

A CALL TO MEN

The Next Generation of Manhood

2018 Year-End Impact Report

*“We look forward to the day when
the measurements of a true man
do not depend on the threat of his words,
the intimidation of his stature,
the power in his eyes, the lust in his thoughts
or the violence in his fists.”*

– 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.

Spotlight on Community Engagement

Healthy Masculinity & Manhood Collaborative NYC

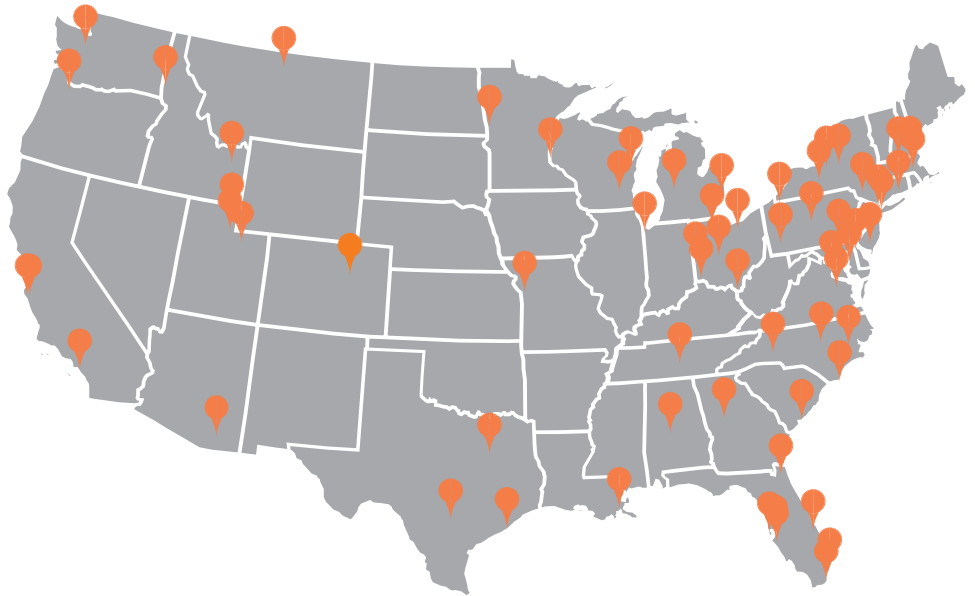


Through the generosity of the New York Women's Foundation, A CALL TO MEN established the Healthy Masculinity & Manhood Collaborative NYC (HMC-NYC), which currently consists of 18 community partners. The HMC-NYC's focus is on engaging men in the efforts to prevent sexual assault and violence against all women and girls. Through strategic planning, skill sharing and capacity building, HMC-NYC will engage with communities to raise awareness and implement best practices.

In 2018, A CALL TO MEN's educational programming reached

100,000 men and boys.

2018 A CALL TO MEN Trainings and Events



2018 Professional Sports Training Partners



2018 #MeToo Trainings



LIVERESPECT Curriculum and Online Certification Training



On June 4, A CALL TO MEN launched 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 school and high school boys.

In 2018, the newly launched LIVERESPECT online certification training had

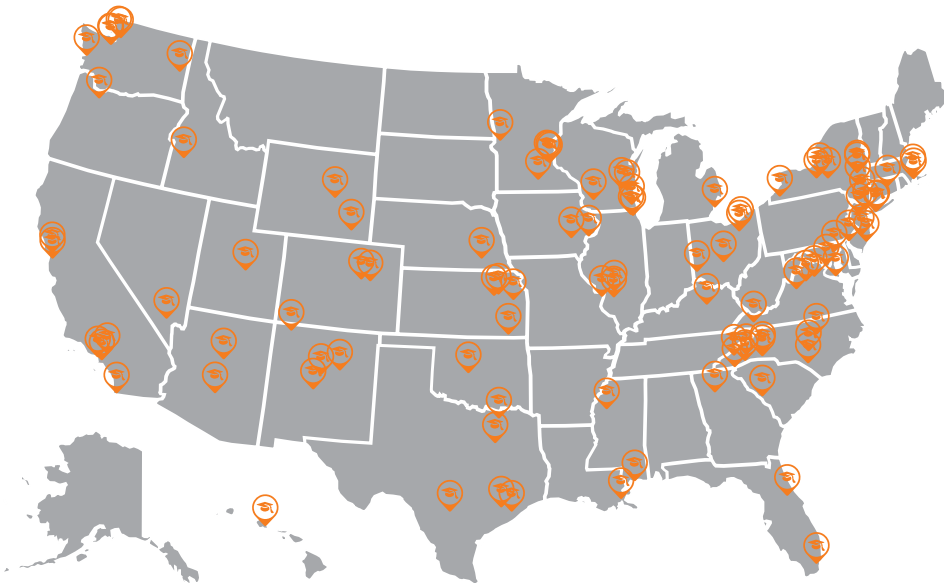
2,000 registrations.

