2011 Annual Report

2011 was another exceptional year for MensWork. Some key highlights we re-designed our website and expanded our online presence (please consider following us on twitter, “liking” us on Facebook, or joining our LinkedIn Group), we developed new innovative programming (one of which secured us funding from the Verizon Foundation), deepened old partnerships and created new ones, expanded our reach, and diversified and increased funding. We have also found ourselves increasingly called on to be a part of national initiatives. Thank you all for your support; we continue to make substantial moves towards making real and sustainable the vision of a viable movement of men working to and all forms of sexual and domestic violence in the Metro Louisville area.

On the financial front, we nearly doubled our budget over our 2010 budget, and we believe we have laid the foundation for another big year of growth in 2012. We secured some additional grants, have expanded our donor base, and have entered into some new contracts which will likely be long-standing ones. Although we’re still a young organization, we’re continuing to find ways to make a strong impact in Kentuckiana, state-wide in both KY and IN, and nationally.

We look forward to sharing with you in more detail some of the successes we had last year, and unveil to you some of our plans for 2012. We really believe that 2012 is going to be a banner year for MensWork, and your support and contributions are a part of what makes that possible. We are so grateful to have the community “buy in” that we’ve found here! We welcome your feedback as well – please contact us if you have any questions, thoughts or ideas for how we can move forward!

MensWork is deeply indebted to you, our supporters, for the encouragement you provide us. There is no way we could do what we’re doing without your support (financial, emotional and otherwise).

Peacefully,

Rus Ervin Funk, Executive Director

Mark Miller, President of the Board
General Report

MensWork focuses our efforts on “developing multiple points of entry for men to become active, involved and take leadership to prevent sexual and domestic violence.” This means we organize community events, provide programs, develop collaborative efforts, and involve ourselves in committees and task forces. Our primary focus remains attempting to organize the community and build male leadership to prevent of domestic and sexual violence. In 2012, we grew in all of these areas. We organized more events, expanded our current programs and created new ones, created new collaborative relationships, and became more involved committees and task forces.

Events

“Walk a Mile in her Shoes”

MensWork partnered with the Mary Byron Scholars (an effort at Assumption High School funded by the Mary Byron Project to develop teen leaders to prevent dating violence) to organize a “walk a mile in her shoes” event specifically for adolescent men from Trinity and St X high schools. This turned out to be a great event with nearly 100 youth participating in the “relay.” Through the process, MW helped the Scholars prepare and provide educational workshops at both St. X and Trinity (presenting to more than 500 of their students), and provided leadership to organize the men to participate in the walk.

“Men’s March”

For the second year, we organized a men’s march in support of Take Back the Night. We continued our partnership with the Center for Women and Families and Family Scholar House to provide a means for women and men to support women taking back the night. We plan, in 2012, to organize teams from various parts of the community to participate with us.

Dad’s Rally

As a part of our launch of our new Engaging Dad’s Initiative, we organized a father’s day rally of “Dads Against Dating Violence and for Gender Respect”. We had about 50 participants, and speakers included Police Chief White, New CEO of the Center for Women & Families Marta Miranda, Council Members Vicky Aubrey Welch and David Yates and Bellarmine Head Basketball Coach Scotty Davenport.
This is the first rally of this kind in the region and the 2nd in the nation.

**Programs**

**Education**

In 2011, MensWork provided 122 presentations to more than 5000 people throughout the community – this represents more than a 100% increase over our efforts in 2010, with no additional staff.

![Bar chart showing # of Participants]

We focus our efforts on community organizing and leadership development efforts, but we also do provide some education. Most of these are multi-session (at least 3) efforts which provide the foundation for deeper work with and in our partner organizations. For example, we have a new relationship with PRP High School. In late 2011 we started providing short series of presentations with their 9th grade class, and are currently working with them to launch a new student organization later this spring. By using our educational efforts to build relationships, we are better able to do more organizing and leadership development.

“*MensWork efforts have brought the issues of dating violence and healthy relationships to the fore at PRP;*” Jason Stinson, College Access Resource Teacher

**Promoting Gender Respect**

Through our Promoting Gender Respect (PGR) efforts, we build male leadership skills. Our outcomes indicate that this model does significantly better at increasing men’s empathy with victims, decreasing acceptance of myths related to dating violence, or sexual harassment, and increasing men’s commitment to engage in efforts to interrupt abusive behaviors when they see them.

