

EQUIMUNDO

CENTER FOR MASCULINITIES
AND SOCIAL JUSTICE

CARE LEADS TO CARE

Strategic Plan
2025-2028



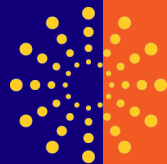
WHY WE ARE HERE

For too long, violence and inequity have been pervasive.

Violence is widespread in our societies and inequities in resources, power and access remain prevalent. It impacts us all. We see **care** as an antidote to violence.

Gender equality efforts around the globe are viewed as a zero-sum game where gains for one group mean harms for the other. This simply isn't true anywhere.

We see men and boys as stakeholders, actors and allies in a more just, safe and caring world – in partnership with women and girls and individuals of all gender identities. Men need gender equality and gender equality needs men.



OUR VISION

We envision a **safe, just** and **caring** world.

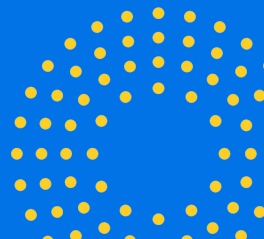
Safe: Where everyone lives free from violence

Just: Where inequities are prevented, mitigated and redressed

Caring: Where everyone feels connected, valued, and invested in supporting one another

OUR MISSION

Our mission is to promote care by and for men and boys, reduce violence and inequity, and in doing so achieve well-being for all.



We believe

CARE LEADS TO CARE

Women and men who grow up seeing gender equality practiced in their households hold more equitable attitudes as adults. Men who live and believe in gender equality are healthier and happier, while men with restrictive gender attitudes are more likely to engage in harmful behaviors like risk taking and substance abuse, and are more prone to depression and suicidal thoughts.

Yet, progress to equity stalled: Our research shows that **younger men rarely hold more gender-equitable attitudes than older men.**

The time to act is now.

91 YEARS

At the current rate of change, **the world is at least 91 years away from achieving equality in unpaid care work** between men and women, as the traditional gendered division of paid and unpaid labor persists.



GUIDING VALUES



Believe that men and boys are and can be caring, equitable and invested in our common humanity.

Build on men's stake in deep community and an equitable world. Call out harm and inequality, while calling men in to caring masculinity.

Foster empowering and accountable relationships with our partner organizations.

Move at the speed of trust, and approach with reverence.

Cement social justice and intersectionality at the heart of our work.

Build meaningful alliances with partners in economic, racial and gender justice. There is no gender equality and healthy masculinity without equality in all forms.

Say the hard thing and do the right thing.

Reimagine social systems for a more inclusive future, collectively and bravely.

How we get there

OUR APPROACHES

RESEARCH

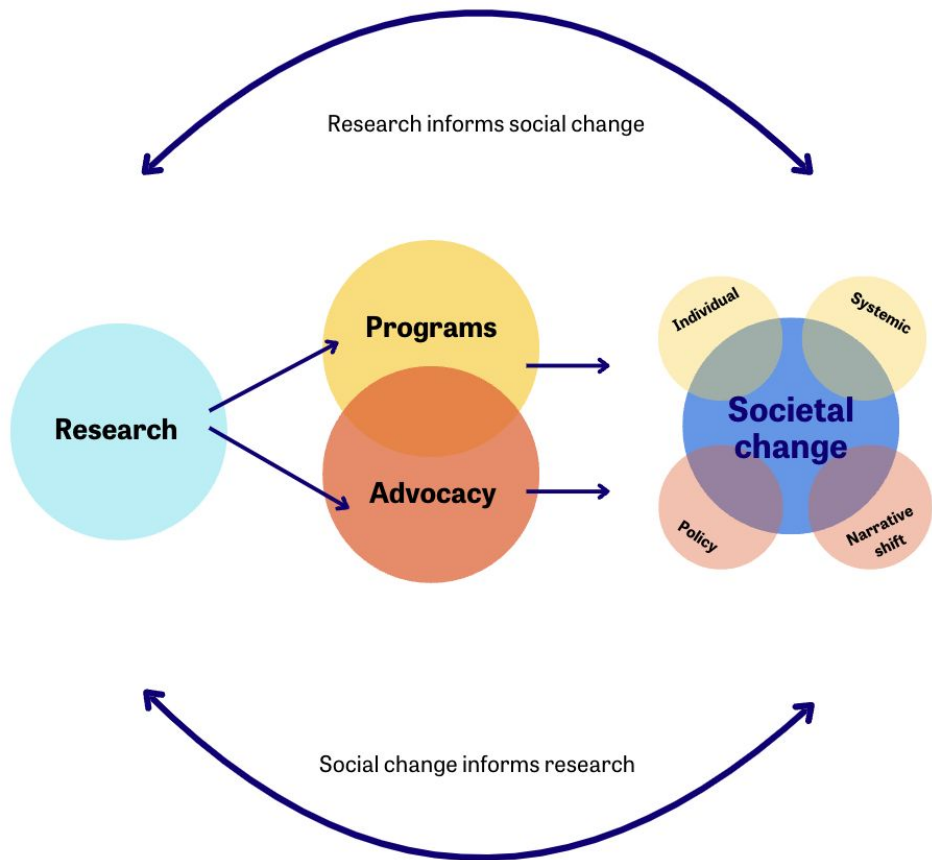
Builds a formative evidence base for the field, helps design and evaluate programs, and informs advocacy.

ADVOCACY

Moves policy and people, their perceptions and practices. Helps set research priorities, informs program design and accompanies its implementation.

PROGRAMS

Strengthens the capacity of partners to implement impactful and transformative program approaches, helps set research priorities and informs the advocacy strategy.



