



ANNUAL REPORT

2006

*Supporting Gender Equity
Inspiring Young Men to Make Healthier Choices
Role Modeling Nonviolence
Meeting Young Men Where They Are*



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Letter From the Board President

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Having been the chair of Men Can Stop Rape's board of directors for the past two years and a board member for three years, I have had the pleasure of observing the organization's progress over time. Year after year, it is thrilling to see the impact of our work growing nationally and internationally. This year is no different; the organization continues to become larger and stronger across multiple dimensions. All the while, our commitment to providing young men with an alternative vision of strength and nonviolence has remained constant, as has our

focus on and appreciation for the family of supporters, collaborators, and allies that make our work possible.

This past year, the importance of family was highlighted by several new local funders, including The Moran Family Foundation and an anonymous Virginia-based family foundation. The support of these funders, along with long-time donors such as the Mead Family Foundation, indicates that families value our work and see the importance of funding its growth.

Our programs also embraced a family theme. The Men of Strength (MOST) Club placed a focus on involving parents and guardians in our work by inviting them to open Club meetings and engaging them in Community Strength Projects. The young men who participate in the MOST Club, as well as their families, embody the counterstory. They are change agents for the entire community, enabling our message of nonviolence and gender equity to take root.

Finally, without the staff, board, volunteers, and supporters – the organizational family of Men Can Stop Rape – none of this work would be possible. Our shared values and commitment to social change bind us together and support the collective effort to build stronger, peaceful, and healthier communities.

I invite you to join our family or stay a member so that I can recognize your support in our annual reports in the years to come as we continue to build a strong, nonviolent Washington, DC, a just and peaceful country, and a gender-equitable world.

Thank you for your support,

A handwritten signature in black ink that reads "Heather Peeler".

Heather Peeler
President, Board of Directors



Letter from the Executive Director

In our evaluation work over the past three years with the U. S. Centers for Disease Control and Prevention (CDC), we have frequently heard stories of people around the country urgently seeking evidence-based programming that engages young men in ending men's violence against women. To meet this pressing need, the CDC initiated a project evaluating four primary prevention programs – one of them Men Can Stop Rape's Men of Strength (MOST) Club – focused on stopping first-time perpetration of sexual assault by male youth. Strong initial results led the CDC to

describe the Club as a promising strategy and fueled their interest in its replication and continued evaluation.

This has been a successful year of replication and expansion. We began by asking, can we implement our programs that have been so effective in DC throughout the U. S. and even internationally? The answer was a resounding yes. With the CDC's support and the efforts of a valuable ally, the California Coalition Against Sexual Assault (CALCASA), we launched our Men of Strength Club in a wide variety of settings across California, from urban multicultural to rural white to rural Spanish-speaking communities. Early results are exciting. We were confident that our approach to mobilizing young men would have broad appeal, and this trial run outside our home base has been gratifying and re-energizing as we begin to look for additional partnerships elsewhere.

Expansion was not limited to the MOST Club. Along with establishing Clubs in California, CALCASA launched the largest media effort of its kind using our Strength Mediaworks materials. Posters,

billboards, animated movie ads, and a host of other public education media inspired young men around the state to declare "My Strength is Not for Hurting." Licensed Mediaworks materials also helped to mobilize men in Nevada and – most exciting – in South Africa. Seeing our messages in English, isiXhosa, and Afrikaans allowed us to imagine a new world of possibilities, and a whole world of young men empowered to create safer and healthier manhoods and communities.

Expansion is vital to Men Can Stop Rape's continued success, but equally critical is continuing to work and struggle and celebrate in our own back yard. Washington, DC is our home and the incubator for our ideas. We have no stronger evidence of this than the amazing growth of Community Strength Projects (CSPs). From enduring favorite CSPs like 30 Days of Strength and the Strong Words Essay Contest to new projects like Solutions through Film and Building Community Strength Day, more DC Men of Strength Club members than ever before translated curriculum lessons into public action, uniting a wide cross-section

of students, parents, educators, administrators, business leaders, and interested citizens.

With all our exciting news and all of our progress, we still know – possibly more than you can imagine – that we rely on your support and encouragement to find the strength to stretch our limits. We may be the ones who reap the benefits when the young men we work with boldly take steps into the new world they are creating, when we see them keep coming back to seek and give guidance, and when we hear their stories of success. But you are the ones who make it all possible. For that, we thank you, and we commit to continually holding your trust at the core of our efforts.

Here is to continued growth and movement in the coming year.

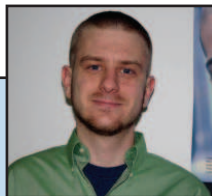
Gratefully,

Patrick J. Lemmon
Executive Director

Meet the Staff



Neil Irvin
National Director, Men of Strength Club/Community Education Director



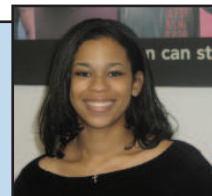
Patrick Lincoln
Consulting and Training Director



Pat McGann, Ph.D.
Communications Director



Nigel Okunubi
Community Education Program Coordinator



Nicole Player
Communications Assistant



Amanda Santos
Development Assistant



Barbara Saylor
Development Director

INSPIRE

Interview Snapshot

Neil Irvin, MCSR's National Director of the Men of Strength Club/ Director of Community Education, interviewed Anwar Nur, longstanding Men of Strength Club member and former MCSR intern who is now attending Temple University.

