

PROMUNDO'S  
**ANNUAL  
REPORT  
2014**



# OUR TEAM

## BRAZIL

### LEADERSHIP

TATIANA MOURA  
EXECUTIVE DIRECTOR

### PROGRAMS

MARCO AURÉLIO MARTINS  
EXECUTIVE COORDINATOR

VANESSA FONSECA  
COORDINATOR OF PROGRAMAS

DANIELLE LOPES  
COORDINATOR OF PROJECTS

LINDA CERQUEIRA  
COORDINATOR OF PROJECTS

MILENA DO CARMO  
PROJECTS ASSISTANT

NORMA SÁ  
PROJECTS ASSISTANT

ALICE TAYLOR  
CONSULTANT

JEFERSON SCABIO  
CONSULTANT

MARY ROBBINS  
CONSULTANT

### RESEARCH

MÁRCIO SEGUNDO  
RESEARCH AND EVALUATION COORDINATOR

DANIELLE ARAÚJO  
RESEARCHER

JOÃO DUTRA  
CONSULTANT

MARCO ANTONIO SALUSTIANO  
CONSULTANT

MIGUEL GOMES  
CONSULTANT

### COMMUNICATIONS

LETÍCIA SERAFIM  
COMMUNICATIONS COORDINATOR

MOHARA VALLE  
CONSULTANT

## FINANCE AND ADMINISTRATION

ROSEMERI ORTH  
ADMINISTRATIVE AND FINANCIAL COORDINATOR

CEIÇA ALCOFORADO  
ADMINISTRATIVE AND FINANCIAL ANALYST

AMANDA GUIMARÃES  
EXECUTIVE ASSISTANT

## UNITED STATES

### LEADERSHIP

GARY BARKER  
INTERNATIONAL DIRECTOR

### PROGRAMS

GIOVANNA LAURO  
DEPUTY DIRECTOR, INTERNATIONAL PROGRAMS

ANDREW LEVACK  
DEPUTY DIRECTOR, U.S. PROGRAMS

JOSEPH VESS  
SENIOR PROGRAM OFFICER

JANE KATO-WALLACE  
PROGRAM OFFICER

RUTI LEVTOV  
PROGRAM OFFICER

KATE DOYLE  
PROGRAM OFFICER

VERONICA BROWN  
RESEARCH AND PROGRAMS INTERN

### COMMUNICATIONS

ALEXA HASSINK  
COMMUNICATIONS OFFICER, PROGRAM  
ASSOCIATE

NINA FORD  
COMMUNICATIONS ASSISTANT

TATIANA ELGHOSSAIN  
COMMUNICATIONS AND MEDIA INTERN

## FINANCE AND ADMINISTRATION

RICHARD BORISKIN  
FINANCE AND OPERATIONS DIRECTOR

TERRI MERZ  
OFFICE MANAGER

BULLAII CISSE  
FINANCE ASSOCIATE

ZENA WUBNEH  
FINANCE ASSISTANT

## SENIOR FELLOWS

MICHAEL KAUFMAN  
SENIOR FELLOW

SHEREEN EL FEKI  
SENIOR FELLOW

## EUROPE

### RESEARCH

TATIANA MOURA  
RESEARCHER

SÍLVIA ROQUE  
RESEARCHER

TERESA MANECA LIMA  
RESEARCHER

### COMMUNICATIONS

SOFIA JOSÉ SANTOS  
MEDIA AND COMMUNICATIONS COORDINATOR,  
RESEARCHER

## GREAT LAKES

### PROGRAMS

HENNY SLEGH  
GREAT LAKES AFRICA REGIONAL  
REPRESENTATIVE

EMILY FISCHER  
RWANDA PROGRAM MANAGER

[www.promundoglobal.org](http://www.promundoglobal.org)

[www.promundo.org.br](http://www.promundo.org.br)

## LETTER FROM THE DIRECTORS

# 2014: A FOCUS ON REMEMBRANCE, COMMEMORATION & ADVOCACY

BY GARY BARKER & TATIANA MOURA

**2**014 was a year for commemoration and remembrance across our offices: 20 years since the Rwandan genocide, 20 years since the revolutionary Programme of Action from the International Conference on Population and Development (ICPD) in Cairo, 20 years since the end of apartheid in South Africa, 30 years since the end of the military dictatorship in Brazil, and 40 years since the end of the dictatorship in Portugal. Much of the world had its eyes on Brazil and the FIFA World Cup.

Our eyes were on the need to complete the gender equality revolution that Cairo and the feminist movement inspired—and to build and strengthen the peace with justice that these events remind us of.

Our partnerships reached more than 20 countries and involved new sectors, including engaging men as allies in gender equality in agricultural development and in maternal, newborn, and child health, as well as in engaging men as allies in ending child marriage and sexual exploitation, in supporting early childhood development and in peace and security.

