







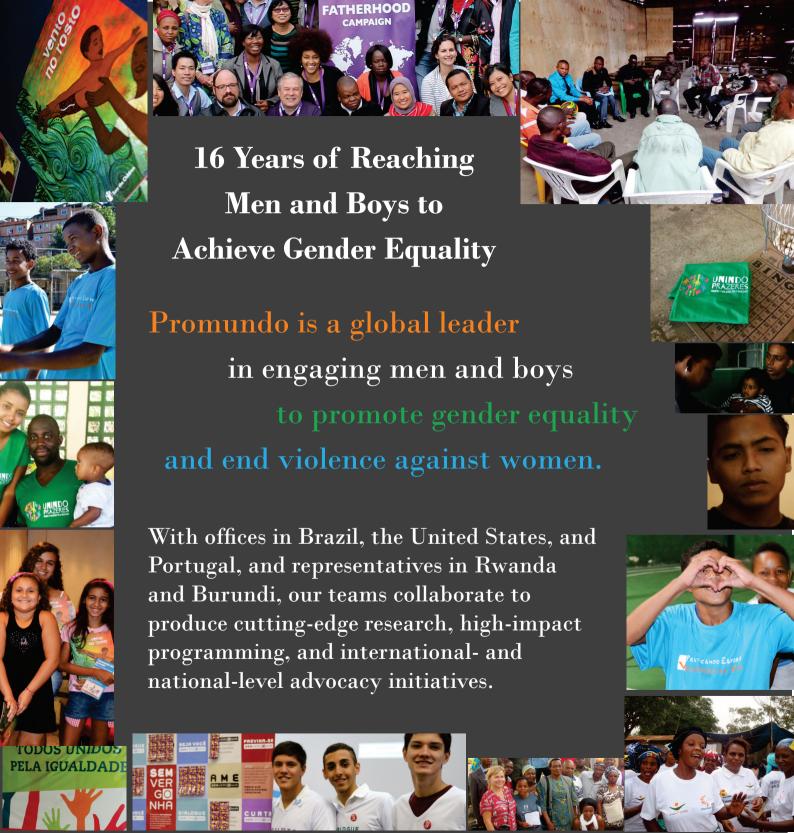








2013
annual report



Promundo's mission is to promote caring, nonviolent and equitable masculinities and gender relations in Brazil and internationally.

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Our Top 10 Accomplishments in 2013

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LETTER FROM THE DIRECTORS

Gary Barker & Tatiana Moura

The past year has been one of unprecedented protest and awareness about violence by men against women. From tens of thousands marching in protests over rape cases in Delhi and Mumbai, to congressional hearings on sexual assault in the US military, to sexual violence in conflict zones, to brutal rapes on public transportation in Rio de Janeiro, egregious acts of violence have ignited a global dialogue – and just about every politician, celebrity, activist and blogger has had something to say about it. Although there is widespread news coverage on what is happening, what's being conspicuously left out of the conversation is the why. Why are men using violence against women, why is there a culture of impunity that surrounds it – what prevents it and how we can actually reduce it?

In 2013, Promundo collaborated with the World Bank to present an in-depth analysis of the International Men and Gender Equality Survey (IMAGES), which we have now carried out in more than 10 countries, together with the International Center for Research on Women, and other partners. From this data, based on interviews with more than 14,000 men to date, we know which men are more likely to use violence against women: those men who experienced violence as children. In fact, even men who simply witnessed their fathers or other men using violence against their mothers when they were children are nearly two and half times more likely to repeat this behavior.

But the research doesn't stop there and neither does Promundo. A core part of our strategy is looking beyond the gruesome headlines, and listening to the voices of peace and nonviolence, including those in the post-conflict settings where we work. In IMAGES, this means that in addition to looking at why some men are turning to violence, we are also looking at those men who aren't. Which men are less likely to use violence against a female partner? Men who believe in gender equality. Men whose fathers didn't use violence. Men whose fathers treated their mothers or partners with respect and shared decision-making at home. And men whose fathers actively cared for them when they were growing up.

