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Dear Supporter,

Welcome to the very first ‘me too.’ impact report, a charting of our evolution from a movement that began with two words, to a viral hashtag, and now an international organization fueled by a bit of bravery, and an overwhelming desire to see a world free of sexual violence. When I began this work over a decade ago, I didn’t have the means to generate a massive platform that could convey the urgency and pervasiveness of sexual violence. To be able to share with you how the work has manifested and how it’s inspired the development of an independent organization, among many other things, fills me with gratitude, humility, and the charge to keep going.

As I reflect on where we came from- an on-the-ground grassroots campaign with limited resources- to where we are today- a global reawakening that has sparked movements across communities, countries, and cultures, I can easily say that it would not have been possible without those who believed in what we were doing. Your voice, your validation, and your investment kept us going and ensured that we didn’t become just another trending topic. We’ve been able to take risks and embrace the challenges of growth and expansion because of you, and we can look forward to a bright year ahead with your continued support.

The foundation of this movement was laid well before 2006 when I set out to bring healing to the Black and Brown girls in my community while raising awareness about the trauma they faced, and the lack of protections made available to them. Survivors have been speaking up and demanding justice for decades. This moment signifies the start of an era that carries their fight forward and sees to it that every survivor gets the healing they deserve. We do this for them. Your support enables us to forge ahead and create a world we haven’t seen before, and we couldn’t be more thrilled to embark on this journey with you.

In collective power and solidarity,

Tarana J. Burke
Founder and Executive Director, ‘me too.’ International
In 2017, two words sent shockwaves throughout the world as the hashtag #MeToo went viral in less than 24 hours. Individuals, leaning on the power of community, found the courage to come forward with their experiences of sexual violence. More than 12 million in the first 24 hours, and over 19 million in the first year. The United States, and now numerous other countries, are being forced to reckon with the systemic ills that have perpetuated gross abuses of power in society, and a culture that predicates itself on the silence of those impacted.

What most people didn’t know in 2017 is that The ‘me too.’ Movement was founded in 2006 by activist Tarana Burke. She created The Movement to support survivors of sexual violence, particularly young women of color from low wealth communities, find pathways to healing. And since 2017, Tarana has emerged on the global stage as a leader of the current iteration of The Movement, both speaking to and strategizing about how it could answer the call from those most impacted by sexual violence.

As we look back on the last two years, we hold the stories that have been told to us, along with our dreams for the kind of future we want to create. We believe that now is the time to ensure that consent and bodily autonomy are afforded to all people...

It is time for us to heal, so we can act, and act, so we can heal.
‘me too.’ as an organization, as a body of work, as a vision, would not be here without the incredible support of key supporters from day one. The individual donors who reached out to Tarana in the first moments of #MeToo going viral to ask how they can support; the foundations that have seeded our organizational infrastructure-building with multi-year funding, such as New York Women’s Foundation and NoVo Foundation; the corporations and foundations that invested in us, such as CBS, Google, and Levi Foundation; the key funders that are helping us build our staff and keep the lights on such as Melinda Gates, States Made Apparel, Gucci, HBO, and many more; and the project funders who invested in key areas of alignment, such as Pop Culture Collaborative and A&E Networks.

What’s contained in this report, and what’s to come, would not be possible without these investors. They get it. They understand that our efforts toward ending sexual violence are just ideas without an organizational infrastructure and a strong foundation to implement them. And we are committed to being excellent stewards of every dollar we receive. ‘me too.’ International is incredibly proud of the organization, programs, and services we are building, and continue to be humbled by the support we receive to do this vital work.

“One of the biggest effects of the #MeToo Movement has been to show Americans and people around the world how widespread sexual harassment, assault, and other misconduct really are. As more and more survivors spoke out, they learned they were not alone.”

–Ai-jen Poo, Executive Director, National Domestic Workers Alliance
With the support of generous donors and funders, ‘me too.’ International has been hard at work creating the organization’s infrastructure over the last year. ‘me too.’ as an independent grassroots organization is the container through which we will carry our vision for The Movement forward. Starting with a lean coast-to-coast staff of eight, we have prioritized our organizational goals (at right).

‘me too.’ is about healing for survivors, supporting survivors as leaders and centering them as organizers in community healing. We are about ending sexual violence for everyone, everywhere, while prioritizing the needs of our most vulnerable, marginalized communities. We are about strategizing action to disrupt rape culture, and shifting the narrative to bring these conversations into the powerful spaces where change happens.