The global MenCare campaign launched in 2012 reached 30 countries and was heralded as a model of success at the Clinton Global Initiative annual meeting in September 2014. The campaign is beginning to have an impact at the policy level with new governmental initiatives to include men as partners in maternal, newborn, and child health and in caregiving.

We formalized our offices in Portugal and

Rwanda and started direct work in the United States on engaging men and boys to promote gender equality and prevent violence. We were co-organizers of the historic Second MenEngage Global Symposium on Men and Boys for Gender Justice in Delhi, India in November 2014. At that meeting, more than 1,100 participants from around the world – representing women's rights, youth, LGBT, and engaging men organizations – affirmed a common cause in promoting equality and ending violence. The participants affirmed that this movement requires all of us – women, men, girls, boys – to be united in working to achieve the platform of rights that Cairo, and Beijing, laid out.

In 2015, Promundo will turn 18 – a symbolic rite of passage. Our commemoration and remembrance for 2014 is a focus on advocacy and activism. Our goal is to make real, lasting, and mature the change that the gender equality revolution promises – and which we have been part of for 17 years.



# PROMUNDO BY THE NUMBERS\*



**250,000 young men and women** reached with actions to **reduce gender-based violence\*\***

[promundoglobal.org/program-h](http://promundoglobal.org/program-h)

**100% increase in social media reach in 1 year**



Profiled by the media **50+ times** in PBS, TIME, Reuters, Forbes, O Globo and more...

# 400 health care workers trained in Rwanda and Brazil

[promundoglobal.org/mencareplus](http://promundoglobal.org/mencareplus)



**50,000 fathers in 10  
countries** empowered to become  
better parents\*\*

[promundoglobal.org/program-p](http://promundoglobal.org/program-p)

**200,000 households** with  
men's increased support for women's  
economic empowerment\*\*

[promundoglobal.org/journeys-of-transformation](http://promundoglobal.org/journeys-of-transformation)



**Increased safety and  
security of 130,000 children  
and adolescents**

[promundoglobal.org/violence-free-childhood](http://promundoglobal.org/violence-free-childhood)

**100,000 individuals** reached  
to prevent commercial sexual exploitation  
of children and adolescents\*\*

[promundoglobal.org/its-exploitation](http://promundoglobal.org/its-exploitation)

\*ESTIMATES OF TOTAL REACH BY PROMUNDO AND PARTNERS

\*\*PROMUNDO'S TOTAL NUMBERS TO DATE

# 2014 AROUND THE WORLD

## PITTSBURGH, USA

Promundo collaborated to launch “**Manhood 2.0**,” a cluster-randomized trial of a community-based, gender-transformative program (based on our Program H initiative) that will promote healthy masculinity and prevent sexual violence and adolescent relationship abuse among African American adolescent men.

## NEW YORK, USA

International Director Gary Barker spoke at the 2014 Annual Meeting of the **Clinton Global Initiative (CGI)**, asking private corporations to offer paid paternity leave as a key part of their family leave policies.

## COIMBRA, PORTUGAL

Promundo opened its doors in Europe with a **new office in Coimbra, Portugal**, at the University of Coimbra. In 2014, Promundo and the Center for Social Studies of the University of Coimbra organized a series of gender-transformative workshops in Portuguese high schools, sensitizing students to the importance of preventing gender-based violence and engaging men as allies.

## WASHINGTON, DC, USA

“**Becoming Papa**,” a half-hour documentary about Promundo’s work in Brazil, premiered on PBS-To The Contrary.

## EL SALVADOR

In El Salvador, Promundo conducted workshops with high schools students on **Programs H and M**, and it facilitated the elaboration of a campaign to prevent violence against women.

## MARANHÃO, BRAZIL

Promundo launched the **Agent M Manual**, created in partnership with Plan International Brazil, which is geared toward youth facilitators to enable them to discuss and engage their peers in actions to promote gender equality.

## PARÁ AND MARANHÃO, BRAZIL

Promundo conducted field research in 2014 to better understand the attitudes, practices, and implications of **child and adolescent marriages** in Brazil.

## PERNAMBUCO, BRAZIL

Promundo, with Instituto Papai, led awareness-raising workshops on **women’s economic empowerment** in urban areas of Recife, mobilizing men and women through a football championship.

## RIO DE JANEIRO, BRAZIL

Promundo and **MenCare+** partners in **Rwanda and Brazil** reached approximately 3,500 young men and women in group education and community activism, 2,300 couples in fatherhood groups, 429 men through counseling, and 40,000 individuals with campaign initiatives on gender equality, increasing men’s participation in caregiving and achieving sexual and reproductive health and rights.

