

PROMUNDO'S ANNUAL REPORT 2017



PROMUNDO

LETTER FROM THE DIRECTORS

20 Years of Engaging Men and Boys in Gender Justice



Tatiana Moura
Executive Director
Instituto Promundo
Brazil

This year, Promundo turned 20.

Our work started in low-income communities in Rio de Janeiro, Brazil, with the belief that men and boys should be allies with women and girls in achieving gender justice, and that many were ready to join this cause. Since our first community-based projects in Brazil, we have launched a global consortium and have worked with partners in more than 45 countries.

Looking back after 20 years, we're proud to share that:

- Our global [International Men and Gender Equality Survey \(IMAGES\)](#) and the studies it has inspired have been carried out in more than 30 countries and have served as a platform for national-level strategies and programs on including men in gender equality – in partnership with the United Nations, with national governments, and with civil society.
- Our community-based approaches, inspired by Brazilian educator Paulo Freire's notions of consciousness raising and collective action, have been implemented at scale in more than 25 countries. This includes our gender-justice focused programs for engaging young women and young men in questioning gender injustices and power inequalities ([Program H](#) and [Program M](#)) and our parent-training program ([Program P](#)). The effectiveness of these approaches has been affirmed in rigorous impact evaluations in Latin America, sub-Saharan Africa, South Asia, the United States, and Europe.
- The [MenCare Campaign](#), a global partnership to promote men's equitable and nonviolent participation in caregiving and



Gary Barker
President and CEO
Promundo-US
United States of America

parenting, is active in 45 countries and has been part of key policy advances in some countries. The *State of the World's Fathers* reports have served as global calls for men and boys to carry out half of the care in homes and for children.

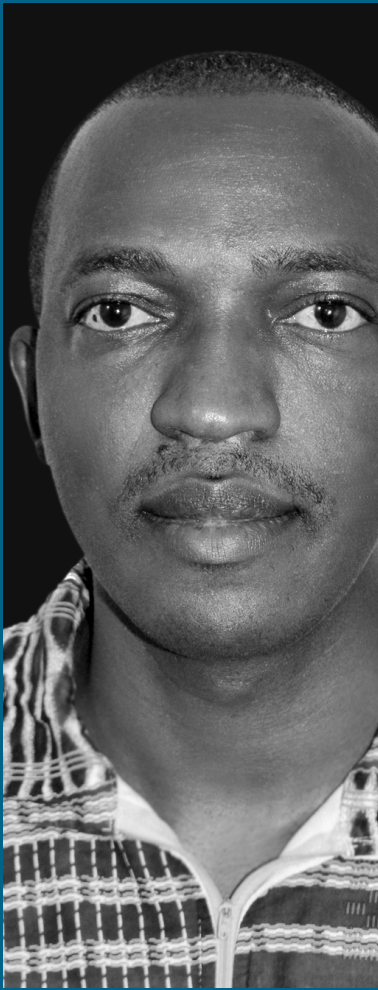
- In Democratic Republic of the Congo (DRC), the Living Peace model for engaging men as allies in responding to conflict-related sexual violence has been demonstrated to reduce men's violence against women, and to help men and women recover from the trauma of conflict and displacement, and it has been adapted for youth in DRC and Brazil.
- In Brazil, Rwanda, and elsewhere, we have partnered with large-scale women's economic empowerment programs, including micro-credit and cash-transfer programs, to promote men's engagement as allies in achieving economic justice for women.

We are proud of these accomplishments and enormously grateful to the dozens of partner organizations we have worked with during these years.

We are also humbled by the remaining challenges to realizing gender justice. Globally, women's income continues to be more than 20% less than men's. The majority of contraceptive-use responsibility still falls on women, and too many male policymakers continue to oppose and create barriers to women's full reproductive rights. Many young men around the world continue to believe in harmful ideas about manhood, ideas that are detrimental to themselves and to others around them. Too many women continue to experience violence from men, and too many children experience violence from their parents, teachers, and others.

