

SAFE

BAE
BEFORE ANYONE ELSE

An overview of
who we are,
what we've done
and where we're going.

We Are SafeBAE

SafeBAE

is a survivor-founded organization which educates middle and high-school students about healthy relationships, dating violence and sexual assault prevention, positive consent advocacy, safe bystander intervention, survivor self care, and survivor rights under Title IX. We are a national organization with our key demographic focus being 12-18 year olds, but we also work with their caretakers, teachers, school administrators, athletic coaches, religious leaders, and local direct service providers.

SafeBAE

defines the core issues of rape culture and sexual assault as the single most dangerous and impacting events in the lives of young people today. The statistics show the rate of assaults as significantly higher than any other age demographic, yet our culture offers little in the way of education or opportunities to change this epidemic.

SafeBAE

was founded by us in 2015. Daisy, Ella, and Jada are teen sexual-assault survivors and together with Charlie (Daisy's brother) and Shael (our executive director) we created SafeBAE in an effort to prevent what happened to us from happening to anyone else (the BAE in SafeBAE stands for "before anyone else.") During the filming of the Peabody Award-winning Netflix documentary, 'Audrie & Daisy,' we began incubating the idea for SafeBAE when we realized the single most common and important theme among all our stories was the lack of sexual-violence prevention, consent education and Title IX knowledge there was in our high schools. It was clear to us that education about these issues needs to happen pre-college, in middle school or early high school, when attitudes about intimacy and boundaries and dating safety were just forming.

SafeBAE

programs, initiatives, and partnerships are created with the collective input and support from the four founders, the Board of Directors, and the Advisory Board members in collaboration with the Executive Director.

Our team developed (and continues to grow) a series of activist and educational tools - materials and engagement resources - that students themselves can access to help shift attitudes and cultures. We are uniquely positioned, as young people, to reach and more concretely influence the youth we are targeting.

Our materials can be used by anyone (FOR FREE!) - students, parents, direct service agencies, educators - to raise awareness about sexual violence prevention and resources, to humanize the faces of survivors, and to provide survivor support help if/when a friend or loved one reports.

Please join us!

Daisy, Ella, Jada, Charlie, Shael



MISSION

SafeBAE is a student-focused, survivor-driven organization whose mission is to raise awareness about sexual assault in middle and high schools and student rights under Title IX. SafeBAE is focused on preventing dating violence and sexual assault by giving students the tools to change peer culture, end harassing re-victimization, and advocate for consent and safe relationship education.

GOALS

- Raise awareness about sexual assault in middle and high schools
- Provide information on student rights to be free from sexual violence under Title IX
- Promote education around consent and safe relationships in all secondary schools
- Engage all students to be a part of the solution using art, activism, and social media
- Provide students-survivors with information on their rights and options for justice
- Outreach to school boards across the country to ensure their understanding of obligations under Title IX and provide them best practices for student codes of conduct and department responses
- Promote consent education legislation in every state

SafeBAE programming is informed by an evidence based peer-to-peer model. Peer education programs, including those regarding sexual assault, have been found to be effective for starting dialogue, improving students' awareness, and changing attitudes and behaviors.

"I love that people who run this [program] are survivors of sexual assault and not just people who are here to educate us on it. They can share their stories and educate others." - SafeBAE audience member

SAFEBAE TIMELINE

Launch event – panel discussion/Q&A with founders & experts (with a video introduction from Senator Tim Kaine) at Washington-Lee High school in Arlington, VA

2015

DECEMBER

Release of Peabody award-winning, “Audrie & Daisy” at Sundance with SafeBAE presentation and debut event

Release of our Educational Video Series – to be piloted throughout the Arlington, VA School district high schools

JANUARY

2016

MARCH

Online Summit with End Rape On Campus & It's On Us – sharing our Educational Video Series with service providers & educators

Presentation/discussion at Georgetown Day School, Washington DC

JUNE

SEPTEMBER

Netflix release of “Audrie & Daisy,” Futures Without Violence adjoining curriculum and SafeBAE Educational Video Series & Activist Toolkit

Screening/Q&A at Citrus Valley HS, CA

SEPTEMBER

OCTOBER

Screenings/Q&A at Roger Williams University; UMass Amherst & Dartmouth, University of New Hampshire; Amherst College; MA College of Liberal Arts; Mt. Hope HS, RI