## RIO DE JANEIRO, BRAZIL

The “**Shameless**” Campaign (“Campanha Sem Vergonha”) encourages high school students to question norms around sexuality, HIV and AIDS, and gender equality in schools and to develop their own youth-inspired campaigns. In 2014, Shameless was expanded to new schools in Rio de Janeiro and has reached 9,000 students since its launch.

# THE WORLD



## LONDON, UK

During the Global Summit to End Sexual Violence in Conflict, the International Center for Research on Women (ICRW) and Promundo released a new report, ***The Making of Sexual Violence***, on the prevalence of rape and sexual violence in five countries (Chile, Croatia, India, Mexico and Rwanda) as an advocacy tool for raising awareness about the need to include men in violence prevention.

## BEIRUT, LEBANON

With support from the **inaugural Womanity Award**, Promundo began a 3-year partnership with ABAAD to adapt, deploy, and evaluate Program H in Lebanon to promote equitable gender norms with young men in refugee camps.

## AGRA, INDIA

Promundo led formative research to develop ***A More Equal Future***, an initiative with World Vision to engage fathers, daughters, and families to change norms that support child marriage.

## NEW DELHI, INDIA

Promundo joined more than 1,200 gender equality experts, advocates, researchers, and individuals from 94 countries for the **2nd MenEngage Global Symposium**.

## CAMBODIA

In partnership with WorldFish, Promundo conducted trainings to promote gender equality in **aquatic agricultural development work**.

## NORTH AND SOUTH KIVU, DRC

Promundo and Sonke Gender Justice released complete results from the **International Men and Gender Equality Survey (IMAGES) in eastern DRC**, revealing high levels of gender-based violence and the continuing effects of conflict on couple and family relations.

## RWANDA

More than 3,000 young men and women aged 18-24 participated in **gender-transformative group education** adapted in Rwanda in 2014 from Promundo's Programs H and M, implemented by the Rwanda Men's Resource Center.

## BURUNDI

Promundo received funding from the World Bank to conduct a randomized controlled trial of its **Journeys of Transformation** initiative to engage men in women's economic empowerment in Burundi.

## ZAMBIA

Promundo conducted **trainings with WorldFish** to integrate gender-transformative approaches into its aquatic agricultural development work.

## MAPUTO, MOZAMBIQUE

Data collection began for the study ***Trajectories of Non-Violent Masculinities***, which will investigate how violent and non-violent masculinities are forged – and can be prevented – in post-conflict and high-violence contexts in Maputo and Rio de Janeiro, Brazil



# 1. PREVENTING VIOLENCE

## “PLAY MORE” CAMPAIGN BUILDS TIES WITH RESPECT FOR EDUCATION

Not only is playtime an opportunity for the exchange of affection and trust between parents and their children, but it is also often a space for perpetuating gender norms that promote inequalities between boys and girls. As such, playing can also be a key time to challenge and deconstruct such dynamics. In 2014, Promundo launched the *Play More* (Brincar+) campaign, using the concept of game playing as a way to prevent violence against children and adolescents and to promote equal education between boys and girls.

The campaign has reached four communities across Rio de Janeiro, disseminating messages to promote education and provide alternatives to physical and humiliating punishment among parents and community stakeholders using diverse materials and events, from a kite-flying workshop to memory games for adults. The campaign is estimated to have reached approximately 2,000 children and adults.



“ I would like to work less and have more time to spend with my six children.”  
– Mother and resident, Cidade de Deus, Rio de Janeiro

### SPOTLIGHT ON PLAY:

- Nearly **400** people attended the campaign's launch event.
- The *Play More* campaign has reached approximately **2,000** individuals.
- Children reported that what they most wanted was to spend time with and **get affection** from their parents.



## KICKING LITTLE ROCKS

As part of its “Fathers and Daughters” Project, Promundo led discussions with girls from Morro dos Prazeres, Rio de Janeiro, about how they would like to be educated and about their relationships with their fathers. Based on the discussions, the girls developed the children’s book *Chutando Pedrinhas* (*Kicking Little Rocks*, in English) with messages for men, inspiring fathers to reflect on the importance of equal education for boys and girls, their involvement in caring for their children, and the use of positive discipline rather than physical and humiliating punishments.



The book was released in August 2014, with the support of Save the Children, and distributed in libraries, schools, kindergartens, and community organizations in Rio de Janeiro, reaching about 4,000 people.

## IT’S NOT “JUST HAVING FUN,” IT’S SEXUAL EXPLOITATION OF CHILDREN AND ADOLESCENTS

“I’m more of a man when I teach how to have sex.” “I just wanted to help.” “She provoked me.” These phrases come from Promundo’s research that shows strong linkages between rigid notions of masculinity and paying for sex with underage girls. The messages inspired Promundo’s campaign “It’s not ‘just having fun,’ it’s exploitation,” launched during the 2014 World Cup in Brazil, which seeks to challenge ideas that normalize the sexual exploitation of children and adolescents.

