



# NO MEANS NO WORLDWIDE

ENDING SEXUAL VIOLENCE

## ANNUAL REPORT



# 2020



# INTERIM EXECUTIVE DIRECTOR'S MESSAGE



Dear Friends,

In 2020, what began as a year with exciting new programming with partners in Ethiopia and South Africa, the introduction of our programming for boys in Uganda, and planned expansion of our work into several countries, very quickly shifted to COVID-19 evacuations and lockdowns that forced us to pause most of our programming. NMNW staff kept working remotely during the initial lockdown period with a focus on incorporating lessons learned from both partner feedback and monitoring and evaluation data to enhance our materials. This also gave us time and space to develop our team culture, look at what diversity means at NMNW, strengthen operational processes and policies, and further build out our scale strategy. Looking back, we are thankful that we had this opportunity to hit pause on programming in order to reflect, build our team, and significantly improve the quality and efficiency of our work.

In response to the continued need for our programming, we developed a COVID safe curriculum, program adaptations, and training models which took into account the need for social distancing, smaller class size, masking, and modified physical skills practice. The response to these adaptations was very positive, and

we were able to continue to train Instructors in multiple countries, including a small team of female Instructors from Gqeberha (formerly Port Elizabeth), South Africa who successfully launched our new Research and Innovation Hub. This meant that despite the challenges of 2020, thousands of youth were able to go through No Means No programming.

As challenging as 2020 was, I am writing to you with a great sense of pride and hope for the coming years. I am awed by the hard work, dedication, commitment to quality, and resilience of our partners. NMNW remains ready to expand our evidence-based sexual violence prevention programs.

Thank you so much for your support, and for being part of a community dedicated to improving the lives of young people and creating a world free from sexual violence!

Sincerely,

A handwritten signature in black ink that reads "Makaria Reynolds". The signature is fluid and cursive.

Makaria Reynolds  
Managing Director &  
Interim Executive Director

## OUR MISSION

No Means No Worldwide (NMNW) is an international non-governmental organization whose mission is to end sexual and gender-based violence against women and children globally.



## OUR APPROACH

NMNW trains instructors in high-risk environments to deliver the proven No Means No curricula to girls and boys ages 10-20. Through the program, girls increase their skills in assertiveness, boundary setting, and understanding of their rights, and develop the verbal and physical skills to defend themselves from sexual assault. Boys increase their gender equitable attitudes, learn skills to defend equality, avoid violence, ask for consent, and intervene when witnessing or anticipating sexual assault. NMNW also works to increase girls' and boys' disclosure of experiences of sexual violence and provide referrals for comprehensive support.

# TSAKI



“

The best moment started when I attended the No Means No classes, at first I did not think it would help...but as time went by I started to enjoy the class. I learned more about assault and that no one deserves to be a victim of abuse, there is no excuse for abuse no matter what the situation might be, where you are or your behavior. 'I never asked for it'.

I learnt that I am worth defending and I should not let people take advantage of me ...My self-confidence was boosted and I was able to stand up for myself, now I know that no one should take advantage of me. It is really amazing to experience change in my life.

~ Tsaki  
No Means No graduate  
South Africa

# MAKING AN IMPACT

## YOUTH GRADUATED



## ACTIVE IN 2020

51



Partner  
Organizations

300



Instructors

34



Trainers

# MAKING AN IMPACT

## IMPROVEMENTS IN KNOWLEDGE & ATTITUDES



No Means No graduates showed major improvements in understanding their rights and knowing how to prevent sexual violence, as well as improvements in attitudes towards gender equity.



Knowledge



Attitudes

126% ↑



Females

43% ↑

75% ↑



Males

43% ↑

**SIMON\***



“

When I joined, the instructors took us through six classes and in class four is where I learnt that consent differentiates rape from sex. I realized I had been [perpetrating rape] this whole time. I was hurting but I wanted help to heal from my past.

I have four sisters at home. I couldn't imagine what I did happening to them, so I have decided to protect young girls. I am here to protect girls.

