

me  
too.



# More Than A Hashtag

2020 & 2021 Annual Report



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Dear Supporter,

To call the last two years “challenging” would be an understatement. Countless lives were lost around the globe due to COVID-19, as millions were pushed deeper into poverty, while navigating the pandemic without adequate social services and economic support. As if that wasn’t enough, we witnessed countless Black peoples’ lives taken and shattered at the hands of state-sanctioned violence and white supremacy. The last few years have been devastating—especially for those of us who have survived and continue to heal from this compounding trauma.

Despite the sudden hurdles, we pivoted to meet the moment. As a young and growing organization striving to establish and support a global community of survivors, we sought to reimagine the way we use our digital space to meet the changing conditions of the ‘me too.’ community. We shifted from planning in-person events to developing virtual offerings, including our **Survivor Healing Series**, **COVID-19 for Survivors Toolkit**, and **Survivor Leadership Training**. We relaunched our website with an expanded catalog of toolkits and healing resources, and launched the world’s first activism recommendation engine, **Act Too**.

The landscape of the pandemic, coupled with a tense political climate, ushered in new opportunities for innovative partnerships making way for campaigns such as **The Survivors’ Agenda**—the first-ever multi-racial, multi-issue campaign focused solely on survivors, *by survivors*.

We continued our narrative work, kept the focus on survivors, and centered the voices and experiences of Black women and girls in the face of mainstream erasure and systemic invisibility. The influence of the ‘me too.’ Movement in pop culture and media was felt with the last installment of the *Surviving R. Kelly* series and the sentencing of Harvey Weinstein, R. Kelly, and Ghislaine Maxwell. Still, we worked to prove that the future of our struggle does not depend on what happens to disgraced celebrity figures; rather, it lies in the multifaceted healing of individual survivors on their own terms.

Faced with an administration that made no effort to ease the varied, pandemic-related suffering and ongoing police violence, we fought back by continuing the work. Why? Because we have hope, and HOPE is the mother of determination. We are *determined* to center survivors and elevate survivor leadership. We are *determined* to deconstruct old narratives and build new ones, with the goal of changing the way we talk about sexual violence. We are *determined* to change the material conditions for all of us—one step, one act, and one voice at a time.

Most importantly, we receive healing, reclaim our joy, and take action to dismantle the very systems that allow for the proliferation of sexual and gender-based violence. We know it is possible because the last two years have shown us what we are made of. We know it is possible because of YOU.

In solidarity.



**Tarana Burke**  
Founder & Chief Vision Officer



**Dani Ayers**  
Chief Executive Officer

# mission & vision

## mission

me too. International serves as a convener, thought leader, and organizer across the mainstream and the grassroots to address systems that allow for the proliferation of sexual violence, specifically in Black, queer, trans, disabled, and all communities of color. Leveraging its model and framework, grounded in existing research and theory, ‘me too.’ centers:

- + individual and community healing and transformation;
- + empowerment through empathy;
- + shifting cultural narratives and practices; and
- + advancing a global, survivor-led movement to end sexual violence.

## vision

me too. International envisions a world free of sexual violence. We assert that the transformation of oppressive systems, narratives, and cultures—grounded in the lived experiences and leadership of survivors—creates space for generative ideas, practices, and relationships rooted in love, respect, empathy, and wellness. We imagine communities that are abundant with joy, safety, and resources and committed to radical healing, and we are committed to the work to live toward this vision.

“

**Our primary responsibility is to survivors and providing them with resources along their healing journey, building out actions to interrupt sexual violence and making those actions accessible, while joining the work of so many other individuals and organizations who do anti-sexual violence work by aligning with their advocacy campaigns.”**

**DANI AYERS**  
‘me too.’ CEO



# who + what we're made of

Our community of survivors, advocates, amplifiers, and organizational partners are the marrow of our work. We would not have a movement of this size without decades of risk-taking, silence-breaking, and change-making, refueled by millions of survivors who raised their voices in 2017. We are cultivating a community that believes in the power of collective healing and is unapologetic about survivor justice.

The pandemic changed material conditions for everyone, particularly for survivors, who were urged to "shelter in place," in oftentimes unsafe and retraumatizing spaces. We knew then that our engagement strategy would have to shift dramatically if we were going to continue building on the momentum gained in the few years prior.

## responsive programming

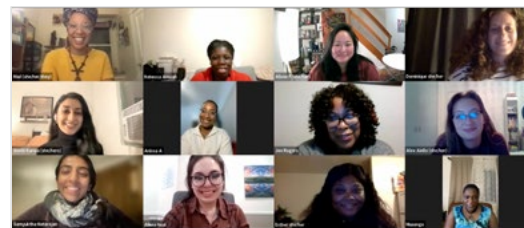
We pivoted to online programmatic offerings, centering the needs of survivors and equipping them with the necessary tools to individually navigate their personal healing journeys, no matter where they are.