Screening/Q&A at Missouri Western State University

NOVEMBER

JANUARY

2017

Screening/Q&A at Texas A&M University, Commerce

Screening/Q&A at Lower Merion HS, PA; University of PA; Keystone College

FEBRUARY

MARCH

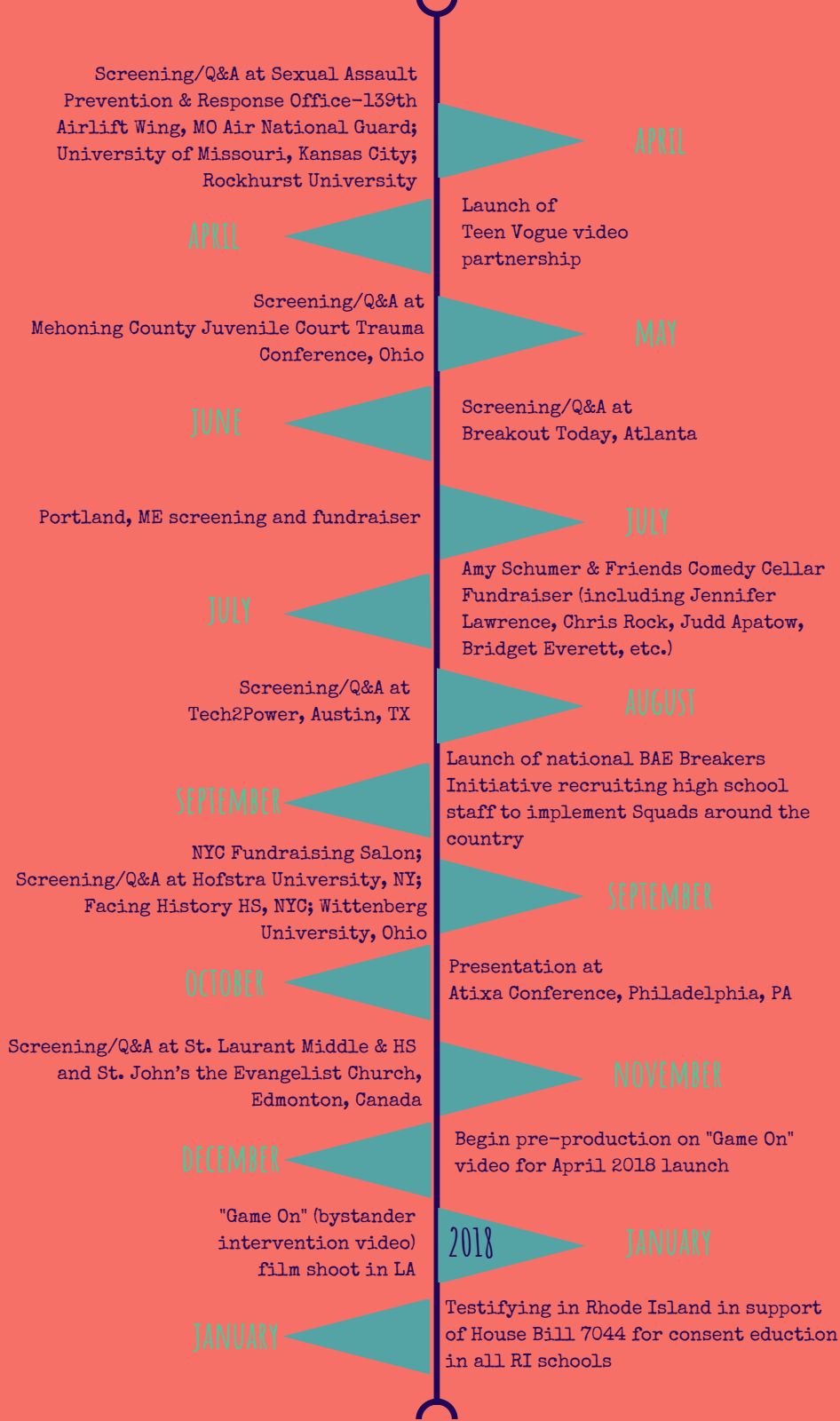
Screening/Q&A at Toronto, Canada – Taboo Talks

Release of “Quit This Shit” social media campaign & partner videos with Teen Vogue; NYC Fundraising Salon with Fieldston School

APRIL

APRIL

Screening/Q&A at Stonybrook College, NY; Lab HS, NYC; Ball State University; Indiana University, Bloomington; Southeast Missouri University; Pittsburg State, KA;



AUDIENCE REACH

Our Educational Video Series, 'Teen Vogue' partner videos, 'Quit This Shit' campaign videos reached thousands.