Neil: What do you value most about your experience as a member of MOST Club?

Anwar: The environment that's provided to give young men an opportunity to know each other on a different level, casting aside the different social peer groups and getting at things we believe in.

Neil: How has MOST Club supported/inspired your vision for your future?

Anwar: MOST Club has supported me basically by keeping a good foundation under me and by giving me support for the things I believe in, which are a belief in social equality in the world and workforce.

Inspiring Young Men to Make Healthy Choices

THE MEN OF STRENGTH CLUB

"My favorite thing about the MOST Club is that we can really help stop rape, just by staying together and helping each other. I also like this Club very much because just by us being in it, it will show everyone how much we want for our women, and how much more difference we want to make."

—MOST Club Member

Individual stories – that's what inspires the Community Education Department to do its job. Young men in our Men of Strength (MOST) Clubs share their struggles and successes every day. Knowing that there are thousands more young men who don't have a MOST Club to connect to – that's what drives us to break new ground. And this past year a great deal of new ground was broken.

The MOST Club provides male youth with a forum for exploring men's role in preventing gender-based violence. In safe, structured, and supportive multi-club sessions, members connect with their male peers by examining the ways traditional masculinity contributes to violence against women, and by developing healthier, nonviolent models of manhood. The Club is represented by the Dwen Ninmen, a Ghanian symbol meaning strength, wisdom, humility, and learning. Since its launch in 2000, the MOST Club has become the premier primary prevention program for young men in the country.

During the 2005-2006 program year the Men of Strength Club expanded for the first time ever outside its locale of origin to California. The Community Education Department also continued to deepen our work in Washington, DC, prioritizing our commitment to many old and new community partners. And DC MOST Club members took to heart a popular adage of our Community Strength Projects (CSPs), Be Bold, Be Strong, Take Action, by dramatically increasing the

number of CSPs they implemented throughout the year.

Expanding Nationally

During the summer of 2005, the California Coalition Against Sexual Assault started looking for a model program focused on preventing first-time perpetration of sexual assault by male youth. After an intensive search, they enthusiastically chose MCSR's Men of Strength Club for its proven track record and its commitment to meeting young men where they are – a central principle of our work, which allowed MOST Clubs to be established in California's diverse multicultural urban, rural English-speaking, and rural Spanish-speaking communities. Starting in September 2005, six California rape crisis centers established MOST Clubs at their area high schools, providing their young men with opportunities to take leadership roles in sexual violence prevention. These new sites and the five veteran Washington, DC Club locations represented more Clubs running during a program year than at any other time in MCSR's history.



Bell Multicultural High School MOST Club, DC



Hyde Leadership Public Charter School MOST Club, DC



Kingsbury Day School MOST Club, DC



School Without Walls High School MOST Club, DC



Thurgood Marshall Academy MOST Club, DC



Trinity High School MOST Club, CA

INSPIRE

Staying Strong Locally

Pleased to have the trust and support of many institutions and organizations here in Washington, DC, the Community Education staff continued its commitment to a number of long-standing community partners. For the fifth year in a row we were honored to participate in the United Methodist Seminar Program. Methodists from across the country travel to Washington DC to strengthen their spiritual and social development through custom-designed seminars that address a variety of social justice issues, including gender-based violence. We also spoke at a number of events at DC-area colleges, including Howard University's "DV in DC" Conference, American University's "Women in Politics Institute," George Washington University's Take Back the Night, and the "Visions in Feminism Conference" at the University of Maryland, College Park.

One of the primary goals every year is to deepen our work in our DC veteran Men of Strength Club sites and communities. Over the last six years, the Men of Strength

Club has continued to evolve, serving as a valuable resource for the young men in our city. More and more, though – especially this past year – the reverse has also become true: the young men in the MOST Club are now serving as a valuable resource for their schools and communities. Because members wanted to be more involved, wanted to take more action, the number of Community Strength Projects implemented more than doubled, jumping from three the previous year to seven.

Young Men in Washington, DC, Taking Action

COMMUNITY STRENGTH PROJECTS (CSPs)

CSPs help young men translate their increased awareness and learning into community leadership, positive action, and social change. Driven by the creativity of youth and facilitated by MCSR staff, each CSP strives to

prevent men's violence by emphasizing alternative models of male strength that illustrate how men can be strong without being violent. Using their strength to build up their communities and inspire the best in others to create environments that are free of men's violence against women, MOST Club members were instrumental in the growth of a series of successful and expanded CSPs.

My Sister's Place Rally against Domestic Violence

My Sister's Place, a Washington, DC shelter for battered women and their children, is committed to eradicating domestic violence. Every October, Domestic Violence Awareness Month, they launch a city-wide public awareness campaign in collaboration with other gender-violence prevention advocates. During the campaign's 2005 candlelight vigil, two MOST Club members, Rafael Suarez and William Patterson, shared the message that young men can be strong without being violent in their schools and communities.

Black History Month Film Festival

On February 4, 2006, over 100 people attended the 4th Annual Black History Month Film Festival, "Solutions Through Film" hosted by all DC locations of the MOST Club and members of the MOST Club Advisory Board. Held at the prestigious American Film Institute's Silver Theater, the event recognized the contributions and challenges of the African-American experience both past and present by featuring two films. The Academy Award nominated documentary, *4 Little Girls*, produced by Spike Lee, looks at the terrorist bombing of a Southern Baptist church in the 1960s. *Letter to the President*, a documentary produced by QD3 Entertainment, highlights the connections of rap and hip-hop music to the cultural context and political policies of the United States. The films sparked valuable discussion across the generations and genders, everyone critically examining the complex issues raised and their connections to justice and equity.