During 2020, we will continue to develop an appropriate staffing model and a strong board of directors to successfully launch and pilot key program offerings.
Our Work

The work of ‘me too.’ centers survivors in their own healing journeys, understanding there is no one better to lead in this work than survivors themselves. We utilize an organizing approach to creating community amongst survivors. And alongside survivors, interrupting sexual violence in a real way requires advocates and allies who are empowered to get in action.

HEALING CIRCLES

‘me too.’ was excited to work in partnership with Girls for Gender Equity (GGE) and the Firecracker Foundation to pilot young survivors healing circles in New York City and Lansing, Michigan. It was our first in-person programming, generously supported by New York Women’s Foundation. These Sisters in Strength Healing Circles were predominantly girls of color, with a core focus on exploring healing in a safe and supportive environment. These 23 girls created community together, aligning around shared experiences and learning organizing skills to develop their leadership.

DEVELOPING A COMPREHENSIVE FRAMEWORK FOR THE FIELD

Based on the need to clearly articulate the crisis of sexual violence, we worked with scholars and cultural organizers to write The ‘me too.’ Movement Framework that maps out our analysis of the problem, conveys our guiding principles and approach to the work that lies ahead. The framework examines the lifecycle of a survivor and the myths that keep us from acknowledging sexual violence as a structural social justice issue, and therefore, the movement as a critical
response to affect change at the individual, interpersonal, institutional, and structural levels. Currently under review by a committee of trusted colleagues, experienced practitioners, and activists, the framework is set to be released in early 2020.

**BUILDING A ROBUST DIGITAL PLATFORM**

We are currently dedicating significant resources and time toward constructing a robust and evolving digital platform. This online community for survivors, supporters, and allies to access resources and information to support healing. ‘me too.’ is also striving to embed in our digital design, resources to build community beyond geographical boundaries. The Spring 2020 relaunched website will be equipped with toolkits and information sheets, discussion guides, and an expanded resource library, searchable by zip code, that connects users to information and mission-aligned organizations working to end sexual violence. The new site will also feature a tool connecting individuals to geolocated actions they can take to end sexual violence.

**COLLEGE OUTREACH - THE ‘ME TOO.’ HBCU TOUR**

‘me too.’ had an opportunity to intervene in the atmosphere of sexual violence and rape culture that pervades much of college culture. HBCUs are often without the resources or safe spaces to begin to work on these issues. College is often the first-time young people are making their own decisions about many things, including sex. It is also a potentially fruitful learning time for young people to become aware of healthy and mutual consent. Our work in college settings seeks to bring the next generation into an era of awareness, respect, and the understanding of enthusiastic consent.

In honor of Sexual Assault Awareness Month, the ‘me too.’ HBCU Tour launched in April 2019, centering the voices and experiences of students, faculty and administration in historically and predominantly black spaces. The convenings began as a multi-city tour centered around creating safe and accountable communities for students, faculty, and administrators at HBCUs. Each stop included strategic convenings, a workshop for men and male-identifying individuals, and a fireside chat featuring special guests. Each institution’s convening on the tour was invited to partake in campus-wide commitments intended to disrupt and prevent sexual assault. Following a public signing of the document, ‘me too.’ announced

“I’m really grateful that I was able to have this experience. This is a conversation that we need to have in the black community, in the HBCU community. It’s a conversation that we need to continue to have around resources available to survivors and the larger body of students, administration and faculty.”

- Eric, student at North Carolina Central University
schools would receive $10,000 to help jumpstart the efforts laid out in the agreement. Students were also encouraged to join the organization by creating a local campus wide task force to work across campuses to identify strategies for improving student safety and consent education. The initial work of the convenings and tour has become a springboard for our future HBCU work, so more to come!

BIG thanks to Dr. Yaba Blay, Wade Davis, and all of the facilitators and speakers who joined us, as well as the production team and support staff who helped make it happen.

**THE SECOND ANNIVERSARY OF THE #METOO HASHTAG**

To commemorate widespread awareness of The Movement through the hashtag’s viral anniversary, we announced ourselves as an independent nonprofit organization, launched a national campaign to drive survivor voter engagement, and hosted a series of national calls to inform and connect with survivors, advocates, and allies from across the country.

#MeTooVoter was introduced to the country on October 15, in partnership with the National Domestic Workers Alliance, the National Women’s Law Center, and Justice for Migrant Women. The campaign is designed to pressure political leaders to put forward real solutions to address, prevent, and eradicate sexual violence and harassment. On the morning of the fourth Democratic Presidential Debate, TIME Magazine published an opinion-editorial piece by Tarana Burke, calling presidential candidates to task to make sexual violence a prominent part of their platforms. Over the next few weeks, #MeTooVoter received substantial media attention and began trending across social media platforms. A petition was issued, and NowThis produced a PSA about why this campaign was created.