Survivor Healing Series, led by healing and cultural practitioners, reached over 28k survivors around the globe.



Following the 'me too.' x HBCU tour in 2019, the HBCU Fellowship was piloted to incubate campus survivor programming with the intention of cultivating a foundation for longer-term survivor-led organizing on campus.



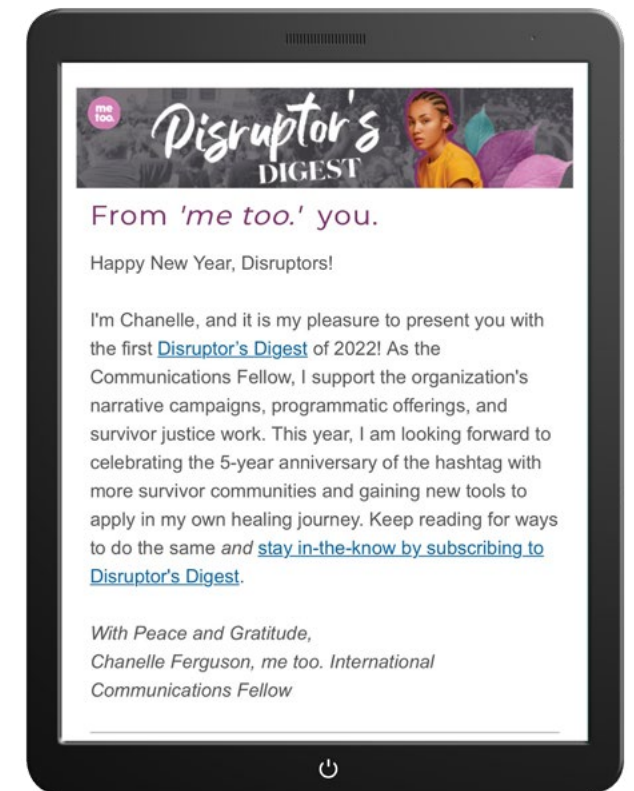
Emerging survivor leaders learned tangible organizing skills and foundational knowledge to promote healing and action in their communities.

# survivors at the center

The official rollout of 'me too.' programs was preceded by efforts to hear from survivors, understand how the pandemic was affecting their lives, and answer with social support, **a toolkit**, and **a report** documenting and raising awareness about the compounded trauma survivor communities are facing in the pandemic. We accelerated the launch of a brand new **metoomvmt.org** with a carefully curated **resource library**, and a **repository of content** authored by dozens of survivor writers, practitioners, researchers, and organizers. The resource library features hundreds of wellness, direct service, and advocacy organizations across the United States that are searchable by zip code, community identity, and need.

Through digital campaigns, content production and rapid response, we strive to impact the way sexual violence is addressed, and work to build narrative power amongst survivors. We do this by shifting the focus to survivors and the systems that enable harm. We are careful to **respond to current events** that impact the way the world views survivors and their right to healing and justice. We demand survivor-centered reporting in the media, and we use our platforms to inform, disrupt, and challenge the status quo.

As a movement that began on the ground and found new life in the digital space, our social media platforms are an evolving space where survivors can connect with one another and engage with our messaging. On Instagram alone, we average 6.5 million impressions every month and reach over 68,000 through our monthly newsletter, Disruptor's Digest, which launched in November 2021.



We utilize the growing reach of our social media platforms, website analytics, and direct communication with survivors through e-campaigns and one-to-one correspondence to learn who our message is reaching, how it's resonating, and where they see themselves in the work of the movement. We are taking note of who we've yet to reach and how to be in relationship with them, based on historical context and current conditions.

# stronger together

## the survivors' agenda

In February 2020, 'me too.' partnered with the National Domestic Workers Alliance, National Women's Law Center, Justice for Migrant Women, and a steering committee of national organizations to co-create the **Survivors' Agenda**. This multifaceted campaign included town halls, kitchen table discussion toolkits, and a survey of over 600 individual survivors who provided their thoughts, perspectives, challenges and solutions for how the country should address sexual violence.

What resulted was a **comprehensive agenda** in six languages with input from individuals across the class, race, and age spectrum, working across sectors and movements.



The agenda was presented at **the Survivors' Summit**, a virtual event in September 2020 that reached over 12,000 attendees and included sessions ranging from survivor advocacy in the workplace to healthcare and schools.

