Letter From The Director

As we reflect on a year where we saw misogyny enacted at the highest levels, rollbacks in sexual and reproductive health and rights, LGBTQIA+ rights, and advancing racial justice, we’ve worked steadfastly to build a global understanding of healthy masculinity and gender equality and to inspire and mobilize action toward a more equal, just, and peaceful future. Looking back, this year we’re proud to have:

1. **Spoken truth to power**: After having funds cut, Promundo joined others to sue the Trump Administration and won, asserting the crucial importance of having comprehensive conversations on sex and relationships with teenagers and young adults;

2. **Deepened our insights**: With partners, we led innovative research into key areas that influence gender equality, exploring masculinity and men’s health, fatherhood and caregiving, countering violent extremism, social safety nets globally, and co-developed research initiatives in Niger, Uganda, the United States, Brazil and Honduras;

3. **Evaluated what works**: Our evaluation of the Manhood 2.0 program in Washington, DC found that young men are eager to learn more about safe and consensual sex and to be given opportunities to do so. An evaluation of a Program P pilot in Lebanon – focused on working with new fathers and parents – found that hands-on, consistent conversations around practical skills and shared decision-making led to a significant decline in harsh physical discipline with children and men’s increased participation in housework and caregiving;

4. **Worked with partners to shift harmful norms and practices related to masculinities**: We collaborated with workplaces from Bonobos to Unilever, Dove Men+Care and AXE brands and with other partners to conduct new research to explore male allyship for gender equality, as well as the economic costs of harmful masculinity, and men’s involvement as fathers and caregivers, and to launch campaigns and initiatives to break free from gender stereotypes;

5. **Supported new voices and perspectives**: We launched our first Promundo Writing Fellows Cohort, a group of five impressive individuals, committed to creatively exploring modern masculinity and male partnership for gender equality, using lenses of pop culture, politics, poetry, personal experiences, and the in-between;

6. **Convened for impact**: We gathered 150 change-makers from more than 40 countries commit to accelerate progress toward gender equality at the MenCare Global Meeting, garnering commitments to support men to take on 50% of the unpaid care work (including childcare and housework), which followed the launch of State of the World’s Fathers in eight countries.

Thank you to all of our partners and friends, in nearly 100 countries, who have worked tirelessly in the pursuit of gender equality.

Onwards,

Gary Barker
President & CEO
Promundo-US
# Table of Contents

- Letter From The Director  
  Page 2
- Promundo: Who We Are  
  Page 6
- A Lens on Impact  
  Page 8
- Spoke Truth to Power  
  Page 9
- New Research on Masculinities; Evaluations  
  Page 10
- Shifted Harmful Norms and Practices  
  Page 17
- Supported New Voices and Perspectives  
  Page 19
- Convened for Impact  
  Page 20
- Financial Highlights  
  Page 22
- Staff  
  Page 24
Promundo, whose name means “for the world,” was founded in 1997 in Brazil with the belief that gender inequality is one of the most pressing global barriers to social and economic progress and to the fulfillment of human rights. For over 20 years, Promundo has worked to advance gender equality and create a world free from violence by engaging men and boys in partnership with women, girls, and individuals of all gender identities. We work 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 interventions and programs which directly address gender and power; and carrying out national and international campaigns and advocacy initiatives to prevent violence, promote healthy masculinities, and advance gender equality.
Today, we work globally as an applied research organization to promote healthy, equitable masculinities and to advance gender equality – working with individuals while also targeting the institutions and power structures (such as families, schools, health systems, militaries, etc.) which shape and maintain gender norms and inequalities. To maximize our impact, we work closely with nearly 100 partner organizations worldwide.

We operate as Promundo Global Consortium, with independent members based in the United States (Promundo-US), Brazil (Instituto Promundo), Portugal (Promundo-Portugal), Democratic Republic of the Congo (Living Peace Institute), and Chile (CulturaSalud). In this Annual Report, we highlight our impact in 2019, focusing on how we, in partnership, spoke truth to power; published new research on masculinities and evaluated what works to engage men and boys; worked with partners to shift norms and practices related to masculinities; supported new voices and perspectives; and convened for impact.