American Film Institute's Silver Theatre Marquee the Day of the Film Festival



Panel Discussion at the MOST Club Black History Month Film Festival



Barry Farms Field Clean Up



MOST Club Members, D.C. United, and Barry Farms Field



A MOST Club Member Cleaning the Hannah House Stairs



MOST Club Members at Hannah House

INSPIRE

Barry Farms Field Clean-up with D.C. United

MOST Club members, facilitators, and community volunteers, in partnership with D.C. United, spent the day cleaning a field in the Barry Farms neighborhood on March 25, 2006 in order to make it playable for a D.C. United youth soccer league. The field was in dire shape, scattered with bottles, cans, broken glass, and food wrappers, as well as a significant amount of paper waste. As with many of our Community Strength Projects, members traveled from all over the city to Anacostia to participate in the cleanup. MOST Club members filled 15 garbage bags by the end of the day. To follow through on efforts to make the field playable, we had veteran School Without Walls soccer players and MOST Club members intern with D.C. United to help facilitate the youth soccer clinics.

Digital Video Conference with California Clubs

On April 7, 2006, MOST Club members in Washington, DC participated in a Digital Video Conference with fellow members in California. It was a first-time meeting, yet the conversations that followed sounded like talk among old friends. Eager to learn more about each other, young men on both sides unreservedly asked questions. Members learned about life on opposite coasts, especially that there were more similarities than differences. The conversation left many members searching for a way to stay connected and unified.

Building Community Strength Day

Club members from all over the city spent April 8, 2006 volunteering at Hannah House, the only transitional facility for homeless women and their children in the DC area. MOST Club members, facilitators, and community volunteers spent the day cleaning the carpets of both homes of Hannah House with steam

machines and cleaning solution generously donated by Home Depot. After finishing the carpets, some of the more technologically gifted members took time to network and organize the computer lab. By the end of the day, the carpets were clean and the computers were running better than ever.

MOST Club and Sister Action Sister Strength Partnership

Members of the DC Rape Crisis Center's program for young women at School Without Walls, Sister Action Sister Strength, paired with members of the school's Men of Strength Club during April, Sexual Assault Awareness Month, to conduct workshops on date rape and sexual assault. Students in every 10th grade homeroom not only learned about preventing sexual violence, they saw role modeled how men and women can work together as allies to prevent violence against women and girls.

Strong Words Essay Contest D.C. United and United for D.C.

MOST Club and Men Can Stop Rape recognize that literacy plays an important role in preventing men's violence against women. During March 2006, the Men of Strength Club held its 3rd Annual Strong Words Essay Contest sponsored by D.C. United and United for D.C. The contest was open to 15 DC Public High Schools and Charter Schools. The contest asked students to elaborate on their interpretation of the Audre Lorde quote, "Your silence will not protect you." Ms. Carrie Smith, Chair of the AP English Department at Hyde Leadership Public Charter School, required every AP English student in the school to enter the contest, which led to the victory of 11th Grade Hyde student, Cashea Blyden. She was the third Hyde student in a row to win this contest.



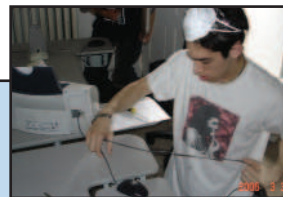
Barry Farms Field Clean Up



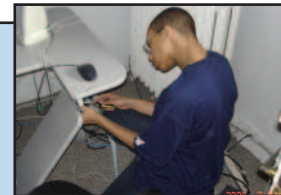
Barry Farms Field Clean Up



MOST Club members at the MOST Club Black History Month Film Festival



Working at Hannah House



Working at Hannah House

CONNECT

Interview Snapshot

Patrick Lincoln, MCSR's Consulting and Training Director, interviewed Amanda Santos about her participation in the July Washington, DC Strength Training.

Patrick: What was the most valuable aspect of the Strength Training for you?

Amanda: I think for others networking was huge. For me, I got to understand the organization more and see what the MOST Clubs were really like.

Patrick: What exercise was the most valuable?

Amanda: The Real Man exercise helps people come to a level where young men are, and you're using pop culture to talk about masculinity. The Continuum shows you that the components of rape culture are complex and there's no definitive answer to how we should talk about them. The point is the dialogue.

Patrick: Any final comment you'd like to share about the training overall?

Amanda: Everything was really well thought out and flowed together nicely. The facilitation was fabulous and conversations always went in the right direction. There was a great amount of camaraderie; it seemed like everyone wanted to continue talking. It's empowering to connect with others with similar passions.

CONNECTING WITH THE REST OF THE COUNTRY

Patrick Lincoln's Trip to Indiana University of Pennsylvania

I started at Men Can Stop Rape on January 2nd, 2006, and twelve days later co-facilitated a three-day training with the Executive Director, Patrick Lemmon, at Indiana University of Pennsylvania (IUP). Needless to say, I was nervous. I had become relatively confident with the basic material from conducting a three-day Strength Training in DC January 6-8, attended by people from around the country, but I knew the IUP experience would prove very different. These students would know each other from working and interacting together on their campus, so in addition to sharing our theory and modeling many of

our activities and exercises, we would need to pay attention to how they could effectively work together in the future.