With graphic, audio, and digital components, the campaign reached all 11 Brazilian cities that hosted the 2014 World Cup. Campaign materials were strategically disseminated near soccer stadiums; in restaurants, bars, hotels, and subway stations; and on television.

Learn more about the campaign and its materials by visiting:  
[www.contraexploracaosexual.org.br/en/](http://www.contraexploracaosexual.org.br/en/)

**"O QUE EU  
FAÇO AQUI  
FICA POR AQUI!"**

**GEORGE\*, 46 ANOS, TURISTA ESTRANGEIRO,  
SOBRE PAGAR POR SEXO COM  
ADOLESCENTES EM SUA VISITA AO BRASIL.**

**"What happens here, stays here."  
George\*, 46 years old, about paying  
for sex with adolescents when  
visiting Brazil.**

### SPOTLIGHT ON IMPACT:

- Approximately **3 million tourists**, both Brazilian and international, travelled the country during the World Cup
- **11 cities reached:** Belo Horizonte, Brasília, Curitiba, Fortaleza, Manaus, Natal, Porto Alegre, Recife, Rio de Janeiro, Salvador, and São Paulo
- **35,000** cards distributed in bars and around tourist attractions
- **120,000** guides distributed to fans in 11 cities
- About **2,000** campaign followers on Facebook
- Three campaign videos in three languages with approximately **1,500** YouTube views



## 2. FATHERHOOD AND CAREGIVING

### MENCARE ENGAGES FATHERS AS EQUITABLE CAREGIVERS AROUND THE WORLD

MenCare is a global fatherhood campaign active in more than 30 countries on five continents. Its mission is to promote men's involvement as equitable, nonviolent fathers and caregivers in order to achieve family well-being, gender equality, and better health for mothers, fathers, and children. Promundo co-coordinates both the global campaign, including its international communications and advocacy, and the MenCare+ initiative in Brazil and Rwanda around sexual and reproductive health and rights and maternal, newborn, and child health.

#### WHAT'S NEW IN 2014

- At the MenEngage Global Symposium, MenCare led a workshop on **global advocacy** for involved fatherhood, introducing its *State of the World's Fathers 2015* report.
- Promundo and MenCare developed manuals, with World Vision, to work with men and boys to **prevent sex-selective abortion** in Armenia and to **prevent child marriage** in India.
- International Director Gary Barker testified at a US Senate Subcommittee hearing on violence against women, addressing MenCare's **work in the health sector**.
- At the annual meeting of the Clinton Global Initiative (CGI), Gary Barker asked private corporations to support gender equality and men's caregiving by partnering with MenCare to **offer paid paternity leave**.
- MenCare reached over 100,000 individuals worldwide online and through social media with **high-impact** messages about equitable, involved fatherhood and caregiving.
- Promundo and MenCare published **academic papers** on the **importance of equitable and non-violent involvement of fathers** in the journals *Global Public Health* and *Men and Masculinities*.
- The **half-hour documentary** "Becoming Papa" on MenCare in Brazil premiered on PBS.

## MENCARE+

### BRAZIL

- As part of the **MenCare+ campaign (+Pai) in Rio de Janeiro and Recife**, Promundo and Instituto Papai conducted trainings and campaigns to promote maternal, newborn, and child health. In Rio de Janeiro, Promundo held workshops on gender-sensitization, men's caregiving, and sexual and reproductive health with high school students; with health professionals; and, in partnership with Instituto Noos, with men who had used violence. In Recife, workshops on gender and caregiving for pregnant couples and health professionals were carried out in partnership with Instituto Papai.
- Promundo, in collaboration with Rio de Janeiro's Municipal Office of Health and Civil Defense and Comitê Vida, organized the **"6th Symposium on Fatherhood, Singularities and Public Policies: Fatherhood and Care"** with 200 international experts and health professionals.
- Promundo launched the Brazilian adaptation of **Program P in Portuguese**, providing concrete strategies to engage men in active fatherhood from their partners' pregnancies through their children's early years.
- The **"You are my Father" campaign ("Você é meu pai")**, inspired by the MenCare global campaign, was launched in the community of Vila Zoaniza in Rio de Janeiro. A video about the campaign was produced and shown at the MenEngage Global Symposium in India.



### RWANDA

- In 2014, MenCare+ Rwanda fathers', young men's, and young women's groups saw approximately **95% attendance rates** throughout the 15-week cycles.
- Promundo and RWAMREC, in collaboration with the Rwandan Ministry of Health, began preparation the first **randomized control trial (RCT)** of MenCare fathers' groups.
- A **Kinyarwanda version of Program P**, MenCare's fatherhood manual, was created in Rwanda, in collaboration with Promundo and RWAMREC.
- The **Bandebereho ("Role Model") advocacy campaign** launched in August 2014 and targeted four Rwandan communities through football tournaments, community theater and song, tree planting, building construction, and distribution of Bandebereho informational materials.





