

WHITE RIBBON

# ANNUAL REPORT

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2020





white ribbon

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## WHITE RIBBON'S VISION

A Future Free From Gender-based Violence

## OUR MISSION

We engage men and boys in the prevention of gender-based violence by promoting equity and transforming social norms.

We challenge and support men and boys to realize their potential to be part of the solution in ending all forms of gender-based violence.

## VALUES

Feminist and Intersectional

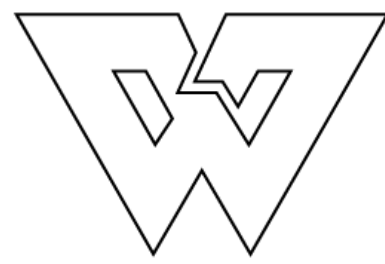
Meaningful and Inclusive Engagement

Balancing Evidence-base and Innovation

Accountability

Work from the Heart

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# INTRODUCTION

## 2020: The Year to Recommit to Intersectional Solidarity

What a year this has been! 2020 began with events that shocked our nation and spurred us into action - the COVID-19 pandemic, the Nova Scotia mass shooting, and the rallying cries from Black Lives Matter. We were called on to respond, to care for each other, and to put an end to multiple forms of discrimination.

We were all asked to stand up, speak out and rise up against inequities, white supremacy, anti-Indigenous and anti-black racism and its destructive forces. The ongoing violence directed overwhelmingly at women, girls, two-spirited, trans, and non-binary people has shown the harm and destruction it causes in all of our communities.

2020 was a year for socially minded action.

In response to the need for systemic change and more inclusive programming, we initiated an innovative project to expand our capacity and to strengthen our network of Canadian stakeholders involved in engaging men as allies. Our Gender Equality: Engaging Men and Boys by Utilizing GBA+ project is helping us collaborate with diverse women's organizations and social justice groups to embed intersectionality and accountability within our field of work.

The COVID-19 pandemic showed that our youth are at increased risk of online sexual exploitation and abuse; that already vulnerable communities became further disadvantaged; that women and their children were at increased risk of violence from abusive partners; and that prevention initiatives, like ours at White Ribbon, were harder to access due to restrictive community programming and lack of in-school activities.

Engaging men and boys in primary prevention saves lives, and it ends gender-based violence. It ends human trafficking for the purpose of sexual exploitation. It ends discrimination and racism and it decolonizes. It empowers boys, young men, and gender diverse people with empathy, a sense of social equity and frees them from harmful gender stereotypes. It teaches them to be allies for social transformation. It expands movements of peace and it creates a fair and just world.

White Ribbon lacks core funding. We operate without this solid foundation of support, relying on funders' decisions to grant project funding. Revenues fluctuate not based on demand for social equity and the need to end gender-based violence, but on funders' decisions to provide one-year, two-year or in some cases three year grants. 2019 was a difficult year for our operating budget - it created a deficit that carried into 2020. Government grants were scaled back, short-term and fewer in number than in prior years.

This annual report provides glimpses into our accomplishments and our diligent work to recover from this deficit while answering the calls for a socially just world.

White Ribbon continues to be a foremost leader in engaging men and boys in systemic change, ending all forms of gender-based violence, promoting equity and living authentic allyship. We are thankful for the generous support of our community and private sector partners, funders, donors, sponsors, and event participants.

Our dedicated Board of Directors helped open doors for the expansion of our work. Our staff team and our volunteers brought the expansion to fruition.

2020 was a year where we were all asked to stretch, to be flexible, innovative and accountable. We had to rethink how we deliver our programming, projects and events within the new environment of COVID-19. We are so grateful for your ongoing support, even as you too have negotiated your way along in this difficult environment.

There's a long journey ahead of us as we continue, together, to transform the inequities to equities, but we're heartened by the support, passion and commitment of our allies and community.

Together we are in solidarity.  
Mona Mitchell, Board Chair  
Humberto Carolo, Executive Director

December 18, 2020

# THE PLEDGE

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"I pledge never to commit, condone, or remain silent about violence against women."

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3,006  
Pledges

Thousands of men and boys around the world have signed the White Ribbon pledge since our founding in 1991.

As we prepare for our 30th year anniversary in 2021, we look back on the work that was done and all the work that we still have to do. Gender-based violence is sadly still a reality in our world – but we have the power to change that. We can make a difference. Please help encourage other men and boys to sign by visiting the pledge site at [whiteribbon.ca/pledge](http://whiteribbon.ca/pledge).

# SHOW OF SUPPORT

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## White Ribbons Everywhere

# 20,000

└ ribbons distributed

In 2020, White Ribbon distributed 20,000 ribbons across Canada and beyond, a significant decrease due to COVID-19. We thank schools, businesses, unions and community organizations across the country for showing your solidarity with the women's movement in opposing gender-based violence.