~ Simon\*  
No Means No graduate  
Uganda

\*name has been changed



# ADAPTING TO COVID-19



When COVID-19 became a global pandemic, we knew we had to act to identify NMNW's path forward. Meeting in large groups, yelling at full force, and physical defense skills all posed a risk to our staff and partners if no changes were made. Simultaneously, the data also showed that the need for our work was critical, with the epidemic of sexual and gender-based violence increasing across the globe alongside the pandemic. So, we created No Means No: COVID Safe, a safer way to train new Instructors and to deliver our curricula during COVID-19. Based on extensive analysis of internal and external data, we determined the ideal approach to adapting our curriculum

and training model to include the most important components, while making them safer to deliver. We also developed a set of COVID safety guidelines for existing partners and trained them to implement the curriculum more safely.

With significant demand for NMNW to provide virtual training, we piloted this virtual training of Instructors approach with local partners in Nigeria and South Africa in Q4. Results from our rapid process evaluation showed that the trainings were extremely well received by partners and participants.

# LAYING THE GROUNDWORK FOR SCALE IN ETHIOPIA & SOUTH AFRICA

NMNW entered into two strategic partnerships in 2020 that we expect will achieve transformational scale in South Africa and Ethiopia over the next several years. In South Africa, NMNW teamed up with NACOSA, a South African NGO that is made up of a network of over 1,500 civil society organizations working together to turn the tide on HIV, AIDS and TB in Southern Africa. NMNW trained 65 female Instructors from 17 local implementing partners who, in spite of COVID-19, were able to graduate 3,356 young people from No Means No in 5 provinces. After implementing No Means No for several months, 11 of the highest performing Instructors were selected and trained in October to become Assistant Trainers and will be certified in 2021 to lead the scale up of No Means No programming in South Africa by training and overseeing hundreds of new Instructors in 7 provinces.

In Ethiopia, NMNW worked with the International NGO FHI 360 and 21 of their local orphans and vulnerable children (OVC) support partners to train 30 female Instructors who were able to graduate 1,083 young people from No Means No in 4 regions across the country in 2020. Similar to South Africa, NMNW plans to certify all 30 of these Instructors as lead trainers who will then train 700 Instructors from 24 local partners in 2021.

NMNW is honored to be working with such prestigious local and international partners to support the scale up of evidence-based violence prevention programming in two countries that have shown incredible demand and dedication to ending sexual violence. The rollouts of both programs are primarily being supported by USAID as part of PEPFAR's DREAMS and OVC support initiatives.