Since its launch, the LIVERESPECT curriculum for middle school and high school boys has been downloaded

10,000 times.

In April 2018, A CALL TO MEN launched LIVERESPECT on Campus, a movement for college students who want to promote healthy, respectful manhood and prevent dating violence, sexual assault, sexual harassment, stalking, bullying and all forms of violence and discrimination.

2018 LIVERESPECT on Campus Locations



120 college campuses in cities across the U.S., as well as in Puerto Rico, Canada and Australia, have downloaded the free LIVERESPECT on Campus toolkit.

Communications Impact

7,967 mentions in
875 media outlets, reaching
985M people, worth
\$9.1M in ad value



The New York Times

ESSENCE



The Washington Post

Mashable

THE NEW YORKER



esquire

A CALL TO MEN TRAINING

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

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 2018, A CALL TO MEN conducted mandatory trainings for all players, coaches and staff of all 32 National Football League (NFL) teams as well as one high school football team at the 2018 Pro-Bowl High School Day. This was the fourth year A CALL TO MEN led the creation and implementation of the trainings, and the second year A CALL TO MEN facilitated the player/coaches training for all 32 teams.

A CALL TO MEN provided Healthy Manhood/Character Development training to collegiate football teams around the country through a partnership with the NFL's Football Operations department.

In addition, the organization facilitated trainings in English, Spanish and French



for all Major League Soccer (MLS) teams, initiating a new partnership that has ongoing promise. We also expanded our work with the National Basketball Association (NBA) by providing workplace sexual harassment prevention training to the entire national general operations staff of 1,500 employees.

Additionally, A CALL TO MEN partnered with Kristin's Fund to offer a football camp for students in Syracuse, N.Y. One hundred student athletes and coaches participated in the camp.



In partnership with Kristin's Fund, A CALL TO MEN trainers Rickie Houston, Shan Foster, Chris Guerrero and RaKim "RahK" Lash led healthy manhood training for 100 student athletes and coaches.

BY THE NUMBERS

In 2018, A CALL TO MEN's educational programming reached:

100,000 men and boys

MAJOR LEAGUE SPORTS

32 NFL teams*

23 MLS teams

1,500 NBA employees

COLLEGE ATHLETICS

12 college football teams

*Teams include players, coaches and all team staff



A CALL TO MEN trainer Shan Foster led a training at the University of Missouri.



Eight A CALL TO MEN trainers led a one-day conference in Miami-Dade County on engaging men in domestic violence/sexual assault prevention.

A CALL TO MEN continued its work with Emerge! Center Against Domestic Abuse in Tucson, Ariz., to implement a Community Engagement Model (CEM), creating a community-wide coordinated response to engage men in sexual and domestic violence prevention. This spring, the organization completed a men's engagement community training under the CEM, executing a two-day conference with the Indigenous Tohono O'odham Peoples. The organization also led a two-day training in partnership with the Black Women's Coalition of Tucson this fall.

A CALL TO MEN continued its partnership with the New York Women's Foundation (NYWF). A CALL TO MEN's three-year funding relationship with the NYWF supported three community institutes, a one-day conference and ongoing technical assistance to NYWF grantees. This year's funding cycle augmented our impact by supporting a full-time New York-based staff position. Coordinator of Community Engagement, Josué Argüelles, will build on the momentum created by the aforementioned activities.