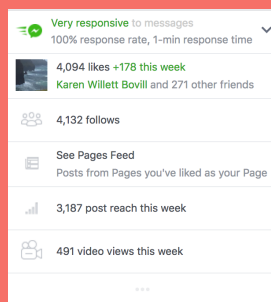
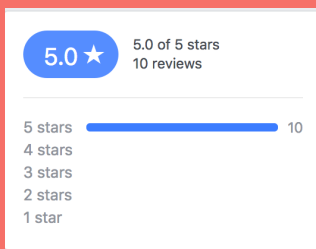
95,000
combined
views

4,500,000
students
reached

Keeping in mind that our educational series are viewed in a group educational setting, we estimate (based on survey feedback) that our videos have been viewed a by a total of 4,500,000 students (9,000 views of Title IX x 500 students per school showing).

Add to this, the millions of people who have seen “Audrie & Daisy” via Netflix, and our reach is in the well beyond those numbers. This is easily reflected in our collective social media following of over 920,000 followers on Instagram alone and our positive feedback and 5 star reviews.

920,000
Instagram
followers



60% of high-school boys find it acceptable to force sex in some circumstances.

IWPR Compilation of the Youth Risk Behavior Survey from the Centers for Disease Control and Prevention (2016)

PROGRAM OVERVIEW

SafeBAE exists to disrupt the cultural norms that are first introduced to children throughout their developmental years, in an effort to counteract all contributing factors in rape culture.

SafeBAE has been able to harnesses the power of “Audrie & Daisy” to humanize the experiences that far too many young people are facing today. The film awakens the consciousness of virtually everyone who has seen it and SafeBAE has been in position to turn that energy into ongoing action. This sustainable model shifts attitudes and behaviors, ultimately transforming culture. Leveraging the messages of the film, we’ve built a growing suite of online organizing tools and we are engaging thousands of teens and educators in dismantling rape culture in their schools and communities. By merely breaking down the concepts of consent, bystander intervention/distraction, how to support survivors, and the things that contribute to rape culture, we are able to shape the perspectives and practices of children BEFORE media becomes their primary educator. We believe that counteracting the ideas portrayed in all forms of media that children are consuming, will prevent these ideas from taking hold and transform youth social development. This, in turn, will impact their futures as young adults and even later as adults. Changing the way younger students view all these concepts will have a ripple effect well into their adulthood. SafeBAE’s intentions are clear: creating aware and empowered young students – regardless of their gender, race, class, age, religion, sexual orientation, ability, or circumstance – changes the future for us all.

SafeBAE is uniquely positioned to succeed in driving cultural change because our strategy is inclusive and empowering of young students to be the leaders in creating lasting changes in attitudes and behaviors among not only students, but adults as well.

Teens 16 to 19 were 3 1/2 times more likely than the general population to be victims of rape, attempted rape, or sexual assault.

National Crime Victimization Survey. Bureau of Justice Statistics,
U.S. Department of Justice, 1996

OUTREACH STRATEGY

We will change the entire culture by empowering youth as leaders to change teen culture.

Our strategy to reach as many students as possible involves several roadmaps to achieve our goals. We aim to reach students in all modalities and in order to do so we need to reach local direct service providers, criminal justice workers, campus safety staff, coaches, parents, teachers, school administrators, judges, employers, media makers, social workers, mentors, doctors, etc. We provide all our materials for FREE so they will be able to overcome any barriers or resistance they confront. This enables youth to create environments where they can be safe to learn and develop positive relationships early in their development.

In 2017, over 4 million U.S. youth have been exposed to SafeBAE through school programming, social media, news articles, or direct presentations.

SPEAKING TOURS

The co-founders travel year round to visit schools, conferences, and events around the country, screening "Audrie & Daisy" and speaking to students and providers about our materials and activist engagement. Our co-founders spoke at 31 separate events between our fall launch in 2016 and the end of 2017.