# DUAL GENDER PROGRAMMING TAKES OFF IN UGANDA

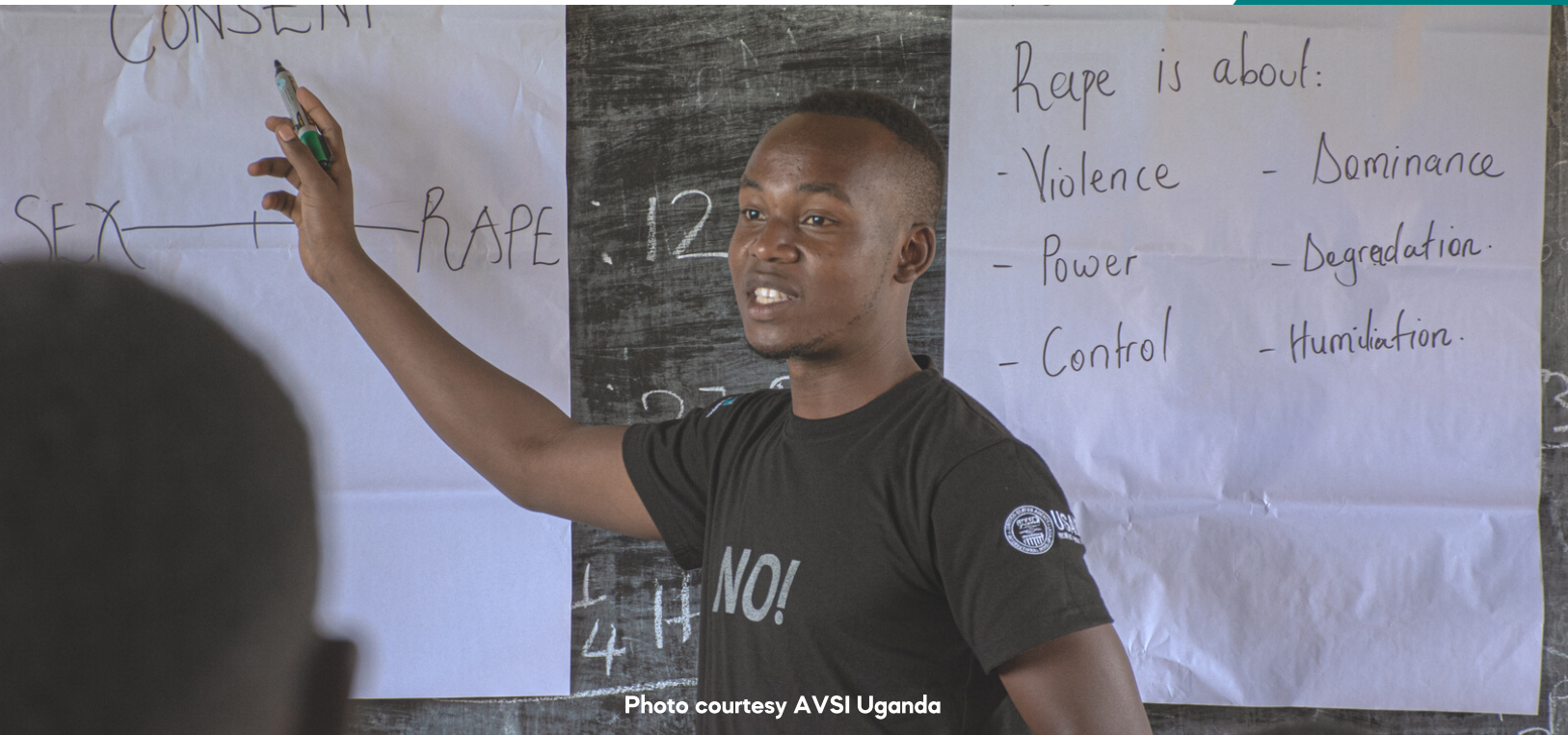


Photo courtesy AVSI Uganda

In 2019, with support from PEPFAR, NMNW launched programs in Uganda with four different partners in different regions of the country: Catholic Relief Services (CRS), Infectious Disease Institute (IDI), Mucobadi, and AVSI. The COVID-19 pandemic severely limited the rollout of No Means No in several parts of Uganda in 2020, but in rural Eastern Uganda, where AVSI and Mucobadi operate, the rates of COVID infection remained low, which meant we were able to see the effects of dual gender programming being delivered by strong local partners. With support from PEPFAR, as well as supplemental investments from the Global Innovation Fund and the Oak

Foundation, 123 Instructors from CRS, IDI, AVSI and Mucobadi were able to graduate 6,206 girls and 7,139 boys from No Means No in 2020.

Furthermore, aftercare support was made available to youth participants. Instructors, participants, and community members shared many stories of the transformational impact No Means No has had on their lives.

As one 18-year-old male participant told us, "Thanks to [the] No Means No program, I now have the knowledge of humility, life skills, and values to tackle matters of violence in my community."