For more information, see www.promundoglobal.org.
A Lens on Impact

1 lawsuit filed against the Trump Administration, in response to funding cuts impacting teen pregnancy prevention initiatives

2 Regional and National Training Initiatives supported knowledge-sharing and capacity-building across 7 countries

6 new IMAGES studies – in Afghanistan, Bolivia, Georgia, Kuwait, Uganda, and Ukraine – conducted with local partners

Program P – parent and couple training – implemented with partners in 7 countries, across 12 institutions

19 impactful, high-quality studies completed, generating new insights on gender and masculinities

70 media outlets covered the State of the World’s Fathers 2019 report, including Forbes, Devex, the New York Times, The Telegraph

150 partners from more than 40 countries came together at the MenCare Global Meeting in Rabat, Morocco to envision the future of men’s caregiving

More than 3,000 parents participated in group sessions, called Bandebereho (“Role Model”) in Rwanda, a program proven to have a positive impact on violence-prevention

Reached up to 120,000 individuals with insights, impact, and best practices through presentations at international conferences

Connected with more than 265,000 individuals across Promundo’s social media platforms
At the core of our work is engaging men and boys as allies in challenging power and impacting structures, systems, and policies that perpetuate inequality and produce harmful gender norms. Our practice of speaking truth to power is centered in accountability to women, girls, and individuals of all gender identities. Here are some actions we took to challenge systematic efforts to undermine progress toward gender equality.

Our Successful Lawsuit Against the Trump Administration:

In 2018, we joined others to advocate for the importance of comprehensive sexuality education for teenagers and young adults by suing the Trump Administration (Department of Health and Human Services) which had previously cut funds – made available through the Centers for Disease Control (CDC) – for teen pregnancy prevention programs that were not abstinence-only.

This included our comprehensive sexuality curriculum, Manhood 2.0, a gender-transformative curriculum adapted from Promundo’s flagship program, Program H (for “hombres” or “homens” in Spanish and Portuguese, respectively), by Promundo and the University of Pittsburgh. The Trump Administration cut off funding to our program and many others because of their abstinence-only policy. We, and others, won the lawsuit and our funding was reinstated so we could continue to offer and evaluate education that engages young men to identify, challenge, and ultimately break free from gender stereotypes and includes a full discussion of contraceptive methods. In 2019, Promundo was able to reinstate its Washington, DC-based programming – under the same grant – and complete the evaluation of the program.

About Manhood 2.0: Manhood 2.0 aims to engage young men in questioning, challenging, and transforming harmful gender norms, with the goal of reducing intimate partner and sexual violence and unintended pregnancy. It is a group-based intervention delivered in several sessions, developed out of social cognitive theory, social norms theory, the theory of gender and power, and the theory of reasoned action. The intervention promotes critical reflection and awareness on gender norms and stereotypes and on power dynamics that drive health, relationships, violence, and sexual health behavior. Sessions include group discussion, role-playing, knowledge-sharing, and skill-building. The purpose of these interactive activities is to challenge young men to think critically about social expectations and restrictive norms, engage in dialogue about these gender norms, and then assess the way these norms impact sexual and intimate relationships, violence perpetration, substance abuse, unhealthy sexual risk-taking, and contraceptive use. Learn more about Manhood 2.0 here.
In 2019, with partners, we led research into key areas that influence gender equality, exploring connections between masculinity and countering violent extremism and social safety nets globally, and we co-developed research initiatives in Niger, Uganda, the United States, Brazil and Honduras. We also took a critical eye to the risks and opportunities of adapting global violence prevention work to the United States. With workplaces from Bonobos to Unilever’s Dove Men+Care and AXE brands, and other partners, we co-created new research to explore male allyship for gender equality, the economic costs of harmful masculinities, and men’s involvement as fathers and caregivers. Together we shared these findings through highly-visible media partnerships and launch events, impacting a broad audience with clear messages on how to support gender equality. In 2019, we completed 19 impactful, high-quality studies, generating new insights on gender and masculinities.