As a result of these strategic efforts, A CALL TO MEN established the Healthy Masculinity & Manhood Collaborative NYC (HMC-NYC), which currently consists of 18 community partners. The HMC-NYC's focus is on engaging men in the efforts to prevent sexual assault and violence against all women and girls. Through strategic planning, skill sharing and capacity building, the HMC-NYC will engage with communities to raise awareness and implement best practices.

Over the past year, A CALL TO MEN established a relationship with Policy

Healthy Masculinity & Manhood Collaborative NYC

In 2018, A CALL TO MEN established the Healthy Masculinity & Manhood Collaborative NYC (HMC-NYC) which consists of 18 community partners working to raise awareness and implement community-driven best practices to engage men and boys, shift societal norms and interrupt the cycle of gender-based violence. The HMC-NYC convenes on a monthly basis to expand A CALL TO MEN's community organizing efforts, and develop and implement public education and trainings with men and young boys of color in New York City.

In November 2018, the HMC-NYC began a series of Critical Community Conversations that create space for men and boys to engage in dialogue around gender-based violence and create a shift in how they can develop healthy attitudes about masculinity, manhood and gender. The community conversations provide the best practices and skill sets for men and boys to use their influence to promote healthy forms of masculinity and manhood in their communities.

In addition, the HMC-NYC is conducting three one-day trainings with respective community partners on engaging men as allies and influencers to end violence against ALL women and girls. The HMC-NYC will also host a 2019 convening that will bring together organizers, advocates and educators to build a collective understanding and vision for moving the work forward and creating impactful partnerships beyond New York City.



Link and the Alliance of Boys and Men of Color to hold two community institutes and The Academy for Collective Liberation with their membership of community leaders. These transformational events were attended by 88

leaders from the Oakland and Los Angeles areas. These leaders have committed to spread the message of A CALL TO MEN in their organizations and communities. In 2019, we plan to expand on these efforts.

A CALL TO MEN #MeToo

The #MeToo movement has generated more focus on preventing sexual harassment in the workplace. As a result, A CALL TO MEN has been able to generate and capitalize on more corporate training opportunities.

In partnership with Uber, A CALL TO MEN hosted Engaging Men in the #MeToo Era, a series of seven community training events to bring men into the conversation around sexual harassment and sexual assault prevention. Events were held in Washington, D.C.; Los Angeles; Atlanta; New York; Wilmington, N.C.; Dallas; and Milwaukee, Wisc. Each event, which had about 100 attendees, featured Uber and community leadership and supported the goal of amplifying existing engaging men's efforts.

A CALL TO MEN conducted a company-wide keynote and fireside chat for Creative Artists Agency, one of the most powerful agencies representing entertainment and sports figures. Ted Bunch was featured alongside Richard Lovett, president of CAA. Similarly, Bunch provided a keynote and fireside chat for Deloitte employees in New York and Tennessee. Bunch spoke alongside Larry Quinlan, chief information officer and board co-chair for Deloitte. Bunch also conducted a special event for J.P. Morgan, addressing their ultra-high net worth clients to talk about parenting healthy, respectful manhood. Tony Porter spoke to Bank of America employees at a company-wide training in June. The training was live-streamed to 50,000 employees. Porter spoke alongside Bank of America leadership.

A CALL TO MEN capitalized on another area of expansion and is consulting with unions to identify opportunities for harassment prevention training. The organization has provided initial trainings for the Writer's Guild of America and the AFL-CIO.

ENGAGING MEN IN THE #MeToo ERA PARTNER

UBER

2018 CORPORATE TRAININGS



Deloitte

J.P.Morgan



UNITED TALENT
AGENCY



In partnership with Uber, A CALL TO MEN led seven community training events around the country.



#MeToo Movement Founder Tarana Burke made a video endorsing the work of A CALL TO MEN.

A CALL TO MEN executed several special initiatives in 2018 that amplified our message and broadened our impact.

LIVERESPECT ON CAMPUS

In conjunction with Sexual Assault Awareness Month, A CALL TO MEN launched **LIVERESPECT** on Campus, an on-campus movement for college students who want to promote healthy, respectful manhood and prevent dating violence, sexual assault, sexual harassment, stalking, bullying, and all forms of violence and discrimination. **LIVERESPECT** on Campus includes a free toolkit that helps college students learn how to organize on campus to create a culture of respect, equity and value for all; how the campus community can join the **LIVERESPECT** movement; and how to take the **LIVERESPECT** on Campus pledge. The pledge is a commitment to LISTEN, REFLECT, SPEAK OUT and ACT.