One example involves our partners with the YMCA of Southern IN. We worked with 15 young men who were part of the Y-CAP program throughout the spring of 2011. They organized a donation drive to benefit the Center for Women and Families. They successfully generated roughly **two thousand pounds** of donations to support women and their children who were leaving the Center for longer term housing.

![Y-CAP participants deliver donations to the Center for Women and Families]

**Voice Your Opposition**

In the spring of 2011, we launched “**Voice Your Opposition**” (VYO). One of the challenges faced with getting men to express their opposition to violence supporting or minimizing attitudes and behaviors is that there are virtually no models of men doing so. The VYO effort provides an opportunity for men to produce a video and print models of men “voicing their opposition” to violence against women.

We launched our first video on youtube (it is available on our website), and have received funding from the Verizon Foundation to expand the initiative. MW sees this as not only a way to develop models of men taking action, but also to organize men and help develop male leadership (through the process of them developing these materials).

**Engaging Dads Initiative**

Our Engaging Dads Initiative grew out of our learning that the fathers of teenagers are not seen as a resource by their sons and daughters regarding flirting and dating.
While over 90% of teenagers report having at least one adult they can approach to discuss issues related to dating and flirting, and over 70% of teenagers report feeling comfortable approaching their mothers, only about 15% report feeling comfortable approaching their fathers. MW wants to help these dads become more approachable in the eyes of their sons and daughters.

The Father’s Day Rally described above was the 2nd step in our efforts to engage dads of teenagers to prevent dating violence. The first step was our dad’s pledge card which invited men to sign on to prevent dating abuse and promote gender respect. We quickly had more than 500 signatures leading up to the Father’s Day rally.

We plan to develop specific programming to help enhance the capacity of fathers of teens to support their children and their children’s friends to flirt and date with respect, and to take leadership in the community. We are working to secure the funding to pilot these programs.

New Partnerships
Metro Department of Corrections
DOC has found that a significant reason for men being re-arrested is domestic violence. We are pleased to be working with DOC to provide one group specific to the men who are in their recovery program, and another group for the men who are participating in the “Life Skills” project. The groups are 4-sessions long, and we alternate between each group on a monthly basis.

Kentucky Country Day School
Although we’ve been working with KCD for a couple of years, we are changing what we’ll be doing with them. We are beginning to organize a student version of MensWork to allow the male students at KCD to take leadership in their school and in the east end communities of Louisville.

PRP High School
We’ve been able to start doing some exciting work at PRP High School. Thanks to Coach Jason Stinson, we’ve provide a 3-

session presentation on dating violence, healthy relationships and prevention for all the 9th grade students in class settings; 4 one-time grade wide presentations; we are organizing a student group. We’re very excited to expand these efforts in 2012 and are developing other school partners.

New Albany Montessori School
We have been working with a student group at New Albany Montessori. At the end of 2011, we laid plans with ASSIST to launch a series of awareness-raising and social marketing videos in 2012, and train a group of peer educators.

National Attention and Efforts
In 2011, MensWork increased our national presence and was invited to several national conferences and presentations.

We spoke at the following national and international events:
- Peace and Security in the Christian Home, Abbottsville, Canada (Keynote)
- Conference on Crimes Against Women, Dallas, Texas
- Battered Women’s Justice Project, Pensacola, FL (Keynote)
- Oklahoma State Conference (Keynote)
- Midwest Prevention Conference (Keynote)
- Multiple other state conferences and trainings.

Some of our other National efforts include:

Women of Color Network
We are active leadership in partnership with the Women of Color Network (WOCN) to organize a national meeting in July of 2012. The WOCN is working to promote the leadership of African American, Latina, Asian and Native women in the work to end violence against women. MensWork, in partnership with A Call to Men™ is working to organize a 2-day “male allies institute” to coincide and lead into the 3-day meeting which will take place this summer in Minneapolis.
MenEngage

We continue our work on the Interim Steering Committee of the North America MenEngage Network (NAMEN) -- a network of men and men’s organizations throughout the US and Canada who are working to prevent violence against women, and to promote gender equality.

National Prevention Steering Committee

As part of our work with the CDC, we have been invited to help organize a national Steering Committee of state-shelters to help secure and expand funding for state and local prevention efforts. Current funding is either stagnant or decreasing at the very time when the CDC and other federal agencies have been developing the capacity of state coalition and local initiatives to do prevention efforts. Without a unified voice which can advocate in Congress and with private foundations to expand the resources to support prevention efforts, much of this effort to expand capacity is in danger of being lost.