# OLADELE



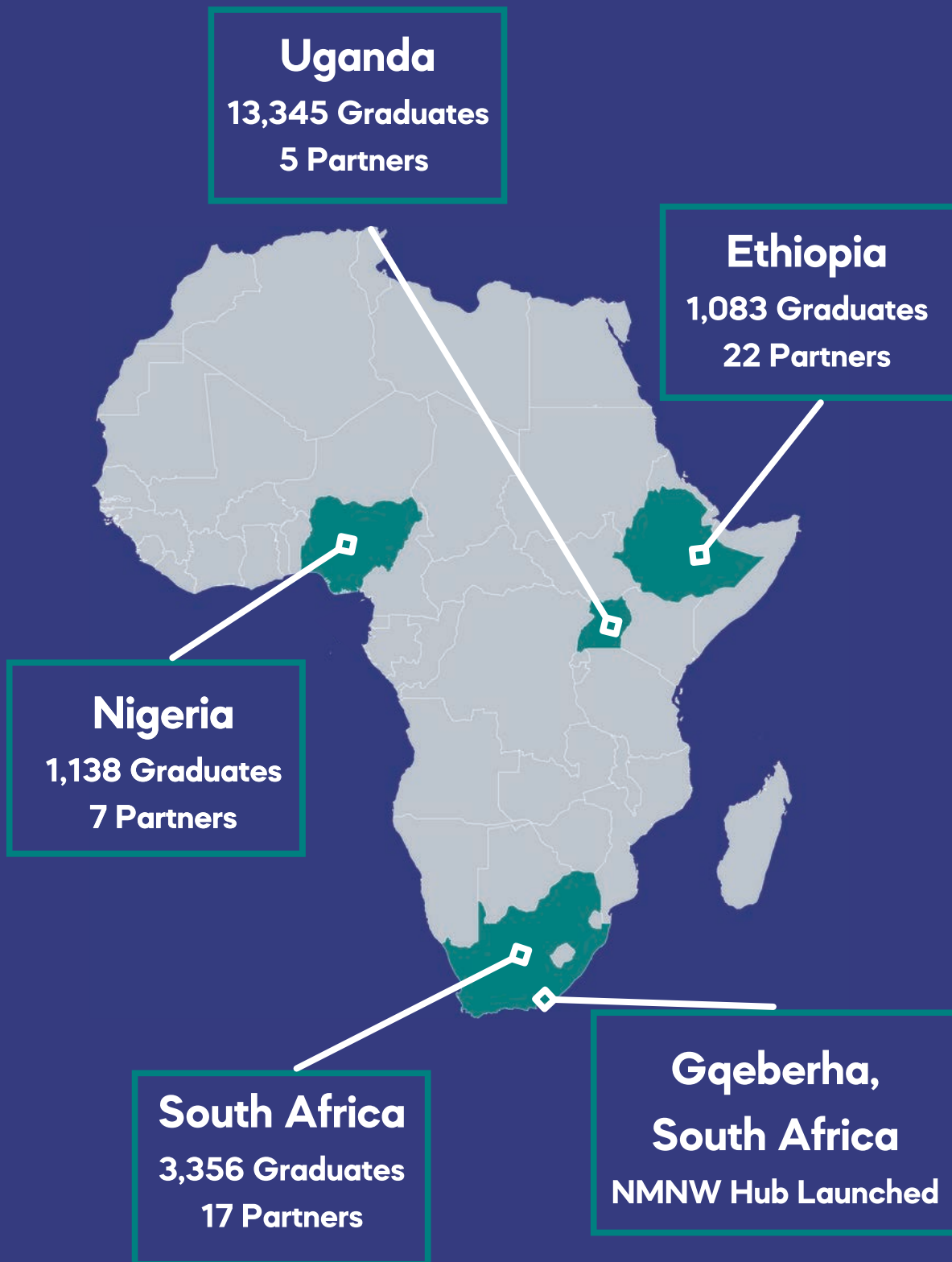
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Empowerment self-defense is important for girls and young women because it is an educational safety tool that equips them with every basic mental, verbal, and physical skill they need to set unwavering boundaries, stand up, and defend themselves from sexual assault and other forms of gender-based violence.

Being a No Means No Worldwide trainer gives you the opportunity to meet new people from different parts of the world, learn their culture and language. It also gives you the honor of impacting lives, sharing and birthing innovative ideas to change and build a sexual-violence free world.

~ Oladele  
NMNW Assistant Trainer  
Nigeria

# OUR REACH



# RESEARCH HIGHLIGHTS

Research published in 2020 on No Means No programming focused on programming with youth on an American Indian Reservation in South Dakota, U.S. The article "Efficacy of a Sexual Abuse Prevention Program with Children on an Indian Reservation", published in the Journal of Child Sexual Abuse by researchers from the University of Nebraska-Lincoln, describes a study which assessed the preliminary acceptability and efficacy of the No Means No program with 4th and 5th grade American Indian children. The study found that children's knowledge of sexual abuse and efficacy to prevent an attack increased. Additionally, the vast majority of children reported that they liked the program and that it helped keep them safe.