Young men from the Brothers 4 Brothers organization at Ithaca College held a launch event to discuss and promote healthy manhood and make toolkit resources available to their college community. Ithaca College is one of 120 colleges that has downloaded the toolkit.

LIVERESPECT COACHING HEALTHY RESPECTFUL MANHOOD CURRICULUM

On June 4, A CALL TO MEN launched 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 school and high school boys. Typically conducted in person over the course of a school day, the online certification training can be completed in three sessions that average 35 minutes each.

A CALL TO MEN received 2,000 registrations in 2018. The online certification training was made possible through a grant from Harry's.

BY THE NUMBERS

LIVERESPECT ON CAMPUS

120 colleges and universities

LIVERESPECT ONLINE CERTIFICATION TRAINING

2,000 registrations for online certification training

LIVERESPECT CURRICULUM FOR MIDDLE AND HIGH SCHOOL BOYS

10,000 curriculum downloads



Boston public high school staff members listen to **LIVERESPECT** certification training.

A CALL TO MEN STRATEGIC PARTNERSHIPS

A CALL TO MEN's Chief Development Officer Ted Bunch was the first man ever to be invited to speak at Women Funded 2017, a gathering of 300 women's fund and foundation leaders, corporate foundations investing in economic security, senior executives of diversity and inclusion initiatives, and issue experts from around the world. A tremendous honor and opportunity, Women Funded opened doors to explore collaborations with women's foundations and funds across the country. Bunch spoke at the annual luncheons for The Women's Foundation of Minnesota, Women's Legacy Fund, Women's Fund of Essex County, and is scheduled to speak at the Vermont Women's Foundation in February 2019.

In late 2017, A CALL TO MEN was confirmed as one of seven officially approved and recommended organizations to provide sexual harassment/assault prevention training Army-wide. A CALL TO MEN presented to all ARMY Sexual Harassment and Assault Response and Prevention (SHARP) officers in June 2018.



A CALL TO MEN provided training for the Conrad Hilton Foundation for Denim Day 2018.

In addition, A CALL TO MEN provided a special training for the Conrad Hilton Foundation for Denim Day 2018, a worldwide day to raise awareness of sexual assault. The training was conducted in conjunction with the Joe Biden Foundation and was designed to help the Conrad Hilton Foundation look strategically at investing in gender-based violence prevention efforts.

Furthermore, in October, A CALL TO MEN was selected as an allied organization by Vision 2020, a national women's equality coalition that convenes men, women and organizations committed to gender equality.