Financial Report

2011 proved to be another building year for MensWork financially speaking. We grew our budget from a 2010 budget of $27,500 to a $50,000 budget last year. We successfully secured our first grants – from INCASA for our efforts in Southern Indiana, Verizon Foundation, and Metro Government. We continue to see significant funding from the generous donations of individuals (as you see below)

CONTRIBUTIONS

$5000+
- Indiana Coalition Against Domestic Violence
- Louisville Seminary

$250 – 499
- Kentucky Country Day School
- Joy Ratz

$100 - $249
- Jill Adams & Paul Friebert
- Anonymous
- Nellie Barnett
- Laura Berry
- Kevin Borders
- Steven Botkin
- Kilin Gray
- Annette Harris Powell
- Leonard Mariani
- Carol Mattingly
- Andy Patterson
- Merrick Printing Company
- Peter Salerno & Leslie Bright
- Seven Counties Services
- Darin Smith
- Ted Strader
- Nancy Theriot

$50 – 99
- Richard Barnett
- Laura Berry Berman
- Justin DeLorenzo
- Kentucky Domestic Violence Association
- Kevin Gilman
- Theresa Hayden
- Walter Smith

$25 – 49
- Michael Aldridge
- Cedric Blade
- Carol Cook
- Galen Demus
- Teresa Durso
- Tyson and Suzanne Gorman
- Tatum Hart
- David Nicholson
- David Maxwell
- Dr. Armon Perry
- Lawrence Wilbon
- Pamela Wilson

$50 – 749
- Anita Barbee

-$25
- Beverly Boaz
- Jennifer Hopper
- Diane Moore
- Lisa Tobe
- Kate and Scott LaJoie
Thank each of you for your continued support of MensWork and our efforts!!!

PLANS FOR 2012

As we look ahead to 2012, we are in the best financial shape in our history, and are as strong as we've ever been.

The Board recently accepted an aggressive budget for 2011 of $127,500. This may seem like dramatic growth compared to our 2010 budget, but it is keeping with our growth trajectory since our inception. We have every reason to believe, with your continued support, our efforts to reach out and engage other partners, and the success of our grant-writing so far, that we will reach (and perhaps exceed) this budget.

Engaging Dads Initiative

MensWork is working to secure funding to expand our efforts to develop the leadership capacities of dads of teenagers. We plan on organizing a father's day rally again in Louisville, and have been invited to organize a parallel rally in Southern Indiana as well. We also are working to create a father's advisory group in 2012 to help support us in our efforts to engage more dads more effectively.

Voice Your Opposition

We will be organizing at least three new VYO campaigns in 2012 each of which will include a video and some form of print product. Keep your eyes on our website to learn more about these as they are produced and ready for distribution.

TA and Professional Training

MensWork plans to expand our training efforts this year. We will be partnering with both Bellarmine and U of L continuing education departments to offer training, and have been in conversation with the Center for Women and Families about jointly hosting a conference as a part of Domestic Violence Awareness Month (Oct). In addition, we'll have at least one training this spring in Southern Indiana for youth service professionals.

Youth Organizing

We are very excited that we'll be starting to organize youth groups in the coming year. We're already in conversations with PRP and KCD high schools about helping to organize student organizations at those locations, and are looking to our other partners to develop more.

Combating Human Trafficking

We are looking forward to expanding our efforts to engage and mobilize men to combat human trafficking (specifically sex trafficking) by working to address the demand. Expect to see some new initiatives and products very soon...

New Partners

Finally, we're thrilled to announce some new partnerships that we'll be working with in 2012. We have a great new partner in Big Brothers Big Sisters of Kentuckiana (BBBS) to begin developing the capacity of their "Bigs" to support their "Littles" to flirt and date with respect. We're also working closely with Floyd County Department of Child Services to organize some fatherhood efforts, and will be starting some educational and organizing work with both New Albany High School and Clark County (IN) School District.

Thank-you!

None of this would be possible without the tremendous support we have received, and continue to receive, from our community. Thank-YOU for your ongoing support of our work and efforts. MensWork started as a dream. It's become a reality and every year, every month, the reality of MensWork -- men working to end all forms of sexual and domestic violence in our communities becomes increasingly real, and increasingly sustainable.

We look forward to sharing more in 2012, and hearing from you as well.