Using this understanding of what contributes to violence, and importantly, what contributes to caring and nonviolence, Promundo is working across our country offices and with our partners to take effective programs and policy approaches to scale in an effort to address the structural drivers of violence. In Rwanda we're working with the Ministry of Health to reach men via their partners' pre-natal visits to promote their positive involvement in their children's lives as well as in their own health. In Democratic Republic of the Congo, we're working with community organizations to support families rebuilding from conflict-related trauma, including the trauma of conflict-related sexual violence. In Brazil, we're working with the national-level Bolsa Familia program – that provides cash transfers, primarily to women in over 14 million households - to promote men's support for women's empowerment and children's development. Also, in *Brazil*, we're using research on men who question transactional sex and paying for sex with underage girls to design a national-level campaign to prevent sexual exploitation. This campaign will be rolled out alongside the 2014 FIFA World Cup.

And at the *international level*, we're carrying out advocacy with partners around the Post-2015 Millennium Development Goals to promote a global target for men to do half of the world's unpaid care work. We're also working to take to scale the approaches that we know work when it comes to reaching men and boys to reduce violence against women.

We are motivated by our conviction, founded on research that shows the benefits to women, children and men themselves when men embrace new versions of what it means to be men. When men do more of the caregiving and use less violence, women are happier and earn more. Relationships improve. Men are less likely to end up in prison or in gangs. Men are healthier. Children thrive. Violence against women is reduced. Families recover from war. Poverty is reduced and gender equality – as a benefit to all – is advanced.

MenCare is a global initiative to promote men's involvement in caregiving, both of children and in all its forms. It includes program implementation and local and global advocacy to change how we involve men in the daily care of others. Since its inception in 2011, MenCare is now active in over 25 countries, on five continents, and in four Ministries of Health, and it has reached an estimated 250,000 individuals.

MenCare Join the Movement

Find out how MenCare is inspiring men around the world to become more involved fathers, more invested partners, and to embrace the empowerment of the women and girls in their lives. Watch here: http://men-care.org/films



MenCare, coordinated by Promundo and Sonke Gender Justice, and inspired by IMAGES data, is a multi-pronged initiative, as well as a global fatherhood campaign, promoting men's involvement in caregiving, maternal and child health and nonviolent fatherhood. Throughout 2013, MenCare partners initiated advocacy efforts and hosted events with US-AID, the World Bank, Inter-American Development Bank, UNFPA and UN Women. The MenCare Global Meeting convened over 90 partners from 26 countries in Cape Town, South Africa in June to discuss the campaign's successes and strategic plans. Visit www.men-care.org.

MenCare+ interventions gain health sectors as partners in four countries

The MenCare+ Program is a 3-year, 4-country collaboration between Rutgers WPF and Promundo. The 'plus' in MenCare+ represents the targeted effort to bring men into the health care system as active and positive participants in their own health, as well as the health of their partners and children. The program is supported by the Ministry of Foreign Affairs of the Netherlands and launched in Brazil, Indonesia, Rwanda and South Africa in 2013. It includes training of health care workers and using pre-natal visits as the point of entry for engaging men in maternal and child health and sexual and reproductive health. Visit www.men-care.org/plus.

Program P: A Toolkit for Engaging Men in Fatherhood, Caregiving and Maternal and Child Health

Part of the MenCare+ Program, Program P ("P" for "padre" and "pai," meaning "father" in Spanish and Portuguese, respectively), was launched in November 2013. The toolkit provides concrete strategies and activities to engage men globally in active fatherhood from their partners' pregnancies through their children's early years. Download Program P here: http://men-care.org/Programs/Program-P.aspx.