Armed violence – whether in war, in the streets, or in schools – continues to be overwhelmingly male, in terms of who carries it out. Our conversations about how we might separate ideals and expectations of manhood from violence, and what it takes to begin this work from early childhood to change social norms about masculinity, are too limited in their reach. Institutional racial injustices in Brazil and the United States mean that afro-descendants and men of color, respectively, continue to be incarcerated at 5 to 6 times the rates of white men, and that men of color are disproportionately the victims of police violence.

The growing impact of right-wing and authoritarian governments add to these challenges. In Brazil and the United States, where Promundo's



Aloys Mahwa

Country Director
Living Peace Institute
Democratic Republic of Congo

approaches have been supported by national governments, our materials have been targets of conservative groups who would have us move backwards toward homophobia, transphobia, and gender inequality. In the United States, the Trump administration cut funds to evidence-based comprehensive sexuality education that had gender-transformative components, including funding for our Manhood 2.0 approach; and in Brazil, discussions of gender have been sidelined and dismissed as part of a “gender ideology”.

The struggle for social and gender justice that has driven Promundo since we started is far from over. For that reason, our mission is as relevant today as it was 20 years ago: to promote gender equality and create a world free from violence by engaging men and boys in partnership with women and girls. The meaning of our name “Promundo”– or “for the world” – is as relevant as ever. We continue to be motivated by the notion that gender justice is a good for the world.

Our work is not about men doing a favor for women, or men “helping” out. It is not about men speaking instead of, or over, women. It is about engaging men as allies in the cause started by and led by women’s rights organizations and women’s rights activists in Brazil and around the world. It is the belief that equality is right and necessary, and we won’t stop working until we have achieved it.

Gary Barker

President & CEO, Promundo-US
United States of America

Tatiana Moura

Executive Director, Instituto Promundo
Brazil

Aloys Mahwa

Country Director, Living Peace Institute
Democratic Republic of Congo

In name of the Promundo Global Consortium

2017 BY THE NUMBERS

1,300+
mentions

of Promundo's work in the media
with a readership of over

3 billion, including:

The New York Times

Forbes

CNN

SLATE

The Economist

The Guardian

npr

64 partners in
45 countries

working to promote men's involvement
as equitable, nonviolent fathers and
caregivers through [MenCare](#):
A Global Fatherhood Campaign

8,000+

community
members and

350+

adolescent girls
and boys

reached through [Youth
Living Peace](#), a program to
help prevent and respond to
violence in Brazil and DRC



575 couples



participated in a [randomized controlled trial](#) (RCT) of a Program P adaptation in Rwanda, with fathers who joined the program 40% less likely to use violence against female partners

By 2017, the [International Men and Gender Equality Survey](#) (IMAGES) and IMAGES-inspired studies have been conducted in

35 countries,

reaching more than

60,000 men and women



22 gender activists

reached in the first-ever [Regional Training Initiative](#) to engage men and boys in gender equality in Central America

Promundo was recognized as one of 2017's **100 BEST** nongovernmental organizations by Época Magazine and Instituto DOAR in Brazil



48 clubs for youth

launched in the [Young Men's Clubs Against Violence](#) project in Kinshasa, DRC



>1000 employees

at the Brazilian Ministry of Industry, Foreign Trade, and Services have access to Promundo's approaches and have been reached with gender-transformative communications



100 activists, academics, practitioners, and key stakeholders from 50 countries

exchanged experiences and knowledge at the second-ever MenCare Global Meeting in Belgrade, Serbia

Photo: Participants at the MenCare Global Meeting 2017



Promundo's Facebook posts reached over

2.3 million impressions

in Brazil and inspired an increase in the [page's](#) followers from 3,383 to 21,824 during the 16 Days of Activism Against Gender-Based Violence Campaign (November 25 - December 10, 2017)



29,500+ visits

to the [State of the World's Fathers](#) website

890+ young men

reached in Pittsburgh and Washington, DC through [Manhood 2.0](#), a gender-transformative curriculum and community-based program in the United States

>8,000 young men and women

in Rwanda reached through Boys4Change clubs aimed at gender-transformative gender-based violence (GBV) prevention in