Driving to Pennsylvania on January 13th gave me ample time to chat with one of the co-founders of the organization, and so with the in and outs of the history of Men Can Stop Rape in mind, I began our long weekend together with a dozen IUP student activists. I would come to learn the details of my new position much better than any written job description could detail.

After two days of examining dominant stories of masculinity through exercises reflecting on images in pop culture and through improvised sketches representing how traditional manhood is proven in our day-to-day lives, we moved on to discuss the counterstory. We began by identifying the strongest men we know in our lives. Stories of nurturing fathers, professors willing to say, "I don't know," and friends overcoming difficulty, were shared, many for the first time. I was amazed that asking people to define strength by talking about men they knew led to stories of

fathers, teachers, and friends who stand outside of the "real man" box that so often dictates men's behavior. This personal acknowledgement of alternatives to aggressive masculinity helps us find better ways of owning and living the counterstory.

We also explored the counterstory by brainstorming ways to put theory into action. Small groups spent almost the entire third day planning real changes that would transform the culture supporting violence against women on the IUP campus. Suggestions ranged from reforming the campus policy for responding to student allegations of sexual assault to making training on men's violence against women a part of every first-year student orientation. This experience at IUP made clear to me the value of spreading the counterstory to communities far and wide.



Patrick Lincoln Presenting



Participating in an Exercise at the January 2006 Strength Training



Participants from the January 2006 Strength Training



Patrick Lemmon and Patrick Lincoln Presenting



Advertising Exercise During the Training



Group Planning

CONNECT

Countrywide Trainings and Workshops

The Department of Consulting and Training was busy this year, traveling around the country and internationally, discussing the dominant story of masculinity that can lead to violence and honoring the counterstories of men finding the strength to speak up, ally with young women, and act in ways that build healthy communities. Everywhere we visited, our unique approach to working with men was integrated into a presentation, an awareness-raising workshop, or an intensive training of up to three days. Our Executive Director, Patrick Lemmon, presented at the Amnesty International Conference on Involving Men in the Movement to End Violence Against Women, traveling to England, Wales, Northern Ireland, and Scotland. We trained members of the California Coalition Against Sexual Assault as a part of our landmark licensing agreement, and took part in the Center for Disease Control's Regional Sexual Violence Prevention Training Institutes. We spoke on the Masculinities Panel at the "From Abortion Rights to Social Justice" conference in Amherst, Massachusetts. We facilitated an

awareness-raising web and audio conference for the Family Violence Prevention Fund, and did additional trainings in places like North Carolina, Virginia, Pennsylvania, and California. All told, we visited 5 countries, 10 states, and conducted trainings or workshops for more than 1000 participants.

New Training Curricula

In order to supplement our program expansion with new content development, we added exercises to existing trainings and created new workshops. During our trainings, significant headway is made by sharing our theory and practice, and participants leave with concrete tools they can use to engage men as allies in this work. However, this year we developed an interactive exercise that addresses the famous last question, "What's next?" "Organizing Strength" is a community-building activity that helps to establish connections among people's seemingly diverse and different goals. We have also found spirited dialogue each time we bring up the topic of rape and racism. In addition to incorporating more thought around this issue and how

it is presented, the Consulting and Training Department, together with the Communications Director, Pat McGann, has developed a new workshop on racism, whiteness, and the construction of safety on college campuses.

Our Washington, DC Strength Training

Each year in January and July, we invite youth-serving professionals and student and community educators from the around the world to experience our most in-depth training in Washington, DC. This year our Strength Trainings continued to build on their nine-year history of success. In July we had participants from California, Alaska, Ohio, Virginia, Michigan, and the District. In January many participants once again said that the experience was life-changing, and that finally they knew how to work with young men. The training also served our mission of deepening our work by building relationships that have since allowed us to do extensive work throughout the state of New York. Each Strength Training participant was truly able to leave with new knowledge and skills, making their work in diverse communities a

catalyst for the growth of the counterstory to men's violence against women.

REACH

Interview Snapshot

Pat McGann, MCSR's Communications Director, interviewed David Lee, the Prevention Connection Manager for the California Coalition Against Sexual Assault (CALCASA), which launched the My Strength Campaign in September 2005.

Pat: What does CALCASA value most about the multi-media advertising component of the My Strength Campaign?

David: The multifaceted materials allowed for successful saturation of communities, spreading the messages of the campaign everywhere. The My Strength Campaign adopted MCSR's concepts and developed a wide range of materials including posters, billboards, mall ads, transit ads, movie theater trailers, and banners for high school stadiums. We had tee-shirts, wrist bands, mini-footballs, key chains, messenger bags, water bottles, and even etched iPods.

Pat: How have people in California responded to the My Strength media materials?

David: The media materials have started conversations throughout the state. In Riverside, one family saw the materials and found hope in them. The daughter had been recently raped and the campaign served as support for the whole family. Subsequently, the mother has become an active volunteer with the center there.