FREE ENGAGEMENT TOOLS

We offer free activist tools and materials for schools or students to create a SafeBAE Squad in their community and be change makers to stop rape culture. These include posters, flyers, hand-outs, info sheets, social media stats and memes, educational videos, action ideas, fundraising ideas, etc.

EDUCATIONAL VIDEO SERIES

We offer an Educational Video Series that covers the topics of consent, bystander intervention, how to support a survivor, myths & facts about sexual assault & students' rights under Title IX. Hundreds of survivors, teachers, parents, and direct service providers have reached out to us for access to our educational videos and materials to use in their local districts in 37 states.

SOCIAL MEDIA CAMPAIGNS

We created a social media campaign about the online harassment that survivors face when they disclose their assault. #QuitThisShit was created to capture the spirit of what happens in the aftermath to a teen after an assault occurs. It is aimed to make young people understand the impact of what they do and say online. The reality is that many survivors assaults are filmed and shared among peers, who then mount a campaign of shaming and humiliation against survivors. Our campaign is meant to help students better understand that impact and the reality that comes with it. There is also a non-explicit version of the campaign for school use as well as a pledge to not harass online - www.QuitThisShit.org and <https://www.youtube.com/watch?v=UbeoN5zLPGo&t=7s>.

BAE BREAKER PILOT INITIATIVE

In September 2017 we launched the BAE Breaker Initiative in order to recruit a highly-motivated and dedicated network of high-school aged leaders to change youth attitudes/behaviors about sexual assault and consent through an evidence based peer-to-peer model. We allocated funds to pay local teen BAE Breakers and provide them with starter kits for school outreach in approximately 10 states throughout the 2017-18 school year.

Our intention with creating this high performance and youth-staffed network of stakeholders is to help students build authentic responsibility and support within their schools and friendship circles. In return, this army of supporters - with BAE Breakers as leaders - will help to augment our materials, to influence our creative approach to reaching students, and to help provide crucial



By the time students are done with (secondary) school, 81% have experienced some sort of sexual harassment.

Gruber & Fineran, 2007

Strong partners help to multiply our impact

We are building a coalition of like-minded cultural and youth influencers, celebrities, national and local direct service agencies, and media creators who we will continue to work with to create new content and reach more people. This collective will ensure that we can all work toward collective goals along the spectrum of ending relationship violence and sexual assault.

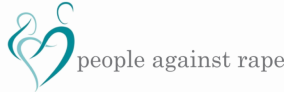
COALITION PARTNERS



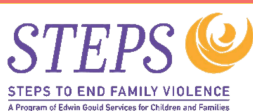
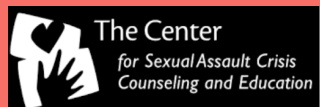
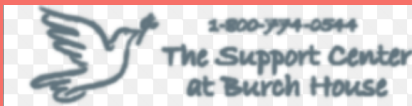
National Resource Center
on Domestic Violence



DEFENSE LOGISTICS AGENCY
THE NATION'S COMBAT LOGISTICS SUPPORT AGENCY



DEFENSE LOGISTICS AGENCY
THE NATION'S COMBAT LOGISTICS SUPPORT AGENCY



ARISE SEXUAL ASSAULT SERVICES

MEDIA PARTNERS

We partnered with 'Teen Vogue' in April 2017 (Sexual Assault Awareness Month) to create two videos addressing sexual assault and online harassment of survivors.



<https://www.youtube.com/watch?v=ujRoFzEPmgc> and

https://www.youtube.com/watch?v=VzC_Ss5o04Q

CONTENT/ARTISTIC PARTNERS:

Teen Vogue

Amy Schumer

Pippa Bianco

Loveless Films

Frankie Shaw (SMILF)

Animus Studios

Laura Holliday and Anna Baumgarten



1 in 20 sexually assaulted girls switches schools because of it

National Crime Victimization Survey. Bureau of Justice Statistics,
U.S. Department of Justice, 1996

IMPACT

SafeBAE has seen the impact of our materials in shifting the conversation and culture among students, to better understand that they have the capacity to be the change makers in their own friendship circles, families, schools and communities.