## black girl freedom fund

We are part of the founding group of leaders, activists, educators, organizers, and philanthropists calling for the investment of \$1 billion in Black girls' lives over the next decade. Launched in September 2020, the **Black Girl Freedom Initiative** called attention to crises

Black girls in America face. The fund was created to support work that advances the well-being of Black girls and their families, including work that centers and advances the power of Black girls and gender-expansive youth through organizing, asset mapping, capacity-building, legal advocacy, and narrative work.

“Survivors are a constituency, we are a power base and inherently in survival as power, and we’re just here to exercise that power.”

**TARANA BURKE**  
SURVIVORS' AGENDA  
NATIONAL CALL, JUNE 2020





disrupt rape culture

During Sexual Assault Awareness Month in April 2021, we collaborated with cultural engineer Fresco Steez to create a campaign that explores rape culture and how it foregrounds and fuels sexual violence. Throughout the month, we released limited edition merchandise in partnership with Wisdom Fashion House, demonstrated what disrupting rape culture looks like and how even the smallest acts can open the pathway to more empathetic and honest dialogue, furthering our collective commitment to creating a world free of sexual violence. We partnered with Movement for Black Lives (M4BL) to co-produce content and events like Show Up to Disrupt, a discussion and workshop to better understand our place in the movement and what we can do within our own communities.

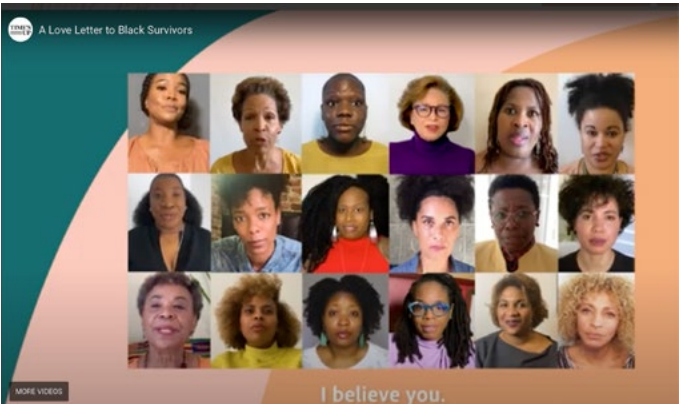


A photo essay depicting the many places where rape culture shows up was part of the campaign’s digital strategy to provide tools and tips for how we can disrupt harmful thoughts and behaviors.

we, as ourselves

In response to the increasing backlash and damaging rhetoric surrounding Black survivors, we co-created **We, As Ourselves** along with the National Women’s Law Center and Time’s Up Foundation. Launched in February 2021 with a love letter to Black survivors, a pledge for others to commit to showing up for them, and a media blitz, we set out to reshape the narrative around sexual violence and its impact on Black women and girls. The goals for this campaign were to:

- + fight for Black survivors to safely share their stories and experiences;
- + upend historical and cultural narratives that harm and silence Black survivors; and
- + work in solidarity with our community to create conditions where the stories of Black survivors can be heard, believed, and supported.