In this process, we deepened our understanding of modern fatherhood, of harmful masculinities, of violence and street harassment, of male allyship, and of gaps in sexual and reproductive health and rights services.
Deepened our insights on what it takes to achieve equality in modern fatherhood:

At the Women Deliver 2019 Conference, we launched our landmark biennial report *State of the World’s Fathers* (SOWF) to call for men’s increased uptake of unpaid care and domestic work. Women and girls currently carry out three times the daily care work compared to men. If men carried out a more equal share, benefits include improved mental health, increased rest, relaxation, and leisure time, and opportunities for economic empowerment for women. The report found that men want to participate more in caregiving of young children: 85 percent of fathers across seven countries (Argentina, Brazil, Canada, Japan, Netherlands, UK, and US) say that they would be willing to do anything to be very involved in the early weeks and months of caring for their newly born or adopted child. However, policy, social, and financial barriers keep men from being more fully involved.

Alongside the launch of the report, we released a new commitment – the MenCare Commitment – which calls for men to take on 50 minutes more care work per day in order to accelerate men’s uptake of 50 percent of global unpaid care work, and provides a policy map for governments to support this. Read more about the MenCare Commitment – as well as how to take it – on page 10.

“I would use that time to think about life.” - A Nigerian mother’s response when asked what she would do if she had an extra two hours every day (SOWF 2019)

Men want to participate more in caregiving in particular: 85 percent of fathers across seven countries (Argentina, Brazil, Canada, Japan, Netherlands, UK, and US) say that they would be willing to do anything to be very involved in the early weeks and months of caring for their newly born or adopted child.
The MenCare Commitment for Governments
50 MINUTES, 50 PERCENT

*Take the MenCare Commitment to put shared care into action and achieve gender equality.*

We commit to accelerate men's uptake of 50 percent of the unpaid care work by taking action on the following five issues that have the power to transform care:

1. **Equal, fully paid, non-transferable parental leave** for all parents, as a supplement to maternity leave, not an alternative.

2. **State-supported, high-quality childcare** that facilitates the full participation in economic activities for all parents and provides young children with gender equality education.

3. **Policies in the health sector** to engage men in prenatal visits, childbirth, postnatal care, and father-specific parent training to build men's skills, confidence, and competence and to promote shared decision-making and good communication.

4. **Comprehensive communications campaigns** and school-based approaches to promote young men's and boys' involvement in care work, prevent gender-based violence, teach the value of care to both boys and girls, and promote equitable, nonviolent, caring relationships.

5. **Regular data on time use in unpaid care work** and how it is divided between women and men, girls and boys, used to measure progress toward equality, and to inform policy-making and budgeting decisions.

Who can make the MenCare Commitment? **Representatives of governments, who have the authority to make public commitments and/or influence policies, budgets, and legislations across the above five issues which will transform care.**

How to make the MenCare Commitment: **Email info@men-care.org and say you would like to make the MenCare Commitment.**
Assessed the cost of harmful masculinities:

Harmful masculine norms - such as believing that men should act tough and not share their feelings - lead to hefty costs for economies around the world, ranging from $1.4 billion in Mexico to $15.7 billion in the United States annually. Our research promisingly showed that if societies got rid of the “Man Box” (a set of restrictive, harmful ideas about what it means to be a man), we could reduce sexual violence by at least 69 percent and eliminate at least 41 percent of traffic accidents, 40 percent of bullying and violence, 39 percent of suicides, 7 percent of binge drinking, and 4 percent of depressive symptoms among men (18-30) in the US, every year.

Examined men’s attitudes and actions on gender equality and violence against women and children in Uganda:

Our International Men and Gender Equality Survey (IMAGES) research in Central Uganda found that violence occurs at alarmingly high rates, with three in ten respondents reporting ever witnessing their mother experience physical violence, and one in four saying that they, in childhood, experienced some form of physical violence at the hands of their caregivers. The same research also found that violence against women and violence against children often co-exist, with about one in three men reporting using both harsh physical discipline and physical or sexual intimate partner violence at some point in their lifetime.

“All of us don’t just become adults out of the blue. The way our own parents nurture us sometimes teaches us [how] to nurture our own children.” - Key informant working in the nonprofit sector (IMAGES Central Uganda)

As of 2019, IMAGES and IMAGES-inspired studies have been carried out in more than 41 countries around the world.