Qualitative results from Program P's implementation have shown positive changes in the lives of men and their families: men managed difficult emotions and decreased their use of alcohol in Sri Lanka, and men improved relationships with their children and partners in Nicaragua, as well as their participation in household work and childcare. Program P is being adapted and piloted in all four MenCare+ countries. In South Africa, fathers' groups with low-income urban men in townships are undergoing a randomized controlled trial evaluation by the World Bank Gender Innovation Lab. Program P is also being adapted and scaled up by Save the Children in Ethiopia and India.

Men Care

A GLOBAL FATHERHOOD CAMPAIGN

MenCare+ is a 4-country partnership created to get men involved in maternal, reproductive, and sexual health and rights. Find out more: www.men-care.org/plus





Program H/M is an evidence-based group education approach combined with youth activism to promote changes in peer and community norms related to gender. Building on "consciousness-raising" and collective action, Program H/M involves young people and communities in being change agents for achieving gender justice. In 2013, the approach celebrated 10 years of results and examples of going to scale, particularly in the public education system in Brazil and elsewhere.

Program H|M|D 'Best of' Toolkit Launched in Commemoration of 10 Years of Programs

To celebrate a decade of educational interventions based on a gender transformative approach, in 2013 Promundo launched an updated version of the H and M Manuals: the Program H | M | D Toolkit. This new version is more compact, and offers an introduction to professionals on approaches and methodologies for working with men and women, and guidance on how to implement specific programs and activities based on thematic modules. Download the Toolkit here: http://tinyurl.com/ programhmd

Program H has been implemented in 22 countries, and in 2013 its nine impact evaluation studies were reviewed to assess its impact across seven countries globally. Six out of nine evaluations found that participants in the programs demonstrated significantly less support, on average, for gender-inequitable attitudes after taking part in the activities based on Program H.

Originally developed by Promundo with ECOS, Instituto Papai and Salud y Género, Program H ("H" for "hombres" and "homens," meaning "men" in Spanish and Portuguese, respectively) includes dramatizations, games and debates that stimulate individual and collective reflection about how men and women are socialized; the positive and negative aspects of this socialization; and possible benefits of changing some of these behaviors. Among the themes addressed are sexual and reproductive health, gender-based violence and HIV prevention. Program H activities are also often accompanied by youth-driven, community and school-based campaigns.

UNICEF, UN Women, WHO/PAHO, UNDP and the World Bank have named Program H/M as a best practice in promoting gender equality. See: http:// www.promundo.org.br/en/ activities/activities-posts/ program-h/



Acknowledging how sports are a key part of the socialization of boys and girls, and a space where gender inequality and violence are too often reinforced, Promundo increasingly works in the sports arena to promote gender justice and equality. In 2013, these programs moved into higher gear in the lead-up to the 2014 FIFA World Cup, to be held in Brazil.

Sports for HIV/AIDS Prevention

Program F (for "football") uses soccer as a tool to promote gender equality and sexual and reproductive health and rights, focused on the prevention of HIV/AIDS among adolescents ages 11-17. The project, developed in partnership with the organization Grassroot Soccer, has used coaches and the 'language of football' to train 400 children and young people in low-income settings in Rio de Janeiro on topics related to gender, sexuality, violence prevention and HIV/AIDS. The project is funded by MAC AIDS Fund.

Sports for Gender Equality

Similarly, the "Practicing Sports, Winning in Life!" Project uses sports as a tool for promoting gender equality. Funded by Comic Relief, it is in its second year and activities are being implemented with boys and girls in three communities of Rio de Janeiro. Children and adolescents participate in sports (volleyball and soccer), as well as school tutoring (math and Portuguese) and educational workshops on gender. Promundo also uses sports to engage men as caregivers, and in gender-based violence prevention—making participation in sports events conditional on having participated in group education sessions.





PROMUNDO MAKES WOMEN'S ECONOMIC EMPOWERMENT MORE SUCCESSFUL BY ENGAGING MEN AND WOMEN IN GENDER TRANSFORMATION

Promundo has recently begun implementing programs that thoughtfully engage men as allies, to help women's economic empowerment efforts achieve their full potential. Some studies find that even after women receive some financial benefits, men may continue to use violence or may dominate household decision-making. Promundo has recently started experiments to help women's economic empowerment issues achieve their full potential.