We encourage everyone to proudly wear their white ribbons all year round.

T-shirts to winter coats!



# INTERSECTIONAL SOLIDARITY

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Work with men and boys to promote gender equality must be done through an intersectional, feminist and human rights lens, and it must developed in partnership with diverse women's and social justice organizations.

At White Ribbon, we use an inclusive and anti-oppression approach, recognizing that gender-based violence and discrimination intersect with various systems of oppression including misogyny, racism, colonization, homophobia, transphobia, and many more.

## ENGAGING IMMIGRANT AND REFUGEE COMMUNITIES

We continued to roll out our [Immigrant and Refugee Neighbours, Friends and Families](#) project and brought onboard five new [male allies](#). Together, they organized and implemented a wide range of outreach and awareness-raising activities in Toronto's diverse immigrant and refugee communities aimed at preventing and addressing gender-based violence.

We are heartened by the impact of this project and are grateful for the commitment and leadership of our male allies in the community.



## ALLYSHIP IN IMMIGRANT AND REFUGEE COMMUNITIES

Together with Immigrant Services Guelph-Wellington, White Ribbon delivered training sessions to men from diverse communities on promoting healthy masculinities, gender equality, and healthy relationships.



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*"This campaign is very important for everyone in the community to know the important role of men to end violence."*

Community member

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# INTERSECTIONAL SOLIDARITY

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## ENGAGING MEN AND BOYS AND GBA+

We are collaborating with diverse women's organizations to embed intersectionality and accountability within the field of engaging men and boys. Check out our website early in 2021 to find resources to increase our collective accountability and advance systemic change.

Our thanks to our community partners and advisory committee members.



## KENYA EQUITY IN EDUCATION PROJECT

COVID-19 impacted this important project. We continued our partnership with World University Service of Canada and Windle Trust in Kenya to develop an on-the-ground training program for local community mobilizers.

Creativity, innovation and imagination are being explored for delivery options in the context of the global pandemic.



# YOUTH SOLIDARITY

## 12,728

└ program participants reached, a 53% increase from 2019

## 49% 49% 2%

└ identified as male, female, or non-binary

## 8 out of 10

└ reported increasing their understanding of consent and sexual violence

### We Still Need to DRAW-THE-LINE

From the classrooms in early 2020 to Zoom sessions beginning in March, White Ribbon continued to work with post-secondary students across Ontario to help them know how to intervene safely and effectively with sexual violence through the Draw-the-Line campaign.



### Youth Ambassadors

Working with community partners, and Fédération des OSBL d'Habitation de Montréal, White Ribbon is developing a French-language training manual. Peer educators will provide outreach to youth in local community housing to promote healthy relationships and end gender based violence.



*"We are very pleased with White Ribbon's ability to adapt Draw-the-Line for OCAD U's large mixed gender, 2SLGBTQ+ audience while presenting specific examples of deliverable actions that students can apply to prevent harassment, gender-based violence, and sexual violence. White Ribbon's contribution was crucial to our orientation programming for new students. In the future, we look forward to hosting White Ribbon as an important part of orientation."*

OCAD Student Union



# YOUTH SOLIDARITY

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White Ribbon continues to partner with educators, schools, and community partners across the Greater Toronto Area and the province of Ontario, delivering programming focused on consent, gender equality, and healthy masculinities. Look for the scaling up and expansion of our youth programming across Canada in 2021!

## Creating Conscious Classrooms



In partnership with the Elementary Teachers' Federation of Ontario and the Toronto Rape Crisis Centre Multicultural Women Against Rape we developed an innovative training series to deepen elementary teachers' knowledge of gender-based violence prevention. Once COVID-19 restrictions lift, we are ready to deliver this capacity building program at elementary teachers' regional conferences in 2021.

## Prevent/Prévenir Through WRPrevent.ca

Thanks to the commitment of the Ontario Secondary School Teachers Federation / Fédération des enseignantes-enseignants des écoles secondaires de l'Ontario, secondary level educators are equipped with bilingual digital resources to prevent sexual exploitation and trafficking.

Students across Ontario are learning to interrupt and prevent youth sexual exploitation.



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*"This resource has been needed and I am happy that we are finally having access to a well created resource that will allow me the confidence as an educator to facilitate these lessons and to have conversations with my learners and truly anyone for that matter. Thank you for all the work that has been put into this and that will continue to be done."*

Prevent Project Participant

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# GOING SOCIAL

## Engagement Through Social

Our award-winning [Boys Don't Cry](#) campaign draws attention to the impact of rigid gender stereotypes on boys throughout the life cycle.

To promote healthier masculinities, we need to encourage boys and men to express a full range of emotions and understand the positive difference they can make when they do.