20 secondary schools

through the Prevention+ program



Nearly 10,000 people surveyed

in Morocco, Egypt, Lebanon, and Palestine as part of the International Men and Gender Equality Survey - Middle East and North Africa ([IMAGES MENA](#))

Almost 150 in-depth interviews

conducted with adolescent boys and girls in Brazil and Honduras to explore attitudes, norms, and behaviors around relationship violence



2,130 men

in DRC reached by the [Living Peace](#) program to address trauma and prevent intimate partner violence



1,500+ signatures

on Promundo's [#BeAModelMan](#) petition, urging President Trump to support gender equality

OUR WORK

Founded in Brazil in 1997, Promundo works to advance gender justice, transform inequitable power dynamics, and prevent violence in homes, communities, and societies around the world. Promundo is a global consortium with members in the United States, Brazil, Portugal, and DRC that collaborate to achieve this mission by conducting cutting-edge research that builds the knowledge base on masculinities and gender equality; developing, evaluating, and scaling up high-impact gender-transformative interventions and programs; and carrying out national and international campaigns and advocacy initiatives to prevent violence and promote gender justice. Our advocacy campaigns and group education create safe spaces for men and women in post-conflict and high-violence settings to heal from trauma; for youth to question harmful gender norms; and for men around the world to understand the benefits of involved fatherhood and the costs of violence and inequality.

Promundo has worked in over 45 countries to advance gender justice, in partnership with women's rights organizations, civil society, UN agencies, and national governments. Our programs, campaigns, and advocacy efforts across the themes below are based in rigorous research and are designed to improve the lives of people around the world.

1. YOUTH AND EQUALITY

Working with youth to redefine gender norms, end violence, promote sexual health and rights, and support diversity

2. FATHERHOOD AND CAREGIVING

Promoting men's active caregiving and fully engaged fatherhood

3. CONFLICT AND SECURITY

Helping individuals and communities heal from trauma and prevent violence after conflict

4. ECONOMIC JUSTICE

Engaging men to be full partners in women's economic empowerment

5. PREVENTING VIOLENCE

Preventing gender-based violence (GBV) and violence against children

6. RESEARCH FOR ACTION

Building the evidence base for engaging men in gender equality

Our Mission

Promundo works to promote gender equality and create a world free from violence by engaging men and boys in partnership with women and girls.

Our Vision

We envision a world where all people work to create a nonviolent, caring, and gender-equitable future for themselves and for their children.

1 YOUTH & EQUALITY

Working with youth to redefine gender norms, end violence, promote sexual health and rights, and support diversity

“I don’t want my children to be raised as I was. I want them to be feminist, advocate for women’s rights, and have the freedom to express their feelings and their emotions.”

—Hassan Joumaa, Programme Ra facilitator, Lebanon

Promundo’s [Manhood 2.0](#), a gender-transformative, community-based initiative to engage adolescent boys and young men in reflecting on the impacts of harmful gender norms in the United States, underwent a randomized controlled trial (RCT) funded by the Centers for Disease Control and Prevention (CDC) in Pittsburgh, Pennsylvania and Washington, DC. Intermediate outcome results will be available in 2018.

In Lebanon, Promundo and Beirut-based nongovernmental organization ABAAD finished the project to adapt, pilot, and evaluate [Programme Ra](#), an innovative program working with young men in secondary schools to reflect on gender and inequalities, based on Promundo’s flagship [Program H](#).

Promundo continued work with Johns Hopkins University’s Global Early Adolescent Study (GEAS) and the College of Medicine in Malawi to challenge harmful gender norms and promote sexual and reproductive health among very young adolescents, aged 11 to 14. In 2017, Promundo and partners adapted and piloted a school-based group-education intervention, incorporating gender-transformative and social-emotional learning lenses.



Left: Makata primary school, Blantyre, Malawi

2 FATHERHOOD & CAREGIVING

Promoting men's active caregiving and fully engaged fatherhood

“Our roles are equal; there is nothing she can do that I can't do. Similarly, there is nothing I can do that she can't do.”

—Male participant in Bandebereho RCT, Rwanda



Above: MenCare Bangladesh.
Credit: Center for Men and Masculinities Studies (CMMS).