Women's Economic Empowerment and Gender Transformation Go Hand-in-Hand

In one of these experiments, Promundo, with the support of UN Women, developed a project to promote gender equality through involving men in the economic empowerment of women beneficiaries of the Bolsa Familia program. The Bolsa Familia program is a direct cash transfer program run by the Brazilian federal government that benefits more than 14 million families in poverty and extreme poverty. Funds are given to mothers to administer on behalf of their children.



Promundo's belief is that by injecting gender into such programming and including men in the change, the outcomes can be even better. In Rio de Janeiro, Promundo worked with women and men to explore how engaging men in the program, and encouraging them to support their partners' participation both at home and in the paid labor force, can ultimately create more gender equitable households. In-depth interviews and questionnaires found promising results, including that: before the intervention, 75% of men agreed that their role was to assist in taking care of the children; after the intervention, 100% agreed. These initial results will be used for further discussion and advocacy with the public sector in Brazil and will have global implications for how to enhance micro-finance and conditional cash transfer programs to promote men's involvement in care work, together with promoting women's participation in the paid work force.

Promundo has long advocated for taking children's voices and perceptions into account in all its efforts. This includes our household and community violence prevention efforts. In this way, Promundo strives to engage children as agents of change and voices of resistance to violence and inequality.

Working in three low-income neighborhoods in Rio de Janeiro, Promundo has assessed children's sense of safety in the context of the Pacificying Police Units (UPP). Results find that children do not feel safer with the presence of the UPPs and that children perceive men – particularly police – to be a dangerous rather than a peaceful presence in their neighborhoods and homes.

In another effort to amplify the voices of youth, Promundo worked with children to write a children's book on physical and humiliating punishment. The book, *Wind on my Face*, was written by children to address issues that they feel adults in their families should know. Children between the ages of 6 and 13 wrote the story. Developed together with Save the Children, the book was awarded a prize by the Avon Foundation for effective and creative communication in ending violence. Read the book (in Portuguese) here: http://tinyurl.com/ventonorosto



PROMUNDO USES THE 2014 WORLD CUP AS A SPACE TO QUESTION SEXUAL EXPLOITATION

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As the World Cup approaches, significant concern has been raised about sex tourism in Brazil, and with good reason. But much of the demand for sexual exploitation in Brazil is local. Promundo's household research in three cities in Brazil found that 14% of men said they have ever paid for sex with someone under 18, and more than half of all men surveyed said they have paid for sex at least once (with a minor or adult). Even those men who have not paid for sex are reluctant to condemn the behavior among their male peers. Building on these findings, Promundo is working at two levels to question the norms and widespread acceptance of paying for sex, particularly paying for sex with girls and boys under the age of 18.



For the FIFA World Cup, Promundo has developed a media campaign using phrases that men used during our research to justify paying for sex with girls under the age of 18. One of those phrases was: "She enjoyed it. It was just for fun." The media campaign, including billboards and public service announcements, turns that phrase around: "It's not just for fun. It's exploitation." The effort is founded on the belief that many men and women are already outraged by the practice and should be enjoined to speak out about it. The communication campaign will be launched during the 2014 World Cup and will involve social networking, videos, posters and flyers to be distributed in bars and tourist sites, which will provide tips for tourists on how to take advantage of the host city, while respecting the rights of children and adolescents during the World Cup.

Promundo is also partnering with Petrobras, the Brazilian national petroleum company and one of Brazil's largest corporations, to reduce sexual exploitation of children and adolescents in six sites: in the states of Pernambuco, Mato Grosso do Sul, Rio Grande do Sul, Rio de Janeiro, Sergipe and Minas Gerais. This project aims to create or strengthen public policies and local initiatives to prevent and handle cases of sexual exploitation of children and adolescents at the community level, by holding local government and others accountable in their duty to protect children.