## Results from study of No Means No program with 4th & 5th graders on the Rosebud Sioux Indian Reservation



Percent of children who reported the program helped keep them safe



Percent of children who reported they liked the program



### SIGNIFICANT INCREASES IN:

- Personal agency regarding adults
- Personal agency regarding trusting one's feelings



# "I AM WORTH DEFENDING"



“

It is not that they are going to learn karate or taekwondo. We tell them that self-defense is anything you do, say, or believe that is going to keep you safe. What can you do; what can you say; what do you believe?

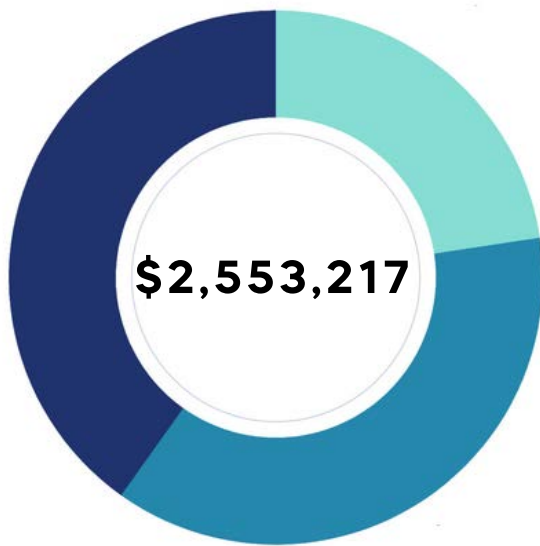
Do you believe you are worth defending? Yes I am worth defending. Do you think you can shout your loudest? Yes I can shout my loudest. Now, with all that they become eager.

~ No Means No Instructor  
Uganda

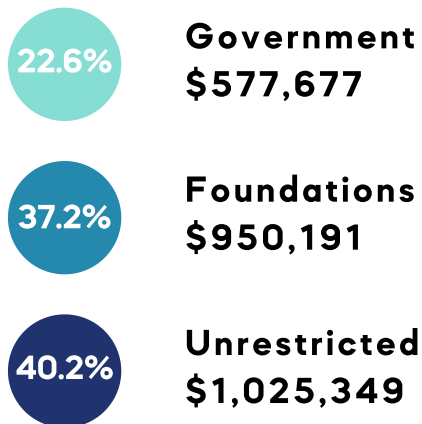
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# FINANCIALS

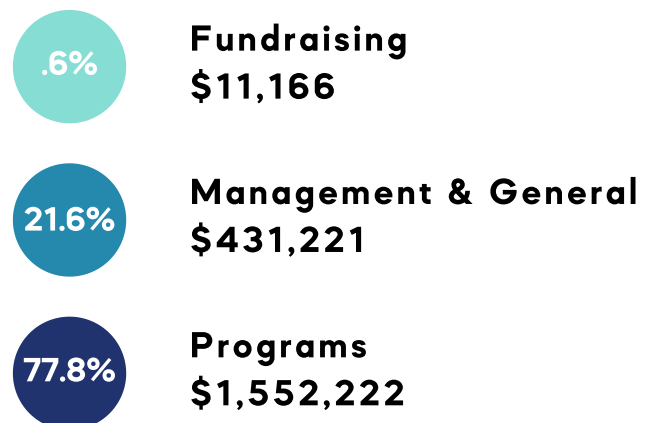
The figures below represent unaudited financials for the year 2020. Full audited financial statements will be posted on our website, [www.nomeansnowworldwide.org](http://www.nomeansnowworldwide.org), when available



## REVENUE



## EXPENSES



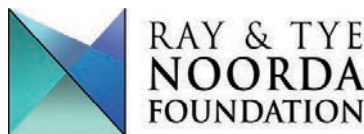


# OUR SUPPORTERS

No Means No Worldwide would like to thank all of our supporters, both institutional and individual. It takes our whole community working together to create a future without sexual violence. Below are the institutional partners who supported our work in 2020.