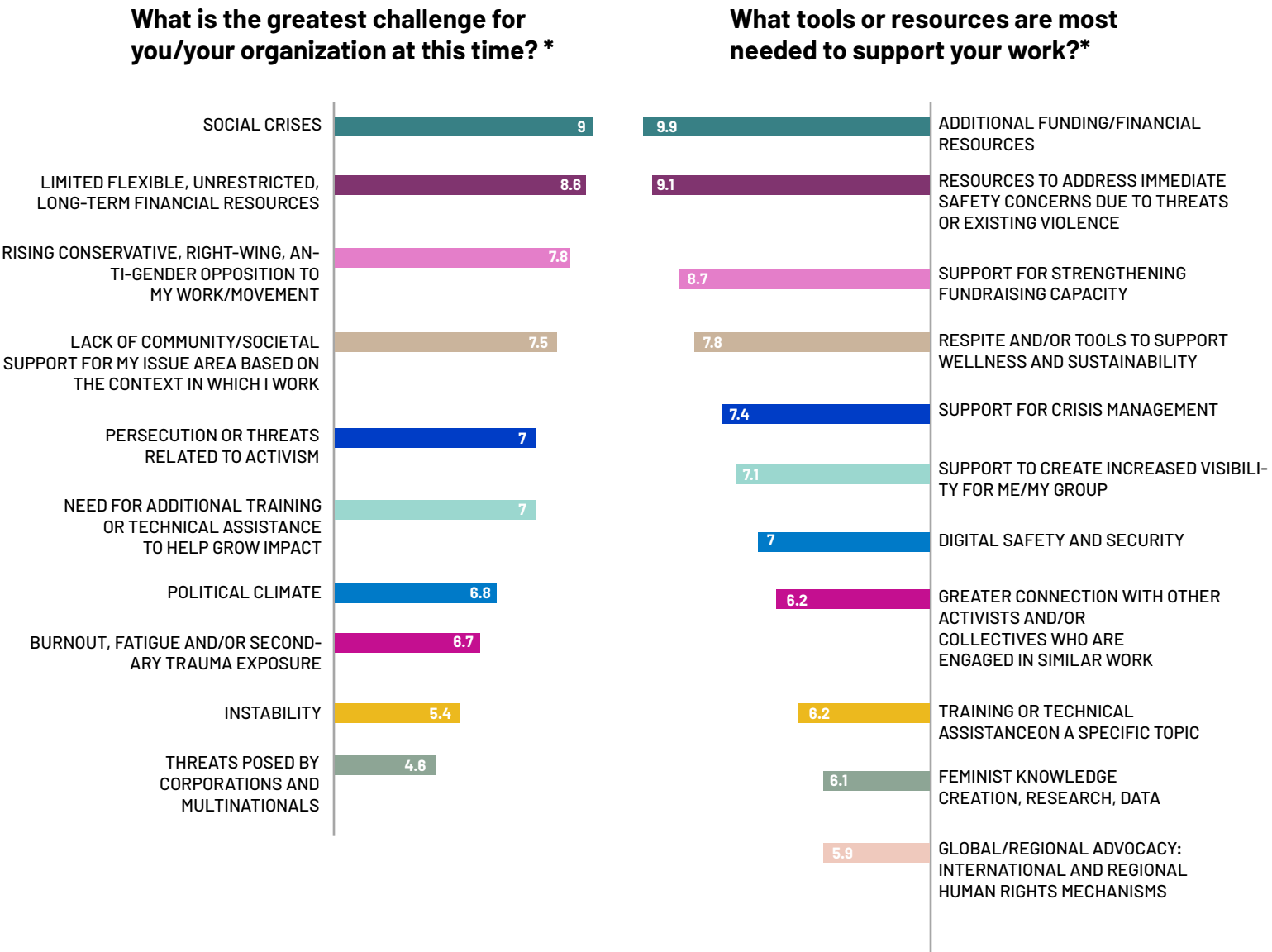


We, As Ourselves launched with a love letter to Black survivors, featuring the voices of some of the movement’s activists, journalists, advocates and influencers.

‘me too.’ global

At the beginning of 2021, we forged a relationship with **Global Fund for Women** to look at the broader landscape of sexual and gender-based violence (SGBV) beyond U.S. borders. This alliance combines ‘me too.’s groundbreaking, survivor-focused leadership with Global Fund for Women’s 30 years of support for grassroots organizers and feminist movements in the Global South and East.

Through a survey—distributed in Spanish, French, Arabic, Russian, and English to around 450 groups—we garnered critical insights into the needs and desires of organizations working to combat SGBV around the world, affirming the need for a global resource sharing network. We also conducted interviews with organizations working in countries throughout the Global South, in order to begin engagement with activists solving for SGBV in their local communities. The partnership continues to deepen as we establish a theory of change and foundational strategies.



\* PARTICIPANTS RANKED ON A SCALE FROM ONE TO 10, THE OPTIONS THAT BEST REFLECTED THEIR NEEDS.

# taking stock of our progress

## act too

To commemorate widespread awareness of the movement through the viral hashtag’s third anniversary on October 15, 2020, we launched the **Act Too** platform—an interactive website and crowd-sourced, blockchain-powered tool that enables all of us to take action. Created by award-winning agency FCB/SIX, this innovative site is an extension of our mission to demonstrate that we all have a part to play in the disruption of sexual violence. Through a diverse database of offerings including volunteering, donating, and trainings, the site offers ways to join the fight based on issue area, involvement level, and location. To celebrate this build, Act Too had its Broadway debut with a Times Square billboard in New York City.



The responsive platform allowed users to create their own personalized action plan, customizing their experience and enabling them to share their progress with their online communities.



Powered by a recommendation engine, the utility uses intelligence to recommend personalized actions people can take to support the movement, based on their individual interests, level of commitment, location and more.

## beyond the hashtag

On the fourth anniversary of #MeToo, we reflected on the change that the hashtag has spurred, and invited everyone to take the next steps in creating a world free from sexual violence. We celebrated the courageous survivors who said ‘me too.’, those who heard that chorus of voices and felt understood for the first time, and those who were moved to do something about it. We also reamplified what it means to disrupt—on an individual, institutional and systemic level—knowing that there is still so much work to do and more progress to be made if we’re willing to go ... *beyond the hashtag*.