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About IMAGES: The International Men and Gender Equality Survey (IMAGES) is one of the most comprehensive studies ever on men's and women's practices and attitudes as they relate to gender norms, attitudes toward gender-equality policies, household dynamics including caregiving and men's involvement as fathers, intimate partner violence, health, economic stress, and more. Promundo and the International Center for Research on Women (ICRW) created and co-coordinate IMAGES. Learn more about IMAGES here.
Measured the global gaps in engaging men as allies in sexual and reproductive health and rights:

In partnership with the Bill and Melinda Gates Foundation, we completed a review and analysis of the latest global evidence on men and sexual and reproductive health and rights (SRHR). The report affirms that men’s partnership and active participation are crucial to achieving SRHR for everyone; it makes the case that SRHR are central to men’s own lives; and it notes that overall, men and boys remain peripheral to the field of SRHR. Discussing men’s bodies, relationships, reproduction, and lives, the report reveals that reimagining men’s important roles in SRHR could contribute to the broader achievement of SRHR and other related health and development outcomes for individuals of all gender identities.

Identified challenges in and promising opportunities for engaging men as allies in equality in the workplace in the US:

We partnered with Bonobos to conduct a nationally representative survey (1,201 adults aged 25 to 45) and focus group discussions, the results from which showed that there is an allyship gap between men talking about their support for gender equality and their taking actions to reduce gender discrimination and harassment. For example, while 77 percent of men report doing “everything they can” to support gender equality at work, only 41 percent of women agree. This brief provides recommendations for closing the gap between what men think they’re doing and what women want them to do. The recommendations for men include listening to women when they share their stories and experiences; giving credit, especially to women coworkers who are often overlooked; advocating for women’s leadership and equity and pay equality in the workplace; stepping up at home to become full partners in unpaid care and domestic work; and supporting diverse women political leaders and candidates, among others.

“I want men to call out other men, but it’s not realistic.” – Woman, New York City, NY, USA

While 77 percent of men report doing “everything they can” to support gender equality at work, only 41 percent of women agree.

Mapped the global gaps in engaging men as allies in sexual and reproductive health and rights:

In partnership with the Bill and Melinda Gates Foundation, we completed a review and analysis of the latest global evidence on men and sexual and reproductive health and rights (SRHR). The report affirms that men’s partnership and active participation are crucial to achieving SRHR for everyone; it makes the case that SRHR are central to men’s own lives; and it notes that overall, men and boys remain peripheral to the field of SRHR. Discussing men’s bodies, relationships, reproduction, and lives, the report reveals that reimagining men’s important roles in SRHR could contribute to the broader achievement of SRHR and other related health and development outcomes for individuals of all gender identities.

Overall in 2019, our staff collaborated on more than 20 publications, including journal articles and reports, and we continued our participation in and support of a range of spaces from grassroots organizing and national policy advocacy to promoting men’s engagement in sexual and reproductive health and rights. We continue to take a critical look at how we engage men and boys for gender equality, keeping ourselves accountable to women’s organizations and efforts, and honoring and building on the strides we’ve made as a result of the work of women.
We explored what we know about increasing men’s involvement in early childhood, in order to create more effective programs for the future. We continued to expand our understanding of men’s role in equitable caregiving, and were reminded of the importance of social and emotional health and well-being as part of gender equality and women’s empowerment and agency.

Over the year, we:

**Increased our knowledge of what works to engage men in the lives of young children:**

With our partner ABAAD, we evaluated the Lebanon pilot of Program P-ECD, an adaptation of Program P that includes an early childhood component. In an evaluation of the pilot which engaged 316 participants between June and November, 2018, we found not only that hands-on, reflective sessions with new parents led to reductions in corporal punishment (by 21 percent for men and 56 percent for women), men’s increased involvement at home, improvements in men’s emotional connectedness and anger, significant attitudinal changes around justifications of violence against women (men’s and women’s rates, respectively, were 32 percent and 42 percent at baseline and 14 percent and 11 percent at endline) and improvements in couple communication, but also that participants in programs often desire opportunities to share their knowledge and skills with friends, family, and community members and to create their own forms of advocacy and community engagement.

**About Program P:** Part of the MenCare Campaign, Program P is a direct and targeted response to the need for concrete strategies to engage men in active fatherhood from prenatal care through delivery, childbirth, and their children’s early years. It is named after “padre” and “pai,” the words for father in Spanish and Portuguese.