Contributing to a growing evidence base on male-engagement interventions, Promundo completed a randomized controlled trial (RCT) evaluation of the “Bandebereho” couples’ group intervention in Rwanda, adapted from MenCare’s flagship [Program P](#) fatherhood curriculum. [The evaluation](#) revealed powerful impacts of targeted, gender-transformative programming on health and violence: Almost two years after participating in a MenCare fathers’ and couples’ program in Rwanda, men are nearly half as likely to use violence against their female partners, and spend almost one hour more per day doing household chores, as compared to their peers who did not participate.

[MenCare](#), the global fatherhood campaign co-coordinated by Promundo, continued to grow, with over 60 partners in more than 45 countries at the end of 2017. The second-ever [MenCare Global Meeting](#) took place in Belgrade, Serbia in June, bringing together partners, experts, and key stakeholders from 50 countries to share programmatic and policy experiences, strengthen ties, and develop new strategies for promoting men’s caregiving and gender equality.

Promundo launched the 2017 [State of the World’s Fathers: Time for Action](#) report, raising awareness of key issues and ways forward in achieving men’s uptake of 50% of the world’s caregiving, contributing to targeted advocacy to inform the Human Rights Council resolution on eliminating violence and discrimination against women and girls, and building on long-term partnerships and coalitions. A corresponding [Join the Movement: Time for Action](#) film was also released, in addition to the [State of the World’s Fathers: Latin America and the Caribbean](#) report.

3 CONFLICT & SECURITY

Helping individuals and communities heal from trauma and prevent violence after conflict

“I have confidence in myself now. I have seen that girls can do a lot of things. Having the facilitators and talking with others girls helped me to choose my goals, to choose my friends better – those who will be good influence for me and my future.”

–Female participant, Youth Living Peace, DRC

Promundo published the results of a time-series qualitative [impact evaluation](#) of the Living Peace project pilot in eastern DRC, with the vast majority of participants reporting that the intervention had helped them adopt more equitable, nonviolent attitudes and behaviors and had positively impacted their intimate and family relationships. In 2017, [Living Peace](#) implementation continued with men and women in North and South Kivu; formative research for group therapy with ex-combatants and ex-child soldiers began; and trainings for police, religious leaders, and healthcare professionals on the psychosocial-support methodology were carried out.

The [Young Men's Clubs Against Violence](#) project to reduce street violence in Kinshasa, DRC, was officially launched in June, with 48 youth clubs established and gender-transformative trainings for facilitators, community leaders, and police carried out.

The three-year [Youth Living Peace](#) project came to a close in 2017, building evidence-based experience and working to prevent violence against girls and advance gender equality in the context of high urban violence (Brazil) and in conflict-affected settings (DRC). Working directly with adolescent girls and boys in schools, as well as with school staff and communities, the project used group education and counseling to foster critical reflections on their experiences and on the adoption of healthy, nonviolent attitudes and behaviors. In 2017, more than 8,000 community members and 350 adolescent girls and boys were reached; an updated curriculum will be launched in Brazil in 2018, including a focus on race and intersectionality. An external evaluation of the project found that it increased experiences of gender equality at home (DRC) and within peer groups (Brazil), among other positive outcomes.

4 ECONOMIC JUSTICE

Engaging men to be full partners in women's economic empowerment



Above: *Considering Gender* resource

Promundo was one of six organizations selected to participate in the Practitioners' Learning Group (PLG) on Shifting Social Norms in the Economy at Scale, launched by Oxfam and SEEP. The PLG brought together 11 individuals working in the area of women's economic empowerment to reflect on strategies and best practices for diagnosing, addressing, and measuring social norms.

Promundo and World Fish launched a new resource, [*Considering Gender: Practical Guidance for Rural Development Initiatives in Solomon Islands*](#). The tool, developed together with members of the Solomon Islands government and with input from local partners, is designed to support organizations in addressing gender-related barriers in livelihoods programming and outlines key considerations for developing gender-transformative programs.