On November 20, with the signatures of over 60 national organizations, we issued an open letter to democratic candidates, consultants, and debate moderators, insisting that they ask about sexual and gender-based violence during the fifth Democratic
Debate that evening. We claimed victory in seeing this come to fruition, fueling our desire to see that survivors’ rights stay on the minds of our political leaders and influencers until and beyond Election Day 2020.

This is ‘me too.’ was the first national call that provided an introduction to the ‘me too.’ Movement team. Staff members then gave an overview of the organizational framework, and outlined initiatives that will be launched in the upcoming months. The group heard from Founder and Executive Director Tarana Burke, Chief Strategy Officer Celeste Faison, and ‘me too.’ Contributor Ayanna Devante Spencer. At the end of the call participants were asked to “raise their hand” (by pushing 1) if they would commit to fighting sexual violence in their communities and workplaces.

Survivors’ Vote focused on sexual violence as a crucial national issue that deserves a national political response. The group recapped the fourth Democratic Debate, and discussed the fact that none of the presidential candidates directly addressed the issue of sexual violence. National movement leaders Tarana Burke (‘me too.’), Monica Ramirez (Justice for Migrant Women), Ai-jen Poo (National Domestic Workers Alliance), and Fatima Goss Graves (National Women’s Law Center) talked about #MeTooVoter and the work that survivors have to do to hold the nation’s leaders accountable in demonstrating their commitment to survivors.

At the end of the call participants were asked to sign up for #MeTooVoter (by texting 90975).

Black Femmes in Focus centered Black women, the original impetus for the movement. One of the statistics highlighted was that Black women have the highest turn-out rate at the polls and also have the highest rates of sexual assault. On this call, Tarana Burke, Nia Robinson (Planned Parenthood Federation of America) and Therapist Shesheena Bray discussed what it means to hold Black femme identities as survivors on a healing journey in a country that benefits from Black womens’ existence, but doesn’t prioritize their wellness.

NARRATIVE SHIFTING

Over the last year ‘me too.’ partnered with multiple mediums to shift the cultural narrative on sexual violence. While backlash from the current system of patriarchy/oppression has been loud and venomous, ‘me too.’ has achieved some noteworthy narrative shifting milestones.
• ‘me too.’ penned an open letter of support to Dr. Christine Blasey Ford, following her testimony against Brett Kavanaugh’s 2018 appointment to the United States Supreme Court. The letter was signed by Amanda de Cadenet of Girlgaze, activist Glennon Doyle, actors/activists Tracee Ellis Ross and America Ferrara, and was later published in the New York Times.

• Tarana Burke opened TEDWomen 2018 with a powerful message about reclaiming The ‘me too.’ Movement and educating future generations about the abuse of power and privilege. The talk has been viewed almost two million times.

• In early 2019, ‘me too.’ joined national grassroots and social justice organizations to demand clemency for Cyntoia Brown, a young black woman who was imprisoned at 16 years old for defending herself against her abuser. Weeks later, Tennessee Governor Bill Haslam granted full clemency to Cyntoia. She was released on August 7th.

• In partnership with Deutsch creative agency, ‘me too.’ produced the Survivor Story Series, a collection of four PSAs that rally survivors and supporters together. The PSAs premiered at a special Sundance Film Festival event hosted by HBO, featuring actor Terry Crews. The PSAs continue to be shared across several press and media outlets and social media platforms. To date, the PSAs have been viewed over 200k times on ‘me too.’ channels alone, and won numerous awards and accolades including a Gold ANDY and Campaign’s Inclusive and Creativity Award. The PSAs can be viewed at https://metoomvmt.org/survivor-story-series/.

• Founder and Executive Director Tarana Burke visited 150 colleges since 2018, significantly impacting the conversations administration and students are having on campuses around the prevalence of sexual violence and how to begin creating more safe spaces.

• Women Deliver invited Tarana Burke to join heads of states, parliamentarians, academics, and activists from over 165 countries to speak at their 2019 conference in Vancouver, Canada.

• In November 2019, Tarana Burke accepted the 2019 Sydney Peace Prize for her work to change the way the world talks about sexual violence.

• Countless marches and rallies in the name of ‘me too.’ have taken place in small towns and large cities to raise awareness and galvanize support from policymakers and the larger public.
MEDIA & CULTURE

Our work has impacted the way media and news outlets talk about sexual violence, and we are seeing a shift in the centering of survivors in pop culture. Storytelling around issues of survivorhood have begun to examine how racial and gender identity impacts the larger narrative and access to healing.