55M

└ social media impressions in total

50M

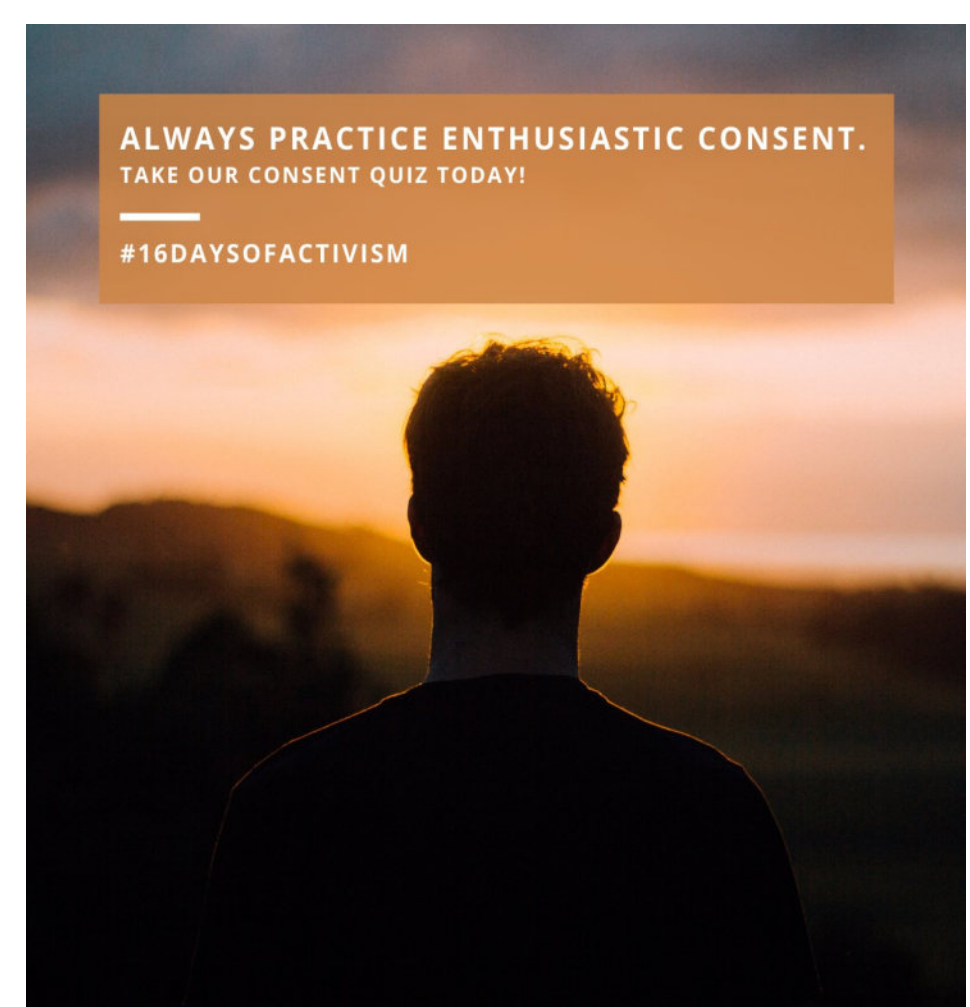
└ impressions through the Boys Don't Cry Campaign

12.2K

└  followers

9.5K

└  followers



# 16 DAYS OF ACTIVISM

Together, with our community partners, we commemorated the 16 Days of Activism Against Gender-Based Violence by sharing our voices and amplifying our actions.

This year our collective efforts went digital and included engagement with events such as Global MenEngage Ubuntu Symposium; Women, Faith and Diplomacy Global Conference; a Roundtable on the Role of Men as Allies in Gender Equality, co-facilitated with Sophie Grégoire Trudeau; the North to South Panel on Preventing and Addressing Gender-based Violence; a session on engaging men and boys in GBV prevention organized by the Ban Ki-Moon Centre for Global Citizens, and so much more!



316K

Social media impressions

10K

engagements

# WALK A MILE IN HER SHOES 2020

White Ribbon's 11th annual Walk a Mile in Her Shoes event was held virtually this year between September 26th and October 2nd, as a result of the COVID-19 pandemic. We called on all men and boys, to walk a mile in their neighbourhoods, workplaces, and schools to help raise awareness and commit to end gender-based violence, racism, and all forms of discrimination.