## 3. CONFLICT & SECURITY

### IMAGES IN DEMOCRATIC REPUBLIC OF THE CONGO REVEALS HIGH LEVELS OF VIOLENCE AND INEQUALITY

Promundo and Sonke Gender Justice released the results from the International Men and Gender Equality Survey (IMAGES) in eastern Democratic Republic of the Congo (DRC) in June 2014, revealing high levels of gender-based violence and the continuing effects of conflict on couple and family relations. The comprehensive report was launched at the Global Summit to End Sexual Violence in Conflict in London, the largest gathering ever brought together on the subject.



*What kind of man am I, who is not able to sustain the family?*

*-Man, Goma Town, DRC*

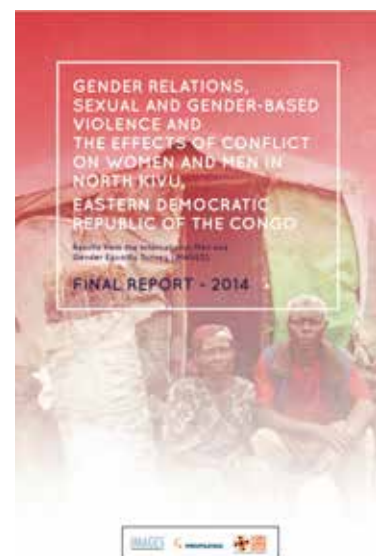
The report, *Gender Relations, Sexual and Gender-Based Violence and the Effects of Conflict on Women and Men in North Kivu, Eastern Democratic Republic of the Congo*, affirms that the devastating impact of war in DRC affects nearly all those living in eastern DRC, and is manifested in highly inequitable and violent partner relations. It shows that years of conflict, combined with persistent poverty, limited functioning of the state and widespread inequitable norms in DRC, create multiple vulnerabilities for women and girls, and no shortage of vulnerabilities for boys and men as well.

#### KEY RESEARCH FINDINGS:

- **Approximately 70% of men and 80% of women were directly affected by war and conflict in DRC.**
- **22% of women were forced to have sex or were raped as part of the conflict, as were some 10% of men in DRC.**
- **69% of men and 83% of women reported being ashamed to face their families because of a lack of work.**

### HUMAN RIGHTS TRAINING

Promundo developed a 3-month course in human rights, gender, masculinities, and communities together with youth from Rio de Janeiro. The objective of the course is to empower community leaders to respond to human rights violations in their communities.



# 4. ECONOMIC JUSTICE



## COMPANION PROGRAM TO BRAZILIAN GOVERNMENT'S WOMEN'S ECONOMIC EMPOWERMENT PROGRAMMING ENGAGES MEN AS PARTNERS

Funded by UN Women's Fund for Gender Equality, Promundo's Bolsa Família Companion Program (which works in tandem with the Brazilian government's conditional cash transfer program, Bolsa Família) engages men as partners in the economic empowerment of women, encouraging men's involvement in domestic responsibilities and women's participation in decision making – both inside and outside the home – in order to promote greater gender equality among beneficiary families.

In 2014, the second year of the Bolsa Família Companion Program, Promundo led new awareness-raising workshops in urban areas of Recife, in conjunction with Instituto Papai, mobilizing both men and women in the community through a football championship. In Nova Friburgo, Rio de Janeiro, Promundo ran a pilot program with gender-sensitization workshops with women to generate recommendations for future interventions in rural areas.

### KEY FINDINGS:

- Nearly **600** men and women were directly impacted.
- Participants **adopted attitudes and behaviors** more supportive of women's economic empowerment.
- **Policy advocacy** targeted the Ministry of Social Development, Social Assistance Reference Center, health centers and schools.



## 5. YOUTH & EQUALITY

### RESEARCH AND PROGRAMMING WORK TO PREVENT CHILD MARRIAGE IN INDIA AND BRAZIL

Child marriage is a universal issue. It occurs in every region and among people of every religion. As part of its global advocacy, Promundo became members of Girls Not Brides, a global partnership of more than 400 civil society organizations from over 60 countries working to address child marriage. To better understand and prevent this harmful practice, in 2014 Promundo conducted formative research and developed program tools related to child marriage in India and Brazil.

**INDIA** - In India, 18 percent of girls are married before the age of 15 and 47 percent are married before the age of 18. To address this, Promundo led formative research to inform the development of *A More Equal Future*, a manual designed, with World Vision, to engage fathers, daughters, and families to critically examine and change norms that support child marriage.