• Tarana Burke guest edited Essence Magazine’s special ‘me too.’ Edition, setting the record straight that the Movement was created with black women and girls in mind, and bringing to light the differences in how cases involving black people are treated. It is also a call to action for the black community to raise their voices about sexual violence.

• Surviving R. Kelly, the docuseries about the R&B singer’s history of sexual abuse towards women and girls, premiered on Lifetime. Tarana Burke was one of the organizers featured in the three-part film, and during its debut, ‘me too.’ tweets to support viewers who may have also experienced sexual abuse. The docuseries successfully shifted the focus from scrutinizing survivors, to the ecosystems that allowed this harmful practice to continue. In total, Surviving R. Kelly garners 2.1 million total views.

• In June 2019, Tarana Burke was the feature interview in Playboy Magazine, where she talked about why she started the movement, what it has meant for her to be one of the voices behind the Surviving R. Kelly documentary, and the need for young people to have a healthy understanding of sexual relationships and consent.

• Colin Kaepernick selected Tarana Burke to be featured in PAPER Magazine’s People Issue, adding sexual violence to the conversation about public safety.

• On October 15, 2019, the second anniversary of the #MeToo hashtag, ‘me too.’ announced #MeTooVoter, a year-long campaign to mobilize survivors as constituents with rights and encourage public officials and presidential candidates to take action around sexual violence. Tarana wrote an op-ed for TIME Magazine to call presidential hopefuls to task.

WORKPLACE & ACADEMIA

The Movement, alongside many key organizations, has helped elevate workplace issues like sexual harassment into local and national focus, which has sparked industry-specific campaigns. #MeTooSTEM, for example, directly tackles the origins of systemic oppression at the root. Sexual assault prevention trainings have become requirements in spaces that have traditionally swept harassment claims under the rug.

Academic institutions across the world are studying the ‘me too.’ phenomena, publishing anthologies, and designing coursework that takes a look at the socioeconomic and political intersections of sexual violence and the way it is treated, depending on race, class, and gender.
In addition to the expansion of our digital presence, healing circles, survivor leadership training and existing program offerings, ‘me too.’ looks forward to increasing its capacity to better reach and build with survivors and their communities. We remain steadfast in our commitment to center survivors and their right to heal, while educating and activating the world to address and respond to sexual violence wherever it happens.

**NATIONAL SURVEY**

In 2019 we launched a national survey to gather data about the lived experiences of survivors and the resources that are within reach to support them. This approach was a direct effort to disrupt sexual violence where it persists and begin to break down the interconnected systems that have allowed them to flourish. We will analyze and share the survey data within the first quarter of the new year.

**SURVIVOR LEADERSHIP TRAINING**

Over the last year ‘me too.’ has been working on designing the scope and curriculum for Survivor Leadership Trainings both online and in-person.

In 2020 the organization will launch this comprehensive training at no-cost for survivors who want to become skilled community organizers and invest in their individual healing journeys in service of building toward community healing and impact work. Queer, low-income, people of color, trans, gender non-conforming, differently abled, immigrant and first-generation peoples are encouraged to apply!

**THE ‘ME TOO.’ SURVIVORS’ SUMMIT**

The ‘me too.’ Movement is going to host the first ever Survivors’ Summit in 2020. The Summit is a first of its kind convening that aims to bring together up to 1,500 survivors from across the US who seek to be in community, learn, heal together, create bonds, build new relationships, and take action together to end sexual violence. The gathering will consist of keynote/mainstage speakers, workshops, panels, strategy sessions along thematic tracks that explore intersections of racial and gender justice, systemic violence, community healing and organizing.

Conference space and content will prioritize holistic care and restorative practices, with peer-to-peer service providers and counseling readily available to participants who need it.

**#METOOVOTER**

In partnership with the National Domestic Workers Alliance, the National Women’s Law Center, and Justice for Migrant Women, we will continue to organize movement supporters around the 2020 presidential election. We are planning multiple interventions at the intersection of sexual violence prevention and policy change to ensure that consent and body autonomy aren’t just abstract notions, but civil rights protected by law and advocated for by public officials at every level.

**INTERNATIONAL WORK**

With the increasing momentum of #MeToo Movements across the world, we are called to create a global network in 2020. We’ve been in conversation with activists and movement leaders in India, Australia, Sweden, Ghana, Rwanda, and South Africa with the intention to co-build an infrastructure that addresses the prevalence of sexual violence and the immediate needs of survivors in those countries.

“The future of ‘me too.’ is in all of our hands. We each have a role to play because we’re all affected by it. In 2020, we will introduce a number of tools and resources that help guide you, no matter who and where you are, understand the spectrum of sexual violence and accountability.”

—Tarana Burke
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