Developed in partnership with Puntos de Encuentro in Nicaragua, CulturaSalud in Chile, and the Brazilian Ministry of Health and adapted in more than 18 countries around the world, it is a direct and targeted response to the need for concrete strategies to engage men in active fatherhood from prenatal care to delivery, childbirth, and their children’s early years. By targeting men, primarily through health sector, Program P engages fathers and their partners at a critical moment – usually during their partner’s pregnancies – when they are open to adopting new caregiving behaviors. Learn more about Program P [here](#).
Participants in Manhood 2.0 reported having more discussions with friends and family about curriculum topics (64 percent of participants compared to 31 percent from those in the control group reported higher rates of discussing “what it means to be a man”), having increased knowledge about hormonal birth control and support for pregnancy prevention, and having higher rates of receiving information on sexual and reproductive health topics (76 percent versus 38 percent in relation to knowledge on birth control methods such as the pill, implants, and IUDs).
Worked With Partners to Shift Harmful Norms and Practices Related to Masculinities

As a global consortium with members in five countries across three continents and with partners in more than 55 countries across the globe through the MenCare campaign, we view partnership as central to achieving our mission of preventing violence and advancing gender equality. Our partnerships exist across all levels of the socio-ecological model – from working with individual people, to exploring how each person lives in relation to their partners, children, and families, to connecting with communities, and embedding approaches within broader structures they form the heart of the work we are able to do – including efforts to scale up our approaches.

We’re proud to have:

Partnered with Living Peace Institute to scale up Young Men’s Clubs Against Violence (YMCAV) in Kinshasa:

In 2019, Promundo worked with the Living Peace Institute (LPI) to adapt the young men’s manual for young women who are now being engaged in an intervention – the Youth Clubs Against Violence initially designed for young men only. Funded by the Swedish Embassy in Kinshasa, the intervention is inspired by Program H and Youth Living Peace, and works with three communities in Kinshasa: Kintambo, Bumbu, and Makala. In April 2019, Promundo and LPI trained 87 women facilitators to implement the new program with young women. As a result, 26 young women’s clubs were formed with more than 80 percent attendance. In addition, a documentary film featuring the Youth Clubs Against Violence (YCAV) is currently filming, and will be launched in early 2020.

Worked with partners in Lebanon, Rwanda, and Bolivia to scale up our flagship Program P:

In 2019, we scaled up Program P – our flagship program to engage in active fatherhood from pregnancy through early childhood – across several countries with our partners: the Government of Rwanda and the Rwanda Men’s Resource Center (RWAMREC), Consejo de Salud Rural Andino in Bolivia, ABAAD in Lebanon, and Instituto Promundo in Brazil. In Rwanda, the adapted Bandebereho intervention included activities and content focused on redistributing unpaid care work and supporting early childhood development, which will support parents to raise children who hold gender-equitable views and who are healthy, happy, and thriving.

Finally, an external evaluation of the YCAV project was carried out by a consultant hired by the Swedish Embassy entitled, “Ensuring a Sustainable Future for the Youth After the Project” (results forthcoming).
RWAMREC trained 300 community health workers (CHWs) to facilitate the curriculum in their local communities, and by the end of 2019, these CHWs had recruited more than 3,000 parents to participate in Bandebereho group sessions. Promundo and RWAMREC are working closely with the Rwanda Biomedical Center at the national level to develop a longer-term strategy for nationwide scaling of the program, based on the lessons learnt in Musanze district, with a particular emphasis on monitoring the quality and fidelity of the approach when delivered via the health system.

Strengthened efforts to introduce gender-transformative approaches to engaging men in community “husbands’” groups in West Africa:

Through our partnership with UNFPA West Africa on the SWEDD (Sahel Women’s Empowerment and Demographic Dividend) project, we were able to provide technical assistance through developing two manuals and conducting training for Husbands and Future Husbands Clubs, supporting them to effectively challenge and change harmful gender norms. This partnership reiterated the potential for gender-transformative programs – which actively work to identify and shift harmful gender norms – to encourage men’s engagement as allies and as part of the solution to achieve effective and sustainable women’s empowerment.