Left: Supporting Health Outcomes for Women and Children (SHOW) training, Nigeria. Credit: Jane Kato-Wallace.

5 PREVENTING VIOLENCE

Preventing gender-based violence (GBV) and violence against children



Above: Prevention+ resource

Promundo continued work on [Prevention+](#), a five-year program to implement and scale-up gender-transformative approaches to preventing GBV in Indonesia, Pakistan, Rwanda, Uganda, and the Middle East and North Africa (MENA) region. In 2017, more than 8,000 young men and women in Rwanda were reached through Boys4Change clubs aimed at GBV prevention in 20 secondary schools, and 503 facilitators were trained to implement a gender-transformative couples' curriculum through the government's parents' evening dialogues.

Promundo co-hosted the [Sexual Violence Research Initiative Forum](#) 2017 in Rio de Janeiro, Brazil, bringing together over 450 researchers, gender activists, funders, policymakers, service providers, practitioners, and survivors from around the world to understand, prevent, and respond to sexual and intimate partner violence.



Above: Campus Hero Café participants, Bangladesh

6 RESEARCH FOR ACTION

Building the evidence base for engaging men in gender equality

“I’m all for marriage with a woman who works, to cope with the cost of living together, and to make decisions together, as well.”

—Man, 34 years old, student, Rabat, Morocco

The [International Men and Gender Equality Survey \(IMAGES\)](#), a research effort to build the evidence base around men’s and women’s attitudes and practices on a wide variety of topics related to gender equality, as well as the studies that it has inspired, has now been conducted in approximately 35 countries. In 2017, new IMAGES reports from the [MENA](#) region and [Mozambique](#) were published, and data collection was completed in Serbia, Tanzania, Uganda, and Afghanistan. The IMAGES MENA launch in Beirut, Lebanon was attended by nearly 250 decision-makers, policymakers, and stakeholders, and it was the cornerstone of a three-day conference, “Masculinities in the Arab World: Trajectories to Peace and Gender Equality,” hosted by ABAAD, Promundo, and UN Women. Overall, IMAGES and IMAGES-inspired studies include interviews from more than 60,000 men and women around the world.

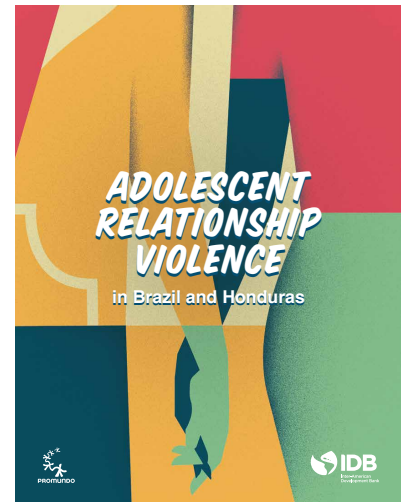


Above: Masculinities in the Arab World: Trajectories to Peace and Gender Equality (conference in Beirut, Lebanon)

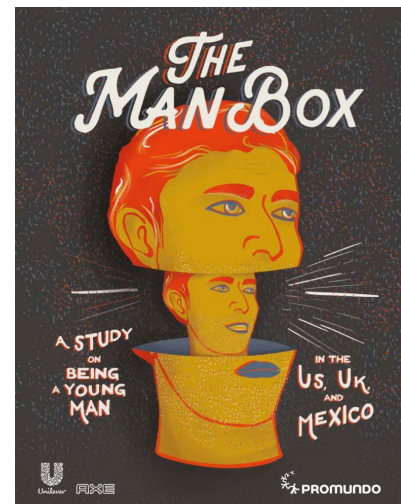
Promundo, with the Inter-American Development Bank and local partners, led a qualitative study in urban and rural areas in Brazil and Honduras, conducting almost 150 in-depth interviews with adolescent boys and girls (aged 14 to 24) to explore attitudes, norms, and behaviors around relationship violence. The [Adolescent Relationship Violence in Brazil and Honduras](#) report advances research in the region and provides potential strategies toward addressing the problem, exploring both risk and protective factors.