**BRAZIL** - Brazil, while absent from many global discussions around child and adolescent marriage, ranks fourth in total numbers of child and adolescent marriage (both formal and informal) worldwide. In order to better understand the attitudes, practices, and implications of these marriages in Brazil, Promundo conducted field research in 2014 in partnership with the Federal University of Pará and Plan International Brazil, with support from the Ford Foundation; this research focused on the two Brazilian state capitals (Belem, Pará and Sao Luis, Maranhão) with the highest rates of child marriage. The study results (available in 2015) will provide a better understanding of Brazilian attitudes and practices around child marriage in both formal and informal unions – within the context of legal frameworks at the international, national, and regional levels.

#### KEY FORMATIVE RESEARCH FINDINGS FROM INDIA:

- Even though both dowry and child marriage before the age of 18 for girls and 21 for boys **have been outlawed in India the practice continues**, unabated and unhindered.
- Girls often do not want to get married and their **consent is not sought**. They feel that marriage dooms them to a life of hard manual labor, violence, a lack of freedom and no education.
- **Fathers are responsible** for initiating the marriage process and have the final say.

## PRACTICING SPORTS, WINNING IN LIFE

In its third year, the project “Practicing Sport, Winning in Life” involved children and adolescents from three communities in Rio de Janeiro in sports activities, after-school tutoring, and targeted educational workshops to reflect upon and transform inequitable gender norms.

The project’s goal was to help children and adolescents develop skills like cooperation and sense of responsibility through sports, thereby supporting academic achievement, promoting gender equality, and preventing violence. For participants who are 16 and older, the project also provided guidance related to professional opportunities.

Parents and guardians were involved in project activities both through group discussions and through a new campaign, launched in 2014, which sought to educate adults in preventing physical and humiliating punishment and in fostering dialogue with young people about sexual and reproductive health and rights.

### SPOTLIGHT ON IMPACT:

- **351** children and adolescents benefitted from sports activities while receiving education related to gender equality, sexual diversity, violence prevention, and sexuality.
- **1,500** parents, caregivers, and families benefitted indirectly from information about the prevention of violence and corporal punishment and about the sexual and reproductive health and rights of young people.
- Youth participants showed **improvement in personal development and relationships**, demonstrating increased responsibility, autonomy, self-esteem, cooperation, and respectful relationships with peers and facilitators.
- Children and adolescents demonstrated **improvement in academic performance**, including critical thinking and writing, after participating in tutoring sessions.





## 6. RESEARCH FOR ACTION

### RESEARCH ON INTIMATE PARTNER VIOLENCE INFORMS ACTION TO ENGAGE MEN IN PREVENTION

During the Global Summit to End Sexual Violence in Conflict in June 2014, the International Center for Research on Women (ICRW) and Promundo released a new report on the prevalence of rape and sexual violence in Chile, Croatia, India, Mexico and Rwanda. The report, *The Making of Sexual Violence: How Does a Boy Grow Up to Commit Rape?*, presents findings related to men's self-reported perpetration of sexual violence, investigates seven domains of possible influences on men's perpetration of sexual violence, and provides actionable lessons and recommendations as part of the International Men and Gender Equality Survey (IMAGES). The report is one of several secondary analyses from IMAGES, launched in 2008 and co-coordinated by Promundo and ICRW.

#### ABOUT IMAGES

IMAGES, a multi-year, multi-country initiative, has gathered household-level data on men's attitudes and practices related to gender and violence, along with women's opinions and reports of men's behavior in 10 countries to date. Within that overarching theme, IMAGES also explores a broad range of issues, such as fatherhood, childhood experiences and men's health. By understanding men's attitudes and actions – as well as what influences each – violence prevention advocates will be better able to engage men as key allies in the pursuit of gender equality and nonviolence.

#### KEY RESEARCH FINDINGS:

- **Male respondents' self-reported rates of perpetrating rape range from 4% to 25%.**
- **Men who witnessed violence against their mothers are also consistently and significantly more likely to have reported perpetrating sexual violence.**
- **Men who hold attitudes of male privilege and entitlement are consistently more likely to perpetrate rape.**



# OUR AWARDS AND EVENTS



## MENENGAGE GLOBAL SYMPOSIUM IN NEW DELHI CALLS US TO ACTION FOR GENDER JUSTICE

*“The gender justice revolution will be fought with civil society, that’s us, calling for structural changes – in policies and in the working conditions of women and men. The revolution will be won when women and men work together toward a common and bold vision that sees us not as competing but as interconnected.”*

– Gary Barker, International Director of Promundo

More than 1,200 gender equality experts, advocates, researchers, and individuals from 94 countries to gathered for the second-ever MenEngage Global Symposium in New Delhi, India in November 2014. The symposium provided an opportunity for discussion around advancing global and national efforts to engage men and boys in achieving gender equality. Participants left the symposium with a renewed sense of hope and purpose for collectively engaging men and boys around the world as catalysts for change.