How we work:
Our socio-ecological model

Global Narratives & Legal and Policy Frameworks
- Lead global advocacy campaigns to advance gender equality
- Advocate for representation of healthy masculinity in news and media
- Generate evidence and recommendations to re-think patriarchal systems

Community & Institutional Norms
- Strengthen capacity of service providers (teachers, healthcare providers, etc.) and their institutions to adapt protocols
- Support workplaces to assess and shift their policies, culture, and campaigns
- Support the main-streaming of healthy masculinity through campaign development and adaptation
- Conduct rigorous research to understand context-specific gender norms and dynamics

Individual & Relational Beliefs and Behaviors
- Strengthen capacity of local organizations to deliver group education programs at key inflection points (childhood, adolescence, parenthood)
- Build the capacity of individuals and institutions to conduct
- trauma-informed group sessions for those who have experienced violence
- Create high-quality monitoring and evaluation frameworks to understand and improve programmatic impact
In 2019, we expanded the ways we share our work to include creative, non-traditional forms of communication, expanding the voices we include in our network. Over the past year, we also grew our staff and welcomed qualified, diverse candidates with a wide range of experiences, insights, and histories.

**We launched our first Promundo Writing Fellows Cohort:**

The Promundo Writing Fellow cohort is made up of five individuals who are committed to creatively exploring modern masculinity and male partnership for gender equality using lenses of pop culture, politics, poetry, personal experiences, and the in-between. In November, we published the first piece, *Farewell to Silence*, from our fellow Amilcar Sanatan, a writer and activist invested in political work to engage Caribbean men and boys in gender justice. These new perspectives allow us to bring character and real-life experience to some of our research data points. In the upcoming year, we plan to share pieces on topics ranging from allyship to sexual harassment, and violence to youth and equality.

“*I told the men in the room that I could not explain an ideal of manhood to live up to, all I knew was the possibility that comes to us when we are alone on a mattress in with the curtains blowing against our flesh. There was a space for men that had less to do with certainties and more to do with reflection, feeling, and care for others.*”

- Amilcar Sanatan,
  *Farewell to Silence*
We see opportunities to come together, exchange ideas, and learn from each other as key to building on the work that we do. Throughout 2019, we teamed up with others to create opportunities for cultivating new partnerships, and for improving existing ones.

**We hosted partners from more than 40 countries for the third MenCare Global Meeting:**

In November, we partnered with Quartiers du Monde and Sonke Gender Justice to host the third [MenCare Global Meeting](#) where we convened 150 change-makers from more than 40 countries to commit to accelerating progress toward gender equality by increasing to 50 percent men’s participation in unpaid care and domestic work, including caregiving. At the meeting, partners reflected on various themes such as sustainable development, committed fatherhood, the impact of migration on parenting, and non-resident fatherhood. They also shared advocacy experiences at the local level, including strategies for securing mandatory, paid paternity leave for fathers as part of a broader leave strategy for all parents and caregivers.

The key outcome of this convening was the development of a joint agenda for MenCare partners and advocates alike to advance international and national advocacy efforts (including the MenCare Commitment), share best practices and evidence, and develop new and innovative ways to achieve men’s equal partnership in caregiving and domestic work.

Photo: Partners in small group discussions at the MenCare Global Meeting 2019.

**About MenCare:** MenCare is a global fatherhood campaign active in more than 55 countries on five continents, coordinated by Promundo and Sonke Gender Justice. Its mission is to promote men’s involvement as equitable, nonviolent fathers and caregivers in order to achieve family well-being, gender equality, and better health for mothers, fathers, and children. MenCare aims for men to be allies in supporting women’s social and economic equality, in part by taking on more responsibility for childcare and domestic work; and believes that true equality will only be reached when men are taking on 50 percent of the world’s child care and domestic work. Learn more about MenCare [here](#).
Financial Highlights 2019 (In US Dollars)*

*For a copy of Promundo-US’s 2019 audit report, please write to Richard Boriskin, Vice President of Finance and Operations (r.boriskin@promundoglobal.org), or Victor Santillan, Controller (v.santillan@promundoglobal.org).
Promundo Global Consortium members, Board of Directors, and Promundo-US staff at the Promundo-US Board of Directors Meeting in October 2019.

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