Dorothea Haus Ross Foundation

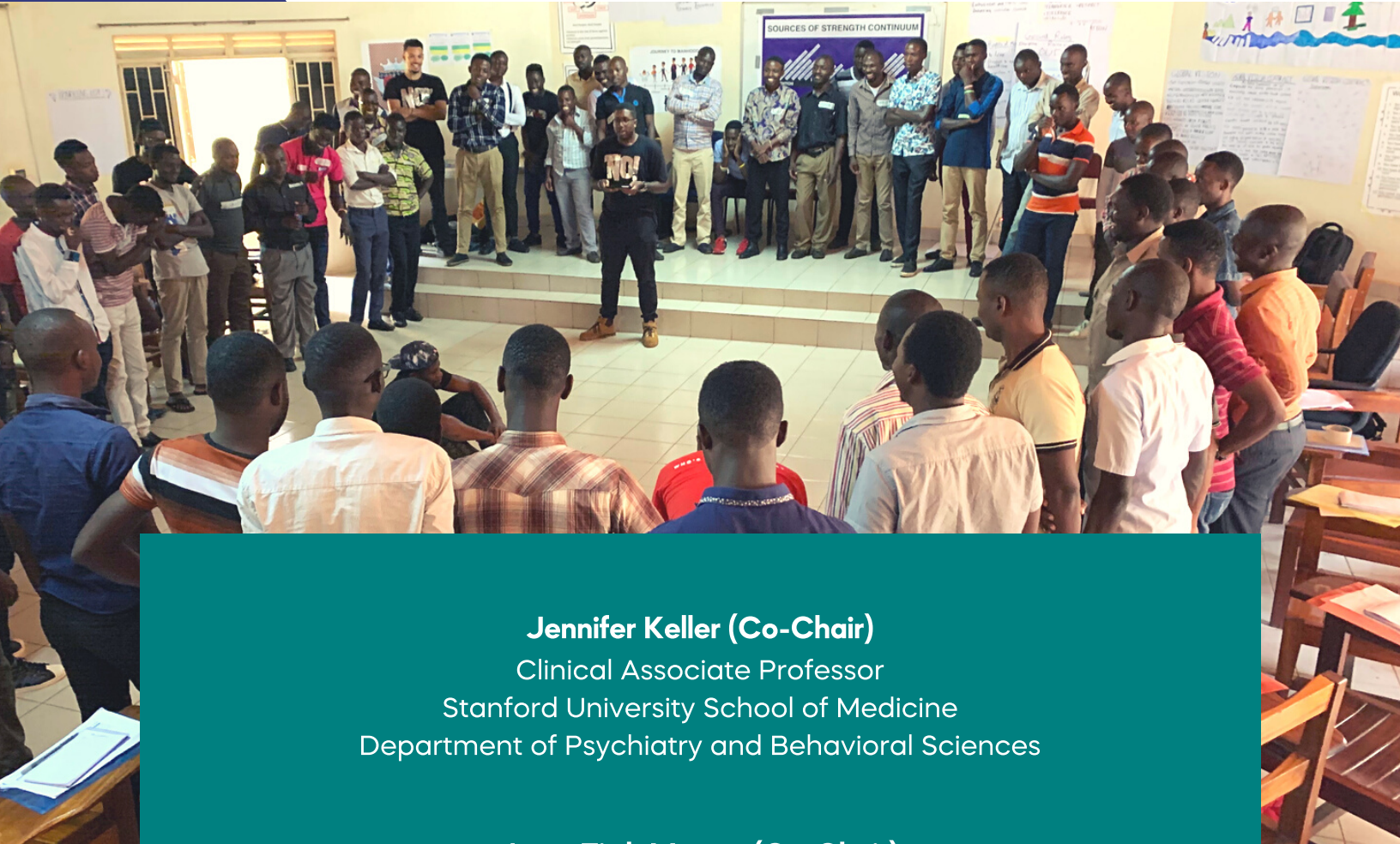


CDC - Centers for Disease Control and Prevention

PEPFAR - President's Emergency Plan for HIV/AIDS Relief

U.S. Centers for Disease Control and Prevention (CDC) is supporting NMNW's global work with funds from the President's Emergency Plan for HIV/AIDS Relief (PEPFAR). Funding from CDC and PEPFAR contributes to NMNW's mission to end sexual violence against women and children, and specifically assists with strengthening organizational capacity, scaling up global activities and supporting No Means No programming in Uganda, South Africa, Nigeria, and Ethiopia.

# BOARD OF DIRECTORS



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info@nmnw.org



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