According to our earliest survey of parents, educators, and high school or college students who have participated in SafeBAE programming

100% thought the “Audrie & Daisy” screening was “very” or “somewhat” effective

More specifically, the following percentages of participants indicated they perceived SafeBAE programming as

greatly improving

the audience's understanding of:

100% of them viewed the “Our Stories Video” (from our Educational Video Series) as

very effective

how to avoid victim blaming

80%

how to respond to a survivor

75%

bystander intervention

67%

consent

67%

myths around sexual assault

60%

THE FUTURE

GAME ON

In April 2018, for Sexual Assault Awareness Month, we will launch our new video entitled 'GAME ON.' The short will follow Jamie and her high-school friends through an after-game party. Jamie will score 'points' (depicted by animation overlay) for every intervention throughout the evening.

The evening will present 4 different scenarios/opportunities for her to intervene or distract in an escalating situation that could lead to a potential assault. Her friend group is all high-school aged and depict diversity of gender, sexual identity, and ethnicity. Our heroine will get each of them home safely and teach the audience valuable, practical, every day ways to intervene in common situations.

BAE CODE BLOG

In collaboration with the release of "Game On," we will be introducing our new blog where we will collect and curate stories of bystander interventions. It will consist of positive examples of the ways people have intervened to get someone safely out of questionable situations.

LEGISLATIVE LOBBYING

SafeBAE will be working with state legislators to help support the introduction of and lobbying for mandated consent education in secondary schools.

We have already testified in support of Rhode Island House Bill 2018 7044 and will be working with Senator McClellan to see Virginia Senate Bill SB 101 through to the end.

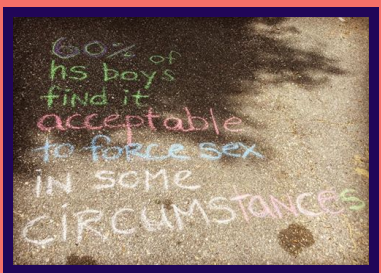
3 out of 4 high school girls reported being sexually harassed and more than 50% reported being sexually assaulted.

Crossing the Line: Sexual Harassment at School. United States:
American Association of University Women, 2011.

SPECIAL THANKS TO OUR DONORS

FOUNDATIONS:

- V-Day
- Pinpoint
- The Fledgling Fund
- Tides Foundation,
- Rising Fund



INDIVIDUALS:

- Bethany Asplundh
- Sydney Baty
- Thomas Benedek
- Hope Bray
- Jenna Browning
- Craig Caravaglio
- The Comedy Cellar
- Leila & David Centner
- Ana Cepin
- Laura Cowan-Johnson
- Purva Panday Cullman
- Caitlyn Delien
- Orla Dijkink
- David Fitzgerald
- Ruth Evon Idahosa
- James Graessle
- Jaime Harlock
- Sharon Hecht
- Carly Hugo
- Amberlin Jeanne
- Rebecca Jincks
- Judy Katz
- Laura Keinänen
- Matt Legere
- Mike Lin
- Michele Li
- Margaret Munzer
- Loeb
- Adele Marano
- Therese McNicolas
- Tony Montenieri
- Elizabeth Minx
- Amanda Morgan
- Mark Nance
- Brenda & Harty Norris
- Christina Paparo
- Jared Pate
- Julie Pezzino
- Jenna Pulliam
- Alexa Ragsdale
- Amy Schumer
- Mary Solberg
- Al Solomon
- Jennifer Straen
- Leslee Wechsler
- Pauline White
- Alyssa Wright



CO-FOUNDERS - BOARD OF DIRECTORS

Ella Fairon, Co-Founder

After moving to a small town in Texas at the age of 14, Ella was beaten, drugged and raped by a peer. For weeks after, Ella was bullied and harassed by the perpetrator and his friends and was shamed for the assault committed against her. Ella's family relocated back to California for her safety. By starting her own organization, Buttervly, at her new high school, Ella took back her voice and began to advocate on behalf of herself and other survivors of sexual violence. Under Ella's leadership, the group created awareness projects and organized a Powder Puff Game called "Tackling Rape Culture".

Catherine (Daisy) Coleman, Co-Founder

At the young age of 14, Daisy was assaulted by her older brother's friend in Maryville, MO. The perpetrator and his friends coerced her to drink to the point of complete black out, and after the assault left her outside her house in below freezing temperatures. She was then bullied at school, on social media, and her house was burned down. Considerable evidence was brought against the perpetrators, but because of suspected corruption, the charges were dropped. The group 'Anonymous' then rallied on her behalf with #JusticeforDaisy and Daisy sparked a national conversation about sexual assault.