Looking into another form of sexual exploitation, Promundo is conducting exploratory research on early marriage in Brazil, supported by funding from the Ford Foundation. The research is being conducted in the two Brazilian states with the highest number of married girls according to the 2010 census: Pará and Maranhão (in the north and northeast of the country, respectively). While child marriage or early marriage is most often considered to be a problem in parts of Asia and sub-Saharan Africa, it remains unstudied in many countries globally, including middle-income countries such as Brazil. In some of the lowest income settings in Brazil, poverty and early pregnancy mean that parents may accept or encourage their daughters to marry young, and to marry older men, in hopes of ensuring their economic security. Promundo is working with local partners in the research, which will help define advocacy strategies for reducing this other potential form of sexual exploitation.

FROM ADDIS ABABA TO BARCELONA, PROMUNDO GAINS VISIBILITY ON THE INTERNATIONAL STAGE

In addition to its national-level advocacy, research and program implementation, in 2013 Promundo stepped up efforts to make its cause – boys and men for gender equality – visible at key international events.

Clinton Global Initiative

MenCare was highlighted in September 2013 during the closing session at the Clinton Global Initiative Meeting, an annual opportunity for global leaders to create and implement innovative solutions to the world's most pressing challenges. Go to minute 1:20 in the linked film to watch Promundo's International Director Gary Barker talk about MenCare's impact:

http://www.clintonglobalinitiative.org/ourmeetings/2013/webcasts/archives/view_webcast.asp?id=15

TEDx Barcelona Women

During a TEDx Barcelona Women event in December 2013, Promundo's International Director Gary Barker used personal stories and global trends to reinforce the importance of men's caregiving in improving gender relations. The theme of the conference was: "Get men involved in gender equity!" Watch the talk here: http://www.youtube.com/watch?v=CDNliLIQQY0

Family Planning Conference in Ethiopia

Currently, women are responsible for about 75% of contraceptive use in the world. Equality means that men must take more personal responsibility for their sexual and reproductive health, and must be supportive of women's contraceptive choices. During side events and a round table discussion at the International Conference on Family Planning in Addis Ababa, Ethiopia in November 2013, Promundo and partners shared research and promising practices to engage men in family planning, and held discussions about the need to work with men as allies, users of services and potential agents of change in family planning and sexual and reproductive health and rights.



Promundo's research, and that of others, finds that conflict destroys livelihoods and identities. In most settings, men and women cope with conflict in different ways, and men are often more likely to react using violence. Promundo's research has also looked at men's reactions when their female partners have suffered sexual violence in conflict. In both cases, we perceived the urgent need for mental health and psycho-social support that is informed by these gender differences.

Promundo and partners, supported by the World Bank's LOGiCA fund (Learning on Gender & Conflict in Africa), developed, implemented and tested Living Peace Groups in the Democratic Republic of the Congo (in Goma and Luvungi) and in Burundi with survivors of sexual violence and other forms of violence, husbands of conflict-related rape survivors and witnesses of genocide. Based on best practices for men's group therapy and gender transformative group educational programs, Living Peace Groups aim to help men and their partners in post-conflict settings heal from their experiences of trauma, rebuild their relationships and develop positive coping strategies that exclude all forms of violence

End-line results from the pilot phase confirm that nearly universally, men and women participants reported significant, positive changes including reduced alcohol abuse and drinking; controlled frustration and aggression; sharing income with their wives and families; peace at home and happier children; and improved health.

"I regret all the years I was like a lion,
drinking and beating my wife and not taking
care of our family. I have asked her to forgive
all the bad things I did to her.
Now we talk, share and live in peace."
- Male Living Peace Group Participant,
Luvungi, DRC

As a result of these promising results, Promundo is working to scale-up the community-based approach in the new initiative: Living Peace: Men Beyond War. Visit www.menbeyondwar.org.