The week-long anniversary celebration included profiles of some of the movement’s boldest disruptors, a panel discussion about the state of the global movement, and a day for grounding, creative expression, and body movement.



Our 4th anniversary trailer was directed & produced by Susan O'Brien @redberetproductions. Lead Animator & Editor: Meghann Kennedy, Animation: Zoë Soriano & Haley Hennier, Storyboarding: Jaclyn McKay, Supervising Sound Editor: Brittany Ellis.

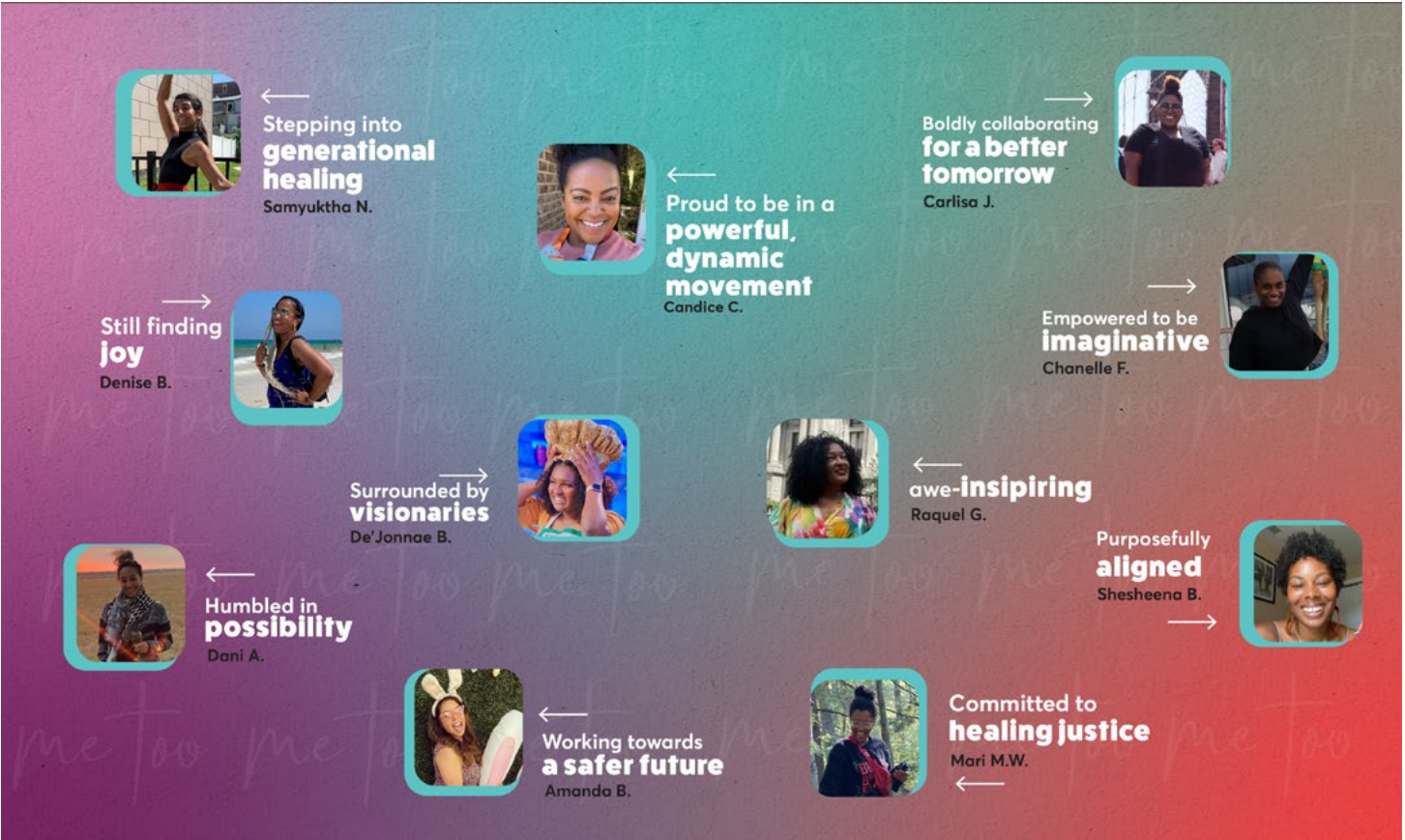


# organizational growth at-a-glance

me too. International was built to hold a particular vision alongside the many individuals and organizations working to sustain the work to end sexual violence, because we are clear that interrupting sexual violence is not an issue that one organization can solve. We press-on to uphold the work of the movement as a survivor-led, survivor-centered formation. We incorporated as a 501(c)(3) nonprofit in 2019, built organizational capacity with the addition of new team members, and formed a dynamic Board of Directors.