Charles Coleman, Co-Founder

Charlie is a recent graduate of Baker University, with a Bachelor's in exercise science and also an accomplished 4 year varsity baseball letterman. His impactful contribution to the acclaimed film "Audrie & Daisy" shows his incredible voice as both a brother of a survivor, an ally, a coach, and mentor to young athletes. His previous experience speaking at schools has led him to want to reach as many young athletes as possible.

Jada Smith, Co-Founder

Jada is the outspoken survivor who sparked the #JusticeforJada campaign. At 16 years old, Jada was drugged and assaulted at a party. After assaulting her, the perpetrators posted pictures online of her unconscious, drugged body with the hash tag #jadapose that began trending in her community with reenactment pictures of her assault. After Jada's rape went viral she fought back, appearing on major news outlets, which ignited support from people all over the globe including celebrities such as Willow Smith and Gabrielle Union. A movement was born to support Jada and call for the prosecution of her perpetrator with #JusticeforJada pictures. Jada continues to advocate for sexual assault and cyber-bullying prevention.

Shael Norris, Co-Founder & Executive Director

Shael has dedicated her career to ending violence against women and girls.

She is a founding staffer of V-Day, overseeing the College and Community Campaigns for nearly 20 years. After a decade of work on college sexual assault, she sought a grant to establish SafeBAE to focus specifically on younger students. Her three children and dedication to making schools a safer place was the driving force which lead to the creation SafeBAE.

BOARD CONTINUED

Lauren Wechsler Horn

Lauren is President of Bullhorn Consulting, a non-profit strategic planning and operations advisor specializing in girls' and women's issues. Lauren has committed her life and career to women's and girls' rights, the environment, and youth philanthropy education. She has worked with the Ms. Foundation for Women, V-Day, and The White House Project. She has also helped to lead the national campaigns, "Take Our Daughters To Work Day" and "Vote, Run, Lead." Lauren joined SafeBAE with the goals of ending sexual violence among teens, giving boys and girls the tools to change peer culture, and encouraging social change through activism. Lauren is also the author of the children's book, "Planet Hero: 365 Ways to Save the Earth" and its accompanying activist tool kit, "The Earth Box."

Patrick Fairon

Patrick is an entrepreneurial executive with over 27 years of creating innovative new businesses, products and services that change the way people; businesses and organizations perform with measurable results. He has a diverse portfolio of experience including executive level Banking/ Credit/ Financial Services Sales, Computing, Mobile, Software, Cloud, eCommerce, New Media, Mortgage and Legal Services marketplace experience and he is expertise is in translating sales and business processes into technology platforms to increase efficiency, visibility and profitability.



ADVISORY BOARD

Bethany Asplundh

Bethany is a mother of 4 boys and a devoted activist for the rights of women and girls around the world. She has been a generous supporter of V-Day for over a decade and produced a recent production of "The Vagina Monologues" in Philadelphia. She sits on the advisory board at Malaika and is the board chair of education and outreach at Quintessence Theatre Group. She is honored to be a founding advisory board member and mentor for SafeBAE and to continue to support the organization's growth.

Michael Golland, Esq.

Michael represents individuals and entities in all facets of the entertainment and media industry including television, film, Internet, licensing and merchandise, publishing and music. Michael's clients include content producers, actors, writers, directors, composers, financiers, sales agents, distributors and technology companies. He is a member of the Moot Court Board and recipient of the Judge Barry Russel Award for Outstanding Achievement in Federal Courts and Practice, 1993.

Amanda Morgan

Amanda is founder, owner, and chief consultant of Morgan Training and Coaching LLC, a consulting firm specializing in leadership development, corporate training and executive coaching. For the past nineteen years, Amanda has worked with myriad global, fortune 100 financial services and insurance companies, as well as esteemed non-profit organizations in the academia, social services and healthcare sectors.

Emma Myles

Emma trained at the internationally recognized William Esper Studio in New York City. Past film and TV credits include Orange is the New Black (3-Time SAG Award Winner), Child of Grace, Girl Most Likely, Please Give, Spinning Into Butter, Conviction, Happy Yummy Chicken, How To Make It In American, Law and Order: Special Victims Unit, and Odd Mom Out. Her upcoming projects include the 6th season of Orange is the New Black where she will continue to recur as Leanne Taylor.