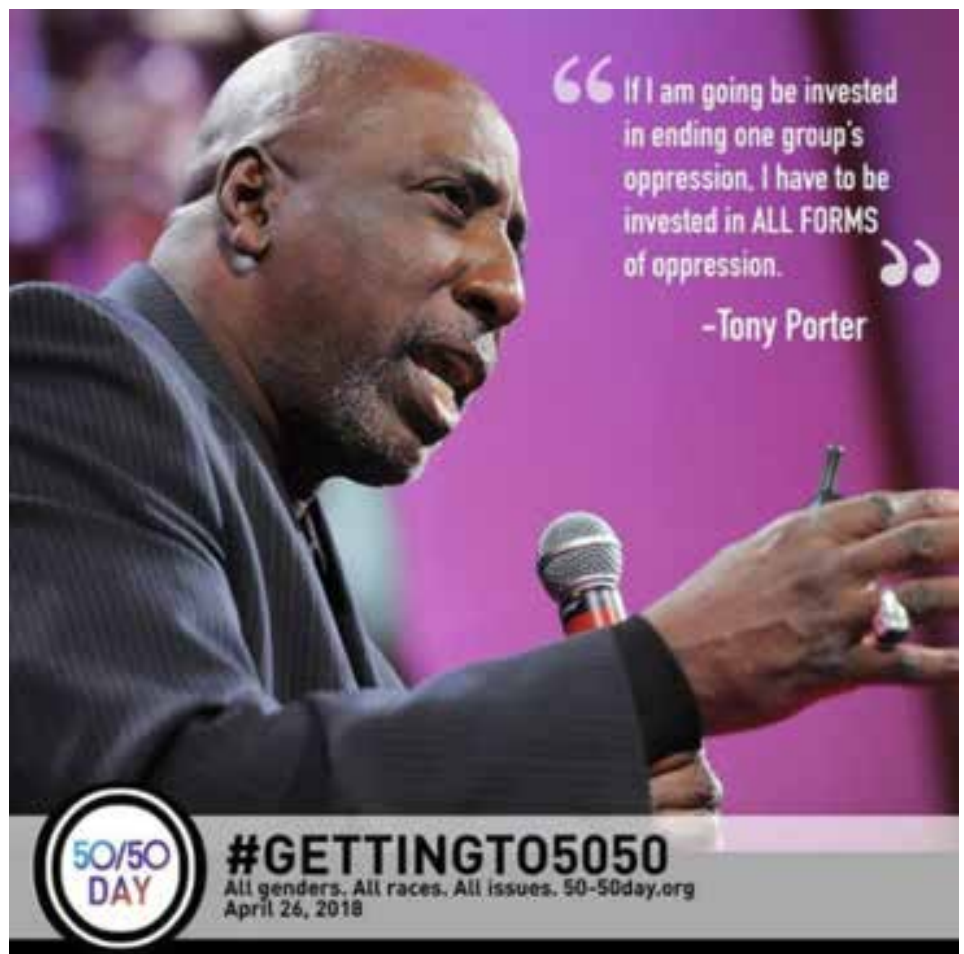
"It was an incredible gift to have A CALL TO MEN speak at our Sexual Assault Awareness event for the New Jersey Army and Air National Guard. Being there to witness that 'lightbulb moment' go off for so many of my male co-workers was pretty amazing to see." – First Lieutenant Danielle Herzlich, New Jersey National Guard and Victim Advocate

We are gratified that our work is a significant part of the national dialogue influencing policy, sports, business, education and our great nation. A CALL TO MEN continues to play a critical role advising leaders at the U.S. Department of Justice, the NFL, the NBA, the NHL, the MLS, the MLB and the Women of Color Network, and consulting on high-profile campaigns and initiatives, including NO MORE and Move to End Violence.

A CALL TO MEN was invited – at the request of Gloria Steinem – to lead the #TimesUp Engaging Men efforts in Los Angeles. Chief Development Officer Ted Bunch directed these efforts and conducted a kick-off training for more than 200 men in the entertainment industry and participated in planning calls for #TimesUp Men. As an offshoot, Bunch hosted four events at the homes of powerful male allies who want to advocate for change throughout the industry. These small events invite men into the conversation and to strategize on how they can use their influence and platform to make change. A CALL TO MEN developed a call to action specifically for men attending these events.

A CALL TO MEN was invited to participate in 50/50 Day 2018, a global celebration of gender equality. The day-long celebration included 36,334 live events in 195 countries. A CALL TO MEN CEO Tony Porter participated in a live-stream event, and A CALL TO MEN resources – the **LIVERESPECT** Curriculum Toolkit and the **LIVERESPECT** on Campus Toolkit – were distributed to 50/50 Day participants.

National Initiatives Partners



A CALL TO MEN NATIONAL INITIATIVES

A CALL TO MEN joined global leaders on gender equality for the United State of Women 2018. Ted Bunch spoke alongside Fatima Goss Graves, president and CEO of the National Women's Law Center; Monica Ramirez, Alianza Nacional de Campesinas; Angela Robinson, new diversity and inclusion lead for Time's Up Hollywood; and Saru Jayaraman, ROC (One Fair Wage campaigns). The panel addressed how the #MeToo movement has revolutionized the way we talk about and deal with sexual harassment and assault in the workplace.



A CALL TO MEN co-founder Ted Bunch with global leaders on gender equality at the United State of Women 2018.