September 2021 marked founder Tarana Burke’s transition from Executive Director to Chief Vision Officer, where she will continue to guide the organization from this high-level, advisory position. Dani Ayers was appointed CEO a year before and maintains the role of cultivating and directing the health of the organization. We are strategically building a core team while leveraging relationships with vendors, consultants and contractors to bring our plans to fruition and meet our communities’ needs.

*what's it like to work for 'me too.'?*



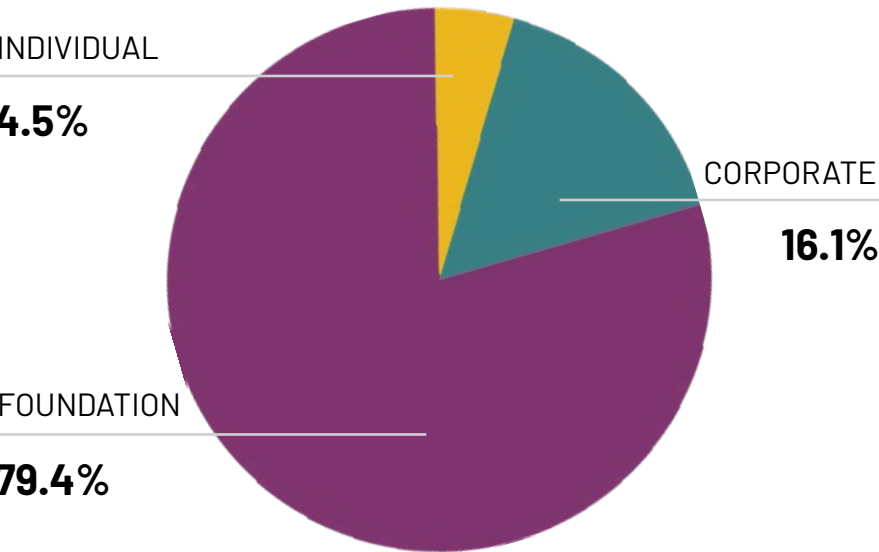


# financials & philanthropy

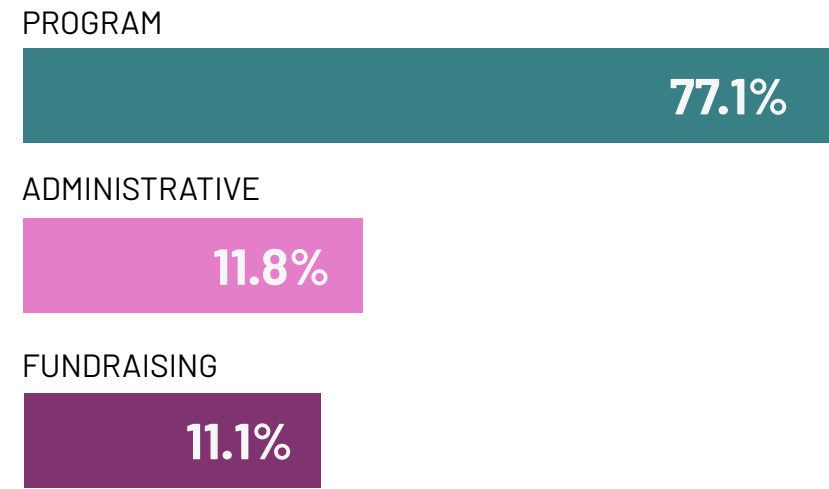
By virtue of how ‘me too.’ was introduced to the world, we grapple with the misconception that we are well-funded and well-supported. In reality, as a new nonprofit, we are actively fundraising, building relationships, and seeking innovative ways to sustain the work of this critical movement.

We are incredibly grateful for the funding provided by a small number of courageous foundations and corporations that made it possible for us to focus on the work of our mission while building infrastructure. With almost 80% of our income spent on programs, we were able to jumpstart our programs, creating narrative strategy for our highly-visible communications campaigns, and developing a deep set of resources for survivors. As we grow from a new organization into one that’s more well-established, it is those seed funders that made it possible for us to reach thousands of individual survivors with healing support, and a community through which they can build power.