EXTENDING MEN CAN STOP RAPE'S REACH

*As California Goes, So Too
Go the Country and World*

Men Can Stop Rape's media and public-service-advertising messages took up residence on the west coast when MCSR struck a five year licensing agreement with the California Coalition Against Sexual Assault (CALCASA) to adapt and launch MCSR's Strength Campaign as the My Strength Campaign throughout their state – the largest effort of its kind anywhere in the country. Never before has the presence of so many different "My Strength Is Not for Hurting" media materials been so pervasive and concentrated within a geographical region the size of California. This unprecedented expansion represents both the growth of our Strength Campaign and of MCSR's media-consultation and design services. And that is the word that defines the work of the Communications Department this

past year: growth. From California to South Africa, from the United Kingdom to universities across the country, Men Can Stop Rape's efforts to communicate its positive approach to engaging young men in preventing violence against women have led to unparalleled results.

The Strength Package

The Strength Campaign, initially defined by Men Can Stop Rape's media and PSA materials, has over time grown into a comprehensive, multifaceted Campaign consisting of all of MCSR's services. In order to market this now multi-component initiative, we created the Strength Package.

Since its creation, the Strength Package has been distributed to STOP Violence Against Women grant administrators at their 2005 annual meeting organized by the Office of Violence Against Women, to attendees at the 2005 National Sexual Assault Conference, and to participants at the 2005 National Conference on Sexual Assault in Our Schools. More than 350 Strength Packages were downloaded by website visitors or sent through the mail to people as far away as India, Nigeria, the Netherlands, Liberia,

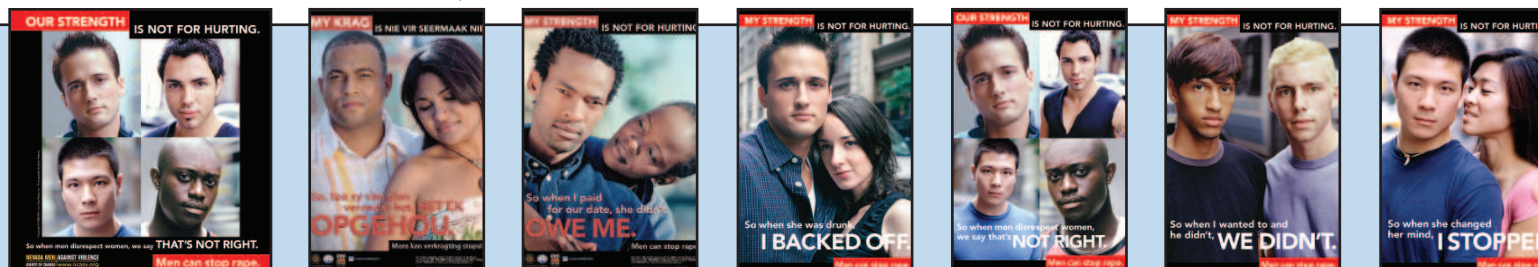
Japan, and Australia. Closer to home, almost 80 colleges in the U.S. requested the Strength Package.

Strength Mediaworks

Strength Mediaworks, media and PSA advertising, organized around the theme line, "My Strength Is Not for Hurting," emphasize how men can be strong without using intimidation, force, or violence to get what they want in relationships. MCSR's decision to market a comprehensive Strength Campaign led to an increased interest in the supportive role Mediaworks can play in initiatives being implemented across the country and world.

Licensing Agreements:

After conducting an exhaustive investigation of sexual assault primary prevention campaigns targeting high school age young men, CALCASA chose to license the Strength Campaign specifically because it offered a positive, integrated, comprehensive approach unlike any other. The multi-media component of the My Strength Campaign blanketed the cities and towns of the 66 rape crisis centers across the state. Never before had such a vast



REACH

array of "My Strength Is Not for Hurting" media materials highlighted positive masculinity (read the "Interview Snapshot" for a list of the materials). The five-year licensing agreement will ensure that My Strength media materials will continue to have a strong presence in California.

The Nevada Coalition Against Sexual Assault joined CALCASA in using Strength Mediaworks to support a statewide initiative, the launch of Nevada Men Against Violence (NMAV). As part of NMAV's kick-off events and activities during 2006 Sexual Assault Awareness Month, they displayed and gave away licensed Strength Mediaworks materials – a poster, banner, keychain, stick-on, as well as designs for their brochure and website – that were specially branded with the NMAV logo and contact information.

And finally, Strength Mediaworks traveled far from home when MCSR struck up a licensing agreement with EngenderHealth for South African Men as Partners Network and the Western Cape Office on the Status of Women. Twelve posters, using South African models and rich pastels and earth

tones, were created for the South African "16 Days of Activism Against Gender Violence" – a worldwide campaign – that ran from International Day for the Elimination of Violence Against Women, November 25, through International Human Rights Day, December 10.

New MCSR Strength Mediaworks Posters:

In order to capitalize on the CALCASA My Strength posters' bold new look accentuating "My Strength Is Not for Hurting," Men Can Stop Rape created eight of its own new posters based on the same design. And for the first time since the original posters were produced in 2001, we developed new messages. Two posters addressed the role of alcohol use in sexual assault – "My strength is not for hurting. So when she was drunk, I backed off" and "So when I was drunk, I backed off." A third poster addressed sexual assault within a same-sex relationship – "My strength is not for hurting. So when I wanted to and he didn't, we didn't."