A CALL TO MEN partnered with J.Crew for a special Father's Day campaign centered around a "Good Fella" t-shirt. The Good Fella t-shirt celebrates fathers, brothers, uncles, friends and mentors — all the men who invest in the lives of boys to create the next generation of manhood. J.Crew donated 10% of the purchase price of each tee to the organization. The tee was designed by prinkshop, an activist-minded clothing company.

J.Crew marketing brought the message of A CALL TO MEN to nearly 1,000,000 followers. The campaign attracted the support of New York Giants' Mark Herzlich and his wife Danielle (both beloved board members) and Mark's teammate Jonathan Stewart. The Herzlichs have a combined 62,500 followers, and Jonathan Stewart has 274,000.



Liked by amiteague and 1,987 others
markherzlich A CALL TO MEN (A CALL TO MEN) is an organization dedicated to creating a world where all men and boys are loving and respectful and all women and girls are valued and safe. A CALL TO MEN is all about promoting a healthy, respectful manhood to other men and boys.

jonathanstewart1
New York, New York



Liked by amiteague and 5,229 others
jonathanstewart1 @acalltomen @jcrew @jcrewmens @prinkshop !!! Being a "good fella" means creating an environment in our home where my wife & daughter feel safe, loved, and valued. It means being a man that my daughter looks up to because she sees how I honor her

Engaging Men and Boys through Soccer – A Program in Nairobi, Kenya

In 2018, A CALL TO MEN partnered with Ben Ooko, co-founder of Amani Kibera, a youth-led, community-based NGO in Nairobi, Kenya, to provide a series of events to raise awareness, educate and engage local boys and young men about healthy manhood.

The month-long programming reached 1,062 participants and included:

- An all-day training with coaches and players
- A consultative workshop at the National Cohesion and Integration Conference in Nairobi
- Workshops and Jump Rope for Fitness lessons with the Uweza's men's soccer team and Bright Future Women's program in partnership with the Uweza Foundation
- A full-day soccer tournament with healthy manhood presentations at Navaisha Maximum Security Prison
- A full-day soccer tournament called Children's Voices on Matters of Peace with pre-tournament coaches' workshops on **LIVERESPECT** curriculum and presentations on respect, consent, bystander intervention and voices of male youth

The events covered topics to promote healthy manhood, including:

- The Man Box – male socialization and its impact on women and girls
- Men's role in gender-based violence
- Coaches as role models – how coaches can use their platform to prevent violence against women and girls
- The parallels of value-based sports education programming and how we engage men and boys in violence prevention
- Coaches' role in creating a culture of consent
- Supporting our sisters in the era of #MeToo
- Advocacy and safety for women
- The new image of women's authenticity
- Respect – how to support respect in our homes, schools, communities and teams



In Kenya, A CALL TO MEN collaborated with Ben Ooko (pictured in the top right photo, center) of Amani Kibera and the Uweza Foundation to engage men and boys in discussions about healthy manhood.

A CALL TO MEN COMMUNICATION INITIATIVES

In 2018, A CALL TO MEN garnered 7,967 mentions, in 875 media outlets, reaching 985,000,000 people, worth \$9,100,000 in advertising value.

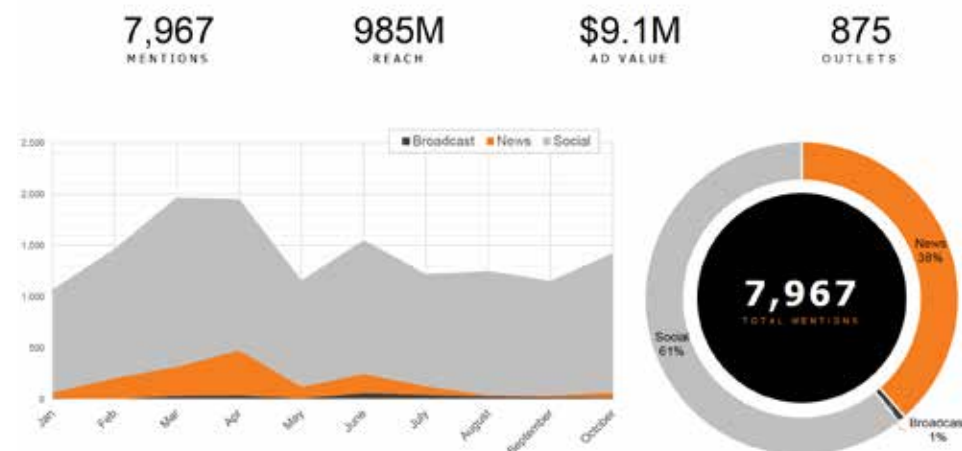
Overall, A CALL TO MEN was featured in some very effective and high-profile earned media. The clips supported the organization's goals to build general awareness and position the organization as national/international leaders.