2020 - 2021 Income



2020 - 2021 Expenses

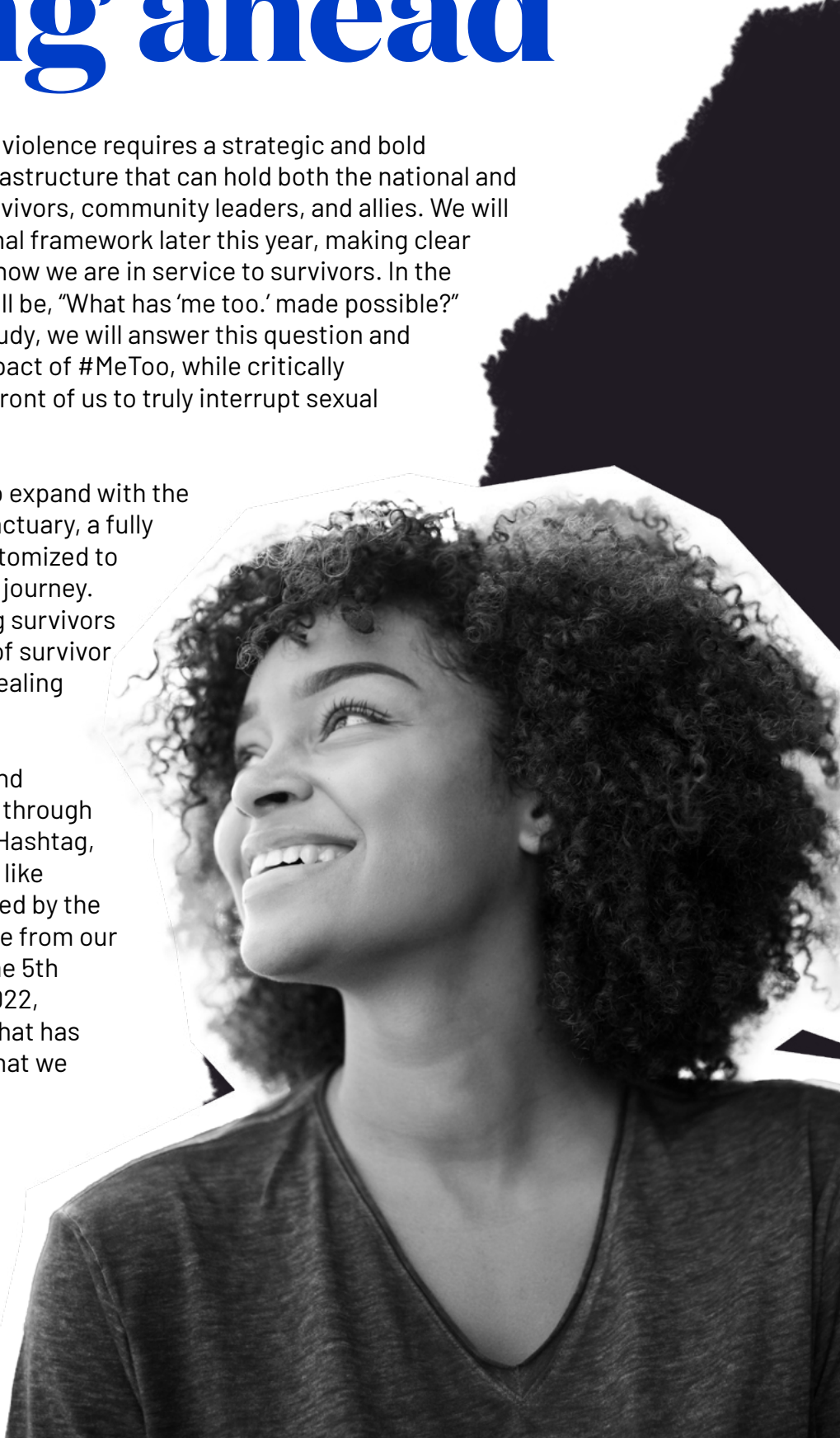


# looking ahead

Envisioning a world free from sexual violence requires a strategic and bold approach. We intend to build the infrastructure that can hold both the national and international ‘me too.’ network of survivors, community leaders, and allies. We will release our political and organizational framework later this year, making clear our strategic priorities and sharpen how we are in service to survivors. In the coming year, our guiding question will be, “What has ‘me too.’ made possible?” Through a comprehensive impact study, we will answer this question and deepen our understanding of the impact of #MeToo, while critically examining the work that remains in front of us to truly interrupt sexual violence as a public health issue.

Our programmatic work continues to expand with the forthcoming launch of Survivors’ Sanctuary, a fully self-guided platform that can be customized to accommodate any survivor’s healing journey. We will continue our work with young survivors HBCUs, as well as innovating inside of survivor leadership trainings and collective healing offerings.