How we get there

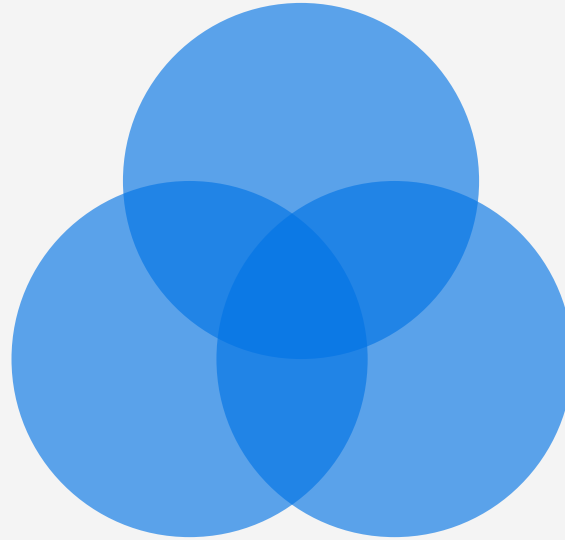
OUR PILLARS

To achieve our mission we follow three pillars (Healthier Boyhoods, Caring Men, and Social Connection), leveraging three interconnected approaches (Research, Programs and Advocacy).

**HEALTHIER
BOYHOODS**

CARING MEN

**SOCIAL
CONNECTION**



WHERE WE WORK

We work globally, including in the US.

Prioritizing those places where our research, programs and advocacy converge for outsized impact.

Our mission and agendas are global in nature, and so too is our work.

We engage in global-level research to understand and frame evidence across contexts and conduct multi-country and global-level campaigns (e.g., MenCare, Global Boyhood Initiative). We also design open-source methodologies that are used worldwide.



Pillar

HEALTHIER BOYHOODS

Strengthening the environments that support boys and young men to live diverse, equitable, and healthy masculinities.

GLOBAL
BOYHOOD
INITIATIVE

coordinated by  equimundo

Working with the adults in kids' lives to affect the spaces where they learn about gender.

WHAT DOES SUCCESS LOOK LIKE?

Supported by Equimundo's research, programs, and advocacy, by 2028 we aim to:

- **Shift global narratives on boyhood**, working with creators, moderators, and audiences themselves to increase the quality and quantity of positive portrayals of masculinity in online and traditional media, with a strategic emphasis in the US.
- **Scale evidence-based programs for parents, teachers and children and youth** in UK, Mexico, Bolivia, Malawi, the US and elsewhere.
- **Strengthen research on modern boyhood**, including by launching the first-ever State of the World's Boys to encourage decision-makers to foster healthy, connected, violence-free boyhood for the benefit of all.

Pillar

CARING MEN

Promoting nonviolent, caring families and equitable distribution of care work.

menCare

fatherhood. caregiving. equality.

Engaging men to find purpose through care for gender equality.

WHAT DOES SUCCESS LOOK LIKE?

Supported by Equimundo's research, programs, and advocacy, by 2028 we aim to:

- Through the MenCare campaign, **increase attention and commitment to the urgency and value of care equity** and men's role as caregivers globally - including by organizing the Global Fatherhood Summit in 2026 targeting policy-makers and other key decision-makers and creating a global agenda for men's caregiving.
- **Elevate the latest evidence on pathways to men's engagement as equitable caregivers** through the production of actionable research such as State of the World's Fathers 2026.
- **Scale evidence-based father and parent training approaches**, including working through public institutions in Colombia and Rwanda.

Pillar

SOCIAL CONNECTION

Working to foster healthy, social interactions both online and offline to support men to see their own stake in gender equality and cultivate inclusive allies in the spaces we share.



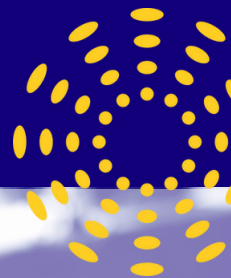
Incubating, accelerating and scaling up ideas for better online connection with young men.

WHAT DOES SUCCESS LOOK LIKE?

Supported by Equimundo's research, programs, and advocacy, by 2028 we aim to:

- **Pilot and evaluate hybrid and virtual approaches** to engage young men online to reduce violence, build support for healthy masculinity and build off ramps to offline interaction - starting with the Innovation Lab for Connected Online Masculinity in the US.
- Engage workplaces on how to foster gender equality and caring masculinity through **workplace male allyships programs**, creating safe and supportive environments.

OUR PORTFOLIO



EMERGENT

20% of portfolio

Exploring emerging ideas, innovative approaches, and new countries



CORE

70% of portfolio

Advancing one or more of the three agendas, globally and in our priority countries



ADVISORY

10% of portfolio

Providing advisory support to sustain, adapt, and implement existing solutions

STRENGTH IN PARTNERSHIP

Equimundo's success is deeply rooted in an ethic of collaboration.

We partner with a diverse network of actors - including community organizers, government institutions, local and international NGOs, universities, research institutions, private sector companies, and thought leaders – working together to strengthen the masculinities field.

“

Para nosotros, el trabajo con Equimundo ha sido muy potente, porque hemos logrado construir una relación de socios, que permite el aprendizaje de todas y todos los involucrados...”

– CINDE, Colombia

“

Equimundo's research has been instrumental in our efforts to advocate in US Congress for improved policies for working families...”

– Congressional Dads Caucus, US



We see the next decade as critical for continued impact. We invite you to join us in building a safe, caring, just world for all.

For further information or interest in partnering with us, please reach out to us via contact@equimundo.org.