Promundo and Axe launched a landmark analysis of what it means to be a young man in the United States, United Kingdom, and Mexico in March, based on research conducted with a representative, random sample of young men aged 18 to 30. [The report](#) reveals most men still feel pushed to live in the “Man Box,” a rigid construct of cultural ideas about male identity that includes being self-sufficient, acting tough, looking physically attractive, sticking to rigid gender roles, being heterosexual, having sexual prowess, and using aggression to resolve conflicts.

To prevent the sexual exploitation of children and adolescents in Brazil, the London School of Hygiene and Tropical Medicine conceived – and Promundo led – field interviews and focus groups with 130 individuals in Maré Complex, Cidade de Deus and Rocinha, and low-income communities in Rio de Janeiro as part of the Standards, Exploitation, and Abuse Learning Initiative in 2017. The qualitative phase of the research will inform the development of a new Sexual Exploitation Norms (SEN) scale, to measure the norms associated with the sexual exploitation of girls.



Above: *Adolescent Relationship Violence in Brazil and Honduras* report



Above: *The Man Box* report

Spotlight on New Initiatives

Promundo and partners implemented the first ever [Regional Training Initiative](#) to engage men and boys in gender equality in Central America. The initiative aimed to strengthen participants' capacity to integrate a gender-transformative approach into their work, and to develop a network of leaders working to promote gender equality in the region.

OUR FINANCIALS

Promundo-US 2017 Revenue (in US Dollars)

GRANTS

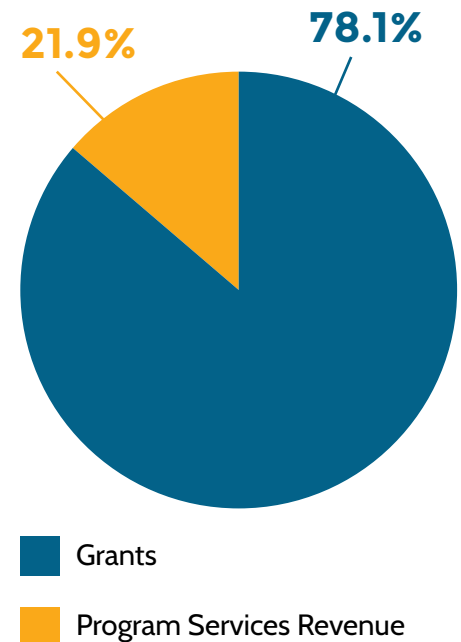
Annie E. Casey Foundation	\$10,000.00
Anonymous	\$150,000.00
Axe/Unilever	\$380,000.00
Bill & Melinda Gates Foundation	\$805,417.89
Embassy of Canada in Afghanistan	\$189,216.00
Expert Group for Aid Studies (EBA)	\$50,074.00
Global Fund for Children	\$5,000.00
Rutgers NL	\$19,380.09
St. David's Foundation	\$2,500.00
Summit Foundation	\$150,000.00
Swedish International Development Cooperation Agency (Sida)	\$1,262,678.40
Tableau Foundation	\$60,950.00
UNICEF	\$350,000.00
UN Women	\$858,824.90
We Effect	\$25,000.00

PROGRAM SERVICES REVENUE

Centers for Disease Control and Prevention (CDC)	\$523,977.71
Children's Hospital of Pittsburgh	\$15,000.00
FOND. POUR L'INSTITUT DU	\$2,399.52
Georgetown University	\$260.00
International Planned Parenthood Federation (IPPF)	\$2,500.00
Jhpiego	\$44,671.00
L'Association québécoise des organismes de coopération internationale (AQOCI)	\$389.07
Living Peace Institute (LPI)	\$2,404.50
MenEngage Alliance	\$107,137.32
Men for Gender Equality Sweden (MÄN)	\$1,588.62
National Democratic Institute (NDI)	\$3,490.00
Permanent Mission of Iceland to the United Nations	\$49,223.52
Plan International Canada	\$124,733.10
Puntos de Encuentro	\$16,482.12
Rutgers NL	\$12,154.88
Save the Children	\$500.00
Search for Common Ground	\$2,398.74
South Hills Interfaith Movement	\$8,088.50
UNICEF	\$73,430.00
United Nations Population Fund (UNFPA)	\$42,374.88
United States Institute of Peace (USIP)	\$23,990.00
University of Pittsburgh	\$11,285.95
UN Women	\$4,998.00
Vital Voices	\$105,117.02
Womanity Foundation	\$5,000.00
World Vision Australia	\$27,390.06