Promundo organized and participated in events related rebuilding communities in post-conflict settings, engaging men and boys to end child marriage, transforming gender relations to improve health outcomes, and preventing violence by promoting critical reflection about gender norms with youth. The MenCare campaign, which Promundo co-coordinates globally, introduced its upcoming *State of the World’s Fathers* report as an advocacy tool to successfully effect change in policies that promote men’s and boys’ caregiving.

## PROMUNDO'S CHILDREN'S BOOK WINS AVON COMMUNICATIONS AWARD FOR COMMUNITY CHANGE

Promundo was one of five recipient organizations of the 3rd Annual Avon Communications Awards: Speaking Out About Violence Against Women on March 31, 2014. Created by the Avon Foundation for Women and Futures Without Violence, the award recognizes organizations whose innovative communication strategies help to transform communities, institutions, policies and behaviors to prevent and end violence against women and children.

An international panel of judges selected the winning campaigns from over 870 communication strategies submitted by 303 organizations in 78 countries.

The children's book *Vento no Rosto* (*Wind on my Face*, in English), developed by Promundo with funding from Save the Children, aimed to give a voice to children and youth about how they think could be educated without the use of violence. The work is part of Promundo's efforts to stimulate the debate about alternative education without the use of physical and humiliating punishment.



## INTERNATIONAL DIRECTOR GARY BARKER TESTIFIES AT US SENATE SUBCOMMITTEE HEARING ON VIOLENCE AGAINST WOMEN

Promundo's International Director Gary Barker testified at a United States Senate Subcommittee hearing on the need for global action to prevent violence against women on June 24, 2014.

In his remarks, he addressed the importance of engaging men and boys who witness and experience violence, in order to break cycles of violence worldwide. His recommendations included the provision of consistent funding for programs that work with men to prevent violence, along with passage of the International Violence Against Women Act (IVAWA).





## PROMUNDO WINS INAUGURAL WOMANITY AWARD TO TRANSFORM GENDER NORMS IN LEBANON

Promundo and ABAAD, a Beirut-based NGO, were announced as the recipients of the first-ever Womanity Award from the Womanity Foundation on May 20, 2014. With the award's support, the two organizations are partnering over a three-year period to adapt, deploy, and evaluate Promundo's Program H in Lebanon to promote equitable gender norms with young men – most notably in refugee camps. The partnership between Promundo and ABAAD represents the first time that Promundo's Program H, a comprehensive curriculum that encourages young men to question rigid gender norms and adopt non-violent attitudes and behaviors, will be implemented in the Middle East and North Africa and with displaced and refugee populations. The project staff will work with school administrators, religious leaders, and community leaders to expand the reach and increase the effectiveness of the intervention, building a model that can be replicated throughout the North Africa and Middle East region and elsewhere.

## SEMINAR SHOWCASES PROGRESS IN POLICIES THAT PROMOTE MEN'S PARTICIPATION IN PRENATAL CARE AND FATHERHOOD

The Sixth Symposium on Fatherhood, Singularities and Public Policies: Fatherhood and Care took place in Rio de Janeiro August 13-14, 2014, organized by the city's Municipal Office of Health and Civil Defense, Comitê Vida and Promundo. This event brought together about 200 experts and health professionals, who shared information and experiences related to masculinity, fatherhood, and caregiving, with the goal of contributing to a culture favorable to men's involvement in prenatal and postnatal care, maternal and child health and men's care of their own health needs. Program P, a manual of best practices to engage men as active fathers, was launched in Portuguese during the seminar.





## **“BECOMING PAPA,” A DOCUMENTARY ON PROMUNDO’S WORK IN BRAZIL, PREMIERES ON PBS**

“Becoming Papa,” a half-hour documentary about Promundo’s work in Brazil, follows the journey of two men from Rio de Janeiro’s favelas as they make the decision to live their lives violence-free, learning the strength of equality and the power of being caring fathers for their children. The documentary premiered on PBS on May 23, 2014 and was re-aired throughout Father’s Day weekend. “Becoming Papa” was produced by PBS-To The Contrary, which airs internationally in 75 countries on Voice of America TV and is available to 123 million people worldwide.

## **PROMUNDO MAKES THE CASE FOR PAID PARENTAL LEAVE AT THE CLINTON GLOBAL INITIATIVE**

On September 23, 2014, Promundo’s International Director Gary Barker spoke at the 2014 Annual Meeting of the Clinton Global Initiative (CGI), asking private corporations to support gender equality and men’s caregiving by offering paid paternity leave as a key part of their family leave policies. In conjunction with the event, Promundo (through the global MenCare campaign that it co-coordinates) produced a collection of materials – including a webpage – on the benefits of paid paternity leave for women, children, men, and businesses.