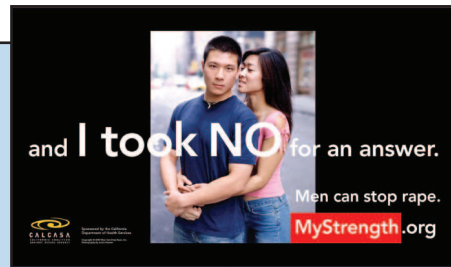
The new posters entered the market in March 2006 to overwhelming popularity. 60% of

the posters purchased during the entire year were sold from March 2006 to June 2006. And compared to the same quarter in 2005, we saw a 60% increase in sales. In all, more than 200 organizations, schools, and agencies displayed the positive messages of Strength Mediaworks during FY2006.

Giving Back

Because not every individual and organization has the capacity to purchase Mediaworks materials, Men Can Stop Rape has made a commitment to give back to the movement that has sustained it over so many years. This past February and March, in support of the V-Day College Campaigns, MCSR donated more than 450 Strength Mediaworks posters to nine V-Day organizers in Washington, DC, Maryland, and Virginia. Members of the V-Day College Campaign present benefit productions of "The Vagina Monologues" on their campuses or in their communities on or around V-Day (February 14th) to raise awareness about violence against women and girls.

In April 2006, during Sexual Assault Awareness Month, MCSR launched the inaugural Start the School Year Strong Contest, which promotes the importance of positively engaging young men in preventing sexual violence at the beginning of school in August or September. Winners received 300 free Mediaworks posters and runners-up 100 posters. Twenty applicants from high schools and colleges around the country submitted creative plans for utilizing the posters as part of their high school and college's sexual violence prevention programming. An expert panel of judges chose as first-place winners, Marilyn J. Kile, Sexual Assault Prevention Coordinator at University of Wisconsin-Whitewater and Gloria Schuba, Family Nurse Practitioner/Coordinator at Woodbridge High School Wellness Center.



REACH

The 8th Annual Men of Strength Awards

As the themes "My Strength Is Not for Hurting" and "Men of Strength" have grown increasingly popular throughout the world in recent years, it became apparent that MCSR's annual awards event was due for a name change. Initially called The Frederick Douglass Awards, the ceremony will always remain connected to Mr. Douglass, but in 2006 the name was changed to Men of Strength Awards, more closely uniting it with MCSR's defining phrases and messages.

The change in name also coincided with the first time we presented a young man with the Outstanding Men of Strength Club Member Award. Graduating senior, Justin Evans, brought an unwavering commitment to the Men of Strength Club. "Caring" is the word Neil Irvin, National Director of the Men of Strength Club, uses to describe Justin. He was as memorable to MCSR as the club was to him: "I'll always remember the Men of Strength Club and Men Can Stop Rape as ways for young men my age to stand for something positive. They say 'A man who stands for nothing

will fall for anything.' Men of Strength and MCSR gave me something to stand for."

Preetmohan Singh, Senior Analyst for Interfaith Alliance, and Paul Charron, Chairman and CEO for Liz Claiborne Inc., joined Justin as Men of Strength honorees. As someone committed to all members of the national community, Preetmohan Singh, the Washington, DC Man of Strength Honoree, has been a strong ally of women. At the Interfaith Alliance, he has lobbied for expansion of hate crimes legislation to include violence against women and the LGBT community as protected categories.

Paul Charron, the National Man of Strength Honoree, imbues the world of business with a human heart that not only transforms the workplace, but also the families and communities in which we live. He has been instrumental in advancing Liz Claiborne Inc.'s "Love Is Not Abuse," a comprehensive first-of-its kind corporate domestic violence prevention program.

Russ Parr, host of the nationally syndicated "Russ Parr Morning Show," emceed an evening of inspiration at the National Press Club, sponsored by longtime Awards supporter Fannie Mae Foundation, as well as Eileen Fisher, Fleet Feet Sports, and Liz Claiborne Inc.

Men Can Stop Rape in the Media

MCSR's programs and materials received more media coverage than at any point in its history, both here and abroad. Patrick Lemmon was a keynote speaker at a series of "Involving Men" events in England, Scotland, Northern Ireland, and Wales, organized by Amnesty International UK and Men's Health Forum Scotland. The events received considerable play in the press, especially in Northern Ireland, where Patrick appeared in *The Irish Times* and *Belfast Telegraph*.

Back in the States, CALCASA, partnering with PainePR, generated a blitz of media coverage for the My Strength Campaign. A remarkable 150+ news stories appeared in the press, which set a new precedent for

rape prevention initiatives throughout the nation. Print, TV, and radio coverage in English and Spanish included the *Los Angeles Times*, *Fresno Bee*, *Riverside Press-Telegram*, *San Luis Obispo Tribune*, *Mundo LA*, *Vida en el Valle*, *La Prensa de Riverside*, *The Advocate Magazine*, NPR's *All Things Considered* and *Talk of the City*, and ABC, CBS, NBC, FOX, and Univision affiliates statewide.

During March 2006, Men Can Stop Rape launched its own media campaign when it reached out to university student newspapers about college men's positive role in creating a safe spring break for women and men. University newspapers across the country, from *The Toreador* at Texas Tech University to *The Daily Tar Heel* at the University of North Carolina to *The Rebel Yell* at the University of Nevada, Las Vegas, published articles focusing on the need for college men to embrace their vital role as allies with women and girls in creating a supportive environment for healthy, nonviolent relationships during spring break.