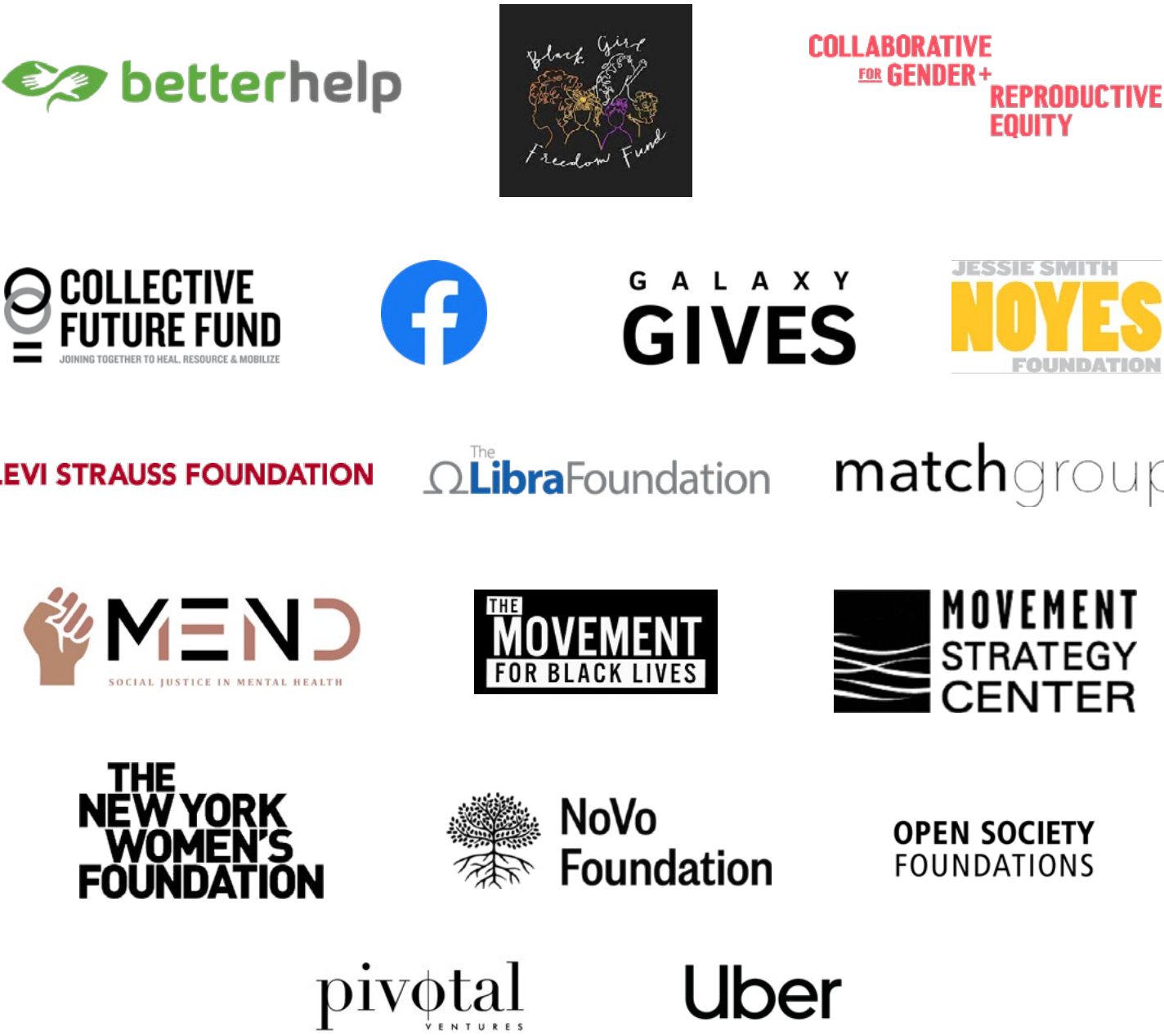
We will continue building narrative and organizing power amongst survivors through creative campaigns like Beyond the Hashtag, research and surveys, and initiatives like Survivors’ Agenda. We are emboldened by the positive feedback and helpful critique from our communities, and as we approach the 5th anniversary of #MeToo in October 2022, we are humbled by the groundwork that has been laid, and charged by the work that we know lies ahead.





# gratitude

The work of ‘me too.’ is made possible thanks to the support of foundations, corporate and individual donors (includes 2020 - current).



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Survivors must lead us in the movement to end sexual violence, yet as simple as that statement is, for too many it remains aradical, subversive declaration. The incredible work of ‘me too.’ is exactly why we refuse to compromise on this belief. Their achievements illustrate both the healing power of suvivor leadership and the path forward for ending patriarchal violence in its many forms. We are proud to be in community and support them in their growth.”

**ALEYAMMA MATHEW**  
DIRECTOR OF COLLECTIVE FUTURE FUND



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To learn more about 'me too'  
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