# OUR FINANCIALS\*

## PROMUNDO-US 2014 REVENUE (UNITED STATES)

GRANTS	(USD)
ARCUS FOUNDATION	\$ 150,000.00
BERNARD VAN LEER FOUNDATION	\$ 400,039.00
DUTCH FOREIGN MINISTRY	\$ 1,139,337.00
UBS OPTIMUS FOUNDATION	\$ 204,282.00
UNTF	\$ 737,821.00
WOMANITY FOUNDATION	\$ 166,531.00
<b>PROGRAM SERVICE REVENUE</b>	
CARE BALKANS	\$ 634.51
CONCERN WORLDWIDE	\$ 37,325.13
SAVE THE CHILDREN	\$ 15,850.00
SONKE GENDER JUSTICE	\$ 236,972.00
UN WOMEN	\$ 39,815.00
UNFPA	\$ 92,483.00
WOMANITY FOUNDATION	\$ 5,000.00
WOMEN FOR WOMEN	\$ 12,688.00
WORLD BANK	\$ 305,929.40
WORLD FISH	\$ 40,872.45
WORLD VISION	\$ 21,371.78
<b>TOTAL</b>	<b>\$ 3,606,951.78</b>

\*PROMUNDO-EUROPE (PORTUGAL) AND PROMUNDO-GREAT LAKES (RWANDA) FINANCIALS ARE INCLUDED WITHIN PROMUNDO-US'S 2014 REVENUE

## INSTITUTO PROMUNDO 2014 REVENUE (BRAZIL)

<b>OPERATIONAL REVENUE (IN BRAZILIAN REAIS)</b>	
<b>DEFRAYAL OF HUMAN RESOURCES &amp; OPERATIONAL EXPENSES</b>	<b>R\$ 1,240,834.04</b>
CHILDHOPE/PROJETO LEGAL	R\$ 94,941.08
COMIC RELIEF	R\$ 102,862.00
OAK FOUNDATION INSTITUTIONAL GRANT	R\$ 110,433.70
UN WOMEN - FUND FOR GENDER EQUALITY	R\$ 118,072.29
SRHR FUND	R\$ 525,594.74
IDRC	R\$ 167,781.00
ABRINQ/SCS	R\$ 12,260.00
FORD FOUNDATION	R\$ 45,348.30
PLAN	R\$ 10,923.75
KNH	R\$ 52,617.18
<b>TECHNICAL ASSISTANCE CONTRACTS</b>	<b>R\$ 587,827.41</b>
ELETROBRAS	R\$ 13,864.11
GIZ (WORKSHOPS)	R\$ 5,962.00
PETROBRAS	R\$ 463,275.70
IBD	R\$ 45,432.64
GIZ (ACTIVITIES USING SPORTS)	R\$ 11,409.04
USAID	R\$ 47,883.92
<b>OTHER REVENUES</b>	<b>R\$ 35,414.09</b>
3RD ANNUAL AVON COMMUNICATIONS AWARD	R\$ 11,000.00
FINANCIAL REVENUES	R\$ 23,855.91
NATIONAL DONATIONS	R\$ 558.18
<b>OPERATIONAL REVENUE TOTAL</b>	<b>R\$ 1,864,075.54</b>

<b>PROJECTS REVENUE (IN BRAZILIAN REAIS)</b>	
CHILDHOPE/PROJETO LEGAL	R\$ 53,053.27
COMIC RELIEF	R\$ 223,331.43
OAK FOUNDATION	R\$ 108,934.60
UN WOMEN - FUND FOR GENDER EQUALITY	R\$ 179,098.71
SRHR FUND	R\$ 981,655.10
IDRC	R\$ 267,980.52
ABRINQ/SCS	R\$ 51,064.72
FORD FOUNDATION	R\$ 195,771.18
PLAN	R\$ 78,832.15
GIZ (ACTIVITIES USING SPORT)	R\$ 93,361.70
KNH	R\$ 123,278.00
<b>PROJECTS REVENUE TOTAL</b>	<b>R\$ 2,356,361.38</b>
<b>BUDGET TOTAL (IN BRAZILIAN REAIS)</b>	<b>R\$ 4,220,436.92</b>
<b>BUDGET TOTAL (EQUIVALENT IN US DOLLARS)</b>	<b>\$1,207,945.77</b>



[promundoglobal.org](http://promundoglobal.org)  
[promundo.org.br](http://promundo.org.br)

**United States**

1367 Connecticut Avenue NW, Suite 310  
Washington, DC 20036  
United States

**Brazil**

Rua da Lapa, 161, sobrado  
Centro – Rio de Janeiro  
Brasil  
Cep. 20021.180

**Portugal**

Centro de Estudos Sociais / Universidade de Coimbra  
Colégio de S. Jerónimo, Largo D. Dinis  
Apartado 3087  
3000-995 Coimbra  
Portugal

**Rwanda**

5, Bwiza Village  
Bugoyi/Gisenyi  
Rubavu District  
Western Province  
Rwanda