Susan Klein Shilling, MS, LMWS

Susan works with individuals, couples, families, children and teens on issues around helping translate the teen experience in a way that parents can understand. She has a Masters from the Bank Street School of Early Education and a second Masters in Social Work from Hunter School of Social Work. She specializes in trauma, EMDR and mindfulness and has given talks and experiential seminars to a number of schools in NYC to help teachers identify micro transgressions as well as how to manage classroom situations, including trauma, addiction, bullying, etc. She has consulted for Dateline NBC Specials as a parenting expert. She practices in New York City and lives there with her 2 daughters and husband.

Marla Swanson

Marla is a dedicated non-profit and philanthropic advisory expert, and innovative strategic thinker in the area of international human rights and social justice. She obtained her BA from Central Washington University and her Masters from the Monterrey Institute of International Studies. She spent over a decade as a Senior Program Officer at the Open Society Institute and currently consults for Breakthrough.

Tracey E. Vitchers

Tracey has spent her professional career combating sexual violence. She is the Executive Director of "It's On Us." She was formerly the Chief Development Officer at Callisto, a nonprofit that creates technology to combat sexual assault. She serves as Chair of the Board for End Rape On Campus, as a member of the Governing Board for Safe Haven of Pike County, and as an advisory board member with Culture of Respect. She previously served as Chair of the Board for SAFER. She has a B.A. from Williams College and a M.A. in Comparative Women's Studies in Culture & Politics from Utrecht University.

RESEARCHERS

Tacianna Indovina

Tacianna has her master's degree in clinical mental health and is in the process of earning her Ph.D. in counseling psychology. She is currently an intern at University at Buffalo's Counseling Services and has a special interest in sexual assault prevention and treatment. She is dedicated to educating young men and women about consent, bystander intervention, victim blaming, and treatment of survivors.

Elizabeth Peeler

Elizabeth earned her Bachelor of Science in Cell/Molecular Biology with minors in Art History and Chemistry from Appalachian State University. She received her Master of Science in Public Health from the University of South Carolina with a concentration in Health Promotion, Education, and Behavior. She received her Certified Health Education Specialist (CHES) from the National Commission for Health Education Credentialing, Inc. Elizabeth is the Health Educator in the Office of Health, Alcohol, and Drug Education at Ball State University. She is passionate in educating students about sexual violence prevention in an inclusive and supportive environment.

MEDIA PARTNERS

Laura Holliday

Laura is a writer, director and actor based in Los Angeles. Her short film "Persephone Goes Home" earned her the Sundance Ignite Fellowship, a competitive year long mentorship with Sundance Institute for filmmakers under 24. Laura has studied screenwriting and filmmaking at Idyllwild Arts Academy, and Art Center College of Design where she graduated with a BFA in Directing. She is currently in post production for her first directorial feature "Daddy Issues," a female driven comedy that subverts the oversimplified implications of its title. Professionally, Laura has written and directed content for Lifetime, Funny or Die, Fullscreen, and PopTv. She is passionate about using media for activism.

Anna Baumgarten

Anna is a writer, actor, and film producer. She hails from Michigan where she studied screenwriting at the University of Michigan and graduated with a liberal arts degree in film & television. As a survivor of sexual assault, she is passionate about using her talents and skills to influence change through media. Her short film Disfluency is what brought her to SafeBAE's attention. Disfluency explores rape culture and the aftermath of assault. Anna is currently a writer's assistant at MTV's Ridiculousness. She is always looking for opportunities to creatively collaborate onstage and onscreen.

Kevin Sanford

A producer, executive and entrepreneur, Kevin received international acclaim and an Emmy Award Nomination as producer of the XXII Central America and Caribbean Games in Veracruz, Mexico. Additionally, Sanford recently produced My People My Music starring Jennifer Lopez, Rihanna for the 58th Annual Grammy Awards, Selena Gomez for Saturday Night Live, Leonard Cohen's Album Release (2016), Bottlerock Music Festival, Good Charlotte Live NYE, Junkanoo Music Carnival, V-Day 10th Anniversary at the Superdome and the Pensado Awards. As President of Broadcast at Clair Global, one of the largest sound and video rental companies in the world, Sanford spearheaded the integration of new technologies and multi-platform broadcast services.

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