All of the Honorees at the Men of Strength Awards



Emcee Russ Parr and National Honoree Paul Charron



Washington, DC Honoree Preetmohan Singh



Outstanding Men of Strength Club Honoree, Justin Evans



Pat McGann Speaking about Auction Items



Patrick Lemmon Speaking at the Awards VIP Reception

CONTRIBUTE

Interview Snapshot

Development Director, Barbara Saylor, spoke with Mary Mulcahy, a Program Officer at the Morris and Gwendolyn Cafritz Foundation, about the importance of funding gender violence prevention work with young men. Ms. Mulcahy, whose focus area is Children, Youth and Families, including out-of-school time programs, youth development, child welfare/foster care, and early childhood education, has worked with Men Can Stop since 2001.

Barbara: Mary, as someone responsible for guiding the funding decisions of a large local foundation, what was your first impression of Men Can Stop Rape?

Mary: From the beginning, I was very excited about the work of MCSR. This organization was challenging young men to take a lead in the fight against violence towards women. This approach made so much sense to me, as rape, domestic violence and battering are not just "women's issues."

Barbara: Why did you believe it was important to fund the organization's mission?

Mary: Before MCSR, no organization was targeting young men around this issue in DC. The founders of MCSR realized that all people should be engaged in the fight to end rape and violence towards women.

Barbara: And lastly, Mary, how does Men Can Stop Rape help the Morris and Gwendolyn Cafritz foundation achieve its goals?

Mary: The Morris and Gwendolyn Cafritz Foundation is committed to improving the quality of life for all DC residents. Clearly, MCSR's work has helped to make our city safer and healthier for our young men and women.

A STRENGTHENING OF RELATIONSHIPS

Family has been an important theme for Men Can Stop Rape in 2006. It is the year in which our family – internal and extended – has grown larger than ever before and welcomed a host of new members. To the branch of our family comprised of a diverse range of supporters, this growth represents a strengthening of existing ties and the birth of new relationships.

Longtime supporters like The Morris and Gwendolyn Cafritz Foundation are joined by newcomers like the Moran Family Foundation. A sizable group of Washington, DC-based individuals now share common ground with MCSR family from New York City to Oak Harbor, Washington. Our corporate cousins are from backgrounds as broad as fashion and footwear to radio and retail.

The 50/50 Club, a distinguished circle of generous donors giving \$1,000 and more each year, spent an evening with our program

partners from California. This social gathering and educational opportunity demonstrated how their invaluable core support helped to grow a local project into a nationally sought-after model program. Each member of our very special family listed on the following pages has played a key role in that expansion and the sustainability of all of Men Can Stop Rape's programs and services.

CONTRIBUTE

Our Work is Made Possible by The Generous Support of the Following Foundations, Corporations, and Individuals.

Circle of Action \$50,000 +

Recognizing the shared goals of our work and their aim to prevent teen pregnancy in Washington, DC, the Summit Fund of Washington has extended its support and partnership to Men Can Stop Rape since 2000. For the third consecutive year, the Summit Fund stands as the Circle of Action leader in supporting the sustainability and growth of Men Can Stop Rape's programs and materials.

Support for MCSR's direct service work came in April 2006 with a \$50,000 grant to advance the objectives of Men of Strength (MOST) Clubs, Community Strength Projects, and capacity-building for other professionals to develop

THE **SUMMIT FUND** OF WASHINGTON

and facilitate MOST Clubs of their own. As the lead funder of these programs, the Summit Fund of Washington is an invaluable ally and a source of inspiration for strengthening our community, better serving our young people, and pursuing excellence in our work.

"The work of Men Can Stop Rape makes a critical contribution to improving the quality of life within the Washington, DC community. By inspiring and motivating our young people to make responsible decisions, treat each other with respect, build

healthy relationships, and invest their energy in creating safer communities, Men Can Stop Rape exemplifies the values in which the Summit Fund of Washington roots its grantmaking – shifting the context in which problems are viewed, achieving results, and investing in people. The Summit Fund is delighted to continue our partnership and remains committed to supporting this work toward our shared goals."

Linda S. Howard
Executive Director,
Summit Fund of Washington

Circle of Strength

\$10,000 - \$49,999

Anonymous Foundation
The Commonwealth Foundation
The Community Foundation for the National Capital Region
Herb Block Foundation
Marpat Foundation
Mead Family Foundation
Mental Wellness Foundation
The Moran Family Foundation
The Morris and Gwendolyn Cafritz Foundation
Ms. Foundation for Women

CONTRIBUTE

Circle of Alliance \$1,000 - \$9,999

Eileen Fisher, Inc
Fannie Mae Foundation
Fleet Feet Sports Washington, DC
Caryl Garcia
Corina Higginson Trust
Michelle Hynes & Patrick Lemmon
Rutgers University Vagina
Monologues Production
Judith Sandalow
Bob & Jessica Selin-Williams
Dr. Jonathan C. Stillerman & Karen
Perry Stillerman
Ruth Swanson
Tacelosky Tzedakah Fund
Target
Weissberg Foundation
Edith R. Westfall

Circle of Understanding \$500 - \$999

Eric Anderson & Christopher Lamora
Joe Hamilton & John Stoltenberg
The Interfaith Alliance Foundation
Lawrence University
Liz Claiborne Inc
Heather Peeler & Matt Yancey
Donna & Henry Purchase
Karen Sosnoski & Fred Zeytoonjian
Washington City Paper
The Washington Post