In November, A CALL TO MEN debuted a video made possible by Harry's in New York City's Times Square. The funding from Harry's supported the creation of the new video that articulates what healthy, respectful manhood looks like and how society can promote male authenticity. The video aired in Times Square twice an hour each day during November 12–26 and from December 18–January 1, yielding 2,000,000 impressions per day for a total of 60,000,000 impressions.

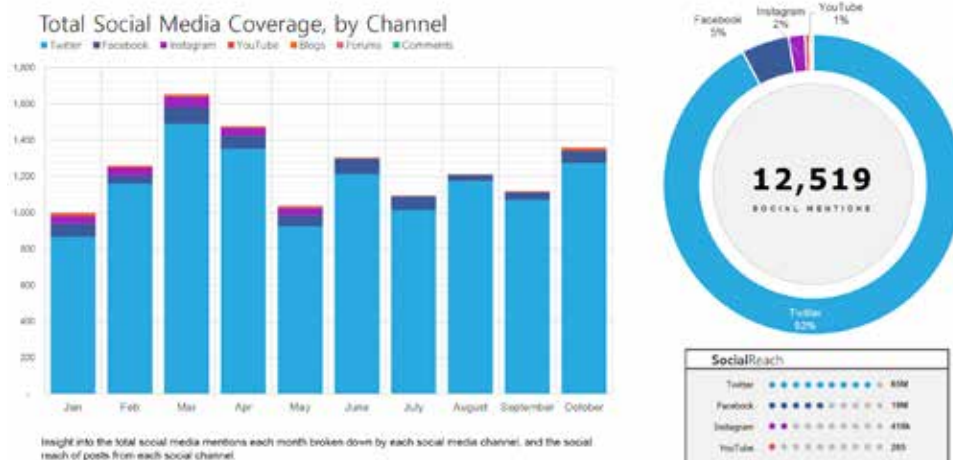


In November, A CALL TO MEN debuted a new Healthy Manhood video in Times Square.

Year-to-Date Review



Social Media Overview



A CALL TO MEN CEO Tony Porter joined the conversation about #MeToo in Justin Baldoni's web series, Man Enough, which garnered 2.8M views.

A CALL TO MEN DEVELOPMENT INITIATIVES

A CALL TO MEN held significant grants and partnerships with the following organizations in 2018: the NFL, Verizon, the NOVO Foundation, the New York Women's Foundation, the Women's Foundation of Minnesota, Conrad Hilton Foundation and Harry's.

Additionally, the organization hosted an East Coast fundraising reception in November. The reception highlighted A CALL TO MEN's commitment to working in solidarity with women and other marginalized groups. The event, which honored iconic activists Kimberlé Crenshaw, Eve Ensler and Dwight Hollier, was attended by 200 supporters.

Board-driven Development

To capitalize on the momentum created on the West Coast and increase the strategic development focus in conjunction with every speaking engagement, board member Chelsey Goodan led the planning of a West Coast fundraising event. The event, which took place in August, was co-hosted by actors Will Forte and Sean Gunn, and writers David Wain and Danny Chun.

In addition, board members Anthony Campanelli and Ralph Carter were instrumental in creating opportunities for A CALL TO MEN to present training on implicit bias at Deloitte and Duane Morris, respectively.



In November, A CALL TO MEN hosted a reception in recognition of those who work in solidarity with women and other marginalized groups.



Board Member Chelsey Goodan and entertainment industry influencers celebrate the work of A CALL TO MEN.

THANK YOU

We look toward 2019 with great excitement and hope for the future. We would not have reached this pivotal moment in the history of A CALL TO MEN, nor reached the audience, without the commitment and vision of our funders, partners and supporters – we are forever grateful.

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Chelsey Goodan
William F. Gorin
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