enthusiasm and resolve. We would not have these opportunities, nor reach the audience, without the commitment and vision of our funders, partners, and supporters. We are incredibly grateful.

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A CALL TO MEN

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A CALL TO MEN

A CALL TO MEN is a violence prevention organization and respected leader on issues of manhood, male socialization and its intersection with violence, and preventing violence against all women and girls.

[ACALLTOMEN.ORG](https://acalltomen.org)