Circle of Awareness \$100 - \$499

Michael Altman
Kelly Anderson
Joe Ashdown
Balance ITC, LLC
Jay Benjamin
Robert M. Brown III, Ph.D
Patrick & Twiss Butler
Lorraine Chase
HyeSook Chung & Matt Miller
Mark Cohen & Catherine Hill
Judith Conti & David Dunn
Jason Crawford & Brian Wheeler
Ismael Cruz & Lisa Fichter
Eileen Dombo
Arthur & Myrna Fawcett
Miles & Mira Fawcett
Dr. Alison Fields
Rev. Malcolm Frazier
Ruth Friedman
Philip Fryers & Heather Hamilton
Margaret Greene & Brian Greenberg
Susan Gilbert & Ronald Schechter
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Robin Jacobowitz & Mike Sweeney
Dr. Christopher Kilmartin & Dr. Allyson
Poska
Beth Kingsley
Stacie & Stephen Kiratsous
Matthew Krizan
Joanna London
Dr. Catharine MacKinnon
Marjorie & James Marker
Al Marschall

Kathleen Mazure
Linda McGann & Wanda Clark
Mary McGann
Craig Norberg-Bohm
Organization for Training Others in
Need (OFTON)
Planned Parenthood of Metropolitan
Washington
Laurel Peelle
Diana Preston
David Sloane Rider
Carol Seifert
Karl Semich
Angela Shelton
Denise Snyder
Dr. Annette Stillerman
George Tsui
Teresa VanDyne
Diane Weinroth
Mildred Woodhouse
Keith D. Wright--
Elizabeth Wu

In-Kind Contributions valued at \$200+

Abaete, Inc.
Alex Boutique
AXA Advisors
Ben and Jerry's
Borders Books and Music
Caribou Coffee
City Club of Washington
Eileen Fisher, Inc.
Fannie Mae Foundation
Fetish Group Inc.
Fleet Feet Sports, Washington DC

Benjamin Gaylord
Kim Hasten, Hasten Design Studio
Interactive Applications Group (IAPPS)
Kenneth Cole
Justice Harry Lemmon and Judge
Mary Ann Vial Lemmon
Lifetime Television
Liz Claiborne, Inc.
Luca Luca
Marrakesh Restaurant
Marvelous Market
Suzanne Kline McGann
Pepsico, Inc.
Phillips Seafood
Potbelly Sandwich Works
Donna and Henry Purchase
Rocklands Barbeque and Grilling
Company
Ed Sarecky of Herb Gordon Auto
Group
Nina Selin
Jessica and Robert Selin-Williams
Deborah J. Smith, Portsmouth Creations
Sorkin Productions LLC
Dr. Jonathan C. Stillerman &
Karen Perry Stillerman
Tower Records
Urban Decay Cosmetics
Vizualle: Design with SenseAbility
Whole Foods Market

CONTRIBUTE

Financial Information

Financial information as obtained from independent audit conducted by Williams, Adley & Company, LLP. A copy of this audit is available upon request.

Men Can Stop Rape is an IRS designated 501(c)(3) not-for-profit organization.

Contributions are tax-deductible to the fullest extent of the law.

Total Revenue

\$730,958

Government includes contract reimbursement of \$46,927 and in-kind technical assistance valued at \$35,000.

Total Expenses

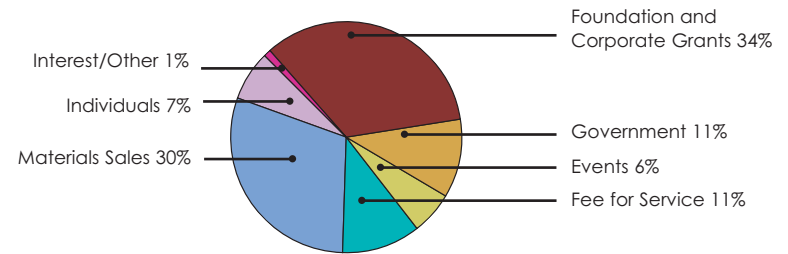
\$650,139

Program expenditures total

\$538,496 or 83% of overall expenses.

Administrative and fundraising costs total

\$111,643 or 17% of overall expenses.



Total Expenses

\$650,139

Total Assets

As of June 30, 2006

\$285,720

Total Liabilities

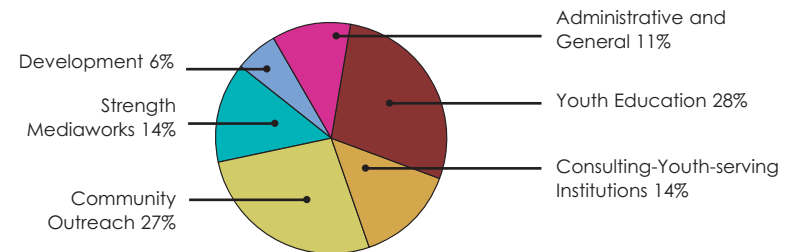
As of June 30, 2006

\$900

Net Assets

As of June 30, 2005

\$284,820



*‘All is connected...
no one thing can change by itself.’*

-Paul Hawken



Men Can Stop Rape
P.O. Box 57144
Washington, DC 20037

Tel (202)265.6530
Fax (202)265.4362
info@mencanstoprape.org
www.mencanstoprape.org