**72 participants**  
**19 teams**  
**519 donors**  
**11 sponsors**

**\$77K**  
 raised in support of White Ribbon programs

## Thank You to Our Walk Sponsors!

**Stiletto Sponsor**  
 McCarthy Tétrault

**Wedge Sponsors**  
 Barrick  
 Brill Communications

**Kitten Heel Sponsors**  
 ACHIEVEBLUE  
 Alterna Savings  
 Captivate  
 CormanFeiner  
 Hydro One  
 James in the City  
 Rebecca Nixon Social Media  
 TD

# WALK A MILE IN HER SHOES 2020

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## Top Fundraising Teams & Participants

### *Teams raising \$500 or more*

ACHIEVEBLUE  
Atura Powerwalkers  
Corman Feiner - On Our Feet  
McCarthy Tétrault  
Ottawa Walks For Them  
Ribbons for Rachelle  
TD Insurance Walks  
Team Sunwing!  
The Falcons (CWDHS)  
Top Hat  
University Women's Club  
of North York  
White Ribbon

### *Participants raising \$500 or more*

Chris Fralick	Joel Marans
Christopher Cooney	Kelly Davis
Christopher Jess	Kevin Dick
Cinzia Soda	Marion Goltz
Crissi Giamos	Mary Corpus
Deon Blyan	Mary Pompili
Humberto Carolo	Mona Mitchell
Isabel Fonseca	Ruth Plumpton
Jeff Feiner	Vitor Fonseca



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# THANK YOU TO OUR SUPPORTERS

White Ribbon expresses sincere appreciation to all of our funders, donors, sponsors and volunteers for their generosity during 2020. Thank you!

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## Government

Government of Canada  
Public Safety Canada  
Women and Gender Equality Canada

Ontario Government:

Ministry of Education  
Ministry of Children, Community, and Social Services: Office of Women's Issues

## Supporters of \$500 or more

ACHIEVEBLUE  
Alanna Fonseca  
Alternativa Savings  
Anonymous  
Barrick  
Carol Anne Warrington  
Chamandy Foundation  
Christopher Cooney  
Christopher Jess  
Corman Feiner  
Cristin Gooderham  
CSL Group  
David Burton  
Don Bojin  
Elementary Teachers' Federation of Ontario  
Erik Yeo  
Fédération des OSBL d'Habitation de  
Montréal  
Ford Motor Company  
Freedom International Brokerage Company  
Hugh Sturgess

Hydro One  
James in the City  
Joel Marans  
Linda Plumpton  
Margaret Koontz  
Mary Gianfriddo  
McCarthy Tétrault  
MenEngage Alliance  
Ontario Power Generation  
Peter Coleridge  
Royal Bank of Canada  
Ruth Plumpton  
Sheamus Murphy  
Students Commission of Canada  
Sunwing Travel Group  
TD Insurance  
TD Wealth  
United Way Greater Toronto  
Witney Wager  
World University Service of Canada

# FINANCIALS

## FY 2019

### Annual Statement of Operations at Year End

December 31, 2019

	2019	2018
Revenues		
Government grants	293,956	712,719
Fundraising events	181,616	225,844
Third-party consulting	179,541	204,951
Donations	47,805	76,867
Management and consulting fees	8,069	43,723
Educational materials	20,822	25,561
Foreign exchange gain	1,645	5,794
	733,454	1,295,459
Expenses		
Salaries and benefits	609,989	506,811
Project costs	115,840	294,533
Rent	81,609	81,273
Administration	30,394	44,632
Fundraising costs	32,983	57,351
Consultants	25,754	33,643
Telephone and internet	11,785	14,355
Professional fees	12,328	10,394
Amortization	5,662	6,646
Travel and conferences	3,488	23,793
Sponsorship	250	--
	930,082	1,073,431
Excess (deficiency) of revenues over revenues for the year before the following	(196,628)	222,028
Share of loss of subsidiary company accounted for on the equity basis	--	(45,782)
Impairment loss on investment in and receivable from subsidiary company	--	(21,605)
Excess (deficiency) of revenues over expenses for the year	(196,628)	154,641

Excerpt from White Ribbon's audited financial statements, prepared by Hilborn LLP. Full audited statements available by request at [info@whiteribbon.ca](mailto:info@whiteribbon.ca).

## Board of Directors

*Chair*  
Mona Mitchell  
ACHIEVEBLUE

*Past Chair*  
Jeff Feiner  
*Corman Feiner LLP*

*Treasurer*  
Vipin Rikhi  
*New Balance*

*Secretary*  
Joel Marans  
*Top Hat*

Michael Bowe  
*Simcoe Muskoka Family Connexions*

Chanda CeeCee Chilanga  
*Dapper Style Mint*

Kelly Davis  
*Sunwing Travel Group*

Chris Langdon  
*McCarthy Tétrault*

Sheamus Murphy  
*Counsel Public Affairs*

Mary Pompili  
*Villa Charities*

Louie Surdi  
*Finastra*

## White Ribbon Team

Humberto Carolo  
Executive Director

Manoj Paul  
Director of Finance & Operations

Louise Moyer  
Senior Programs Manager

David Garzon  
Team Lead, Community Engagement

Kaoutar Kaddouri  
Community Engagement Manager

Kate Bojin  
Director of Programs  
*(on parental leave)*







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