Promundo has also worked with partners to promote these responses at the level of international policy. Promundo co-hosted the Men, Peace and Security Symposium in October 2013 with the US Institute of Peace, Sonke Gender Justice, the World Bank, Stockholm International Peace Research Institute (SIPRI) and Women in International Security (WIIS) in Washington, DC. This symposium explored how the ascribed norms of men and masculine identities contribute to, and may even help mitigate, violent conflict and post-conflict. The two-day symposium was followed by a oneday training course, which brought together scholars, policymakers, practitioners and military and security personnel from around the world. Watch the event trailer, featuring Promundo staff, here: http://www.youtube.com/ watch?v=LEAYxr8Xo7I

Download "The Other Side of Gender": http://www.usip.org/publications/the-other-side-of-gender

THE INTERNATIONAL MEN AND GENDER EQUALITY SURVEY (IMAGES) REACHES MORE THAN 10 COUNTRIES

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IMAGES becomes one of the most comprehensive household studies ever carried out on men and gender equality, reaching more than 12,000 men in 10 different countries.

The International Men and Gender Equality Survey (IMAGES) is one of the most comprehensive household studies ever carried out on what's going on with men. The survey focuses on men's attitudes and practices - along with women's opinions and reports – on a wide variety of topics related to gender equality. From 2009 to 2013, household surveys were administered to more than 12,000 men and 6,000 women ages 18-59 in 10 countries. In 2013, IMAGES was conducted in Mali and in Democratic Republic of the Congo (DRC). Promundo, CARE and partners have used the findings from IMAGES Mali to move ahead on new programming, together with UN Women and the Malian government. The results show that gender relations and notions of masculinity among Malians remain largely based on unequal power relations.



However, the report finds that there is promise for change: for example, young respondents demonstrated more gender equitable attitudes than did older ones. Download the IMAGES Mali report: http://tinyurl.com/imagesmali

IMAGES DRC was launched at a high-level meeting in Kinshasa, DRC in November 2013 with Sonke Gender Justice, and the Embassy of Sweden, to take critical steps towards reversing the normalization of violence and scaling up action to promote gender equality and change harmful norms and behaviors. Key findings from the report show that more than half of men surveyed report ever carrying out some form of violence against a female partner, and many men hold deeply alarming attitudes about rape and women's rights: 10% of all men and 22% of all women surveyed report being forced to have sex or being raped during the conflict. Download the IMAGES DRC report: http://tinyurl.com/imagesdrc

New IMAGES studies were in progress in 2013 in Malawi and Mozambique, with planning underway for new studies in Europe and the Middle East.

"I would say that a man can do anything a woman can do, but not otherwise." - Young man, Bamako

"SHAMELESS" CAMPAIGN TAKES GENDER JUSTICE INTO RIO DE JANEIRO'S SCHOOLS

Promundo has long believed that achieving changes in gender norms and inequalities must take place in the social institutions where such norms are produced – one of the key ones being the school system. We are increasingly working with young people and teachers as allies in the process, working together to achieve change at the systems level.



In Rio de Janeiro, our research found that young people often used the word "shame" or "ashamed" when we asked them how they felt in talking about sexual identity, sex or sexual health issues in school. Building on these finding, we launched the "Shameless" campaign, which reached approximately 3,000 students through 10 schools in Rio de Janeiro. Young people created a dynamic communications campaign that enjoins them to speak out about their needs and realities - to be "shameless" about their rights and in holding schools and health systems accountable for their needs. To learn more about the campaign visit: www.campanhasemvergonha.org.br Facebook: www.facebook.com/CampanhaSem-Vergonha

Promundo has also been working with teachers to engage them as allies in achieving gender justice, promoting respect for sexual diversity and for achieving the sexual rights of young women and men. Working with other partners, Promundo developed the Portal for Gender Equity in Schools (PEGE), an online training platform for teachers. On the Portal teachers get credits for continuing education and develop lesson plans and other strategies for promoting gender equality and sexual rights in schools. The portal is officially recognized by more than four state secretariats of education in Brazil, and is also as of 2013 being implemented in Croatia.