TOTAL

\$5,530,025.79



Instituto Promundo 2017 Revenue (in Brazilian Reals)

OPERATIONAL REVENUE

DEFRAYAL OF HUMAN RESOURCES & OPERATIONAL EXPENSES

Bernard van Leer Foundation	R\$ 93,300.00
KNH - Practicing Sports, Winning in Life	R\$ 74,160.18
Oak Foundation - Exploring Social Norms	R\$ 135,000.00
UNTF - Prevention of Violence Against Young Women	R\$ 99,811.65
UN Women - Fund for Gender Equality	R\$ 127,574.55
SUBTOTAL	R\$ 529,846.38

TECHNICAL ASSISTANCE, CONTRACTS & CORE FUNDS

IBD - "Galpão Aplauso" - Brazil	R\$ 67,190.00
IDB - Technical Assistance - El Salvador	R\$ 64,481.79
GIZ - Technical Assistance	R\$ 57,510.00
Oak Foundation - Core Funds	R\$ 377,386.00
SAMRC - Technical Assistance	R\$ 21,409.00
SUBTOTAL	R\$ 587,976.79

OTHER REVENUE

Eletrobras - Other Technical Assistance	R\$ 15,000.00
Fundação Xuxa - Other Technical Assistance	R\$ 3,500.00
General Reimbursements	R\$ 11,312.46
Giros - Other Technical Assistance	R\$ 15,000.00
SUBTOTAL	R\$ 44,812.46

OPERATIONAL REVENUE TOTAL R\$ 1,162,635.63

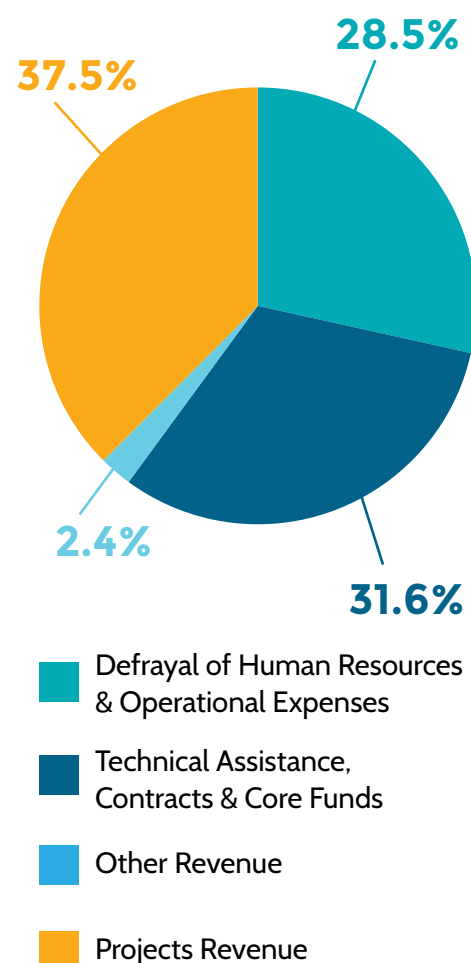
PROJECTS REVENUE

Bernard van Leer Foundation	R\$ 79,998.00
BVSA - Sexual Exploitation, No!	R\$ 9,802.80
GIZ - Technical Assistance	R\$ 66,620.46
KNH - Practicing Sports, Winning in Life	R\$ 148,447.56
Oak Foundation - Exploring Social Norms	R\$ 169,721.54
UNTF - Prevention of Violence Against Young Women	R\$ 223,759.29

PROJECTS REVENUE TOTAL R\$ 698,349.65

TOTAL R\$ 1,860,985.28

TOTAL (EQUIVALENT IN US DOLLARS) \$588,919.39



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