FINANCIAL INFORMATION

Promundo-US 2013 Revenue

GRANTS (in US Dollars)	
Bernard van Leer Foundation	\$110,980
Ford Foundation	\$150,000
MacArthur Foundation	\$150,000
Oak Foundation	\$415,424
Rutgers WPF	\$2,360,801
PROGRAM SERVICE REVENUE (in US Dollars)	
CARE Mali	\$60,655
ChildFund	\$74,389
Concern Worldwide	\$39,000
PSFU	\$6,500
UNFPA	\$5,696
USIP	\$7,500
World Bank	\$213,522
World Vision	\$266,265
Other (in US Dollars)	
Individual	\$3,700
Miscellaneous	\$20,688
TOTAL (in US Dollars)	\$3,885,121

FINANCIAL INFORMATION

Instituto Promundo (Brazil) 2013 Revenue

Operational Revenue (in Brazilian Reals)	
Defrayal of Human Resources & Operational Expenses	R\$ 1,223,644.09
755 - Childhope/Projecto Legal	R\$ 46,761.82
757 - BVLF	R\$ 135,459.50
758 - Comic Relief	R\$ 106,665.72
766 - Oak Foundation Transit Campaign	R\$ 40,000.00
767 - Oak Foundation Institutional Grant	R\$ 70,982.94
771 - UN Women - Fund for Gender Equality	R\$ 122,022.04
772 - UNESCO - LGBT Research	R\$ 25,573.61
773 - SRHR Fund - MenCare Program	R\$ 352,670.53
775 - IDRC - IMAGES Study in Maputo and Rio de Janeiro	R\$ 103,800.00
776 - MAC AIDS Fund - Program "F"	R\$ 66,560.00
777 - ABRINQ/SCS - Fathers and Daughters Project	R\$ 12,156.40
779 - Ford Foundation - Child Marriage Study in Brazil	R\$ 121,306.78
780 - ACNUR - GBV Prevention with Refugees	R\$ 10,923.75
Other International Donations	R\$ 8,761.00
Technical Assistance Contracts	R\$ 456,033.19
Petrobras	R\$ 384,577.01
IBD Program H/M Adaptation in El Salvador	R\$ 21,511.68
GIZ Research Activities	R\$ 49,944.50
Other Revenues	R\$ 107,524.67

Various Reimbursements	R\$ 30,238.12
Online Store	R\$ 6,298.61
Financial Revenues	R\$ 32,664.05
National Donations	R\$ 19,751.01
Other Revenues	R\$ 18,572.88
Operational Revenue Total	R\$ 1,787,201.95
Projects Revenue (in Brazilian Reals)	
755 - Childhope/Projecto Legal	R\$ 8,142.12
758 - Comic Relief	R\$ 81,497.33
766 - Oak Foundation <i>Transit Campaign</i>	R\$ 72,091.20
771 - UN Women	R\$ 159,787.47
772 - UNESCO - LGBT Research	R\$ 49,800.00
773 - SRHR Fund - MenCare Program	R\$ 501,065.88
775 - IDRC - IMAGES Study in Maputo and Rio de Janeiro	R\$ 309,924.83
776 - MAC AIDS Fund - Program "F"	R\$ 141,440.00
777 - ABRINQ/SCS - Fathers and Daughters Project	R\$ 25,999.80
778 - GIZ Research	R\$ 19,817.60
779 - Ford Foundation - Child Marriage Study in Brazil	R\$ 153,600.82
780 - ACNUR - GBV Prevention with Refugees	R\$ 16,852.25
Projects Revenue Total	R\$ 1,540,019.30
BUDGET TOTAL (in Brazilian Reals)	R\$ 3,327,221.25
BUDGET TOTAL (Equivalent in US Dollars)	\$ 1,506,869

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